

Branding Brondong Ketan: From Traditional Snack to Competitive MSME Product

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Keywords:	MSME Branding, Packaging Innovation, ABCD Approach.	Abstract. Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting rural economies, yet many traditional products remain underdeveloped due to weak branding and limited digital marketing. This community engagement program aimed to transform Brondong Ketan in Ngumpak Hamlet through branding and packaging innovation based on the Asset-Based Community Development (ABCD) approach. The primary problems faced by partners were low monthly turnover (Rp 300,000–500,000), unattractive packaging, and reliance on local distribution channels. The program was implemented collaboratively in five stages—discovery, dream, design, define, and destiny—through activities such as branding workshops, co-creation of new batik-accented packaging, and digital promotion using WhatsApp Business. The results demonstrated a significant improvement: average monthly revenue increased up to ±Rp 1,250,000 (around 300% growth), with about 25% of customers from outside the village and 20% of sales made through WhatsApp. Furthermore, an informal working group was established, and a local champion actively facilitated collective marketing, coordinated production, and promoted digital advocacy among producers. These outcomes indicate that asset-based empowerment fosters sustainable innovation, strengthens cultural identity, and enhances MSME competitiveness in broader markets.	
Katakunci:	UMKM, Kemasan, Inovasi Pendekatan ABCD.	Abstrak. Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran penting dalam mendukung perekonomian pedesaan, namun banyak produk tradisional yang belum berkembang optimal karena lemahnya branding dan terbatasnya pemanfaatan pemasaran digital. Program pengabdian masyarakat ini bertujuan mentransformasi brondong ketan di Dusun Ngumpak melalui inovasi branding dan kemasan berbasis pendekatan Asset-Based Community Development (ABCD). Permasalahan utama mitra adalah omzet bulanan yang rendah (Rp 300.000–500.000), kemasan polos tanpa daya tarik, serta distribusi yang terbatas di tingkat lokal. Program dilaksanakan secara kolaboratif melalui lima tahap—discovery, dream, design, define, dan destiny—dengan kegiatan berupa pelatihan branding, perancangan desain kemasan bermotif batik secara ko-kreasi, serta promosi digital menggunakan WhatsApp Business. Hasil menunjukkan peningkatan signifikan: omzet bulanan naik hingga ±Rp 1.250.000 (sekitar 300%	

pertumbuhan), sekitar 25% konsumen berasal dari luar desa, dan 20% transaksi dilakukan melalui WhatsApp. Selain itu, terbentuk kelompok kerja informal serta local champion yang berperan aktif dalam promosi kolektif, koordinasi produksi, dan advokasi digital antarprodusen. Temuan ini membuktikan bahwa pemberdayaan berbasis aset dapat mendorong inovasi berkelanjutan, memperkuat identitas budaya, serta meningkatkan daya saing UMKM di pasar yang lebih luas.

1 Introduction

Digital marketing has become an integral part of MSME competitiveness, as global studies highlight its role in shaping consumer behavior and improving visibility (Dwivedi et al. 2021). Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting the national economy, particularly in rural areas rooted in people-centered economic systems. Beyond serving as economic drivers, MSMEs also function as platforms for empowering communities based on local potential. In Jombang Regency, MSMEs account for more than 90% of business units and contribute significantly to employment and local income (BPS Jombang, 2023). This illustrates their role not only as economic drivers but also as community empowerment platforms based on local potential.

The focus of this community engagement program is a group of *brondong ketan* producers, consisting of four actively operating home-based production units. Each is managed by a family that relies on generational skills to process sticky rice into *brondong*. In Ngumpak Hamlet, four active home-based units produce *brondong ketan* using traditional hot-sand roasting. Each unit produces an average of 5–7 kg per day, yet this supply still fails to meet the increasing demand during peak seasons such as weddings or religious celebrations. Roughly 30% of requests during such occasions cannot be fulfilled, highlighting the production limitation.

From a socio-economic perspective, these business owners fall into the lower- to middle-income category. Most depend on *brondong ketan* sales as supplementary income rather than their main source of livelihood. Financial records are basic—limited to tracking raw material

expenses and sales revenue—without structured bookkeeping or separation between business capital and household finances from a socio-economic perspective, income from brondong ketan is largely supplementary, covering daily household needs but insufficient to support long-term expenses such as education or healthcare. Producers also lack structured bookkeeping, relying on informal records that mix household and business finances. This condition increases vulnerability, particularly in accessing formal bank credit (Hapsari and Puspitasari 2024).

In terms of marketing, the primary challenge is the lack of knowledge about promotional strategies aligned with current market trends. Nearly all producers are unfamiliar with using social media as a promotional tool, and their understanding of digital marketing is minimal. To date, products are packaged in plain plastic without labels or brand identity, making them less appealing to new customers—especially younger consumers who prefer attractive visuals and complete product information on packaging. The absence of brand identity hampers the product's ability to compete in broader markets, both regionally and online. This aligns with global perspectives showing that packaging innovation is not only related to aesthetics but also serves as a measurable factor that directly influences market performance (Pålsson and Hellström 2023).

Overall, the partners' condition reflects untapped potential. While production skills and product quality are strong, weaknesses in packaging, branding, and distribution hinder growth. SWOT analysis shows opportunities in rising demand for traditional snacks in regional markets, yet the current production capacity (5–7 kg/day per unit) is far below estimated market demand of 15–20 kg/day, leaving a gap that innovation could address. Overall, the partners' condition reflects untapped potential. While production skills and product quality are strong, weaknesses in packaging, branding, and distribution hinder growth.

In Ngumpak Hamlet, there are four actively operating home-based production units, each managed by a family. These units represent valuable community assets, yet their operations also reflect vulnerability.

Product distribution is confined to the local area, demand spikes during festive events often go unmet (around 30% of requests cannot be fulfilled), and packaging is still limited to plain plastic without brand identity. Such conditions weaken product appeal, especially for younger consumers who expect modern visuals and clear product information on packaging (Pålsson and Hellström 2023)

Table 1. Profile of Brondong Ketan Producers in Ngumpak Hamlet

No	MSME Unit (Ngumpak Hamlet)	Management Type	Key Assets	Average Monthly Profit	Production Capacity
1	Unit A (Family 1)	Family-managed (Husband & Wife)	Traditional stove, bamboo container 1 Kg raw sticky rice/day	Rp 400,00	5-6 kg/day
2	Unit B (Family 2)	Family-managed (Parent + Children)	Stove, wok, basic utensils	Rp 350,000	5 kg/day
3	Unit C (Family 4)	Husband-wife partnership	Stove, bamboo containers, better access to raw rice	Rp 500,000	6-7 kg/day
4	Unit D (Family 4)	Husband-wife partnership	Stove, bamboo containers, better access to raw rice	Rp 500,000	6-7 kg/day

Despite these challenges, the partners' condition reflects untapped potential. The strong quality of recipes and time-tested production skills are valuable assets, but weaknesses in packaging, branding, and distribution strategies hinder business growth. Moreover, the absence of collaborative forums among producers slows innovation and the exchange of ideas.

The selection of this community as a partner for the program was based on three main considerations: (1) the presence of strong local product potential that has not yet received innovative development, (2) the openness of active producers to adapt to change, and (3) minimal prior intervention in branding and digital marketing. Previous research confirms that packaging innovation and digital promotion significantly improve MSME competitiveness and brand image (Maharani, Zafitri, and Mulyati 2023).

The novelty of this initiative lies in integrating the Asset-Based Community Development (ABCD) method with co-creation in branding and packaging design. Unlike conventional training-only programs, this approach focuses on mapping community assets, fostering digital literacy, and developing social structures such as local champions and informal working groups. This comprehensive model is designed not only to increase sales but also to transform the entrepreneurial mindset of local producers, making the intervention both innovative and sustainable.

2 Method

This Community Service Program (PkM) was carried out in Ngumpak Hamlet, home to an MSME specializing in brondong ketan production, located in Bawangan Village, Ploso District, Jombang Regency. The business is managed by a local resident and supported community service program. The enterprise produces traditional snacks that have been passed down through generations. The production process of brondong ketan is illustrated in the table below.

Based on this context, the PkM adopted the Asset-Based Community Development (ABCD) method. This approach was chosen to

drive innovation in *brondong ketan* packaging, thereby expanding brand awareness. According to (Nel 2018), ABCD is a method for addressing challenges by leveraging the assets and potentials inherent within an organization or community. The program followed the five stages of ABCD to achieve its objectives, as community service program team in Ngumpak Hamlet.



Figure 1. ABCD Process Flow

As shown in Figure 1, community service program team implemented the following stages. In the discovery stage, asset mapping was conducted through observation and interviews with producers to identify skills, recipes, raw materials, and social networks. Indicator: a list of local assets and producers' awareness of their strengths. The dream stage included focus group discussions to envision the future of *brondong ketan* as a professional yet affordable product. Indicator: producers agreeing on a shared vision. The design stage consisted of a collaborative workshop to create the brand identity, including a logo, product name, and packaging design with a batik motif. Indicator: finalized prototype and consensus on the product's name ("BrondKet Ngumpak"). The define stage provided training on digital marketing using WhatsApp Business, including catalog creation, product photography, and auto-replies. Indicator: producers capable of setting up WhatsApp Business and uploading catalogs. Finally, the destiny stage involved implementing the packaging, collective promotion through WhatsApp, and appointing a local champion to coordinate producers. Indicator: consistent use of new packaging, active digital promotion, and an operational working group.

3 Results

The community engagement activities conducted in Ngumpak Hamlet, Jombang, yielded positive outcomes in driving the transformation of the *brondong ketan* MSME—both in terms of product identity, managerial capacity, and market reach. The implementation, guided by the Asset-

Based Community Development (ABCD) approach, was carried out through its five stages: Discovery, Dream, Design, Define, and Destiny.

a. Discovery

The initial phase began with field observations, informal discussions, and interviews with the owners and workers of the brondong ketan MSME in Ngumpak Hamlet. Asset and potential mapping revealed that there are three active production managers in the hamlet who regularly produce brondong ketan. Production activities are carried out using traditional stoves and bamboo-woven containers, applying family-inherited methods and locally sourced raw materials such as sticky rice and melted sugar. Distribution of products remains confined to the local area through a consignment system in small shops. None of the producers have adopted modern branding or packaging; products are still sold in plain plastic without labels. In addition, access to digital media among producers is very limited, although some business owners rely on their children or grandchildren who are active on social media to assist with online promotion.

The asset mapping conducted with brondong ketan producers revealed that the facilities owned by this MSME could serve as a foundation for innovations aimed at expanding product reach through improved branding and packaging. Beyond physical resources, observations showed that the product's greatest strengths lie in its flavor quality, shelf life, cultural value, and strong local social networks. These findings became the basis for designing subsequent interventions. It was evident that producers possess robust traditional production skills, authentic generational recipes, and strong social support from the surrounding community. However, notable limitations exist in packaging, digital promotion, and overall visual appeal.

These results align with the findings of Yakob et al. (2025), who state that local assets often remain underutilized as selling points due to limited visual marketing literacy (Yakob et al. 2025). Similarly, Suprihatin et al. (2024) emphasize that underdeveloped packaging design can hinder MSME product competitiveness on a larger scale (Suprihatin, Pramitasari, and Hasanah 2024).

b. Dream

In this phase, small-group discussions were held with the owners and managers of brondong ketan production, leading to a shared vision:

“To create brondong ketan products that are professional in appearance, visually appealing, yet remain affordable for local consumers.”

During these discussions, the producers stressed the importance of keeping prices accessible to local buyers. They also welcomed the idea of new packaging, provided that the process would be simple and manageable on their own.

This kind of mutual agreement is consistent with the findings of Wirahadi et al. (2024), who highlight the importance of establishing consensus between facilitators and MSME actors in setting a clear product development direction (Wirahadi et al. 2024). Jocelyn and Christiarini (2024) further note that formulating a collective vision is essential for ensuring the sustainability of innovation within MSMEs (Jocelyn et al. 2024).

c. Design

In this stage, the MSME producers, together with the team, collaboratively designed new packaging. The agreed concept utilized a standing pouch with a branded sticker reading “BrondKet Ngumpak,” an acronym for Brondong Ketan Ngumpak. The design adopted a modern minimalist style while incorporating uniquely Indonesian elements through batik motifs as visual accents.

This design concept follows a co-creation approach, emphasizing direct collaboration between MSME producers and facilitators to create packaging that is both effective and reflective of local cultural value (Maharani, Zafitri, and Mulyati 2023). Purnama Sari et al. further assert that the use of stickers and simple technology can be highly effective for MSMEs in establishing a professional image without incurring high costs (Prastiwinarti et al. 2025).

d. Define

At the Define stage, activities shifted toward implementing the strategies developed earlier, one of which was basic digital marketing training using WhatsApp Business. This platform was selected for its high relevance to rural MSMEs, which may not yet be familiar with advanced digital tools but already use smartphones in daily operations. The training covered key WhatsApp Business features such as creating product catalogs, setting up automated replies, and applying simple product photography techniques. The materials were designed for immediate application by producers, employing a hands-on, learning-by-doing approach to build participants' confidence in managing independent promotions.

The training results showed that all producers were able to create WhatsApp Business accounts and upload their products into catalogs complete with photos. Automated reply systems were successfully activated, and producers began documenting their production activities for customer updates. Within just two weeks after the training, producers reported an increase in customer interactions, with 70% of new orders originating from direct messages via WhatsApp. Several producers also noted that using the platform reduced response time to inquiries, allowed them to track orders more systematically, and helped expand their customer base beyond Ngumpak Hamlet. These outcomes demonstrate that WhatsApp Business is not only practical for micro-scale producers but also serves as a sustainable tool for strengthening direct communication and improving sales performance. This finding resonates with broader research showing that social media marketing strategies enable microenterprises to directly engage with consumers, foster trust, and expand their market reach (Li, Larimo, and Leonidou 2021).

e. Destiny

The Destiny stage marked the final phase of the ABCD approach, emphasizing the sustainability of impact. In this stage, the community service team, together with producers in Ngumpak Hamlet, implemented follow-up activities that had been jointly agreed upon. These included the consistent use of the "BrondKet Ngumpak"

packaging in every production cycle, the independent promotion of products via WhatsApp Business with proper catalog management and customer service, as well as the systematic documentation of production and promotional processes by the MSME operators. Participatory evaluations revealed a significant shift in the producers' perception of their products: branding was no longer seen merely as a label, but as a representation of quality, culture, and local identity. Producers grew more confident in directly engaging with customers and began treating promotion as an integral and routine component of their production activities.

Furthermore, the community organically formed an informal working group as a shared learning platform to strengthen synergy among producers and encourage the exchange of best practices. One producer was informally appointed as a local champion to facilitate discussions, coordinate production schedules, and ensure the continuity of the program outcomes. Regular evaluation meetings were also initiated by the producers themselves, taking place every two weeks to monitor progress and address challenges collectively. These outcomes demonstrated that the intervention not only improved technical capacity but also fostered independence, collaboration, and sustainability within the local MSME ecosystem.

Participatory evaluations revealed a shift in the producers' perception of their product's value. Branding was no longer seen merely as a label, but as a representation of quality, culture, and local identity. Producers grew more confident in directly engaging with customers and began treating promotion as an integral, routine component of their production activities.

Moreover, the community organically formed an informal working group as a shared learning space. This initiative, driven by the MSME actors themselves, aimed to strengthen synergy among producers and encourage the exchange of best practices. One individual was informally appointed as a local champion to facilitate discussions and ensure the continuity of these changes.

This reflection aligns with (Jocelyn et al. 2024) assertion that the success of branding innovations must be accompanied by a shift in

mindset and supportive social structures to ensure longevity. The current study reinforces this argument by highlighting the importance of post-intervention social networks as a foundation for program sustainability (Wirahadi et al. 2024).

Further, (Tamam et al. 2025) demonstrate that active community involvement in joint activities fosters a sense of collective ownership and cultivates habits of independent innovation. This is supported by Rahmadani et al. (2023), who found that community monitoring and the development of local leadership are effective in maintaining consistency in MSME branding and digitalization efforts (Rahmadani et al. 2023).

f. Evaluation

The evaluation was conducted collaboratively by the KKN Pos 1 team and the owners of MSMEs at each stage, from discovery to destiny. The evaluation model used was based on Kirkpatrick, but only adopted three main levels (reaction, learning, behavior), as this was appropriate for the context of MSME training and community empowerment. Here's a brief overview:

Table 2. Achievements in Community Service

Evaluation Level	Purpose	Result	Indicator
Reaction	Initial response to training and mentoring	Participants felt involved, satisfied, and emotionally moved because the participatory approach felt relevant	Level of active participation, enthusiasm, positive feedback

Learning	New knowledge and skills in digital packaging and promotion	Participants understand the function of branding packaging and can practice marketing via WhatsApp Business	Ability to explain concepts and demonstrate digital applications
Behavior	Behavioral changes post-intervention	In marketing, the use of new designs and independent product documentation	Digital transactions, design implementation, active documentation practices

4 Discussion

Innovation in the branding and packaging of Ngumpak Ketan Brondong is not just a form of visual renewal, but reflects a comprehensive transformation in how MSME actors view product value, the market, and local narratives. The application of the Asset-Based Community Development (ABCD) approach in this innovation allows for change that originates from the community's own strengths, rather than solely from external intervention.

Generally, branding and packaging innovations are aimed at strengthening product image, expanding market segmentation, and reinforcing the position of local products amidst the increasingly visual competitive landscape. A study by Sakti emphasizes that informative and well-designed modern packaging significantly increases the visibility of MSME products (Bimo Sandya Prima Sakti 2023). The packaging is not just physical protection, but becomes the "face" that speaks to consumers—even before the product is tasted.

This is consistent with the results of the mentoring in Ngumpak Hamlet, where production managers are beginning to understand that branding is not just a logo sticker, but a representation of the product's quality, story, and identity. The Puspazary study by Zafitri and Mulyati also showed that value-based branding rooted in local values is actually more effective in attracting the attention of the digital market, which is hungry for originality. (Maharani, Zafitri, and Mulyati 2023).

a. Planning

The planning stage does not start with the solution, but with exploring the potential and assets of the community. Identifying strengths such as manual production skills, heritage recipes, and social networks becomes the main capital. This approach has proven to minimize resistance and strengthen a sense of ownership. Research by Nel (2018) and Badri et al. (2022) shows that the ABCD approach is more effective in creating locally relevant solutions because it starts from strengths, not weaknesses. (Nel 2018) (Rico Elhando Badri, Cahyani Pratisti, and Anandha Sartika Putri 2022).

MSME actors from Brondong Ketan Ngumpak actively participated in workshops on brand name design, logo, sticker design, and packaging color selection. This aligns with co-creation models such as those used in the MSME study of "Wedang Jahe Sidodadi." (Tamam et al. 2025).

b. Implementation

The new "BrondKet Ngumpak" packaging, featuring a standing pouch design and batik pattern sticker, demonstrates a harmonious blend of modern practicality and local identity. The minimalist design concept with traditional accents proved more effective in attracting consumer attention, as demonstrated in the study by Prastiwinarti et al. (Rico Elhando Badri, Cahyani Pratisti, and Anandha Sartika Putri 2022).

More than that, WhatsApp Business training became a catalyst for significant change. Studies by Welkom et al. and Saputra et al. confirm that familiar digital platforms like WhatsApp can boost two-way communication between producers and consumers, speed up

transactions, and create a modern image for small-scale production (Welkom et al. 2025) (Anggrainia 2025).

Even in an international context, the use of AI-based saliency-based design and logo detection as developed by Hosseini et al. shows that packaging design that considers users' visual attention can systematically and significantly improve marketing effectiveness (Hosseini et al. 2025). This reinforces the urgency to continue aligning visual branding with market attention patterns.

c. Evaluation

The evaluation conducted at each stage helps the KKN Team 1 of IAIBAFA and production managers to quickly identify the problems encountered at each stage. Evaluation is not only done at the end of an activity but also during every process, stage, and at the end of the activity. Evaluation activities must be carried out for each activity so that the impact of the activity can be seen. (Mustikasari, Zahro, and Hadi 2023).

Meanwhile, the Kirkpatrick model-based evaluation showed that the intervention not only improved technical competence but also changed production managers' perceptions of the value of their products. Sales increased, new consumers from outside the village emerged, digital transactions increased, and most importantly: the confidence of production managers increased sharply.

This transformational impact is supported by the emergence of local champions and informal working groups—a social structure that organically strengthens. Studies by Tamam et al. (2025) and Rahmadani et al. (2023) also emphasize that the formation of learning communities and local leaders post-intervention is a strong indicator of the success of participatory-based programs (Tamam et al. 2025) (Rahmadani et al. 2023).

5 Conclusion

The community service program carried out in Ngumpak Hamlet demonstrated that strengthening branding and packaging through the Asset-Based Community Development (ABCD) approach had a significant

impact on enhancing the value of brondong ketan products, fostering community participation, and reinforcing local identity as a competitive advantage. The intervention proved that participatory empowerment combined with digital literacy and innovative design can increase producers' confidence, expand their market reach, and improve economic outcomes. Sustainability of the program depends on the continued formation of local institutions such as MSME cooperatives or joint production groups, regular mentoring in digital marketing and production management, and access to financial resources. With active involvement from local communities, government, universities, and the private sector, brondong ketan has the potential to become not only the flagship product of the village but also a symbol of success in developing an economy rooted in local wisdom and community innovation.

6 Acknowledgment

We would like to express our gratitude to all parties who contributed to the implementation of this service program, especially the Brondong Ketan MSME actors in Ngumpak Hamlet who were open, enthusiastic, and actively participated in every stage of the activities. The branding and packaging innovation developed together has brought about positive changes in product identity, marketing capacity, and the entrepreneurial mindset of local producers. Nevertheless, limited time for mentoring and digital literacy constraints pose significant challenges in achieving broader optimization of results. Therefore, we recommend a more intensive follow-up program in the form of integrated digital training, sustainable production mentoring, and village institutional support to ensure the continued development and long-term impact of the initiated transformation.

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