

DIGITAL EMPOWER MSMES: MSME DEVELOPMENT IN SUSUKAN VILLAGE, UNGARAN, BASED ON BUSINESS LEGALITY COMPLIANCE AND DIGITAL BRANDING

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Abstract: Desa Susukan Kecamatan Ungaran Timur Kabupaten Semarang holds strong development potential of MSMEs, in culinary, handicrafts, and services sectors. Nevertheless, most of the MSMEs face limitations in business management, financial planning, business legal formalization, and the adoption of branding strategies. This caused MSMEs face difficulties to access funding, partnership, and broader market. The program aimed to increase MSMEs capacity through assistance in business legal compliance, management, and strengthening their digital branding. The implemented methods include training, workshops, and intensive assistance. The expected outputs are the increasing number of MSMEs with business legality compliance, and increasing capacity in financial report and digital branding. The proposed fund of the program is Rp 8.000.000 and conducted over a one-semester period, entailed multi-discipline lectures and students from Universitas Persatuan Guru Republik Indonesia Semarang. The program will result a Sinta 5 journal article, uploaded video, published on the Online Media, and an article on ISSN Journal.

Keywords : business legal formalization, branding strategies. business management

Abstract: Desa Susukan Kecamatan Ungaran Timur Kabupaten Semarang memiliki potensi UMKM besar, pada sektor kuliner, kerajinan, dan jasa. Namun, sebagian besar UMKM menghadapi kendala pada legalitas usaha dan pemanfaatan pemasaran digital. Permasalahan utama mitra meliputi manajemen usaha, perencanaan keuangan, legal usaha, dan branding digital. Kondisi ini menyebabkan UMKM kesulitan mengakses pembiayaan, kemitraan bisnis, serta pasar yang lebih luas. Program ini bertujuan meningkatkan kapasitas UMKM melalui pendampingan legalitas usaha, manajemen usaha dan penguatan digital branding. Metode kegiatan meliputi pelatihan, workshop, dan pendampingan intensif. Luaran yang diharapkan adalah meningkatnya jumlah UMKM yang memiliki legalitas usaha, mampu membuat laporan keuangan dan peningkatan kapasitas branding digital. Dana yang diusulkan untuk kegiatan ini sebesar Rp 8.000.000 dan dilaksanakan selama satu semester melibatkan dosen dan mahasiswa dari berbagai ilmu Universitas Persatuan Guru Republik Indonesia Semarang. Hasil dari kegiatan adalah artikel pada jurnal Sinta 5, video yang diupload, publikasi di media online, dan artikel pada jurnal ISSN.

Keywords : business legal formalization, branding strategies. business management

Introduction

Community empowerment is a concept to provide greater responsibility to individuals regarding how tasks are performed. It will be successful if it is conducted structurally by the entrepreneurs, leaders and teams by establishing a positive work culture. The concepts of empowerment related to the understanding of community development and community-based development. The human resources empowerment programs have been carried out by the government. It is aligned with the Indonesia development that is to develop fully human Indonesia, so the development has to be part of social change which is not happen to only at the standard of society's life but also the role of its components involved. Development puts people as the subject of development.

The Micro Small Medium Enterprises as one of the components in national industries, has a key role in national economy. Workforce absorption, equitable distribution of development outcomes, and poverty alleviation. Generally, MSMEs has superiority in the sectors that utilize natural resources and are labor-intensive, for example, food crop agriculture, plantation, livestock, fishery, trading, and restaurants. The increasement of the local-based products which generated from MSMEs has direct impact within the circulation of the local economy. Each of the transaction, not only creates added value for MSMEs actors, but also increase the household's income and also driving demands for other local goods and services. MSMEs have significant contribution towards national economy, whether in workforce absorption or society's income distribution. The development of MSMEs become one of the national economy development priorities, especially to face digital transformation. Desa Susukan Kecamatan Ungaran Timur Kabupaten Semarang has productive economic potential such as home-production culinary, handicrafts, and services sectors.

The priority issues based on the initial observation and interview with the village government apparatus and also the MSMEs actors, shows that most of the MSMEs in Susukan remain inadequately formalized in terms of business legality compliance such as Nomor Induk Berusaha (NIB), Sertifikat Produksi Pangan Industri Rumah Tangga (PIRT), Sertifikat Halal, and also registered trademark. The legality issue caused MSMEs faced difficulties to access banking funding, government grants program, and also business partnership opportunities with the private sector. Besides, business administration is still managed traditionally, is not yet properly documented, and has not implemented an information system. Therefore, a program based on business legal formalization and digital branding is required.

Based on the initial survey, the identified priority issue for Community Service entitled **Digital Empower MSMEs: MSME Development in Susukan Village, Ungaran, Based on Business Legality Compliance and Digital Branding** is as followed:

Productive Economy Empowerment Sector:

1. have not yet obtained needed legal business status,
2. have not yet implemented digital marketing technology,
3. have not yet optimized branding on MSMEs, and
4. have not yet implemented structured business management system and finance.

The situation and issue faced by the MSMEs of Kelurahan Susukan need a comprehensive, integrated, and continuous solution. The recommended solution of the program is focused in **strengthening business legal formalization and digital branding as the foundation for digital-economy based MSMEs development.**

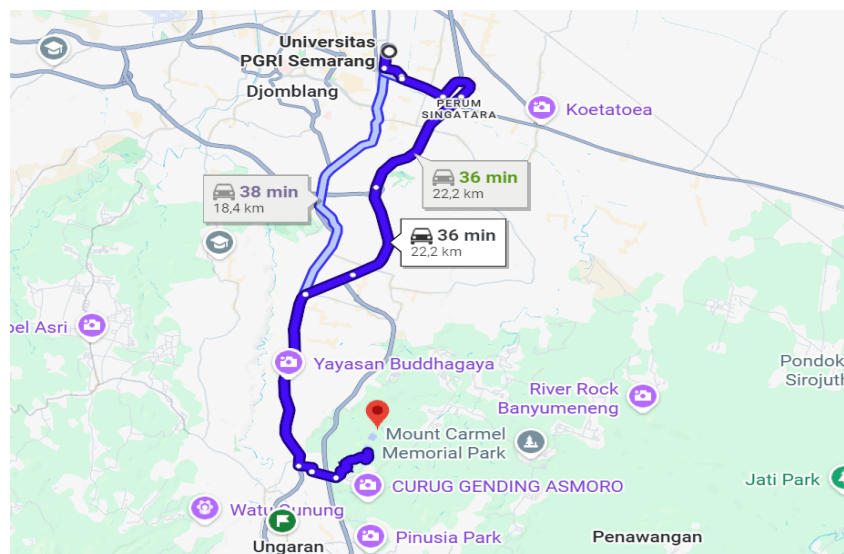


Figure 1. Location from UPGRIS

To enhance community self-reliance, conformity, and society welfare through the collaborative synergy among university expertise, community capabilities, and public policy from Pemerintah Kabupaten Semarang as included in RPJMD, non RPJMD, and the growth potential of MSMEs, the solution recommended by community service team from UPGRIS through community service program entitled “**Digital Empower MSMEs: MSME Development in Susukan Village, Ungaran, Based on Business legality compliance and Digital Branding**” are as followed:

Table 1. The Productive Economy Empowerment Issues, Recommended Solution, and Output Target

No	Issues	Recommended Solution	Output Target
1	Limited information availability in business legal administration requirements	workshop for business legal formalization	Increasing number of registered MSMEs in Kelurahan Susukan
2.	Have not yet implemented digital marketing technology	Implementation of Digital marketing technology	Increase in revenue
3.	Have not yet optimized branding on MSMEs	workshop for a brand design, for broader awareness.	Logo update, packaging, and digital presence.
4.	Have not optimized business management skill	workshop for Business management and finance	Business actor able to implement financial report

The program entitled “**Digital Empower MSMEs: MSME Development in Susukan Village, Ungaran, Based on Business Legality Compliance and Digital Branding**” will also have the following output:

Table 2. Type and Output Status of Community Service Program

NO.	OUTPUT TYPE	INFORMATION	OUTPUT
1.	Scientific Article on Sinta Accredited National Journal	https://journal.umpr.ac.id/index.php/pengabdianmu	MANDATORY OUTPUT
2.	Published on Online Media	https://tribunonline.com/	MANDATORY OUTPUT
3.	Activity Documentation Video	Uploaded on Youtube	ADDITIONAL OUTPUT
4.	SCIENTIFIC ARTICLE ON ISSN NATIONAL JOURNAL	HTTPS://JOURNAL3.UPGRIS.AC.ID/INDEX.PHP/ADARMAACITYA/INDEX	ADDITIONAL OUTPUT



Figure 2. Survey of food and beverage MSMEs in Susukan, Ungaran



Figure 3. Survey of Handicraft MSMEs in Susukan, Ungaran

Methods

The community service program team consisted of multidiscipline study program in Universitas Persatuan Guru Republik Indonesia Semarang and listed in the table 3.

Table 3. Expertise and Task of The Members of Community Service Program

No	Name	Expertise	Community Empowerment Sector
1.	Ratih Hesty Utami Puspitasari, SE., MM (Management Program)	Marketing Management	Business management, MSMEs Financial Planning
2.	Dr. Raully Sijabat, S.KM., M.M. (Management Program)	Human Resources Management	MSMEs legality
3.	Chadyan Fathurachman, S.Kom., M.A.B. (Digital Business Program)	Business Strategy	Digital Marketing
4.	Dr. Bayu Kurniawan, MM (Management Program)	Brand Product	Brand Marketing

The partners in **Digital Empower MSMEs: MSME Development in Susukan Village, Ungaran, Based on Business Legality Compliance and Digital Branding** are 10 MSMEs. The mixed methods approach is implemented in the program to reach the goal comprehensively. The initial step conducted through a need assessment survey to identify the understanding level of MSMEs actors related to the business legality compliance and digital branding, and also to decide which aspects to be improved.

Based on the result, the training program is designed focusing in strengthening the aspects of legality and digital branding strategy aspects, including digital platform implementation such as Google My Business. The workshop combined both theoretical and practical approach, followed by an evaluation process. In addition, Program effectiveness was assessed through pre- and post-training evaluation processes.

The community service program will be conducted through stages, as it shown by the diagram below:

1. Socialization stage

Conduction of program introduction to MSMEs actor in Kelurahan Susukan, Ungaran. The socialization includes the orientation of the program objectives, the benefit of strengthening business legality compliance, business management workshop, financial planning for MSMEs and also the importance of digital branding to improve MSMEs competitiveness. Also, recruitment is conducted for the participant.

2. Workshop and mentoring stage

The stage includes: the importance of business legality compliance, workshop of digital profile optimalization, and also digital branding strategy.

3. Science and technology stage

The stage conducted through the implementation of the training by the participants: to have and to manage business legality compliance as the basic of business formal, to manage and optimized digital business profile also implementing digital branding strategy to increase visibility and customer's trust. The stage becomes initial indicator of MSMEs transformation towards digital based and more professional business.

4. Evaluation stage

The final stage involves the appraisal of the impact of the program through pre test and post test evaluation, feedback of the participants, and the analysis of any changes in business performance of the participants. These findings were used to identify areas that require improvement in the upcoming program. The evaluation aims to measure the success of the program from the beginning to end.

5. Continuity stage

The stage is to ensure the continuation of the impact of the program through: driving the MSMEs consistently implementing business legality compliance in

business operation. Using digital platform as the main marketing channel and forming community or networking of digital MSMEs in Kelurahan Susukan. Thus, digital MSMEs empowerment is expected to increase competitiveness, consumer's trust, and sustainable business growth.

The implemented method for the Digital MSMEs Empowerment program is continuous mentoring. This method emphasizes community assistance and empowerment by actively involving the community as both the subject and beneficiary of development through direct participation in community service activities.

Results

From the observation and evaluation towards the workshop and mentoring in Kelurahan Susukan can be discussed as follows:

Table 4. Activity Timeline

No	Activities	Week			
		1	2	3	4
1.	Community Service Program Socialization				
2.	Workshop of Business Management				
3.	Workshop of Branding and Digital Marketing				
4.	Workshop of Business Legality Formalization				
5.	Evaluation of Activity Results				
6.	Output/ Journal Production, Mass Media Publication				
7.	Report Preparation				

Workshop and Mentoring Activities

The community development team conducting the survey are warmly welcomed. The society of Kelurahan Susukan represented by the Head of Kelurahan is willing to be the partner. Besides, the local government also provide the village hall as the workshop and mentoring location.

Table 5. Knowledge Evaluation

Item	Pre-test Score	Post-test Score
Financial Planning	60%	85%
Business Management	45%	80%
Branding	55%	75%
Digital Marketing	65%	85%
Business Legality	50%	80%

a. Workshop of Business Management and MSMEs financial planning

The preparation before the activities are (1) the rundown of the activities (2) workshop material. **The community service held on 20 April 2026 located in Balai Kelurahan Susukan Kecamatan Ungaran Timur Kabupaten Semarang.** It is held by Universitas Persatuan Guru Republik Indonesia Semarang involving 4 (four) lecturers (3 from Management study program and 1 from Digital Business study program) and 3 (three) students from management and digital business study program.

The subject presented by **Ratih Hesty Utami Puspitasari, SE., MM** was conducted successfully and achieved the expected outcomes. It was demonstrated through intensive discussions and question-and-answer sessions involving partners and training participants on financial and asset management topics. The goals of the workshop are to increase the ability of business actors to manage their business in effective, directive, and sustainable way. Through the activity, it is expected the participants are able to understand the basic theory of business management in planning, actuating, and developing the business systematically. Besides, the workshop also providing participants with competency development in financial management including recording simple financial report. The participants also expected to plan financial the allocation of financial resources for operational activities and business expansion in the future, and decision-making ability, and able to anticipate business risk for long-term development.



Figure 4. Workshop of Business Management and MSMEs Financial Planning

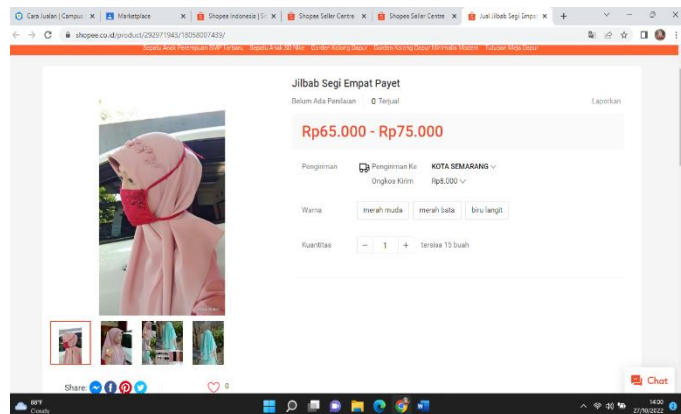


Figure 5. Utilized Technology in Business Management and Financial Planning Workshop

b. Workshop of Business and Digital Marketing

The subject presented by **Chadyan Fathurachman, S.Kom., M.A.B.** and **Dr. Bayu Kurniawan, S.Kom., M.M.** the data are obtained from 10 MSMEs with 28 participants. Most of them were implementing traditional promotion or sell their products in traditional market. The team introduced digital marketing as one of the channel or media, which is used by business actors to align with the customers which have turned into digitalization trend, and many companies are moving into digital marketing from conventional. It enables real-time communication and transactions with global reach. Product information is easily accessible through the internet, allowing consumers to place orders conveniently and compare products more efficiently. The workshop will help the participants in some ways. First, the easiness in customer interaction. By online presence, enable to connect MSMEs with customers anytime and anywhere through internet platform such as social media in real time. It also advantages for customers so that they do not have to visit the location of MSMEs. Second, improve cost efficiency. The other advantage for MSMEs as beginner is that the digital marketing can reduce the cost in promotion. As the traditional use brochure, pamphlet, and promotional banner which involves considerable cost, digital marketing minimized the promotion cost by implementing online platform or social media for online promotion using marketplace or paid advertising such as Instagram and Facebook. Third, Reach wider range of customer. Not only in certain area, it able to reach entire Indonesia and worldwide. The activity includes concepts of content marketing, mobile marketing, integrated digital marketing, continuous marketing, and more. Besides digital marketing, MSMEs also have to innovate their products. In Kelurahan Susukan the MSMEs have various products from snacks, handicrafts, and household equipment.



Figure 6. Workshop of Branding and Digital Marketing

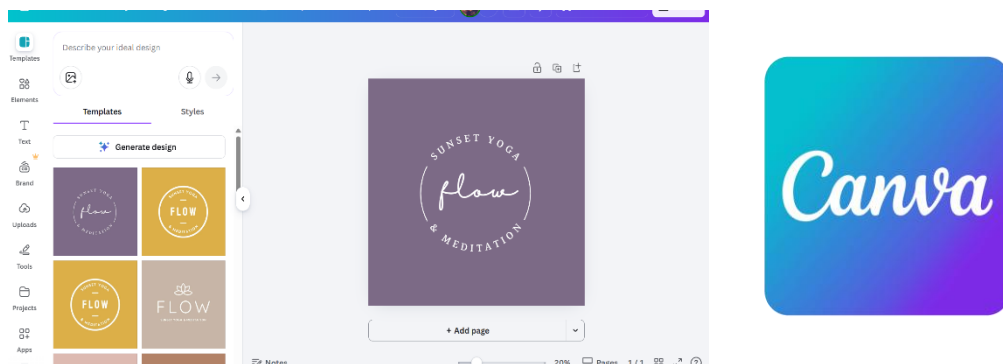


Figure 7. Utilized Technology in Branding



Figure 8. Utilized Technology in Digital Marketing

c. Workshop of Business Legal Formalization

Legal compliance also the main factor to the success of MSMEs such as NIB, PIRT, and Halal certificate. The training materials included practical guidance on the stages and requirements for obtaining business permits for MSMEs. A high level of participant engagement was observed during the interactive discussion sessions, especially on topics related to attractive packaging development, licensing procedures, and other entrepreneurial concerns. The subject presented by **Dr. Rauly Sijabat. MM.**, were not just about theory, but also practice to provide insights for participants to understand the flow of registration process, required documents, and tips to accelerate the licensing process. It also provided the understanding of long-term benefits by having business legal, such as easy access in funding by financial institutions, opportunity in government program, also increasing the trust of business partners.



Figure 9. Workshop of Business Legality Formalization



Figure 10. Business Legalization Formalization

Discussion

The program shows that the main issue faced by the MSMEs actor in Kelurahan Susukan including the limitation of understanding related to managerial, low literacy of finance, and also the lack of understanding in the importance of business legality compliance. Before the workshop, most of the participants run their business conventionally without clear financial record and long-term planning. Beside, there are perceptions that it is troublesome and costly to manage business legalization procedures, this has resulted in MSME actors remaining without formal business legality.

Through applicative, interactive, and situational approach of the workshop, their understanding starts to change as they are open to the importance of structured business management from the management, finance, and also the legal compliance. The integration of the materials delivered also serves as a strength of this program, as participants not only acquire fragmented knowledge but also understand the interrelationships among various aspects of running a sustainable business.

The workshop also shows that it is not only has impact in the understanding improvement, but also has impact in the attitude and mindset of the MSMEs actors. The participants are motivated to develop their business, increase their product quality, and also broadening their marketing reach, including digital technology implementation. An increasing awareness of the importance of professionalism in business practices has emerged, as reflected in the intention to improve business administration and raise product standards.

Conclusion

The workshop drives MSMEs actors to become more orderly in administration and able to compile business documents more neatly and systematically. The emphasized key aspects are security standard and product quality, especially for business actors in

food and beverages so the produced products not only legal, but also safe consumed. In the context of halal certification, the participants are provided by understanding of maintaining the importance in production process according to halal principal, from raw materials to distribution. The activity also serves as a means of discussion and consultation for MSMEs actors to convey the obstacles they faced related to business legal formalization process. By the assistance and direct elaborations, it is expected that the participants become more confident to register the business legal permits, so they might have higher competitiveness and wider range of market in local nor global. As they able to use Online Single Submission (OSS) for NIB and utilizing emerging technologies through digital platform and marketplace, they able to develop as modern, competitive, and adaptive business. Business legality becomes the key foundation for MSMEs in increasing the business scale, strengthening position in the market, and create opportunities in collaboration with government, private companies, and investors.

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The positive response, and collaborative shown by all of the stakeholders provided meaningful insights and experiences that enriched the implementation process. It is expected that the outcomes of the program will continue to generate sustainable benefits and contribute to the ongoing development and empowerment of the community.

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