



## Reviving the Essence of Local Identity: Improving Coffee Packaging for Community-Based MSMEs

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**Abstract:** *Giyanti Coffee MSMEs on Mount Sumbing, Magelang, encounter challenges with ineffective branding and packaging, diminishing consumer interest. Using an Asset-Based Community Development (ABCD) approach, the initiative identified existing community strengths, leading to the creation of two innovative logo designs aimed at revitalizing brand identity. Through collaborative workshops, logo development, and guided mentorship, Giyanti Coffee MSMEs achieved notable improvements in brand recognition and market appeal. Enhanced branding and visual marketing strategies strengthened consumer perception, resulting in a more distinct and appealing brand image. The initiative highlights the importance of ongoing community engagement in building sustainable branding capabilities and supporting market expansion.*

**Keywords:** local MSMEs, coffee packaging, community-based



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### Introduction

The community service program aims to address the branding and packaging challenges faced by local Micro, Small, and Medium Enterprises (MSMEs) operating in the coffee industry on the slopes of Mount Sumbing, Magelang, Central Java. Product identity refers to the unique characteristics and attributes that distinguish a product from others in the market<sup>1</sup>. It encompasses elements such as branding, packaging, design, and messaging, which collectively communicate the essence and value of the product to consumers<sup>2</sup>. Establishing a strong product identity is crucial for MSMEs as it enables them to differentiate their offerings, build brand recognition, and foster consumer loyalty<sup>3</sup>. A compelling product identity not only attracts customers but also instills trust and credibility, ultimately driving sales and market success. The objective of this program is

<sup>1</sup> Vera Bossel, Kelly Geyskens, and Caroline Goukens, "Facing a Trend of Brand Logo Simplicity: The Impact of Brand Logo Design on Consumption," *Food Quality and Preference* 71, no. May 2018 (2019): 129–35, <https://doi.org/10.1016/j.foodqual.2018.06.009>.

<sup>2</sup> Mark Lemon, "Packing in Meaning," *The American Journal of Semiotics* 34, no. 3 (2018): 371–98, <https://doi.org/10.5840/ajs201931448>.

<sup>3</sup> Nourhan Ah Saad, Sara Elgazzar, and Sonja Mlaker Kac, "Investigating the Impact of Resilience, Responsiveness, and Quality on Customer Loyalty of MSMEs: Empirical Evidence," *Sustainability (Switzerland)* 14, no. 9 (2022), <https://doi.org/10.3390/su14095011>.

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to conduct a comprehensive situational analysis to identify key issues and focus areas for intervention, supported by qualitative and quantitative data and relevant literature review.

The MSMEs in the region are confronted with inadequate branding and packaging strategies, resulting in limited market visibility and consumer appeal. The absence of qualitative and quantitative data further exacerbates the challenge, hindering informed decision-making and strategic planning. The focus of the community service program is to enhance the branding and packaging capabilities of giyanti coffe MSMEs, leveraging the unique cultural and geographical context of Mount Sumbing. This initiative is driven by the economic significance of the coffee industry to the local community and the potential for branding interventions to stimulate socio-economic development. The primary issue identified is the lack of effective branding and packaging strategies among giyanti coffe MSMEs. The focus of the service is to address this challenge through targeted interventions aimed at improving market competitiveness and sustainability. The selection of coffee MSMEs as the subject of community service is motivated by their economic importance to the local community and the opportunity to foster socio-economic development through branding and packaging interventions. The goals of the community service program include enhancing the branding and packaging capabilities of giyanti coffe MSMEs, stimulating positive socio-economic changes in the community, and fostering sustainable development.

## **Method**

Engagement like this fosters the growth of Giyanti Coffee SMEs on the slopes of Mount Sumbing in Magelang Regency by amplifying their brand identity and product packaging through the Asset Based Community Development (ABCD) approach. The primary focus lies in leveraging and empowering existing assets and strengths within the community. ABCD emphasizes the active participation of community members, utilizing their skills and resources to drive development. Figure 1.1 will elucidate the process of accompanying Giyanti Coffee SMEs on the slopes of Mount Sumbing, Magelang. Methodology and Stages:

First, Asset Mapping and Identification of Shared Goals. Conducting online interviews with Giyanti Coffee SMEs to identify local assets such as design skills, unique packaging materials, and marketing networks. Mapping these assets and establishing common goals between the ABCD team and Giyanti Coffee SMEs to enhance their product logos by leveraging these assets for increased attractiveness and market appeal.

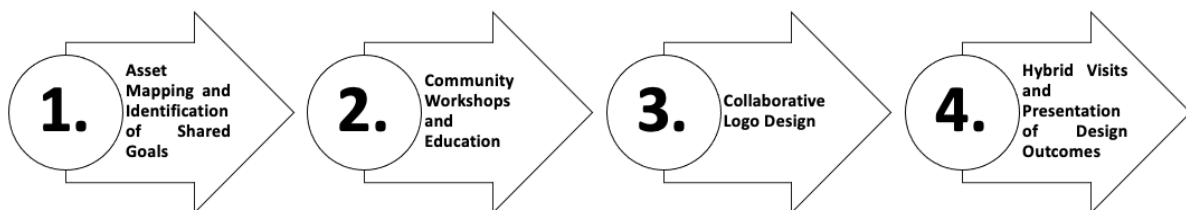
Second, Community Workshops and Education. Organizing community workshops in February 2024 to educate Giyanti Coffee SMEs on the significance of robust brand identity and appealing packaging in product marketing. These workshops focus on

identifying and utilizing local assets in effective logo design concepts, principles, and successful product packaging strategies.

Third, Collaborative Logo Design. The ABCD team facilitates collaborative sessions with Giyanti Coffee SMEs to design new product logos that reflect their brand identity and captivate consumer attention. This participatory process incorporates inputs and preferences from Giyanti Coffee SMEs, utilizing the identified local assets.

Fourth, Hybrid Visits and Presentation of Design Outcomes. The ABCD team conducts hybrid visits to Giyanti Coffee SMEs. Some team members visit the production sites of Giyanti Coffee SMEs to gain deeper insights into the production process and product context. Meanwhile, other team members meet with Giyanti Coffee SMEs via Zoom meetings to present the designed product logo outcomes. Delivering the product packaging logo designs to Giyanti Coffee SMEs and providing guidance on implementing and applying these logos to their products, emphasizing the use of local assets in the implementation process.

This approach aims to empower giyanti coffe SMEs on the slopes of Mount Sumbing in Magelang Regency to enhance their brand identity and product packaging, thereby boosting competitiveness and product marketing both locally and beyond.



*Figure 1. Process of community service activities*

**Result**

Kopi Magelang, crafted by local MSMEs on the slopes of Mount Sumbing, offers a unique and authentic coffee experience. Nestled amidst the Central Java mountains, this coffee is meticulously named and processed traditionally by skilled local farmers who are experts in coffee cultivation. With carefully selected coffee beans roasted using traditional methods, Kopi Magelang boasts a distinctive flavor profile infused with hints of floral notes and spices. The diversity of coffee varieties and perfected roasting processes culminate in an enchanting brew.



*Figure 2. Image of Giyanti coffee production site*

Yet, behind these merits lies a primary challenge residing in the product packaging, which has yet to meet industry standards. Insufficient attention to packaging design has hindered efforts in proposition and marketing of this product. In response to this issue, this engagement aims to create a captivating and representative logo for the coffee crafted by the community on the slopes of Mount Sumbing, Magelang. With an appealing logo, it is hoped to enhance the product's allure in both local and international markets, while also establishing a strong identity for this coffee product within the national coffee industry landscape

The stages involved include, firstly, the visual branding of the giyanti coffee SME, which encompasses various visual aspects such as logos, fonts, photographs, and other visual elements used to communicate the brand's identity<sup>4</sup>. In this context, the most crucial visual elements are the logo and the product's appearance itself<sup>5</sup>. The logo serves as a graphical element in the form of an ideogram, symbol, emblem, icon, or sign used as the brand's symbol. As the primary attribute of the brand visible physically, the strength of the giyanti coffee SME's logo lies in its ability to be readily identified with the brand and its products<sup>6</sup>. Conduct online interviews with giyanti coffee SMEs in January 2024 to

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<sup>4</sup> Ulrike Gretzel and Maria Collier de Mendonça, "Smart Destination Brands: Semiotic Analysis of Visual and Verbal Signs," *International Journal of Tourism Cities* 5, no. 4 (2019): 560–80, <https://doi.org/10.1108/IJTC-09-2019-0159>.

<sup>5</sup> Yuwei Jiang et al., "Does Your Company Have the Right Logo? How and Why Circular- and Angular-Logo Shapes Influence Brand Attribute Judgments," *Journal of Consumer Research* 42, no. 5 (2016): 709–26, <https://doi.org/10.1093/jcr/ucv049>.

<sup>6</sup> Imène Belboula and Claire Lise Ackermann, "Consumer Response to Service Brand Physical Elements: Using a Semantic Priming Task to Explore Implicit Understanding of Service Brand Meaning," *Journal of Retailing and Consumer Services* 61, no. December 2019 (2021), <https://doi.org/10.1016/j.jretconser.2019.102019>.

understand the challenges they face regarding brand identity and product packaging. Establish a common goal between the PAR team and giyanti coffe SMEs to perfect their product logos to increase market appeal and attractiveness.

At the problem and goal identification stage, giyanti coffe MSMEs highlighted that the production system up to the packaging stage still relies on traditional methods. Production processes that still use conventional approaches indicate potential limitations in efficiency, consistency and production scale. Apart from that, the use of packaging that still uses transparent plastic usually gives the impression of being less exclusive and not environmentally friendly, which can affect consumer perceptions of product quality and have a negative impact on brand image. Even though marketing has embraced social media, there is still a need to improve marketing strategies to reach a wider audience and increase brand exposure.

In this context, the main aim of the offline problem and goal identification meeting is to identify the challenges faced by giyanti coffe MSMEs and set a clear direction for further development. By highlighting existing problems, MSMEs hope to be able to formulate more effective strategies to improve production systems, improve product packaging, and increase marketing efforts to increase competitiveness and business growth. This meeting is considered an important first step to direct further development efforts in order to achieve long-term success. The documentation of this meeting, as seen in Figure 2, aims to provide clear guidance and references that can be accessed again in the process of planning and implementing the strategies that have been formulated. Organize a group discussion in February 2024 to educate giyanti coffe SMEs about the importance of a strong brand identity and attractive packaging in product marketing. Explore the concepts and principles of effective logo design as well as successful product packaging strategies.



*Figure 3.* The process of planning and implementing the strategies

The logo used by giyanti coffe MSMEs, which can be seen in Figure 3, displays a choice of brown colors that are adapted to the image and characteristics of the coffee, which depicts the authenticity and distinctive aroma of the coffee. However, when this

logo is affixed to transparent plastic packaging, its presence is not conspicuous because of the similar color to the product packaging. In fact, in a logo, color has a crucial role besides its shape, because color has the ability to create emotional, psychological and behavioral responses that have a significant effect on consumers after seeing it <sup>7</sup>.

In this context, it is important for giyanti coffe MSMEs to reconsider their logo color choices. The colors chosen should allow the logo to stand out and be easily recognized, even when placed on transparent plastic packaging. This can be achieved by choosing a different color that contrasts with the color of the coffee product, so that the logo becomes more visible and attractive to consumers' eyes. Apart from that, the colors chosen must also be in accordance with the brand image and the values you want to convey to customers.

By paying attention to the importance of color selection in logo design, giyanti coffe MSMEs can increase the visual appeal of their products, create a strong brand identity, and differentiate themselves from competitors in the market. This will help increase brand recognition and form stronger relationships between brands and consumers, which in pair can support long-term business growth.



Figure 4. The old logo for Giyanti coffee for MSMEs on the slopes of Mount Sumbing, Magelang

The third stage is the product logo design stage. The service team collaborated with giyanti coffe SMEs to create a new product logo that reflects their brand identity and attracts consumer attention. The logo design process was participatory, incorporating input and preferences from giyanti coffe MSMEs. Visual branding of giyanti coffe MSMEs

<sup>7</sup> Matia Torbarina, Nina Grgurić Čop, and Lara Jelenc, "Logo Shape and Color as Drivers of Change in Brand Evaluation and Recognition," *Naše Gospodarstvo/Our Economy* 67, no. 1 (2021): 33–45, <https://doi.org/10.2478/ngoe-2021-0004>.

includes a number of visual aspects such as logos, fonts, photos and other visual elements used to communicate brand identity<sup>8</sup>. In this context, the most important visual elements are the logo and appearance of the product itself<sup>9</sup>. A logo is a graphic element in the form of an ideogram, symbol, emblem, icon or sign that is used as a brand symbol. As the main physical brand attribute<sup>10</sup>, the strength of the giyanti coffe MSME logo lies in its ability to be directly identified with the brand and its products<sup>11</sup>.

There are several types of logos that can be applied, ranging from those created from the name of an entity to those with unique shapes, from figurative to abstract, which may not be directly related to the name or activities of the entity<sup>12</sup>. Logos can be divided into three types. A logogram, for example, is a logo in the form of an image that has its own meaning and is easy for people to remember<sup>13</sup>. Meanwhile, a logotype is a logo resulting from font processing which still has its own uniqueness. In general, each type of font has different characteristics and can convey various messages, such as formality, strength, or movement<sup>14</sup>.

In the context of giyanti coffe MSMEs, the combination of logogram and logotype is often applied as one unit. Logograms can be integrated with logotypes to provide additional explanation about the brand and its products. In the culinary industry, including dodol, many logos combine icons and typography to form a strong visual identity. Typography, as the type of font used in product visual identity design<sup>15</sup>, also plays an important role in determining the impression and message that the giyanti coffe brand wants to convey.

Color is a key element in designing a product logo that provides attraction and emphasizes the character of giyanti coffe products. The black color scheme used in designing the giyanti coffe MSME logo is taken from the color of coffee, roasted coffee beans, and other natural elements related to the coffee production process. The use of

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<sup>8</sup> Dewi Nastiti Lestariningsih et al., "Multimodal Linguistic Landscape in Lombok: A Case Study of Product Branding," *Theory and Practice in Language Studies* 13, no. 12 (2023): 3330–37, <https://doi.org/10.17507/tpls.1312.31>.

<sup>9</sup> S E E Profile, "Brand Identity of Montenegro through Verbal and Visual Elements of Its Logo," *Journal of Marketing Development and Competitiveness* 12, no. 4 (2018), <https://doi.org/10.33423/jmdc.v12i4.205>.

<sup>10</sup> Sharifah Faridah Syed Alwi and Philip J. Kitchen, "Projecting Corporate Brand Image and Behavioral Response in Business Schools: Cognitive or Affective Brand Attributes?," *Journal of Business Research* 67, no. 11 (2014): 2324–36, <https://doi.org/10.1016/j.jbusres.2014.06.020>.

<sup>11</sup> Endang Purwaningsih, "Role of Trademark in Improving Legal and Competitive Awareness," *Law Reform: Jurnal Pembaharuan Hukum* 16, no. 1 (2020): 1–18, <https://doi.org/10.14710/lr.v16i1.30301>.

<sup>12</sup> Jiang et al., "Does Your Company Have the Right Logo? How and Why Circular- and Angular-Logo Shapes Influence Brand Attribute Judgments."

<sup>13</sup> Gretzel and Collier de Mendonça, "Smart Destination Brands: Semiotic Analysis of Visual and Verbal Signs."

<sup>14</sup> Gretzel and Collier de Mendonça.

<sup>15</sup> Yesel Jun and Hyunju Lee, "A Sound Brand Identity Design: The Interplay between Sound Symbolism and Typography on Brand Attitude and Memory," *Journal of Retailing and Consumer Services* 64, no. July 2021 (2022): 102724, <https://doi.org/10.1016/j.jretconser.2021.102724>.

color in designing the product logo is based on references to visual images of giyanti coffe, such as the rich color of the coffee beans, the warm color of the coffee cup, and natural elements related to the coffee farming process. By using a color scheme that matches the image and characteristics of giyanti coffe, it is hoped that the logo can reflect the essence and value of the coffee product. Use color to design product logos based on references in Figure 5.



Figure 5. Alternative use of color in logo design

The final activity in this community service process is the fourth stage, which involves Visit and Presentation of Design Results. In March 2024, the PAR team conducted a hybrid visit to giyanti coffe SMEs. Some team members visited the production site of the giyanti coffe SMEs to gain deeper insights into the production process and product context. Meanwhile, other team members met with the giyanti coffe SMEs via Zoom Meeting to present the designed product logo. The team handed over the product packaging logo designs to the giyanti coffe SMEs and provided guidance on their implementation and application to their products.

The community service team has developed two types of logo designs for selection by giyanti coffe SMEs. Figure 6 illustrates the first alternative design for coffee packaging logos. This first alternative provides detailed information about the types or variants offered, featuring a coffee-related image or icon, and prominently displaying the name of the UMKM owner. The product name chosen is "Kopi Lereng Sumbing," reflecting the origin of the coffee from local farmers around Mount Sumbing. This serves as both a slogan and information for consumers, indicating that the coffee originates from the Sumbing mountain range in Magelang.



Figure 6. The first alternative is to design a giyanti coffe MSME logo

The second alternative logo design for the UMKM Giyanti coffee product is explained in Figure 7. In this logo design there is an image of coffee and a coffee tree. This indicates that Giyanti Coffee MSMEs really use quality coffee as their raw material. The use of an icon depicting coffee ready to be enjoyed in a traditional cup shows that the production process is still traditional, like a legacy passed down from generation to generation. Apart from that, the second alternative also provides information regarding the type or variant of coffee, coffee images or icons, and addresses of Giyanti coffee MSMEs.



Figure 7. Second alternative is to design a giyanti coffe MSME logo

The second logo alternative provides information about the giyanti coffe SME's social media handles and its address. This inclusion is because the SME desires that the

logo also serves as a means for consumers to easily contact them for online orders or bulk purchases. Both alternatives utilize a combination of logogram and logotype, making them more informative and hopefully attracting consumers.

After the completion of the logo and further discussions with the *giyanti coffe* SME, they have decided to choose the second alternative (Figure 7) as the logo to be used. This decision is based on the fact that the design in the second alternative is more visually appealing and simple in terms of shape, color, and size. The second alternative's color palette aligns well with the coffee local product. This color selection serves as a non-verbal communication medium that conveys a more meaningful message, often utilized in visual marketing communication for branding or sales purposes. The chosen design was then printed and handed over to the *giyanti coffe* SME directly. The provided logo proves to be highly beneficial for the SME, as it offers a fresh and new identity for them.

## Discussion

The community service activities in the *giyanti coffe* industry have had a significant impact on the development of local SMEs. Through a series of initiatives such as product logo design, visits, and presentations of design outcomes, the community service team has effectively contributed to the enhancement<sup>16</sup> of the *giyanti coffe* SMEs. Based on the outcomes of these activities, it is evident that *giyanti coffe* SMEs have realized tangible benefits in terms of a stronger brand identity and positive consumer reception. The findings of community service can be reinforced through the theoretical perspectives of branding and visual marketing<sup>17</sup>. The concept of branding addresses how the development of a strong logo can enhance brand image and product appeal in the market<sup>18</sup>. Additionally, visual marketing theory emphasizes the importance of utilizing visual elements such as color and design to capture. Apart from that, the concepts of logogram and logotype are also relevant when discussing logo design. The integration of logograms (images or icons that have their own meaning) and logotypes (writing or letters) in logo design provides an opportunity to convey a more comprehensive message about the brand and product to consumers<sup>19</sup>.

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<sup>16</sup> Aryoni Ananta and Satria Haris, "Analysis of the Visit Beautiful West Sumatra 2023 Logo Work Through Visual Semiotics Approach," *Journal of Aesthetics, Design, and Art Management* 3, no. 1 (2023): 27–36, <https://doi.org/10.58982/jadam.v3i1.323>.

<sup>17</sup> Harsandaldeep Kaur and Kanwalroop Kaur, "Connecting the Dots between Brand Logo and Brand Image," *Asia-Pacific Journal of Business Administration* 11, no. 1 (2019): 68–87, <https://doi.org/10.1108/APJBA-06-2018-0101>.

<sup>18</sup> Ananta and Haris, "Analysis of the Visit Beautiful West Sumatra 2023 Logo Work Through Visual Semiotics Approach."

<sup>19</sup> Ying Qi Wu and Cecilia Yin Mei Cheong, "Corporate Branding of Academic Institutions: Semiotic Communication of Logos and Names," *Journal of Marketing for Higher Education* 0, no. 0 (2021): 1–23, <https://doi.org/10.1080/08841241.2021.1989544>.

From inception to the occurrence of social change, the service process through community engagement in this context encompasses several stages. The initial stage involves identifying the needs and challenges of giyanti coffe SMEs, followed by planning and strategizing to assist them in enhancing brand awareness and competitiveness. Subsequently, the implementation phase entails executing logo design, conducting visits, and presenting outcomes to the SMEs.

Moving forward, the next phase involves evaluation, encompassing the measurement of the impact and effectiveness of these activities on both the giyanti coffe SMEs and the community at large. This assessment aims to gauge the extent to which the community engagement initiatives have succeeded in achieving their objectives, whether in improving the performance of giyanti coffe SMEs or providing significant benefits to the local community. This evaluation includes an analysis of sales improvement, changes in consumer perceptions of brands and products, as well as the socioeconomic impact felt by the surrounding community, such as increased income or well-being. Thus, the evaluation phase represents a crucial continuation in assessing the overall effectiveness of this community engagement program.

## **Conclusion**

Through community engagement in the giyanti coffe industry, the implementation of branding and visual marketing concepts has proven to provide significant benefits to local MSMEs. Through a series of activities such as product logo design, visits, and presentations, giyanti coffe MSMEs have gained a stronger brand identity and positive consumer acceptance. The concepts of branding and visual marketing provide a strong theoretical foundation for understanding the impact and effectiveness of this community engagement initiative. By focusing on developing strong logos and utilizing attractive visual elements, community engagement has successfully enhanced the brand image and product appeal of giyanti coffe MSMEs.

For the future, it is recommended to continue developing and enhancing this community engagement initiative by involving more local MSMEs and expanding the scope of branding and visual marketing strategies. Continuous evaluation of the impact and effectiveness of the activities is also crucial to ensure the sustainability and improvement of this program in providing maximum benefits to SMEs and the local community.

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