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**Abstract:** Wukirsari Village, located in Imogiri Sub-district, Bantul Regency, has significant potential in developing herbal products based on local wisdom, one of which is Teh Gurah. However, local micro, small, and medium enterprises (MSMEs) still face several challenges, including limited knowledge of product development, packaging, and effective marketing strategies. This community service program aims to enhance the competitiveness of Teh Gurah MSMEs through assistance in herbal product development. The program was implemented using a participatory approach, including field observation, interviews with business actors, education on product processing and presentation, and discussions on strengthening product value. The results indicate an improvement in MSMEs' understanding of product quality, packaging identity, and the marketing potential of Teh Gurah as a leading local herbal product. This assistance program is expected to increase product value, support business sustainability, and contribute to the development of a local economy based on herbal resources in Wukirsari Village.

**Keywords :** community service, MSMEs, herbal products, Teh Gurah, community empowerment

## Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in economic development, particularly in supporting employment creation and strengthening local economies. In rural areas, MSMEs are closely linked to the utilization of local resources and traditional knowledge, making them important drivers of community-based economic resilience (Fauziyah, 2020; HARON & DEWANTI, 2022). However, despite their strategic role, many MSMEs continue to face challenges in sustaining and expanding their businesses, especially in terms of product development, branding, and market competitiveness.

Previous studies have identified that limited managerial capacity, weak product differentiation, and insufficient understanding of value-added strategies remain major constraints for MSME sustainability (Fauziyah, 2020; Gursida et al., 2025). These challenges are more pronounced among rural-based MSMEs that rely on traditional production methods and local markets. Without appropriate assistance and capacity-building efforts, such enterprises risk stagnation and reduced competitiveness in an increasingly dynamic market environment.

Wukirsari Village, located in Imogiri Sub-district, Bantul Regency, is an area with strong potential for the development of local herbal products based on community knowledge and natural resources. One of the local products developed by MSMEs in this village is Teh Gurah, a traditional herbal beverage produced using natural ingredients and simple processing techniques. Teh Gurah reflects local wisdom and has potential to be positioned as a competitive herbal product. However, similar to other local MSMEs, Teh Gurah producers face several challenges related to product presentation, packaging identity, and market orientation, as highlighted in previous studies on herbal-based community enterprises (Hanum et al., 2023; Indrasari et al., 2024).

Community service programs that adopt participatory and empowerment-based approaches have been shown to be effective in strengthening MSME capacity and competitiveness. Through mentoring, knowledge transfer, and direct engagement with community members, such programs enable MSMEs to improve product quality, enhance branding, and increase economic value (Arrasuly, 2024; Hazlina et al., 2025; Yusuf et al., 2024). Therefore, this community service activity aims to assist Teh Gurah MSMEs in Wukirsari Village through product development and empowerment efforts to enhance their competitiveness and support sustainable local economic development.

## **Method**

This community service activity was conducted using a participatory and empowerment-based approach, which emphasizes the active involvement of community members throughout the implementation process. Such an approach has been widely applied in community empowerment and MSME development programs to ensure relevance, sustainability, and local ownership of outcomes (Arrasuly, 2024; Hazlina et al., 2025). The following figure presents documentation of Teh Gurah products and mentoring activities involving MSME actors in Wukirsari Village, Bantul.



**Figure 1. Assistance Activities for Teh Gurah MSMEs in Wukirsari Village, Bantul**

*The figure illustrates group discussions with MSME actors, socialization and mentoring on herbal Teh Gurah product development, strengthening of branding and brand identity, as well as product documentation as part of efforts to enhance MSME competitiveness.*

The activity took place in Wukirsari Village, Imogiri Sub-district, Bantul Regency, in May 2024. The subjects of this community service program were local Micro, Small, and Medium Enterprise (MSME) actors engaged in the production of Teh Gurah as a herbal product based on local wisdom. The MSME actors were directly involved in all stages of the activity, from problem identification to evaluation.

The implementation of the community service program consisted of several interconnected stages. The first stage involved observation and needs assessment through field visits and informal interviews with MSME actors. This stage aimed to identify existing production practices, challenges in product development, and limitations related to packaging and market orientation (Baliwati et al., 2021).

The second stage focused on product development assistance, particularly related to improving product presentation and enhancing the perceived value of Teh Gurah as a local herbal product. Discussions were conducted to explore simple improvements that could strengthen product identity and competitiveness, in line with previous studies on local product enhancement (Indrasari et al., 2024).

The third stage involved capacity-building activities through interactive discussions and knowledge-sharing sessions. These activities covered basic concepts of branding, packaging identity, and product differentiation to help MSME actors better understand the importance of market-oriented product development (Utami et al., 2020; Zahro et al., 2021).

The final stage consisted of evaluation and reflection, conducted through interactive discussions with MSME actors to assess their understanding and perceptions of the assistance provided. Qualitative data were collected through observations, interviews, and activity documentation. This participatory process ensured that the program was aligned with local needs and strengthened community involvement, as emphasized in previous community empowerment practices (Baliwati et al., 2021; Wakhdan et al., 2025)

## **Result**

The results of the community service activities indicate positive outcomes among Teh Gurah MSME actors in Wukirsari Village. Participants demonstrated increased awareness of the importance of product quality, packaging identity, and value-added orientation. Similar improvements have been reported in previous MSME assistance programs focusing on product enhancement and business capacity development (Ameliany et al., 2025; Fadilah et al., 2025).

In addition, MSME actors showed greater confidence in positioning Teh Gurah as a local herbal product with economic potential. Participants began to recognize branding and product presentation as strategic factors influencing consumer perception and market competitiveness, in line with findings from earlier community service studies (Munandar et al., 2024; Zahro et al., 2021).

## **Discussion**

The findings of this program support existing literature emphasizing that participatory mentoring and capacity-building activities contribute significantly to MSME competitiveness and sustainability (Gursida et al., 2025; HARON & DEWANTI, 2022). The increased awareness observed among Teh Gurah MSME actors indicates that empowerment-based assistance is effective in addressing non technical business challenges such as weak branding and limited market orientation.

Consistent with previous studies, active community involvement fosters a sense of ownership and motivation, which are critical for sustainable business development (Yusuf et al., 2024). The case of Teh Gurah MSMEs demonstrates that traditional herbal products can be strengthened as competitive local commodities through structured assistance and community-based development strategies (Hanum et al., 2023; Hazlina et al., 2025).

## Conclusion

This community service program successfully assisted Teh Gurah MSMEs in Wukirsari Village through participatory product development and capacity-building activities. The program enhanced MSME actors' understanding of product quality, branding, and market potential, reinforcing previous findings on the effectiveness of empowerment-based community service initiatives (Arrasuly, 2024; Yusuf et al., 2024). Future programs are recommended to include follow-up mentoring focused on marketing strategies and digital promotion to further strengthen MSME sustainability and competitiveness.

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