

## **Re-Design and Development of Cirebon City MSME Digital Promotion Media as Implementation of Project-Based Learning MBKM Consultation Project**

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### **ABSTRACT**

The lack of visual branding and visual promotion development has resulted in MSMEs in Cirebon City experiencing stagnation in business. Based on interviews and initial observations on several samples of Cirebon City MSMEs, branding re-design, packaging re-design, and digital promotion development are needed. As a partner of the Cirebon City Government, the UPI Visual Communication Design Study Program has become a Design Consultant Team to develop and strengthen the visual promotion of MSMEs through monitoring Consultancy Project lectures. Research and design development methods are carried out using design thinking. This research uses the design thinking method to present the visual branding of two MSMEs. Starting from understanding the needs of MSMEs (empathy), identifying problems (define), solutions through academic ideas or conceptual ideas (ideate), visual solutions (prototype), and trials (test). The research output is a selected design that will be presented and exhibited to the public, especially MSME clients in Cirebon City. Implementing the MBKM program has significantly influenced the skills of Visual Communication Design, Faculty of Arts and Design Education, Universitas Pendidikan Indonesia's students, including improving critical and creative thinking skills, training leadership skills, and collaboration skills, fostering a good work ethic and culture, and forming professionalism in students.

Keywords: visual branding, MSMEs, Cirebon City, consulting projects, MBKM, Project-Based Learning

## INTRODUCTION

Indonesia and the fertility of its country have great potential in the agriculture, fisheries, and tourism sectors. One area that is very popular with these advantages is Cirebon. Cirebon, which is nicknamed the '*Kota Wali*', is known for its Pantura Route which connects Jakarta-Cirebon-Semarang-Surabaya, becoming a transit area that people stop by for a while on long journeys. Cirebon is also a cultural center area. Cirebon Palace, *batik* centers, glass paintings, and pottery always attract tourists to visit this small town. As previously mentioned, the nickname Cirebon is the cause of its cultural diversity. This culture continues to be maintained by the Cirebon government. Various efforts are made to maintain prosperity and peace throughout society. Examples of these movements include developing MSMEs, building markets and promotional facilities, and facilitating interests and talents.

Cirebon's advantages in terms of geography and culture mean that many domestic and international tourists visit it. This economic potential is exploited by business actors to create various MSMEs that sell various products. However, Cirebon City has several problems in developing Micro, Small, and Medium Enterprises (MSMEs) to develop the regional economy. MSMEs are businesses run by individuals, households, or small business entities (Halim, 2020). The classification of MSMEs is usually done based on annual turnover, amount of wealth or assets, and number of employees. The government determines the definition of MSMEs, its criteria, and examples of MSMEs. The meaning of MSMEs is stated in Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (Sofyan, 2017). In this regulation, it is stated that the criteria for Micro, Small, and Medium Enterprises are: micro business if it has a net worth of at most IDR 50 million; small businesses with assets between IDR 50 million and IDR 500 million; and medium-sized businesses with assets between IDR 500 million and IDR 10 billion (Undang-Undang (UU) Nomor 20 Tahun 2008 Tentang Usaha Mikro, Kecil, Dan Menengah, 2008).

The problem for MSMEs in Cirebon City is the lack of guidance regarding visual branding and visual promotion. Regarding visual design, it is certainly very much needed by MSME businesses. Without visualization in attractive promotions, it will be difficult for the market to love the business. Without visualization in attractive promotions, it will be difficult for the market to love the business, so the MSME business will not develop. Strong MSMEs in a region can contribute to the national economy, such as opening up jobs for many people. This makes MSMEs an effective solution to the economic problems of small and middle-class communities. The influence of MSMEs on other economic growth is that MSMEs can be the largest contributor to the value of gross domestic product.

Based on interviews and initial observations in several samples of Cirebon City MSMEs, branding re-design, packaging re-design, and digital promotion development are needed. Effective branding and visual promotions can have a positive impact on a business. Through a simple, unique, and attractive design, a product will have a high selling value. This was proven by (Cahyadiana, 2018) in his research regarding the Influence of Product Design on Sales Levels. Through several variables such as simplicity, playability, and practiced skill, it can be concluded that a product design that is simple (simplicity) but can be explored as widely and as fully as possible according to the characteristics, will attract consumer attraction, thereby creating purchasing decisions, and have an impact on increases sales level. So, visual branding, which is an appropriate and effective promotional technique, can increase the attractiveness of potential consumers in purchasing a product and is decisive in making decisions (Kwanda et al., 2019). The need for branding re-design, packaging re-design, and development of digital promotions in Cirebon City MSMEs prompted the UPI Visual Communication Design Study Program (DKV) as a partner of the Cirebon City Government (Pemkot) to agree to become a Design Consultant Team which is coordinated in an integrated manner by the faculty through Monitoring of Consultancy Project lectures. The Consultancy Project course is a mandatory course for students of scientific or non-educational discipline education study programs at the Indonesian University of Education (UPI). Through the Consultancy Project course, which consists of 4 credits (semester credit units), students are trained to

become part of solutions to the world of work, industry, government agencies, and/or certain communities. The learning that is used entirely uses the case method and/or project-based group learning (Team-based Project), as stipulated in the Decree of the Minister of Education and Culture of the Republic of Indonesia Number 3/M/2021 concerning Main Performance Indicators for State Universities and Higher Education Service Institutions at the Ministry of Education and Culture (Prawira et al., 2022).

The Consultancy Project course is new in response to the Independent Learning Campus Teaching (MBKM) policy. A policy that provides opportunities for students to take part in learning activities outside their study program, both in study programs at UPI and in study programs at other universities. This MBKM activity can be used as a means of exchange (conversion) for study program subjects. Through this Consultation Project course, DKV UPI students are directed to carry out internship activities with several MSMEs in Cirebon City to carry out visual branding according to the analysis of MSME needs to increase product sales and brand awareness. It is hoped that this activity can become a learning medium for students so that they are ready when they are directly involved in society. There is also great hope that this activity can promote the Visual Communication Design Study Program, create a good name for the study program, and strengthen the study program's relationships with collaboration partners. Thus, this article will discuss a series of processes for redesigning and developing digital promotional media in Cirebon City MSMEs as an implementation of the MBKM project-based learning model, a consulting project carried out by DKV study program students as design consultants.

## **RESEARCH METHOD**

In the initial to final stages, the research will be guided by specific learning guides in the Consultancy Project course published by the Indonesian Education University. Apart from that, the research also uses the ADDIE method, namely Analysis, Design, Development, Implementation, and Evaluation. A qualitative approach is used in carrying out a series of research methods on student subjects

in implementing project-based learning courses (Nurohman, 2007). Descriptive analysis will outline the lecture procedures step by step (Fadli, 2021).

The focus of the research will center on the learning process in the field (Cirebon City) by utilizing student work groups as a pilot project. This working group consists of 12 groups, which will identify the problems of each MSME entity in Cirebon City according to their needs. Each group will work to find design problems in the field. Then, through consultation with clients, each group is tasked with developing design innovations and recommending them as design solutions. In this study, data collection was carried out in the 5th to 7th weeks. For two weeks, the group carrying out the pilot project will stay at the partner location to carry out interviews with the parties involved. Students are allowed to help with work at partner locations to mingle and collect information as material for analysis. During this process, lecturers hold asynchronous (online) meetings to provide student consultation during information and data collection.

Data analysis is carried out on campus offline (synchronous) or online (asynchronous) at the 8th meeting. Then, after the 8th meeting is held, each group that has collected the necessary information and data when visiting partner locations can draft solutions or consultation products for the problems encountered.

## **RESULT AND DISCUSSION**

In this section, two representative samples of MSMEs in Cirebon City will be presented in the re-design and development of digital promotional media projects in the Consultation Project course.

### **A. Cap Dua Putri 'Cirebites' MSMEs**

Cap Dua Putri MSMEs is one of the samples that underwent a rebranding process as part of the Consultancy Project course (PT502/4 SKS). Cap Dua Putri is managed by Mrs. Lasmi, a housewife who sells tamarind candy, candied mango, candied papaya, and fruit ice as a form of nostalgia for her childhood to help the

family's economy after her husband was laid off. However, Lasmi's mother is overwhelmed with managing the marketing and branding of her business, considering that she only does it alone. Therefore, one of the groups from the DKV FPSD (Faculty of Arts and Design Education) UPI's Design Consultant Team, namely JED Creative, provided a solution in the form of designing a visual identity for Cap Dua Putri MSMEs using a design thinking approach.

### **1. Changing the Brand Name to 'Cirebites'**

These design consultants for MSMEs discovered the problem of product identity names that needed to be changed to gain easier access to IPR and to be able to differentiate their products from other competitors with names that previously tended to be marketable. This is also in line with the product owner's desire to change the brand name so that it is better recognized by the wider public. Therefore, after going through various considerations, JED Creative provided input to change the product label to Cirebites, which is an acronym for Cirebon Bites. The sentence that is a slogan for this product is "One bite, a thousand memories".

### **2. Determining the Cirebites Product Color Palette**

Color is an important element in determining the visual identity of a product so that it can influence people's consumption behavior, as well as make it easier for people to identify the business compared to other competitors (Sunata et al., 2021). The following are color choices compiled by design consultants for Cirebites.

Color	Meaning
#C9B178	Nostalgia, happiness, hope
#8C7D6E	Unpretentious, calm, durable
#6f4E37	Classic and simple
#B89264	Warm, safe, cozy, sweet
#fdd878	Classic, permanent, traditional

Table 1. Product color of Cirebites  
Source: author's documentation

### 3. Determine Cirebites Product Typography

Typography is very important for conveying information or feelings that the product owner wants to convey to consumers (Wijaya, 1999). Therefore, JED Creative has chosen typography that is suitable and representative. For the primary typeface, use Rozha One Regular, while for the secondary typeface, use Fredoka Light Medium.

Primary Typeface  
**Rozha One Regular**  
**The Quick Brown Fox**  
**Jumps Over The Lazy**  
**Dog 0123456789**

Figure 1. Cirebites primary typeface  
Source: author's documentation

Secondary Typeface  
**Fredoka Light Medium**  
**The Quick Brown Fox**  
**Jumps Over The Lazy**  
**Dog 0123456789**

Figure 2. The secondary typeface of Cirebites  
Source: author's documentation

At the logo creation stage, the design consultant team has prepared a logo design from symbol logotype to logotype. The logo is designed with classic design elements aimed at injecting a sense of nostalgia (Sasi et al., 2019). The following is a visual of the logo designed for Cirebites products.



Figure 3. Cirebites logogram  
Source: author's documentation



Figure 4. Cirebites logotype  
Source: author's documentation

#### 4. Supergraphic Design

The supergraphic for this product will use the Mega Mendung element, which is a famous motif and is a characteristic of Cirebon City (Handayani, 2018). Here is the visual that was designed.

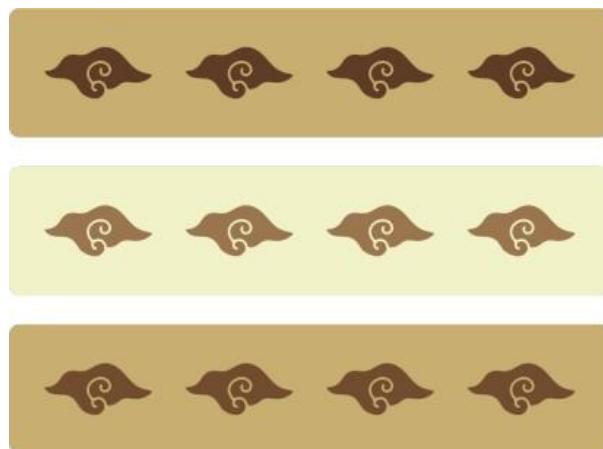


Figure 5. Supergraphic of Cirebites  
Source: author's documentation

## 5. Illustration of Cirebites

The design consultants created illustrations consisting of elements similar to tamarind, sugar, fruit, and so on to complete the visual identity of the Cirebites product.



Figure 6. Illustration pattern for tamarind candy  
Source: author's documentation

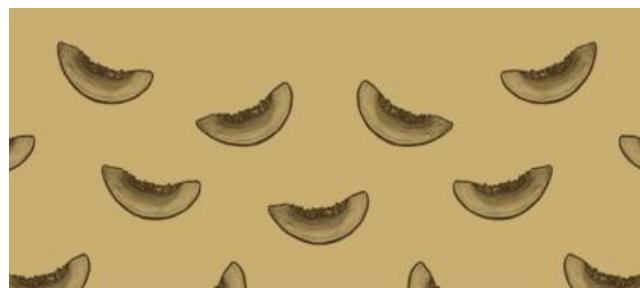


Figure 7. Papaya fruit illustration pattern  
Source: author's documentation



Figure 8. Pattern illustration of Cirebites material  
Source: author's documentation

## 6. Cirebites Packaging Design

The Cirebites product packaging concept carries a simple, classic, and traditional theme which is related to the concept of the Cirebon snack business which has a nostalgic impression, but still looks modern. The packaging material is plastic paper so that it is durable and saves production costs (Putra et al., 2020).



Figure 9. Dry food packaging  
Source: author's documentation



Figure 10. Wet food packaging  
Source: author's documentation

## **B. UPPKS Bina Bahari 'Ceribon'**

UPPKS Bina Bahari is a Prosperous Family Income Increasing Business group that was formed by Mrs. Siti Alfiah, Neighbourhood Head from Jagasatu Village, Pekalipan, Cirebon City, to financially support each member through various business fields. This group takes advantage of the fame of the nickname Shrimp City given to Cirebon (Firmanto, 2015) because natural resources in the form of vast waters on the coast produce abundant marine commodities, such as *rebon*, tuna, mackerel, and so on (Zahroh et al., 2019).

Bina Bahari focuses on producing shredded meat as a typical Cirebon product. The shredded product from UPPKS has several advantages, such as making it at home, and can be made according to customer requests. The product variants consist of fish, beef, and chicken floss, with size variants of 100gr and 50gr, and have a variety of original and spicy flavors. The products have complete certification and distribution permits, such as PIRT, NIB, and halal certification.

After analyzing the product, the design consultant team for UPPKS Bina Bahari, namely Joint Studio, designed several visual elements as follows.

### **1. Ceribon Logo Design**

To design the logo, Joint Studio used elements of a smiling face, fishtail, and water droplets which are considered to represent Ceribon's identity. The smiling face represents the warmth and friendliness of the people at home/family, the fish tail represents fresh and nutritious ingredients, and the water droplets represent 'cheri' from Ceribon which means salty and fresh waters.



Figure 11. Wet food packaging  
Source: author's documentation

## 2. Determining the Ceribon Product Color Palette

Color is an important element in determining the visual identity of a product. Color elements influence people's consumption behavior and make it easier for people to identify a company compared to other competitors (Wasista, 2020). The following are color choices compiled by design consultants for Ceribon products.

Color	Meaning
#73E7BD	Growth, renewal
#F2F0E1	Tenderness
#DA5F2F	Optimism, adventure
#4A646C	Strong, stable, authoritative
#060606	Focus, self-discipline

Table 2. Product color of Ceribon  
Source: author's documentation

## 3. Determining Typography for Ceribon

To determine typography, a font style is needed that can represent the related business product (Isdriani & Islamudin, 2023). Therefore, Joint Studio chose the Outfit font type with a kerning of 50 to represent the Ceribon brand.



Figure 12. Ceribon 'Outfit' typeface  
Source: author's documentation

#### 4. Ceribon Product Illustration Assets

In preparing the design for Ceribon product packaging, several assets are needed in the form of outline illustrations. The following is an illustration of the main raw materials in Ceribon, consisting of marine biota and livestock.

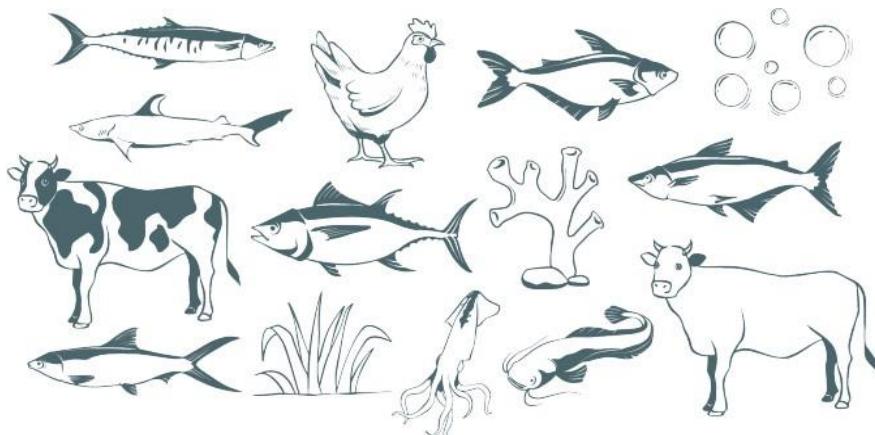


Figure 13. Ceribon illustration assets  
Source: author's documentation

## 5. Ceribon Packaging Design

The packaging design is plastic equipped with a zipper to make product packaging easier and save production costs (Puyanda et al., 2021). The following is a visual of Ceribon's packaging design.



Figure 14. Ceribon packaging design

Source: author's documentation

## 6. Ceribon Social Media Visualization

Digital marketing via social media has become very crucial nowadays (Nofiani & Mursid, 2021). Considering that Ceribon does not yet have adequate social media or digital marketing, the DKV UPI Design Consultant Team for UPPKS Bina Bahari designed visuals for Ceribon's social media which are described as follows.



Figure 15. Instagram feeds

Source: author's documentation

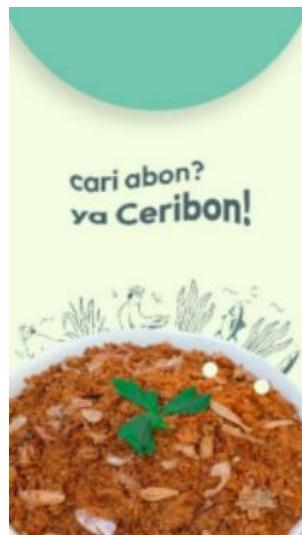


Figure 16. Instagram story  
Source: author's documentation



Figure 17. Instagram story  
Source: author's documentation

## CONCLUSION

The conclusion that can be obtained from the reflection on the Consultancy Project course is that the implementation of the **MBKM program** has had a tremendous influence on the skills of DKV FPSD UPI students, some of the benefits include improving critical and creative thinking skills, training leadership skills, the ability to collaborate, fostering a work ethic and culture beautiful, as well as forming professionalism in students. However, the implementation of the MBKM course requires evaluation, especially in the study program course assessment conversion process. The evaluation required includes, among other things,

socializing the technical aspects of implementing Consultancy Projects, as well as simplifying bureaucracy in the process of converting related courses. So, students can provide optimal output in implementing their knowledge and providing benefits to the wider community.

In this article, two representative samples of MSMEs in Cirebon City are presented in the digital promotional media re-design and development project in the Consultation Project course, namely **Cap Dua Putri 'Cirebites' MSMEs** and **Bina Bahari 'Ceribon' UPPKS**. In this Consultation Project course, students who intern at MSMEs make various efforts to increase product sales, including rebranding logos and brands, creating attractive packaging, and creating creative advertisements on social media such as Instagram. **Suggestions** that can be given regarding this research include;

- They were carrying out further research observing the effectiveness of several samples of Cirebon City MSME products after the Consultancy Project course was held.
- It conducts regular maintenance and checks so that the branding that has been designed by the DKV FPSD UPI Design Consultant Team has a long-term positive impact on the marketing of related MSME products.
- Providing alternative visual identity and digital marketing solutions that are more mature, new, unique, and varied to increase the selling value of products for design consultancy clients.
- The need for educational involvement with clients so that the role of the design consultancy team as academics can be implemented well.

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