

CELAWAN VILLAGE CHIPS UMKM REBRANDING STRATEGY IN STRENGTHENING THE ROLE OF DIGITAL MEDIA TO INCREASE COMPETITIVENESS IN THE DIGITAL ERA

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Abstract

This study originates from the need of the Keripik Desa Celawan MSME to enhance its competitiveness through strengthened brand identity and more structured utilization of digital media. The digital shift offers broader marketing opportunities; however, many micro-enterprises still struggle to adapt due to limited promotional strategies and insufficient use of available technologies. This study aims to formulate an applicable rebranding strategy and to evaluate the effectiveness of digital media in increasing the visibility of local chip products. A qualitative descriptive approach was employed through field observations and in-depth interviews with the business owner and one employee directly involved in production and marketing. Through thematic analysis, three major findings emerged: first, rebranding significantly improves product perception by refining packaging quality and strengthening visual identity; second, the use of digital media particularly social media platforms and Google Maps location successfully expands product accessibility and consumer reach; third, continuous mentoring enhances the digital literacy of MSME actors, enabling them to sustain independent promotional activities. Overall, this study confirms that integrating rebranding efforts with digital marketing strategies not only elevates product visibility but also strengthens the long-term sustainability of community-based micro enterprises.

Keywords: Compotitiveness, Digital Marketing, Micro Enterprise, MSME, Rebranding Strategy

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INTRODUCTION

Changes in market structure in the digital era force Micro, Small and medium enterprises (MSMEs) to review their competitive position through brand identity renewal (rebranding) and strategic utilization of digital media (Ayu et al, 2024; Sutrisno et al, 2024; Google et al 2024; Ningsih et al, 2024; Yustika et al, 2025). This phenomenon isn't just about accessing new sales channels; it's about reconfiguring value propositions, consumer perceptions, and business organizations' ability to deliver a consistent brand experience in the online space. In the context of processed food products such as chips, limitations in aspects of packaging design, product narrative, and digital marketing capacity are often the main barriers to market penetration that are increasingly digitized. Consequently, without a rebranding plan that is sensitive to digital consumer behavior and platform mechanisms, the potential for increased competitiveness will be difficult to realize.

The urgency of the study on the rebranding of MSMEs in the digital era can be traced from the economic scale of MSMEs in the national economy. MSMEs contribute a significant portion of Gross Domestic Product (GDP) and national employment indicators that confirm the strategic role of this sector for economic stability and social welfare. Official Data states that the contribution of MSMEs to GDP reaches a range of more than 60 percent and absorbs about 97 percent of the workforce, a fact that confirms the relevance of policies and operational interventions that strengthen the market capacity of MSMEs (BPS, 2023).

However, it is important to emphasize that the size of the macro contribution does not automatically guarantee an even digital transformation at the business unit level. According to the Ministry of communication and information of the Republic of Indonesia in 2024 government reports and research institutions show the heterogeneity of technology adoption: in the last period the government reported that tens of millions of MSMEs have begun to adopt digital technology, but the proportion who actively utilize e-commerce platforms or digital marketing channels is still in the range of on the sources and methodology of measurement.

The dynamics of the regional digital economy emphasizes the context of opportunities as well as challenges for MSMEs. Menurut laporan e-Conomy SEA Tahun 2024 yang berjudul *From Digital Decade to AI Reality*, pertumbuhan nilai gross merchandise value (GMV) e-commerce yang berkelanjutan dan pergeseran perilaku konsumen ke arah format perdagangan berbasis konten (mis. video commerce), so that the capacity to brand and communicate through digital media is decisive for access to a fast-growing market segment.

A review of past research shows two important things. First, empirical studies on MSMEs indicate that rebranding interventions that include visual elements (logo, packaging), value positioning, and product narrative have the potential to increase product visibility and attractiveness and improve consumer confidence (Satriadi et al, 2024; Sofian et al, 2025; Saifulloh et al, 2025; Pramadhika, 2025). Second, the digital marketing literature confirms the need for integration between brand strategy and platform tactics (marketplace, social media, creative content, and review and rating management) so that the impact of rebranding becomes measurable and sustainable (Salsabila et al, 2024; Tahir and Wisudawaty, 2025; Putranto, 2025). Nonetheless, most past studies have been fragmentary: they examined separate components (e.g., DNA. only packaging or only social media) and rarely presents integrative models that consider the operational limitations of MSMEs such as production scale, distribution

costs, and managerial capacity that determine the ability to implement rebranding in the field (Ohara et al, 2024; Pasha et al, 2024; Rachmiani et al, 2025).

This theoretical and practical gap is the basis for raising the research issue: an integrated rebranding strategy needs to be formulated that combines brand identity engineering (visual and narrative) with an action map for the use of digital media that is operational and sensitive to MSME capacity. The strategy must be able to answer two demands at once: (1) strengthen the appeal of products to digital consumers who are heavily influenced by visual signs and product stories, and (2) ensure that the strategy can be realistically implemented by micro-businesses with limited resources.

In practical terms, this study is intended to meet the needs of applicative knowledge. The proposed intervention scheme will not only formulate relevant brand identity elements for MSME-scale chips products including value propositions, packaging attributes, and narratives based on local wisdom or product excellence but also develop a comprehensive digital media utilization plan: marketplace integration, content marketing strategy for social media, product listing optimization, review management and reputation, as well as digital performance indicators that can be monitored by business actors and program assistants. These measures are expected to provide a practical roadmap for business actors and policy makers that support improving the competitiveness of MSMEs in the digital era.

Finally, from a policy and capacity building perspective, this study offers a double contribution. First, academically, the research will enrich the literature on rebranding and digital marketing in the context of MSMEs, providing an integrative model that combines aspects of brand aesthetics and platform mechanics. Second, in policy terms, the findings can be a recommendation for MSME digitization programs, especially those focused on improving product quality, packaging, and digital marketing capabilities in line with national targets to expand technology adoption among micro-business actors. Given the large and heterogeneous population of MSMEs, contextually generalized intervention models can accelerate the process of “upscale” MSMEs towards more productive and sustainable digital market engagement.

RESEARCH METHODS

This study uses a descriptive qualitative approach because the issues studied are rebranding strategies and the use of digital media at MSMEs Keripik Desa Celawan require a deep understanding of the subjective experiences of business actors and the socio-economic context in which business practices take place. The qualitative approach was chosen not simply as a data collection technique, but as an epistemological framework that allows researchers to interpret the dynamics of meaning, behavior patterns, and decision-making processes that cannot be reduced to numbers or measurable variables. Thus, this study is oriented to the naturalistic exploration of phenomena, as they occur in the field, resulting in a holistic understanding that cannot be achieved through quantitative methods.

Within this framework, the study used two main techniques, namely field observation and in-depth interviews. Both of these techniques were chosen to simultaneously extract information from aspects of visible behavior and meaning that live in MSME actors. Field observations were carried out directly on the production, packaging, and marketing activities of Celawan Village chips MSMEs. These

observations include identification of work processes, distribution patterns, interaction with consumers, and the level of utilization of digital devices in daily marketing activities. Through observation, the researcher obtains empirical data that are not only descriptive, but also emit the social context that surrounds the practice of business. This observational approach is important to understand operational trends that are sometimes not realized by business actors themselves, but are decisive for the success of rebranding and digital transformation.

In addition to observation, this study relied on in-depth interviews conducted on two main subjects, namely business owners and one of the employees directly involved in production and marketing activities. The two informants were chosen purposefully because they are core actors who understand business processes from upstream to downstream, including operational challenges, consumer preferences, and strategic reasons for marketing decision-making. Interviews were conducted using a semi-structured approach with a structured list of questions to get answers from the research objectives, but provide flexibility to informants to express their views, experiences, and aspirations freely. In this way, interviews are not only a means of digging up facts, but also a means of understanding how business actors think in responding to changes in the digital landscape.

The Data obtained through observation and interview were then analyzed using a qualitative analysis approach through the process of data reduction, data presentation, and thematic conclusions. Analysis is done iteratively to ensure that each finding is understood in its context, rather than simply as separate pieces of information. Thus, the results of the study were able to map out relevant rebranding strategies as well as formulate how digital media can be optimally empowered to improve the competitiveness of MSMEs in Celawan Village chips.

RESULTS AND DISCUSSION

The Celawan Village chips UMKM rebranding Program is a strategic initiative developed in order to strengthen the capacity of micro enterprises through the mentoring of KKN students. This effort is directed to answer the fundamental problems faced by local businesses, especially in aspects of marketing, brand identity, and the use of digital media which is still very limited. Preliminary observation findings indicate that celawan village chips products have competitive taste qualities, but have not gained optimal market exposure due to the absence of a systematic promotional strategy. This condition emphasizes the need for intervention in the form of rebranding as a process that not only touches the visual aspects of packaging, but also constructs product images and expands market reach through digital channels. Thus, the following results and discussions describe a series of planning processes, socialization, and program implementation systematically as an effort to empower MSMEs based on local potential.

1. Planning phase of MSME Rebranding Program

The planning stage is the main foundation in ensuring that all rebranding activities run in a targeted, adaptive, and appropriate context for the needs of Celawan Village chips MSMEs. In this phase, KKN students conduct field observations to map

the strengths, weaknesses, opportunities, and challenges of business actors. The observation revealed that the product quality has actually met the standards of broad marketing, but promotional capacity is still very limited due to the lack of a strong brand identity and not optimal use of social media as a marketing channel.

Planning also involves the formulation of program objectives which include: increasing product visibility through digital content, strengthening visual identity through new packaging designs, as well as expanding consumer reach by utilizing Google Maps location features. The entire strategic plan was prepared collaboratively taking into account local potential, especially community involvement in each stage of chip production.

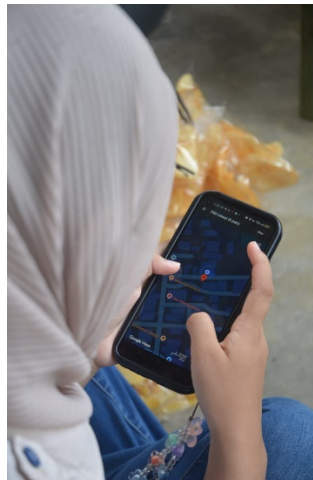


Figure 1. Planning Stage

In addition, KKN students prepare technical components such as documentation devices, digital content design, and packaging design that combines modern elements and local wisdom. This participatory approach not only provides practical experience for students, but also builds a knowledge transfer space between students and business owners so that planning is not top-down, but collaboration-based.

2. Stages of socialization of the Program to MSME owners

The socialization process is carried out to ensure that business owners understand the goals, benefits, and technical steps of the rebranding program that will be carried out. Socialization was carried out directly at the chip production site and was attended by business owners and family members involved in production activities.



Figure 2. Stages Of Socialization
Source: Primary Data, 2025

At this stage, it is explained that the rebranding program does not only include the installation of labels and replacement of packaging designs, but further includes building a strong brand image, increasing visual appeal, and digital promotion strategies. The explanation is welcomed by business owners because it suits their needs to expand the market.

The socialization Forum also opens a two-way dialogue space so that MSME owners can provide suggestions regarding packaging design and promotional concepts that are considered appropriate. This approach creates an atmosphere of collaborative work that places business actors as active partners, not just beneficiaries. This well-run socialization is the starting point for the formation of synergy between KKN students and MSME partners.

3. Stages Of Implementation Of The Rebranding Program

The implementation phase is the core of the entire program and involves a variety of activities directly with the business owner. Implementation is carried out in four main components, namely production assistance, packaging, digital content creation, and digital marketing education.

a. Production Process Assistance

KKN students accompany the production process from raw material processing to frying. The entire process is documented in the form of photos and videos that are later used as digital promotional materials. Documentation is done with techniques that highlight product quality and show the production process in a hygienic and professional manner.



Figure 3. Production Process Assistance
Source: Primary Data, 2025

b. Design and packaging process improvements

Assistance at the packaging stage is focused on visual improvement of the product. Students help create stronger label design, information composition, and brand identity. The design is made while maintaining the local identity, but packaged in a more modern look so as to attract the attention of consumers.

c. Promotion Through Social Media

Students upload documentation of the production process and final products on various platforms such as Instagram, Facebook, and WhatsApp Business. Promotional language is designed persuasively by highlighting the distinctive taste of local chips. In addition, the creation of Google Maps location is done to make it easier for consumers to find production locations.



Figure 4. Promotion Documentation
Source: Primary Data, 2025

d. Digital Marketing Education for MSME owners

Mentoring continued by providing simple training to business owners on content upload techniques, how to respond to consumer messages, and how to maintain consistency in promotions. This education is designed so that business actors can continue marketing strategies independently after the KKN program ends.

4. Impact and Response of Business Actors

The results of the implementation of the program show a positive response from business owners. Chip products now have more attractive packaging, a clearer brand identity, and are becoming known through social media. The existence of Google Maps location also improves accessibility for consumers outside the village. For students, this activity broadens their understanding of community-based economic empowerment and digital marketing practices at the MSME level.

Broadly speaking, the results of the data obtained from each indicator that has been described above are as follows:

Table 1. Response from every aspect of MSME chips Rebranding activities

Aspects	Before (%)	After (%)	Information
1. Planning	40	100	Teams carried out several stages in the planning
2. Socialization	0	100	Teams carried out socialization related to rebranding of msmes
3. Implementation			
a. Mentoring	0	80	Teams assisted in the implementation of rebranding for msmes
b. improved design and packaging process	40	90	Actors received proposals from the team in replicating the design of the latest products including upgraded packaging
c. promotion	30	90	Team provides information related to MSME promotion system
d. Digital Marketing Education	0	95	Team provides education about digital marketing in the current era
4. impact and Response	20	90	MSME actors give a positive response about Rebranding carried out by the team

Source: Processed Data (2025)

Table 1 shows that MSME actors received positive in all aspects carried out. This supports the development of MSMEs in marketing their products digitally in the future. Continuous assistance is also needed so that the consistency of MSMEs can be maintained. The impact of this activity can be seen theoretically, practically MSME actors to their socioeconomics. For MSME players of Celawan Village chips, this study is a practical guideline in conducting targeted rebranding. Consistent implementation of brand identity, more attractive packaging, and the use of digital media such as social media and marketplaces can increase product visibility, expand market reach, and drive increased sales. This strategy also helps MSMEs adapt to changes in consumer behavior that increasingly rely on digital platforms in making purchasing decisions. The socio-economic implication is that the rebranding strategy supported by digital media has the potential to increase MSME income and open new job opportunities for the Celawan Village Community. In addition, strengthening local product brands can encourage pride in village products and strengthen the local economy sustainably.

CONCLUSION

The competitiveness of Celawan Village chips MSMEs is not only determined by product quality, but mainly by the ability of business actors to articulate the value of their products through a clear brand identity and consistent digital marketing strategies. Rebranding provides a fundamental change because it helps businesses

structure a more targeted product narrative, rearrange visual elements to suit modern consumer preferences, and create differentiation that is difficult to obtain through increased production alone. Thus, the rebranding process acts as a gateway to change the way MSMEs view their business: from a mere production activity to a value communication system that must be managed strategically. The results also show that the strengthening of digital media is a determining factor in expanding market reach. The use of social media and digital location tagging not only increases product visibility, but also connects MSMEs with consumers who were previously unreachable. These findings provide answers to research questions about how digital media can play a role in maximizing rebranding strategies: by providing promotional space that is flexible, cost-effective, and highly responsive to changing consumer trends. The combination of attractive packaging, strong brand narrative, and ongoing digital exposure is proven to create a synergistic effect on product image.

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