
Enhancing Brand Quality through Business Kit Assistance for Micro Enterprise Jamu Bandung

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Abstract

This project addresses the challenges faced by micro 'Jamu Bandung' enterprises in Indonesia. The background of the project highlights the significance of these small businesses in preserving traditional herbal medicine practices and the need to adapt to modern market dynamics. The research methodology employed a qualitative approach, including interviews, surveys, document analysis, and observation, to improve the impact of branding, packaging design, and e-commerce strategies. The results of this project have provided invaluable insights, as follows: (1) Implementation of comprehensive Brand Guidelines has significantly improved brand consistency within the micro 'Jamu Bandung' sector, fostering a unified brand identity and instilling trust among consumers, (2) Innovative packaging designs have substantially increased the appeal of 'Jamu Bandung' products. Detailed analyses demonstrate the specific design elements contributing to consumer attraction and market success, (3) The integration of e-commerce strategies shows promise in expanding market reach and deepening customer engagement. A detailed exploration of these strategies and their impact on consumer behavior offers a nuanced understanding of the project's effectiveness. Future endeavors in this direction should prioritize addressing digital literacy challenges and ensuring the sustainability of these enhancements. These efforts are crucial for long-term success and the continued preservation of Indonesia's herbal medicine heritage.

Keywords: Brand, Business, MSMEs

INTRODUCTION

In recent years, the landscape of micro-enterprises has gained substantial importance in contributing to local economies and preserving cultural traditions (Kamila et al., 2022). One such micro enterprise, 'Jamu Bandung,' situated in the city of Bandung, Indonesia, holds a significant place in the region's heritage. 'Jamu Bandung' specializes in the production of traditional herbal remedies, known as "jamu," which have been a part of Indonesian culture for generations. However, despite their cultural significance and therapeutic potential, many micro 'Jamu Bandung' businesses face challenges related to brand quality, market competitiveness, and the adoption of digital technologies (Achmad, 2023; Götz & Jankowska, 2020; Mohan & Ali, 2019). Recognizing the importance of preserving and advancing traditional herbal medicine practices, especially within micro-enterprises, the project titled "Enhancing Brand Quality through Business Kit Assistance for Micro Enterprise Jamu Bandung" was initiated. The primary objective of this project was to empower these micro 'Jamu Bandung' businesses by providing them with the necessary tools, strategies, and knowledge to elevate their brand quality and extend their market reach.

Traditional herbal remedies, deeply ingrained in Indonesian culture, have garnered renewed interest both domestically and internationally. However, to remain relevant in a rapidly evolving business landscape, micro 'Jamu Bandung' enterprises needed support in establishing a stronger brand identity and embracing digital commerce opportunities (Agwu & Murray, 2015). This project was designed to comprehensively address these challenges by focusing on branding improvement, packaging design, and e-commerce strategies to facilitate growth and sustainability.



Figure 1. Jamu Bandung Products

Through the creation of customized Business Kits and by imparting essential knowledge about digital marketing and e-commerce, the project aimed to bolster the capabilities of these micro-enterprises. This capacity building would not only help in preserving and promoting traditional herbal remedies but also contribute to the economic vitality of the local community. Furthermore, it would enable them to meet the evolving preferences and demands of consumers in the digital era. In this context, the PKM "Enhancing Brand Quality through Business Kit Assistance for Micro Enterprise Jamu Bandung" was executed, with the objective of exploring, evaluating, and enhancing the branding and online presence of micro 'Jamu Bandung' enterprises. Ultimately, the project aimed to foster their growth, resilience, and continued contribution to the preservation of traditional herbal medicine practices in the Bandung region.

RESEARCH METHODS

The research primarily adopts a qualitative approach to understand the specific needs and challenges faced by micro-enterprises in the Jamu industry (Redjeki & Affandi, 2021). This approach allows for in-depth exploration of the nuances of branding, packaging, and e-commerce strategies. Interviews: Semi-structured interviews will be conducted with representatives from participating 'Jamu Bandung' micro-enterprises. These interviews will help in gathering insights into their brand enhancement needs, challenges, and aspirations (Turner III & Hagstrom-Schmidt, 2022). Surveys: Surveys will be administered to assess the effectiveness of the Business Kits provided and the impact of branding and e-commerce strategies on business growth (Braun et al., 2021). Document Analysis: Analysis of relevant documents, including the created Business Kits, branding materials, and e-commerce strategies, will be conducted to evaluate their alignment with the project objectives (Morgan,

2022). Observation: Direct observation of the implementation of branding and e-commerce strategies will be carried out, where applicable (Ciesielska et al., 2018).

Figure 2. Discussion of Directions for Development of New Branding for Jamu Bandung



RESULTS AND DISCUSSION

Brand Enhancement

The project successfully implemented strategies to enhance the brand quality of micro 'Jamu Bandung' enterprises. The creation and implementation of Brand Guidelines were particularly impactful (Tewary & Mehta, 2021). These guidelines provided a structured approach to branding and helped standardize the visual and messaging aspects of the brands. Participating enterprises reported a noticeable improvement in brand consistency, which contributed to a more professional and recognizable image in the market (Lam et al., 2013).



Figure 3. Jamu Bandung Logo Transformation

Packaging Design:

The development of new packaging designs can have a significant influence on the perception of 'Jamu Bandung' products (Chitturi et al., 2019). The new designs were not only visually appealing but also conveyed important product information effectively (Velasco et al., 2014). Consumers expressed a greater interest in products with the new packaging, resulting in increased sales for the participating micro-enterprises. This underscores the importance of investing in packaging as a marketing tool, even for traditional products.



Figure 3. Jamu Bandung Packaging Transformation

E-commerce Integration:

The project's focus on e-commerce strategies proved beneficial for micro 'Jamu Bandung' businesses. Participants who embraced online sales and marketing reported a substantial expansion of their customer base. The training and guidance provided enabled them to navigate the digital landscape effectively (Darmawan, 2023). Additionally, the use of social media and online advertising proved to be effective tools in reaching a wider audience and generating sales (Hassan et al., 2015).

Participant Feedback

Feedback from the participating micro 'Jamu Bandung' enterprises was overwhelmingly positive. They expressed gratitude for the project's assistance, emphasizing the practicality and effectiveness of the Business Kits provided. Many noted that the guidance on branding and e-commerce was transformative for their businesses. This feedback indicates that the project was successful in addressing the specific needs of the enterprises.



Figure 4. Focus Group Discussion

CONCLUSION

Despite the overall success of the project, some challenges were encountered. Notably, the adoption of e-commerce strategies was slower for certain micro-enterprises due to limited digital literacy. Future iteration of similar projects may benefit from additional training and support in this area. Additionally, sustaining the momentum of branding and e-commerce efforts over the long term will be crucial for continued growth. In conclusion, the results of the PKM project "Enhancing Brand Quality through Business Kit Assistance for Micro Enterprise 'Jamu Bandung'" demonstrate the positive impact of branding, packaging, and e-commerce strategies on micro 'Jamu Bandung' enterprises. These initiatives have not only enhanced brand recognition and product attractiveness but have also facilitated business growth and market expansion. The project's success underscores the importance of adapting traditional businesses to modern market trends while preserving cultural heritage. Future efforts in this direction should focus on addressing digital literacy challenges and ensuring the sustainability of these enhancements.



Figure 5. Photo Session

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