

Digital Technology-Based Assistance for De Jenangs MSME in Malang City

Fajar Dio Wahyu Tri Amukti^{1*}, Naja Jessyka Maulani Putri², Agung Winarno³, Agus Hermawan⁴

¹⁻²Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Malang, Indonesia

³⁻⁴Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Malang, Indonesia

E-mail: fajar.dio.2404138@students.ac.id^{1*}, naja.jessyka.2404138@students.um.ac.id²,

agung.winarno.fe@um.ac.id³, agus.hermawan.fe@um.ac.id⁴

*Author Correspondence: fajar.dio.2404138@students.ac.id

Abstract. *This study is motivated by the challenges faced by UMKM De Jenangs in enhancing competitiveness amid the development of the traditional culinary sector and increasing demands for digitalization. This research aims to strengthen managerial capacity, optimize digital marketing, reinforce visual identity, and digitize operational and financial systems through assistance based on the UMKM Digitalization Strategy (SDIGI). The method employed is an individual approach conducted over nine weeks through observation, interviews, HPPT analysis, development of visual media, optimization of social media, website development, and the implementation of digital bookkeeping. The results indicate an improvement in order management efficiency, financial transparency, branding quality, and marketing reach through the utilization of social media, local influencers, and the official website. In conclusion, the assistance provided has had a significant impact on business professionalization and the strengthening of the digital identity of the UMKM. The proposed recommendations include the need for regular monitoring of website management and financial journals, continuous improvement of digital content quality, and further training to enable the UMKM to adapt optimally to shifts in consumer behavior and the dynamics of the digital market.*

Keywords: Branding; Digital Marketing; Digitalization; Technology; UMKM.

1. INTRODUCTION

The development of the traditional culinary sector in Malang City has demonstrated significant dynamics in line with the increasing consumer preference for locally produced food packaged in a modern format (Ghassani, 2022). Amid this competition, MSMEs function as key actors in driving grassroots economic growth, particularly through their capacity for adaptation and continuous product innovation (Hartini, 2012). However, many MSMEs continue to face limitations in managerial aspects, marketing, and digitalization, which subsequently affect their business competitiveness. This condition is also experienced by De Jenangs MSME, a business based on traditional jenang products that strives to maintain business sustainability through product innovation and marketing strategies aligned with market needs.

In the context of strengthening MSMEs, visual communication design and digital marketing hold strategic roles as conceptual foundations capable of enhancing brand visibility, building product image, and influencing consumer purchase intention (Prayogi, 2017). The fundamental principles of visual communication design emphasize that messages delivered through visual media must be concise, meaningful, and representative in order to attract attention and construct positive perceptions. Promotional media such as banners and digital

content function as communication tools that expand the reach of information and assist business actors in effectively introducing their products (Luwiha et al., 2025). Thus, the integration of visual design, branding, and digital marketing becomes an essential element in supporting MSME sustainability (Febriyantoro & Arisandi, 2018).

Previous studies have highlighted the importance of assistance in improving MSME capacity; however, there remains a research gap regarding how such assistance can be integrated with the specific needs of traditional culinary-based MSMEs. Marketing assistance can increase consumer purchase intention through the optimization of digital communication strategies, while another study by the same authors emphasizes the contribution of management assistance to improving MSME operational effectiveness (Elisa et al., 2022). Furthermore, findings on digital marketing and branding enhancement through participatory approaches demonstrate positive outcomes in market expansion and brand identity strengthening (Hermawan, 2023). Nevertheless, these studies have not extensively examined assistance integrated with the Micro, Small, and Medium Enterprises Digitalization Strategy (SDIGI) framework, particularly for traditional culinary businesses that face modernization challenges without losing cultural character (Andryan et al., 2023). This gap forms the basis for the research and assistance activities conducted for De Jenangs MSME .

De Jenangs MSME is a small enterprise that produces and sells various traditional jenang products with several innovations in food and beverage menus, such as Black Sticky Rice, Pearl, Rice Flour Porridge, Grendul, and jenang-based drinks like Dejenangs Londo and Dejenangs Jowo. The business, established prior to the pandemic, once experienced financial difficulties due to fraud, yet it continued to survive by relying on product creativity and independent marketing strategies. In practice, the business is located at Jl. Kakak Tua Utara No. 38, Sukun, Malang City, and operates on a small scale; therefore, it requires strengthening in production, promotion, and digital operational aspects to enhance its competitiveness.

Based on observations, De Jenangs MSME faces several critical issues, including limited labor, suboptimal digital marketing, insufficient business development capital, and poorly organized financial management. Marketing through social media has not been conducted in a structured manner, resulting in limited market growth. Additionally, the absence of digital bookkeeping makes cash flow monitoring difficult. These issues indicate the need for targeted assistance, particularly in integrating operational management, visual branding, and digital marketing (Safa'atin et al., 2023).

The urgency of the assistance program becomes more evident when examined through the SDIGI framework, which emphasizes the digital transformation of MSMEs through the digitalization of marketing, operations, and finance. De Jenangs has not yet optimally utilized digital platforms such as TikTok, Instagram, or delivery service applications, even though the literature indicates that digitalization can expand market reach and increase business efficiency. The application of SDIGI principles is therefore crucial to ensuring that the MSME not only grows conventionally but is also able to adapt to changing consumer behavior, which increasingly relies on visual information and digital transactions.

The purpose of this paper is to strengthen managerial capacity by improving the knowledge of MSME owners and providing applicable skills in digital marketing, visual communication design, operational management, and digital-based financial recording. This assistance also aims to support product development and packaging, while encouraging MSMEs to improve service quality and expand marketing networks through the use of digital media. In the academic context, this activity also serves to shape students into individuals who are responsive to community needs and capable of applying managerial knowledge in real-world situations.

2. THEORETICAL REVIEW

Efficiency of Order Management Based on Digital Technology

Effective order management is essential for the sustainability of small enterprises such as De Jenangs MSME. The use of digital-based recording and management systems can enhance operational efficiency, particularly in situations where order volume increases significantly. According to Fawaid et al. (2025), time management training and efficient task distribution, supported by the implementation of digital systems, enable MSME actors to manage orders accurately and promptly, even when the business is operated by a limited number of workers. The application of this simple technology aligns with the pillar of operational efficiency within SDIGI, which emphasizes the importance of technologies that can improve productivity.

Digitalization of Financial Systems to Improve Transparency and Accuracy

Digital transformation is not limited to operational management but also encompasses financial aspects. The digitalization of financial systems through user-friendly recording applications can enhance transparency and accuracy in MSME financial documentation. In this context, demonstrates that the use of digital applications in bookkeeping assists business actors

in conducting cash flow analysis, cost control, and long-term financial planning more effectively (Wahyudi et al., 2025). Assistance in implementing digital financial systems constitutes part of the digital transformation efforts within MSME financial management, supporting business sustainability and financial growth (Chaidir et al., 2025).

Digital Marketing and Strengthening Brand Identity Through Online Platforms

Marketing strategies through digital media are crucial for expanding market reach and increasing product visibility for MSMEs. According to Tandra (2024), the use of social media such as Instagram, Facebook, and TikTok provides opportunities for engaging and interactive visual promotion. In addition, leveraging online food delivery platforms such as GoFood and GrabFood allows customers to access products conveniently. The implementation of an informative and professional website is also important in enhancing business credibility and optimizing digital branding. This approach aligns with the SDIGI pillar on digital marketing, which highlights the importance of online distribution channels and effective customer interaction management to strengthen brand identity in the digital landscape (Panjalu et al., 2024).

3. RESEARCH METHOD

The implementation method for the assistance program at De Jenangs MSME was carried out through an individual approach that enabled intensive problem identification, discussion, and solution implementation tailored to the partner's needs. The activities were conducted in stages over nine weeks, beginning with initial interviews to identify the main problems, observation of consumer behavior and social media performance, and financial analysis through the calculation of the Total Cost of Goods Sold (HPPT) (Yudistira, 2023). The subsequent stages included the development of visual communication such as banner creation, menu restructuring, and installation of digital information media, as well as marketing strategies through collaboration with local influencers. The assistance also encompassed brand identity strengthening through the provision of LED table stands, menu printing, cutting stickers, and the installation of wooden logos as the main visual identity. The overall method was designed to support managerial capacity enhancement, optimization of digital marketing, and branding reinforcement of the MSME in accordance with the priorities of the Micro, Small, and Medium Enterprises Digitalization Strategy (SDIGI) (Irena & Augustine, 2025).

4. RESULTS AND DISCUSSION

Based on the identification of problems found during the observation and interview process, De Jenangs MSME established several strategic targets aligned with the direction of SDIGI (Micro, Small, and Medium Enterprises Digitalization Strategy) in order to strengthen its business competitiveness in the digital era. These targets include:

Enhancing the Efficiency of Order Management.

Improving De Jenangs' ability to manage increasing orders despite being operated by only two people. This effort is carried out through time management training, effective task distribution, and the implementation of digital-based recording and order management systems. This step aligns with the SDIGI pillar on operational efficiency through the use of simple technologies that support MSME productivity.

Financial System Digitalization

Implementing a digital bookkeeping system to improve transparency, accuracy, and efficiency in financial management. The assistance includes introducing simple digital financial recording applications to enable business actors to conduct cash flow analysis, cost control, and long-term financial planning. This effort represents part of SDIGI in the aspect of digital financial transformation for MSMEs.

Implementation of Digital Marketing Strategies


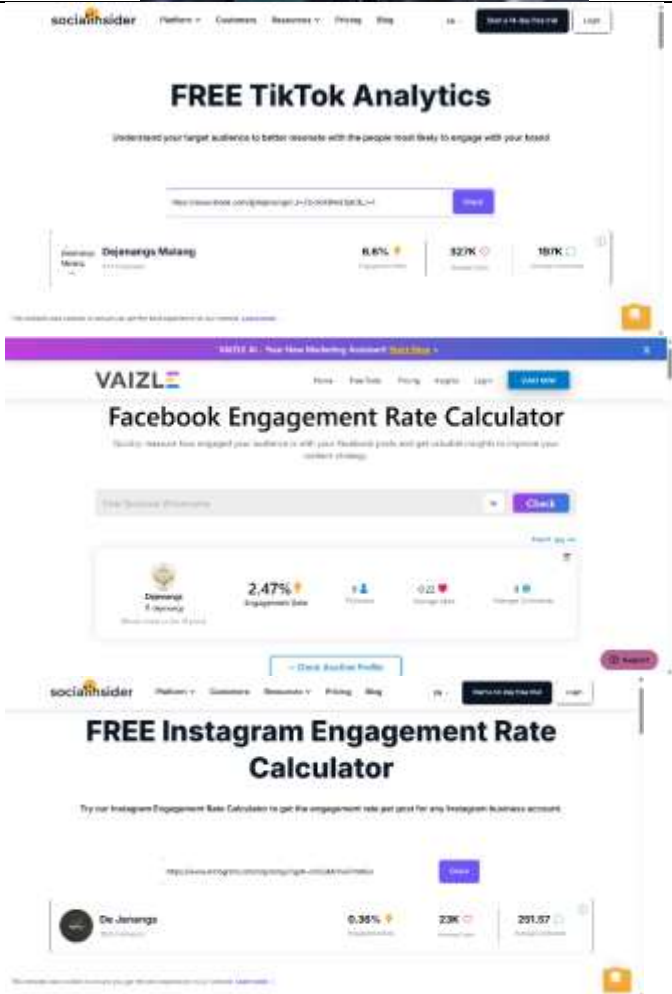
- 1) Utilizing social media such as Instagram, Facebook, and TikTok as platforms for engaging and interactive visual promotion to expand market reach and enhance product visibility.
- 2) Optimizing the use of digital food delivery platforms such as GoFood and GrabFood to increase customer accessibility to De Jenangs products. This step supports the SDIGI pillar in the field of digital marketing, particularly in optimizing online distribution channels and managing digital-based customer interactions.

Development of an Operational Website

Developing an informative and professional website featuring business profiles, menu lists, and direct links to GoFood and GrabFood services. This website is expected to serve as an official promotional medium that strengthens business credibility, broadens customer access, and enhances the digital brand identity of De Jenangs. This initiative is aligned with SDIGI in the aspect of strengthening digital identity (digital branding) and utilizing online platforms to expand business reach.

The implementation schedule of the community service team in this program is as follows:

Table 1. The Implementation Schedule of the Community Service.

No	Implementation	Activity	Documentation	
			Input	Output
1.	Week 1	Interview and Problem Identification		
2.	Week 2	Consumer Observation		

3.	Week 3	HPPT Calculation		
4.	Week 4	Banner Creation		
5.	Week 5	Arrangement and Structuring of the Menu List		
6.	Week 6	Hiring a Local Influencer		

7.	Week 7	Purchasing an LED Table and Printing a New Menu List			
8	Week 8	Purchasing Cutting Stickers			
9	Week 9	Purchasing a Wooden Logo			

5. CONCLUSION AND RECOMMENDATIONS

Based on the implementation of the community service activities conducted over three months at De Jenangs MSME, it can be concluded that the entire assistance program proceeded well and produced positive impacts on strengthening the business's capacity. The activities included the creation of logo designs, banners, business cards, price lists, and various other visual elements, including collaboration with local influencers. The rebranding of the Instagram account and product photography training also contributed to improving the quality of digital marketing content. In addition, the community service team successfully developed and socialized the MSME website and financial journal, along with training on their usage, thereby making business management more structured. Marketing development through the

creation of a Shopee account was also carried out and received positive responses from the partner. All of these activities resulted in outputs in the form of scientific journal publications and online media articles as a means of disseminating the program results.

The sustainability of this community service program is crucial to ensure that De Jenangs MSME continues to grow and adapt to digitalization challenges. Therefore, regular monitoring and evaluation of all established systems are necessary, particularly regarding website management, financial journals, and the performance of digital marketing. Furthermore, continued education and thematic training are strongly recommended to enhance the understanding of modern business strategies among the MSME and the surrounding community. Continuous assistance is also a key recommendation so that De Jenangs MSME continues to receive support in developing its internal capacity, improving product quality, and expanding its marketing reach more effectively in the future.

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