

Strengthening the Capacity and Competitiveness of MSMEs in Talang Beringin Village Through Guidance on Digital Marketing, Branding, and Business Finance

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Abstract

This study analyzes the transformation of the community's role from beneficiaries into drivers of the digital economic ecosystem through collaboration with MSMEs. The study employs a Systematic Literature Review (SLR) of 30 scientific articles published between 2020 and 2026, with the selection process based on PRISMA 2020 and the analysis conducted using the Theory–Context–Characteristics–Methodology (TCCM) framework and thematic synthesis. The findings indicate that digital empowerment develops through the stages of digital inclusion, digital literacy, digital capability, community participation, community–MSME collaboration, digital value co-creation, and the formation of a local digital economic ecosystem. This study develops the Community–MSME Digital Ecosystem Framework, which explains the transformation of the community's position from recipient, participant, collaborator, and digital economic actor to ecosystem driver. The findings emphasize that community service needs to move beyond knowledge transfer toward capability development, collaboration, value co-creation, and ecosystem building. This framework offers an empowerment approach that positions communities and MSMEs as collaborative actors in creating value, strengthening self-reliance, and building a sustainable local digital economic ecosystem.

Keywords: MSME Empowerment, Business Bookkeeping, Digital Marketing, Branding, Community Service

Penguatan Kapasitas dan Daya Saing UMKM Pekon Talang Beringin Melalui Pendampingan Pemasaran Digital, Branding dan Pembukuan Usaha

Abstrak

Kegiatan Praktik Kerja Pengabdian Masyarakat (PKPM) ini memperkuat kapasitas dan daya saing dua UMKM di Pekon Talang Beringin, yaitu Gulo Abang Kito (produsen gula aren cair) dan Keripik Amoring (produsen keripik pisang dan keripik talas), melalui pendampingan terpadu dari tiga mahasiswa pada aspek pembukuan, pemasaran digital, dan branding. Penelitian menggunakan pendekatan deskriptif kualitatif dipadukan metode Participatory Action Research pada 23 Juli–24 Agustus 2026, meliputi observasi, wawancara, dan pendampingan langsung bersama pemilik UMKM. Hasil pendampingan berupa buku kas harian dan kartu stok untuk pencatatan transaksi, Google Business Profile untuk kedua UMKM disertai konten promosi carousel di Instagram Keripik Amoring, serta logo dan item promosi yang dirancang menggunakan Canva. Hasil menunjukkan kedua UMKM memperoleh pencatatan keuangan yang lebih tertata, visibilitas daring yang lebih luas melalui Google Search dan Maps, serta identitas visual yang lebih konsisten, meskipun dampaknya terhadap kinerja penjualan masih memerlukan pemantauan lanjutan.

Kata kunci: Pemberdayaan UMKM, Pembukuan Usaha, Pemasaran Digital, Branding, Pengabdian Masyarakat

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the important parts of the community's economy because they have a role in supporting economic activities and business development at the local level. Along with the development of information technology, MSME actors need to adjust their business management, especially in the use of digital technology for marketing, strengthening business identity (branding), and managing financial administration. The use of digital technology can help MSMEs expand their marketing reach and improve business capabilities in the face of growing competition (Kamil et al., 2022). However, in its implementation, there are still MSMEs that have not taken advantage of digital technology and do not have business management that is carried out in a structured manner.

Pekon Talang Beringin, Pulau Panggung District, Tanggamus Regency, Lampung Province is one of the areas that has the potential for MSME development. Based on the results of initial observations and interviews conducted in Community Service Work Practice (PKPM) activities, it was found that MSMEs in the region already have products and business activities, but still face some limitations. These problems include marketing that is still limited and has not made optimal use of digital media, a strong business visual identity, and financial and inventory recording that has not been done regularly. This condition shows that strengthening the capacity of MSMEs is not only needed in the marketing aspect, but also in the branding and business management aspects.

In the aspect of digital marketing, the use of Google Business Profile can help increase business visibility so that information about businesses is easier to find by potential consumers through Google and Google Maps. Husain et al. (2023) show that the implementation of Google Business Profile can help MSMEs increase online visibility and make it easier for potential consumers to find business information. The same thing is also shown by Tanjung et al. (2023), who explain that the use of Google My Business can help MSMEs increase visibility and support promotional activities through digital technology. In addition, Sartika et al. (2026) shows that the use of Google Business Profile can be one of the steps in the digital transformation of MSMEs in village areas to support increased competitiveness.

In addition to digital marketing, strengthening branding is also an important part of the development of MSMEs. Visual identities such as logos and promotional media can help businesses have clearer characteristics and make it easier for consumers to recognize products. Kurnianti et al. (2022) show that branding activities through logo design, packaging, and promotional media can help increase brand awareness and support MSME promotion activities. Therefore, strengthening visual identity through the creation of logos and promotional items is one of the efforts that can be made to help MSMEs introduce their products more consistently.

In terms of business management, simple financial recording and inventory management are also needed so that MSME actors can know business conditions more regularly. Winarni et al. (2026) explained that simple financial recording can help optimize MSME management. Meanwhile Purnama & Sri (2023) shows that the use of

stock cards can help business actors monitor inventory, plan the procurement of goods, and improve the efficiency of inventory management. This is the basis for the importance of simple bookkeeping assistance and stock card management in MSME development activities.

Based on these conditions, Community Service Work Practices (PKPM) activities in Pekon Talang Beringin are carried out through integrated assistance to MSMEs in three main aspects, namely digital marketing through the creation of Google Business Profiles and the use of social media, strengthening branding through the creation of logos and promotional items, and business bookkeeping through the implementation of cash books and stock cards. Based on this description, the question in this study is how is the implementation and impact of digital marketing, branding, and business bookkeeping assistance on strengthening the capacity and competitiveness of MSMEs in Pekon Talang Beringin? This study aims to describe the implementation of the three forms of assistance and analyze their impact on the business management capacity and competitiveness of MSMEs in Pekon Talang Beringin.

METHOD

This study uses a qualitative descriptive approach combined with the Participatory Action Research (PAR) method, which is an approach that actively involves students and MSME actors in the process of problem identification, planning, implementation, and program evaluation (Kamil et al., 2022). This participatory approach was chosen because the Community Service Work Practice (PKPM) activity places students as facilitators as well as companions who work with the community, not just researchers who observe from the outside (Winarni et al., 2026).

Location and Time of Implementation

The research was carried out in Pekon Talang Beringin, Pulau Panggung District, Tanggamus Regency, Lampung Province, during the period from July 23 to August 24, 2026, in a series of Community Service Work Practices (PKPM) of the Darmajaya Institute of Informatics and Business.

Subject and Object of Activity

The subjects of this study are the owners and managers of MSMEs Gulo Abang Kito (liquid palm sugar producers) and Amoring Chips MSMEs (producers of banana chips and taro chips) in Pekon Talang Beringin, while the object of the research is the implementation of three forms of interintegrated assistance, namely (1) the implementation of simple cash book reports and stock card management, (2) the use of Google Business Profile and social media marketing, and (3) the creation of logos and promotional items as an effort to strengthen the branding of MSMEs.

Data Collection Techniques and Instruments

Data collection techniques are carried out through participatory observation, direct interviews with MSME owners, and documentation at each stage of the activity. The

collected data is then analyzed using qualitative descriptive analysis techniques through the stages of data reduction, data presentation, and drawing conclusions on the implementation and impact of each mentoring program.

The instruments used in data collection include observation guidelines, semi-structured interview guidelines, and activity documentation (photos and results of mentoring products), which are equipped with program implementation support tools in the form of daily cash book and manual stock card formats, Google Business Profile accounts, Canva graphic design applications, and Instagram social media accounts owned by partner MSMEs.

Program Implementation Procedure

The implementation of the program is carried out through several interrelated stages, namely the preparation stage, observation and identification of needs, preparation of work programs, program implementation, and monitoring and evaluation. In the preparation stage, students coordinated with the Field Supervisor (DPL), Pekon Talang Beringin officials, and the owners of MSMEs Gulo Abang Kito and Keripik Amoring to build initial communication as well as introduce the PKPM work program plan to be implemented. The observation and identification stage of needs is carried out through direct visits and interviews with MSME owners. The results of the observation show that the two MSMEs do not have regular financial records and stock management, have not utilized Google Business Profile and social media optimally for marketing, and do not have a business visual identity (logo) and promotional items that support product branding. Based on the results of the identification, the implementation of the program is divided into three series of mentoring activities that are carried out in parallel by each student of the implementation.

First, assistance in the implementation of simple cash books and stock card management is carried out through five stages, namely observation of initial financial recording conditions, education on the importance of separating personal and business finances, preparation of daily cash book and stock card formats, practice of assisting in recording transactions directly with MSME owners, and evaluation accompanied by the submission of financial notebooks so that they can be used independently after PKPM activities end. Second, assistance in the use of Google Business Profile and social media marketing is carried out through visits to explore business profiles and locations, creating business profiles by completing the business name, type of product, address, operating hours, product photos, and location points on Google Maps, business profile verification processes, as well as planning and creating promotional content in the form of a carousel which is then uploaded through MSME social media accounts.

Third, assistance in making logos and promotional items begins with discussions with MSME owners to determine the concept and visual identity that suits the character of each product, followed by the design of logos and promotional items (posters, banners, brochures, stickers, and social media content) using the Canva design application, design revision based on the input of business owners, to the application and promotion of logos

and promotional items through product packaging and MSME Instagram accounts. The final stage of program implementation is in the form of monitoring and evaluation, which is carried out to see the extent to which the three forms of assistance can be accepted, understood, and utilized sustainably by the owners of Gulo Abang Kito and Amoring Chips MSMEs after the PKPM activities are completed.

FINDING AND DISCUSSION

Findings of Assistance Implementation

The implementation of MSME assistance in Pekon Talang Beringin is carried out based on the results of initial observations and interviews which show that there is a need to strengthen the aspects of business management, digital marketing, and branding. The two partner MSMEs, namely Gulo Abang Kito MSMEs and Amoring Chips MSMEs, have run business activities and have products that are marketed, but still face limitations in financial and inventory recording, digital media utilization, and business visual identity. This condition then becomes the basis for the implementation of mentoring which is carried out in a participatory manner with MSME owners.

Assistance is carried out through three forms of interrelated activities, namely the application of simple cash books and stock cards, the use of Google Business Profile and social media marketing, and the creation of logos and promotional items. The three forms of assistance are directed not only to produce assistance products, but also to increase the understanding of business actors so that the results of activities can be used independently after the program is completed

Table 1. MSME Conditions Before and After Mentoring

Aspects	Conditions Before Mentoring	Results After Mentoring
Business bookkeeping	Financial records are not regulated and personal finance is still mixed with business finance	MSMEs have a simple cash book format to record income and expenses and obtain assistance in recording practices
Inventory management	Stock recording and monitoring have not been done regularly	MSMEs obtain stock cards and assistance to monitor inventories
Digital marketing	The use of digital media and the existence of online businesses is not optimal	Gulo Abang Kito and Keripik Amoring have a Google Business Profile that contains business and location information
Business location information	Consumers experience limitations in obtaining location and business information	Business information can be found through Google Search and Google Maps
Social media promotion	The promotion of Amoring Chips is still carried out conventionally and is not supported by attractive visual content	Carousel-shaped promotional content available that can be used on social media
Branding	The business's visual identity is not yet strong and does not have a logo and targeted promotional items	Logos and promotional items are available that can be used on packaging and various promotional media

Source: Data from observations, interviews, and documentation of PKPM activities, processed in 2026

The table shows changes in several aspects of business management after mentoring. The changes found are mainly in the form of the availability of business management tools and promotional media that were previously not owned or utilized optimally. Thus, the results of the activity are more accurately understood as strengthening the initial capacity of MSMEs, not as a measurement of improving business performance in the form of percentages or sales value because this study does not use quantitative data on sales before and after the program

Digital Marketing Assistance

Digital marketing assistance is carried out through the creation of Google Business Profiles for Gulo Abang Kito MSMEs and Amoring Chips MSMEs as well as the creation of carousel-shaped promotional content for Amoring Chips MSMEs social media. At Gulo Abang Kito MSMEs, the mentoring process begins with collecting information about business profiles, product types, addresses, contact numbers, and business locations. The information is then used in the creation of a Google Business Profile. The results, Gulo Abang Kito's profile was successfully created with information about liquid palm sugar products, addresses, contacts, and location points connected to Google Maps. The same thing is done for Amoring Chips MSMEs. Information about banana chips and taro chips products and business locations are included in Google Business Profile. The profile has been successfully created and can be accessed through Google Search and Google Maps. Thus, both MSMEs already have a digital presence that can be an information access point for potential consumers.

Table 2. Digital Marketing Assistance Results

Program	Target MSMEs	Activity Results	Identified Benefits
Google Business Profile	Gulo Abang Kito	Business profiles are created and verified, loading products, addresses, contacts and locations	Make it easier for consumers to find information and business locations
Google Business Profile	Keripik Amoring	Business profiles are created and connected with Google Maps	Increase the accessibility of online business information
Social Media Marketing	Keripik Amoring	Carousel-shaped promotional content created and uploaded	Delivering product information becomes more interesting and informative

Source: Documentation and results of the implementation of the PKPM program, processed in 2026.



Figure 1. Creation of Google business MSMEs

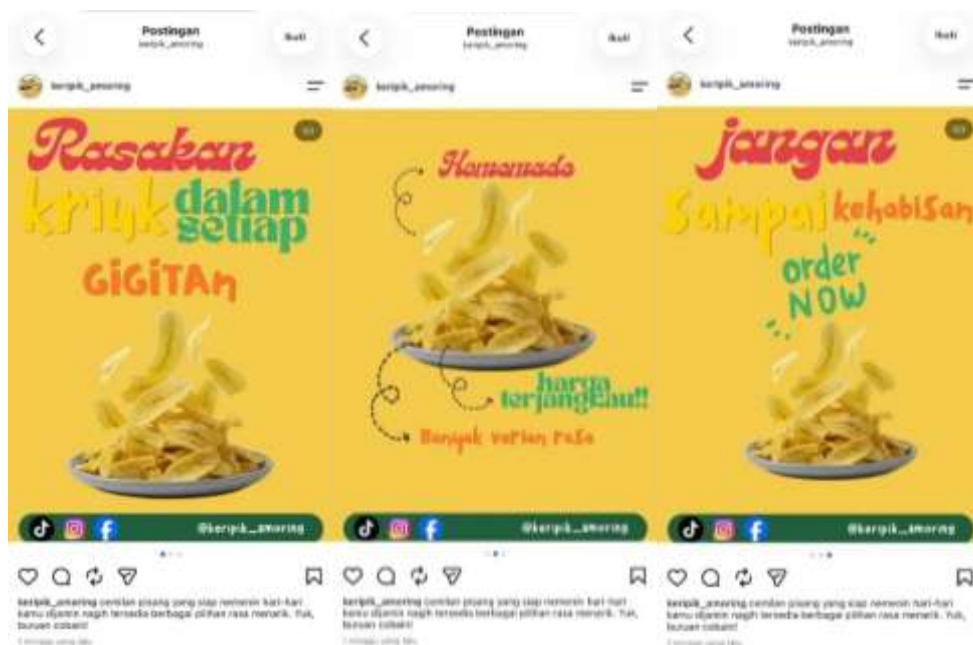


Figure 2. A Collection of Promotional Content on Social Media

In addition to the existence of a business on Google, assistance is also carried out through the creation of carousel content for Amoring Chips. The content is designed by containing information about product advantages, product variants, and how to order. The carousel format allows information to be conveyed through multiple slides so that product information can be presented gradually to social media audiences. These findings show that digital marketing in the context of MSMEs in Pekon Talang Beringin is not only related to the use of social media, but also the development of identity and business existence on location-based platforms. Google Business Profile provides access to business and location information, while social media is used as a means of visual communication to introduce products. These results are in line with Husain et al. (2023) and Tanjung et al. (2023) which show that the use of Google Business Profile or Google My Business can support the online visibility of MSMEs.

However, the results of this assistance cannot be used to conclude that there is an increase in sales or the number of customers quantitatively. The data obtained in the activity shows more changes in digital presence, access to information, and readiness of

promotional media. Therefore, the impact on sales and market expansion still requires further monitoring.

Branding and Promotional Item Assistance

Strengthening branding is carried out through the creation of logos and promotional items for Gulo Abang Kito and Amoring Chips MSMEs. The process began with a discussion with MSME owners to determine a visual concept that suits the character of the product. Next, the logo design was carried out using Canva by considering visual elements, typefaces, shapes, colors, and layouts.

The Gulo Abang Kito logo is designed to highlight the identity of palm sugar products, while the Amoring Chips logo is adjusted to the character of the chip product. The visual identity is then applied to several promotional items such as posters, banners, brochures, stickers, and social media. After the design is completed, revisions are made based on the input of MSME owners so that the design can be used according to business needs.

The results of the assistance show that the two MSMEs already have a visual identity that can be used more consistently in various media. The use of logos on packaging and promotional media provides clearer visual characteristics for the product. In addition, the availability of promotional items provides a choice of media that can be used by business actors to introduce their products to consumers.



Figure 3. The Results of Making MSME Logos



Figure 4. Results of Making MSME Promotional Items

These findings show that branding plays a role as a complement to digital marketing. The existence of products on digital media will be easier to develop if MSMEs also have a consistent visual identity. Logos and promotional items can be used on packaging, social media, banners, and other promotional media so that business visual communication becomes more directed. These results are in line with Kurnianti et al. (2022) who explain that branding through logo design, packaging, and promotional media can support brand awareness and MSME promotion activities. Kurnianti et al. (2022) also shows that digital branding can be part of efforts to strengthen MSME business identity.

Integration of Assistance in Strengthening the Capacity and Competitiveness of MSMEs

The three forms of assistance carried out have complementary functions. Bookkeeping and stock cards strengthen the internal capacity of MSMEs in managing transactions and inventory. Digital marketing strengthens the existence of businesses and consumer access to product information. Meanwhile, branding strengthens visual identity so that products have characteristics that are easier to use consistently in promotional activities.

Table 3. Integration of Assistance

Mentoring Program	Amplified Capacity	Key Results	Contribution to Competitiveness
Cash book and stock cards	Business administration and management	Availability of transaction recording and stock monitoring	Support record-based business decision-making
Google Business Profile	Digital marketing capacity	Availability of business profiles and locations online	Expand consumer access to business information
Social Media Marketing	Marketing communication capacity	Availability of carousel content for promotion	Supports visual delivery of product information
Logo and promotional items	Brand identity and communication	Availability of logos and promotional media	Help build a more consistent product identity

Source: Documentation and results of the implementation of the PKPM program, processed in 2026.

[illegible]

Figure 5. Cash book and stock card reports



Figure 6. Handover to MSMEs

Based on these results, strengthening competitiveness in this activity is more visible in increasing the readiness and capacity of MSMEs in managing and marketing their businesses, rather than in quantitative economic performance indicators. Both MSMEs have obtained simple tools that can be used sustainably, namely cash books and stock cards for internal management, Google Business Profile for digital presence, and logos and promotional items to strengthen business identity.

The integration of these three aspects is important because the problems of MSMEs are not only in one field. Digital marketing without a clear business identity can make product communication less consistent, while branding without good business management and recording is not enough to support overall business development. Therefore, assistance that combines administrative, marketing, and branding aspects provides a more integrated basis for MSME capacity development.

However, the sustainability of the assistance results still depends on the consistency of MSME actors in using and developing the tools that have been provided. The activity

report also recommends that the Google Business Profile be continuously updated, social media is used consistently, and the quality of products, packaging, and services continue to be improved. Thus, the results of mentoring in this activity can be seen as an initial stage that needs to be continued through gradual and continuous mentoring.

CONCLUSION

Based on the results of the implementation of MSME assistance in Pekon Talang Beringin, it can be concluded that strengthening the capacity of MSMEs is carried out through three main aspects, namely business bookkeeping, digital marketing, and branding. Bookkeeping assistance through cash books and stock cards helps Gulo Abang Kito and Keripik Amoring MSMEs have a more regular transaction recording and inventory monitoring system. These results provide a basis for business actors to obtain clearer information about financial activities and business stock conditions.

In the digital marketing aspect, the assistance produces Google Business Profiles for Gulo Abang Kito and Amoring Chips MSMEs as well as carousel-shaped promotional content for Amoring Chips MSMEs. The existence of business profiles on Google Search and Google Maps expands consumers' access to business information, locations, products, and contacts. Meanwhile, social media content provides more informative and interesting visual promotional media. In terms of branding, the creation of logos and promotional items provides a clearer visual identity for both MSMEs. These logos and promotional media can be used on packaging, social media, banners, and other promotional media to support product identity consistency and facilitate promotional activities.

The integration of bookkeeping assistance, digital marketing, and branding strengthens the management and marketing capacity of Gulo Abang Kito and Amoring Chips MSMEs. This strengthening is the basis for supporting business competitiveness through more organized management, a more accessible digital presence, and a more consistent product identity. However, this activity has not measured changes in turnover, number of customers, and economic performance indicators quantitatively. Therefore, the impact of mentoring on the economic performance and competitiveness of MSMEs in the long term still requires further monitoring and evaluation.

The sustainability of the program needs to be supported by the consistency of MSME actors in recording finances and stocks, updating Google Business Profile information, developing social media content, and using visual identities consistently. Further assistance from universities and the pekan government is also needed to help MSMEs develop digital marketing, business management, product quality, and branding strategies in a sustainable manner.

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