



Lilis Suharti
Manajemen
Informatika,
Politeknik LP3I
Cirebon

Ade Johar Maturidi
Informatika,
Universitas Sindang
Kasih Majalengka



Muangsal
Manajemen
Informatika,
Politeknik LP3I
Cirebon

Moh. Setiawan
Informatika,
Universitas Sindang
Kasih Majalengka



PERSONAL BRANDING DEVELOPMENT STRATEGY FOR UMKM VILLAGE WANASABA LOR, WEST JAVA, INDONESIA

Lilis Suharti¹, Ade Johar Maturidi², Muangsal³, Moh. Setiawan⁴

¹Politeknik LP3I, Cirebon, Indonesia, lilissuharti56@gmail.com

² Universitas Sindang Kasih, Majalengka, Indonesia, ade.johar@gmail.com

³Politeknik LP3I, Cirebon, Indonesia, muangsal@plb.ac.id

⁴ Universitas Sindang Kasih, Majalengka, Indonesia, Setiawan.mohamat@gmail.com

Corresponding author: lilissuharti56@gmail.com

Abstract: Community service activities in Wanasaba Lor Village, Talun District, Cirebon Regency, aim to develop the social and cognitive sensitivity of lecturers and students and support the acceleration of development. This village is located in the lowlands with a dense population. This community service activity involves dividing the areas of two hamlets, namely Hamlet 1 and Hamlet 2, with a total of 20 RTs and 5 RWs. This village is located approximately 3.2 km from the sub-district and 2.4 km from the Cirebon district government center. Administratively, Wanasaba Lor Village is included in the semi-urban village category. Community service organizers chose

Wanasaba Lor Village as the practice site, and a site inspection and communication with the village head was carried out to ensure agreement and support in realizing the development and welfare of the local community.

Keywords: community service, Wanasaba Lor Village, Cirebon Regency, development, social sensitivity, cognition, acceleration, administration, location overview, advanced and prosperous society.

INTRODUCTION

Micro, Small, and Medium Enterprises (Usaha Mikro Kecil Menengah/UMKM) is a general term in the economic realm that refers to productive economic enterprises owned by individuals or business entities under the criteria regulated by Law no. 20 of 2008 (Pedia, 2022). UMKM have always been the focus of attention in various activities, including research and community service. This is because UMKM not only have economic potential, but are also a source of information about social problems, economic aspects, technology and various other aspects.

Wanasaba Lor is one of the villages in Talun sub-district, Cirebon, West Java, Indonesia. Wanasaba Lor Village is one of 11 villages in the Talun District area with an area of 71,950 Ha. The height of the land from sea level is 96 meters. The origins of Wanasaba Lor Village are an area that is still wilderness, it was only then that there was a powerful Mandraguna Knight named Pangeran Sutajaya Mas who was ordered by Sunan Gunung Jati Cirebon to spread Islam in the southern part of Cirebon, which at that time still adhered to animism and Hinduism was spread by Sanghyang Pucuk Umun (Ki Gede Telaga) who was a confidant of King Siliwangi. Prince Sutajaya Mas built a hamlet in the area, which was previously still wilderness, into a village, namely Wanasaba Lor Village. Wanasaba Lor Village comes from two words, namely Wana which means forest and Saba which means saba, dibabad or was formed into a village (region) as for Lor (north) because it is located in the north. So Wanasaba Lor means the forest in Sababa/Dibabad in the north. Meanwhile, the grave of Prince Sutajaya Mas itself is in the Astana Sunan Gunung Jati cemetery complex.

In general, the land in Wanasaba Lor Village is used productively and only a small amount is not used. This shows that the Wanasaba Lor Village area has adequate natural resources and is ready to be processed. This affects the socio-economic conditions of the majority of people who work as farmers and agricultural workers. Because this is also something that strengthens the vision of Wanasaba Lor Village as the most advanced village in the agricultural sector.

Community service carried out in groups by LP3I Polytechnic lecturers and students is a valuable source of information. The report discusses strategies for developing personal branding for UMKM in Wanasaba Lor Village. This village was chosen as a focus for community service with the aim of exploring and developing the potential of UMKM and making them better known through personal branding.

The development of personal branding for UMKM in Wanasaba Lor Village is expected to have a positive impact on the local economy and improve the welfare of the local community. Therefore, it is necessary to carry out an in-depth analysis regarding effective strategies for implementing personal branding to support the growth of UMKM in the village. Thus, this research aims to detail personal branding development strategies that can make a significant contribution to the development of UMKM in Wanasaba Lo Village.

METHOD

Implementing community service in Wanasaba Lor Village can be divided into several stages, which involve various activities and approaches. The following is a general description of the implementation method:

1. Pre-Implementation:

- **Site Review:** Involves an initial visit to understand the village's condition, needs and potential.
- **Coordination with Village Government:** Establish cooperation with village government to ensure mutual support and agreement.

2. Implementation:

- **Logo Development and Promotion:** The team focuses on developing local product logos and promotional strategies through digital media.
- **UMKM Information:** Provide comprehensive information to prospective entrepreneurs about aspects of UMKM before starting a business.
- **Digitization of Village Information:** Involves collecting and organizing village data in digital format for easy access by the general public.
- **Marketing Socialization Through Workshops:** Organizing workshops to provide understanding to local communities regarding product marketing properly.

3. Post-Implementation:

- **Evaluation and Monitoring:** Involves evaluating the success of activities and monitoring long-term impacts.
- **Reporting and Documentation:** Prepare reports on activity results and document processes and achievements that have been achieved.
- **Activity Closing:** Plan and implement a closing event as a form of appreciation for participation and cooperation during the activity.

This method is designed to cover various aspects of development and provide real benefits to local communities. Active involvement and collaboration with the village government and community is the key to the success of implementing community service in Wanasaba Lor Village.

RESULTS AND DISCUSSION

A. Results

After going through a series of community service activities in Wanasaba Lor Village, several results that can be achieved are:

1. Local Product Marketing:

- Local product logos were successfully developed to increase product attractiveness and branding.
- Promotion strategies through digital media have been implemented, increasing product visibility widely.

2. UMKM Information:

- Prospective entrepreneurs gain a comprehensive understanding of the aspects of UMKM before starting a business.
- Conveying information about management, marketing and business strategy provides a better perspective to prospective entrepreneurs.

3. Marketing Socialization Through Workshops:

- The product marketing workshop succeeded in providing understanding to the local community regarding effective marketing strategies.
- Active interaction in workshops creates synergy between local business actors and the community, increasing collaboration in product development.

B. Discussion:

The achievement of these results reflects the success of the Thematic KKN in making a positive contribution to the development and welfare of Wanasaba Lor Village. Collaboration with the village government and active community participation are key factors that support the success of this activity. The implementation of various activities, from logo development to training to education, shows a holistic approach in improving diverse aspects of society. Post-implementation evaluation and monitoring is expected to continue the positive impacts that have been achieved and provide direction for future improvements.

CONCLUSION

Community service activities in Wanasaba Lor Village, Talun District, Cirebon Regency, were successful in producing a positive impact in supporting the development and welfare of the local community. The initiatives undertaken, such as product logo development and educational training, have succeeded in increasing the potential and quality of life in the village. Close collaboration between students, village government and the community is a pillar of the success of this activity. As a step towards a better future, a number of suggestions are put forward. First, it is hoped that educational programs, especially computer training and English language learning at SDN 1 Wanasaba Lor, can be expanded to other schools or communities. Second, the empowerment of local UMKM needs to continue to be supported by technical guidance, wider market access and financial empowerment. Third, optimizing the use of digital media is key in efforts to digitize village information by involving active community participation in accessing and contributing digital information. Fourth, to increase community independence, it is recommended to involve them directly in decision making regarding development and utilization of local potential through participatory forums and direct involvement in development projects. In conclusion, community service in Wanasaba Lor Village has succeeded in creating synergy between education, government and society, bringing a significant positive impact on the progress of the village.

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