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INNOVATIVE BRANDING SUPPORT FOR ORGANIC-FERTILIZER MSME: EXPLORING KARANGWARU SRAGEN'S LOCAL POTENTIAL

*DUKUNGAN BRANDING INOVATIF UNTUK UMKM PUPUK ORGANIK:
MENJELAJAHI POTENSI LOKAL KARANGWARU SRAGEN*

Scope:
Social Economic

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ABSTRACT

Background: Organic-fertilizer MSMEs in Karangwaru, Sragen, have clear growth prospects but remain competitively fragile due to weak branding, rudimentary packaging, and limited use of digital channels. Unlike the well-studied output side (FMCG/post-harvest), input-side branding for farm supplies is under-addressed, thus constraining market access. **Objective:** This community service program aims to build branding capability through coherent visual identity systems, market-ready packaging with compliant labels, trademark preparation, and actionable digital marketing routines. **Method:** A participatory design anchored in baseline diagnostics, intensive workshops, and three months of mentored implementation. Activities blended experiential learning (logo/packaging co-creation and supplier briefs), practice with social media and e-commerce, and clinic-style coaching to institutionalize internal branding routines. **Results:** Capability and performance improved. Leads +75%; conversion 2%—3.5%; retention 60%—78%; brand awareness +40%. Triangulated qualitative evidence (owners/retail partners, field notes, shelf audits) indicates better market positioning—stronger on-shelf salience, more buyer inquiries, and heightened perceived quality due to clearer, compliant information architecture. **Conclusion:** Emphasizing packaging and capability building yielded measurable market benefits for rural input-side MSMEs and laid a more stable foundation for sustained competitiveness.

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ABSTRAK

Latar belakang: UMKM pupuk organik di Karangwaru, Sragen, memiliki prospek pertumbuhan, namun rapuh secara daya saing akibat branding lemah, kemasan yang masih sederhana, dan adopsi kanal digital yang terbatas. Berbeda dari sisi output (FMCG/pasca-panen) yang banyak dikaji, branding pada produk input pertanian relatif kurang disentuh sehingga akses pasar terhambat. **Tujuan:** Membangun kapabilitas branding melalui pengembangan sistem identitas visual yang koheren, kemasan siap pasar dengan label patuh, persiapan merek dagang, serta rutinitas pemasaran digital yang aplikatif. **Metode:** Desain partisipatif berbasis diagnosis awal, lokakarya intensif, dan tiga bulan implementasi termentori. Kegiatan memadukan pembelajaran berbasis pengalaman (ko-kreasi logo/kemasan dan supplier brief), praktik media sosial dan e-commerce, serta clinic-style coaching untuk melembagakan rutinitas branding internal. **Hasil:** Kapabilitas dan kinerja meningkat. Leads +75%; konversi 2%—3,5%; retensi 60%—78%; awareness merek +40%. Bukti kualitatif bertriangulasi (pemilik/mitra ritel, catatan lapangan, audit rak) menunjukkan posisi pasar yang lebih baik-visibilitas di rak lebih kuat, pertanyaan pembeli meningkat, dan persepsi mutu naik karena arsitektur informasi yang lebih jelas dan patuh. **Kesimpulan:** Penekanan kemasan dan penguatan kapabilitas menghasilkan manfaat pasar yang terukur bagi UMKM pertanian di wilayah pedesaan serta membentuk dasar lebih stabil bagi daya saing berkelanjutan.

Kata kunci:
UMKM Pupuk Organik;
Strategi Merek; Desain
Kemasan; Pemasaran Digital;
Penguatan Kapasitas Berbasis
Komunitas

BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) are central to Indonesia's inclusive growth and economic resilience (Aprilia et al., 2025). However, many MSMEs remain competitively constrained by limited capital, uneven digital capability, and weak branding practices (Li et al., 2024; Mishra & Mishra, 2023). Packaging quality is often suboptimal, trademarks are unregistered, and marketing relies on conventional channels that reduce consumer attention and limit penetration into retail and stockist networks (Rinaldi et al., 2023). Addressing these gaps requires coherent branding strategies, market-ready packaging, and pragmatic digital marketing routines that can sustain demand and extend market reach.

Karangwaru Village, Plupuh Sub-district, Sragen Regency hosts MSMEs producing organic fertilizer with tangible growth prospects. A representative case, Berkah Bumi Sukowati (est. 2018), has gradually scaled alongside rising demand yet faces material obstacles to branding and market access: plain, unbranded sacks with no recognizable visual identity, absence of a registered trademark, and heavy reliance on word-of-mouth among local farmers. These deficiencies suppress competitiveness and hinder the ability to capture opportunities in the organic-fertilizer segment. At the same time, the local availability of agricultural and livestock waste provides reliable feedstock, reinforcing the need to transform production capacity into credible, market-ready offerings.

The literature frames branding as a strategic capability that extends beyond logo design—encompassing identity systems, positioning, and consumer perception (Rinaldi et al., 2023; Sari et al., 2023). Visual cues and clear information hierarchies serve as quality signals, while digital channels (social media and e-commerce) increasingly shape discovery and conversion (Jiang, 2024; Li et al., 2024). Effective branding correlates with perceived quality, market share, and customer loyalty (Mishra and Mishra, 2023). Sustained performance further depends on continuous monitoring of recognition and sales effectiveness over time (Kintu, 2024; Tedeschi & Benedetto, 2015). These insights point to integrated solutions aligning identity, compliant labels, and channel execution—particularly where resources and managerial capabilities are limited.

Building on this foundation, the present program directly addresses the branding challenges faced by MSMEs in the agricultural input sector—particularly organic fertilizers—by translating these strategic principles into actionable interventions. While most community-service and practice-oriented branding

efforts in agriculture concentrate on consumer-facing outputs (e.g., packaged foods and processed commodities) (Lazebnyk, 2025; Wanita et al., 2024), branding for farm inputs remains under-addressed in both intervention design and documentation. To fill this gap, the program integrates three critical components derived from the literature: systematic packaging redesign, regulatory label-compliance checklists (ingredients, net weight, producer identity, date/expiry, PIRT/halal), and assessment of on-shelf visibility/information hierarchy (Astiti et al., 2023; Baskoro et al., 2025; Lazebnyk, 2025; Reswari et al., 2023; Wahyurini et al., 2023; Wanita et al., 2024). This approach ensures that MSMEs operating in input categories receive targeted, literature-informed support that enhances branding effectiveness and market competitiveness.

In the organic-fertilizer sector, MSME activities have traditionally emphasized production and distribution at the expense of brand identity and market-ready packaging (Lazebnyk, 2025). Recent initiatives have sought to bridge this gap by prioritizing brand development and packaging design that enhance perceived value (Aulia et al., 2025; Perdana et al., 2022). Complementary digital marketing and distribution strategies have expanded reach through social media and search channels, reporting higher sales and wider coverage (Baskoro et al., 2025; Reswari et al., 2023; Wanita et al., 2024). However, these efforts predominantly focus on promotional strategies or general entrepreneurship training without detailing how packaging and labeling are systematically redesigned to meet regulatory standards or improve shelf visibility. For instance, Aulia et al. (2025) discuss branding in terms of logo and messaging but omit compliance elements such as PIRT or halal certification. Similarly, Wanita et al. (2024) highlight digital outreach but do not address packaging hierarchy or ingredient transparency. Consequently, assertions that input-side branding is “rarely seen” are not merely rhetorical but reflect the scarcity of integrated packaging-and-label interventions documented for MSME fertilizer producers. This documented absence delineates the novelty space addressed in the present study, which combines packaging redesign, regulatory compliance, and visibility assessment into a unified intervention tailored for input-focused MSMEs. Responding to this gap, the program targets input-side MSMEs by coupling packaging redesign with label compliance and on-shelf visibility, while reporting pre-post indicators (leads, conversion, retention, brand awareness) and triangulated qualitative evidence (owners/retail partners, field notes, shelf audits) to substantiate improved market positioning. The objective is to build actionable branding capability so that firms

can extend their reach beyond local markets. In practical terms, the program strengthens MSMEs' understanding of branding and the creation of strong product identities. Anticipated outcomes include greater competitiveness, stronger customer loyalty, and wider market coverage at the firm level. Ultimately, the Karangwaru cohort is expected to achieve greater independence and sustainability, providing a replicable and capacity-building model for rural MSMEs in input categories.

METHOD

This community service program employed a comprehensive strategy that combined socialization, counseling, workshops, demonstrations, and structured mentorship. The partner was MSME Berkah Bumi Sukowati, located in Karangwaru Village, Plupuh Sub-district, Sragen Regency. The company was established in 2018 by Mr. Waluyo and specializes in producing organic fertilizer derived from local agricultural and livestock waste. It employs five production workers and primarily supplies fertilizers to local farms. Despite the high quality of its products, the company faced several challenges. Due to its simple packaging, lack of a registered trademark, and limited digital marketing, Berkah Bumi Sukowati was selected as the anchor MSME. In total, 16 MSMEs participated: Berkah Bumi Sukowati as the primary mover, supported by 15 additional MSMEs mobilized through workshops and group mentoring. This structure enhanced both the program's impact and sustainability.

The program was conducted in three phases, beginning on 17 January 2025 (Figure 1). The planning phase involved assessments with the partner to identify deficiencies in packaging, branding, and digital practices; curriculum development and scheduling; feasibility and resource allocation; and collaboration with local stakeholders. The implementation phase began with a two-day course on branding fundamentals, visual identity, packaging standards, and basic digital marketing strategies, followed by three months of mentored practice. This included weekly consultations, packaging design exercises (dielines, hierarchy, compliance items), content creation for social media and marketplaces, online sales simulations, and guided demonstrations of design and social media tools. Logistics and materials were meticulously organized beforehand, accompanied by continuous activity monitoring and documentation.

Monitoring and evaluation focused on progress tracking, output assessment, and

focus group discussions to evaluate program effectiveness. The instruments included pre- and post-assessments on branding and digital acumen, observation rubrics for packaging proficiency and content quality, and participant satisfaction surveys. Through weekly logs and monthly evaluations, market indicators were monitored to assess practical effects—leads, conversion, retention, brand awareness, sales volume, customer engagement, and market penetration. Field notes, photographic documentation, and artifact inventories ensured traceability, while dashboards summarized progress trends. The findings guided adaptive coaching and a concluding reflection session with the partner. Recommendations included trademark registration, enhanced SEO for marketplace listings, structured review prompts, automated FAQs, and a budget for always-on campaigns.

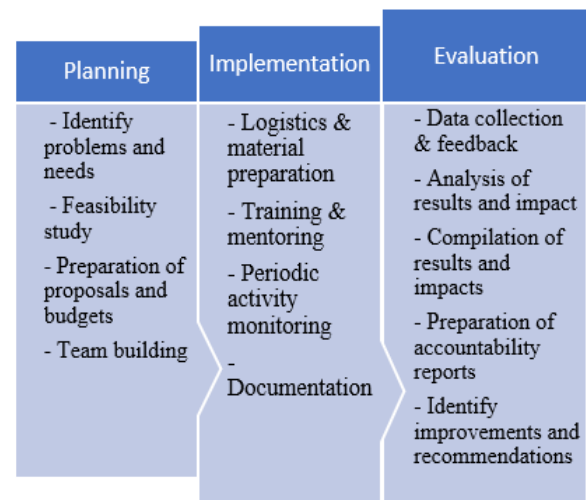


Figure 1. Three-Phase Workflow of The Programs

The evaluation employed multiple instruments. A pre-test and post-test were administered to assess knowledge improvement in branding and digital marketing, using questions related to brand identity principles, packaging hierarchy, regulatory compliance (e.g., PIRT/halal), and digital-channel optimization strategies. Observation sheets were used to evaluate packaging design and digital content competencies, with indicators such as visual appeal, information hierarchy, label completeness (ingredients, net weight, producer identity, expiry date), and compliance with regulatory standards. Participant satisfaction surveys were also distributed. Both soft skills (creativity, communication) and hard skills (digital marketing, packaging design) were assessed. The economic impact was measured by comparing sales volume,

customer engagement, and market penetration before and after the program. This systematic approach proved effective in advancing both conceptual understanding and practical skills. The overall outcome was increased competitiveness through improved branding, superior packaging, and more effective digital marketing tactics.

RESULT AND DISCUSSION

Evidence supports the assertion of enhanced market positioning following the packaging facilitation. With $n = 16$ participating MSMEs, Table 1 presents pre- and post-enhancement outcomes from the sequential assistance, while qualitative indicators converge on improved on-

shelf performance and buyer response. Figure 3 demonstrates that the revised packages exhibit clearer information and enhanced on-shelf visibility. Throughout the mentoring period, the business experienced a 75% increase in leads, signifying greater market interest. Interviews and field notes (Table 2) indicate: (i) increased shelf visibility, (ii) elevated consumer inquiries, and (iii) improved perceived quality and credibility. Collectively, these triangulated signals suggest a stronger market position, consistent with prior findings on packaging cues as indicators of quality and the benefits of point-of-sale visibility. Tables 1 and 2 summarize the outcomes of the service implementation involving $N = 16$ participants (MSME Berkah Bumi Sukowati + 15 others).

Table 1. Pre-test and Post-test Results for MSME

Indicator	Pre-test	Post-test	Change
Average branding knowledge score (scale 0–100)	56	82	+26 points (+46.4%)
Leads (index, baseline = 100)	100	175	+75%
Conversion rate	2.0%	3.5%	+1.5% (+75%)
Customer retention	60%	78%	+18% (+30%)
Brand awareness (index, baseline = 100)	100	140	+40%

Table 1 illustrates the measurable impact of the intervention on MSME branding and marketing performance. The average branding knowledge score increased from 56 to 82 on a 0–100 scale, reflecting a 46.4% improvement in conceptual understanding. Lead generation rose substantially, moving from an index of 100 to 175, a 75% increase in potential customer interest. Conversion rates improved from 2.0% to 3.5%, indicating a relative growth of 75% in turning leads into actual buyers.

Customer retention strengthened from 60% to 78%, an 18-point gain equivalent to a 30% improvement. Finally, brand awareness rose from an index of 100 to 140, marking a 40% increase in market visibility. Collectively, these results demonstrate that the program significantly enhanced both knowledge and practical outcomes, leading to stronger branding performance and market competitiveness.

Table 2. Qualitative Results for MSME

Theme	Aggregate Quote	Source
Shelf Prominence	The product is easier to spot on the store	Retailer
Buyer inquiries/interest	Customers often ask ‘Is this a new product?’	Owner
Perceived quality/credibility	It looks more premium and the information is clearer	Buyer

Table 2 summarizes qualitative feedback from stakeholders, highlighting perceived improvements in product presentation and market response. Under the theme Shelf Prominence, retailers noted that “the product is easier to spot on the store,” indicating enhanced

visibility and positioning after packaging redesign. For Buyer Inquiries and Interest, owners reported frequent customer questions such as “Is this a new product?”—suggesting that the updated branding and packaging created novelty and curiosity among buyers. Under Perceived Quality

and Credibility, buyers commented that “it looks more premium and the information is clearer,” reflecting stronger trust and perceived value due to improved label clarity and professional design. These insights complement the quantitative results, showing how branding interventions translated into tangible perceptions of quality and market appeal.

The aid program for MSMEs in Karangwaru Village, Sragen, successfully demonstrated significant progress in both soft and hard skills. Post-test results revealed improved branding knowledge, as the average participant score increased from 56 to 82. This enhancement was evident in participants’ ability to assess brand positioning, identify unique selling propositions, and formulate coherent brand narratives. The development of a cohesive and professional visual identity is evident in the transition from unbranded sacks (Figure 2) to market-oriented packaging designs (Figures 3–4). Furthermore, partners adopted contemporary packaging methodologies (Figure 5). These findings align with research emphasizing that robust visual identity and packaging design are critical determinants of MSME competitiveness (Adlia et al., 2019; Jiang, 2024; Manuhara et al., 2024; Rinaldi et al., 2023).



Figure 2. Organic Fertilizer Packaging in Initial Simple Form

Figure 2 shows the original packaging design of the organic fertilizer product in its basic form. The packaging is minimalistic, with limited visual elements and a plain layout. It lacks structured information hierarchy, branding identity, and

regulatory details such as ingredient lists, net weight, and certification marks. This simple design reflects common practice among MSMEs prior to intervention, where functionality is prioritized over market appeal and compliance.



Figure 3. Packaging of Organic Fertilizer

Figure 3 presents the redesigned packaging after the intervention. The new design incorporates a structured information hierarchy, including clear labeling of ingredients, net weight, producer identity, and expiry date, along with regulatory compliance marks such as PIRT and halal certification. Visual elements were enhanced with professional branding, color schemes, and typography to improve shelf appeal and perceived quality.



Figure 4. Organic Fertilizer Packaging Design

Figure 4 illustrates the finalized packaging concept. The design integrates key branding elements such as a distinctive logo, consistent color palette, and typography that conveys

professionalism. It features a clear information hierarchy, including product name, usage instructions, ingredient details, net weight, and regulatory marks (e.g., PIRT and halal). Visual enhancements such as graphics and balanced layout strengthen shelf appeal and consumer trust, aligning with modern packaging standards for agricultural inputs.



Figure 5. MSME Packaging Assistance

Figure 5 depicts the implementation of packaging assistance provided to MSMEs during the intervention program. The image illustrates hands-on support activities such as redesigning packaging layouts, applying regulatory-compliant labels, and enhancing visual elements for improved shelf appeal. This assistance aimed to enhance product presentation, ensure compliance with standards (e.g., ingredient listing, net weight, certification marks), and strengthen brand identity. The process reflects a practical approach to translating theoretical branding principles into tangible improvements for MSME products.

Figure 6 showcases the completed packaging design for the organic fertilizer product after the intervention. The final version combines professional branding elements with a clear and structured layout. It includes essential regulatory information such as ingredient details, net weight, producer identity, expiry date, and certification marks (PIRT and halal). The design uses an

attractive color scheme, balanced typography, and visual graphics to enhance shelf appeal and convey premium quality. This final packaging reflects the successful integration of compliance, aesthetics, and marketing principles to improve MSME product competitiveness.



Figure 6. Final Organic Fertilizer Product Packaging

The +40% increase in brand awareness aligns with the theory that salient identity and clear information architecture function as quality signals, lowering search costs and improving recognition at the point of sale. The +75% rise in leads is consistent with reduced perceived risk once compliant labels (composition, net weight, producer identity, date/expiry, PIRT/halal) and cleaner visual cues are in place, prompting more inquiries. Conversion (2%—3.5%) improves when packaging clarifies usage and benefits, while QR codes and contact details support verification and after-sales care, nudging undecided prospects toward trial. The increase in retention (60%—78%) suggests early habit formation and growing trust: consistent packaging, fewer defects or returns, and responsive channels reduce friction in repurchase. Together, these patterns align with prior evidence that packaging cues serve as quality signals and that point-of-sale visibility helps move buyers along the awareness—consideration—conversion—retention path.

Two constraints identified in the background showed partial progress. For trademark registration, the partner completed name clearance, class specification, dossier preparation, and filed the application; approval is pending

statutory timelines. Interim packaging therefore carries the TM symbol, with migration to ® planned upon approval. On the digital side, activities evolved from ad hoc posting to a content calendar and basic analytics. Marketplace listings were standardized (keyworded titles, variant imagery, unit price/kg, shipping profiles), images received alt-text, and a click-to-chat funnel was implemented. These steps complemented the packaging improvements by sustaining discovery, consideration, and repeat purchase across digital touchpoints. Remaining gaps include structured review gathering, automated FAQs, and budget allocation for continuous ads—these are prioritized for the next cycle.

For MSMEs, the combined improvements in design, compliance, and channel management support higher price realization, fewer damaged returns, and smoother reorder cycles. For farmers, clearer dosage and origin cues increase perceived quality and reduce information-related objections, promoting greater adoption of organic fertilizer. At the community level, steadier orders improve cash flow for rural households and reinforce circular-economy benefits by valorizing agricultural waste. External factors (e.g., seasonality, local promotions) may have contributed to the uplift. To strengthen attribution, both quantitative outcomes (Table 1) and convergent qualitative signals (Table 2) are reported. Future cycles should include a comparison group or staggered roll-out, conduct quarterly label-compliance and retail-shelf audits (e.g., eye-level placement, facings), and deploy review prompts to deepen evidence and institutionalize gains.

CONCLUSION AND SUGGESTION

This program strengthened the branding and digital capability of organic-fertilizer MSMEs in Karangwaru by shifting partners from ad hoc promotion to codified, reusable routines. Beyond improvements in awareness, leads, conversion, and retention, it generated institutional assets that MSMEs can operate independently: a brand kit (logo, colors, typography, usage rules), packaging templates paired with a label-compliance checklist, a content calendar with post templates, lightweight SOPs for photo and video production, and a simple analytics dashboard to monitor reach, inquiries, and repeat purchases. A small internal branding team was formed—comprising a coordinator, content lead, and packaging or operations liaison—trained on low-cost tools such as Canva, free font and icon libraries, marketplace SEO fields, and click-to-chat flows. Peer feedback

routines and a WhatsApp working group help sustain practice after mentoring concludes.

Sustainability depends on day-to-day ownership and periodic review rather than one-off activities, with roles and SOPs embedded through monthly content sprints and per-batch checklists covering pack copy, legality marks, QR or contact details, and batch tagging. Shared assets—brand kit, dielines, Canva layouts, caption banks, and photo presets—are versioned by variant and stored centrally. A low-cost tool stack (Canva, Google Drive, Meta Business Suite, marketplace SEO, link-in-bio, WhatsApp funnels) supports consistent, always-on digital presence aligned with local planting cycles. A community of practice convenes via WhatsApp for monthly peer reviews and supplier exchanges, supplemented by quarterly mini-clinics. Key performance indicators (KPIs)—awareness, leads, conversion, retention, and ratings—sit alongside label-compliance and retail-shelf audits to guide adaptive coaching. Trademark follow-through will update packaging from TM to ®, while a handover playbook and local intern pipeline safeguard program continuity.

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