

CORPORATE IDENTITY DESIGN FOR MSMEs IN JABUNG, KLATEN

Arbi Cristional LOKANANTA^{1*}, Vika Almaida PUTRI²

^{1,2} *Universitas Budi Luhur, Jakarta, INDONESIA*

^{*}*arbi.lokananta@budiluhur.ac.id*

ABSTRACT

MBKM 2025 program, implemented by the Author in Jabung Village, Klaten Regency, Central Java. The main objective of this program is to support local economic empowerment by strengthening the image of Micro, Small, and Medium Enterprises (MSMEs) through the use of visual promotional media. The Author implementing Public Relations strategies to help MSMEs in Jabung Village develop a strong and easily recognizable visual identity for the wider community. The Author implement a Public Relations strategy to enhance the image of Jabung village's MSMEs through visual promotional media, enabling them to effectively conduct branding using visual media such as logos, banners, promotional videos, and social media content. The conclusion of this project indicates that the implementation of a Public Relations strategy using a corporate identity approach successfully improves the image of Jabung Village's MSMEs, making them better known to the wider community. Recommendation The recommendation from this work is the need for sustainable assistance and regular evaluation to ensure that MSMEs can independently manage their visual promotions in the future.

Keywords: Branding, Corporate Identity Mix, Jabung Village MSMEs, Public Relations

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of Indonesia's economy. According to data from the Ministry of Cooperatives and MSMEs, they contribute more than 60% to the national Gross Domestic Product (GDP) and absorb a very large share of the workforce. In addition, MSMEs play a vital role in improving community welfare, particularly in rural areas, by creating jobs and driving local economic growth. However, despite their significant contribution to the national economy, many MSMEs continue to face crises and challenges in running their businesses. One of the biggest challenges is the lack of effective branding strategies, which causes MSME products to remain relatively unknown in broader markets. Without strong branding and proper promotional strategies, MSMEs will find it difficult to compete with better-known products that have greater appeal in the eyes of consumers.

To address these problems in Jabung Village, a strategic approach was required through the implementation of a Corporate Identity Mix based on visual promotional media, to build and strengthen the image of local MSMEs. Through visual promotions such as banners, menus, stickers, business signage, and other elements of visual identity, MSMEs are expected to appear more professional, credible, and easily recognizable. This strategy not only enhances business visibility but also creates a positive perception that can ultimately increase MSMEs' competitiveness in broader markets.

Jabung Village is located in Gantiwarno District, Klaten Regency, Central Java, Indonesia. The name “Jabung” originates from the word *gabung* (to unite), which reflects the merging of several hamlets into one village during the colonial era. The area was formerly known as Jabung Satu before merging with Bulusan Village and others. Jabung has since transformed into an independent village with various modern initiatives. In 2022, the village launched the “Evolution Towards an Independent Village” program, which focused on digitalization and environmental sustainability through waste management and agricultural development. This program involved collaboration with several stakeholders, including Universitas Budi Luhur and local non-governmental organizations, to improve community welfare.

Economically, Jabung Village has actively developed its Village-Owned Enterprise (*BUMDes*) to enhance agricultural productivity and manage local resources. This makes Jabung Village a compelling example of a community that integrates historical heritage with modern innovation to achieve independence and community welfare. Such potential positions MSMEs in Jabung as valuable economic assets that can be further developed to improve local livelihoods. Nevertheless, despite this promising potential, MSMEs in Jabung still face various obstacles, especially in terms of branding and promotion strategies. Key challenges include the absence of standardized visual identities (logos and brands), limited physical promotional media (such as banners and stickers), lack of knowledge in using social media for marketing, and technical issues such as inaccurate business location listings on Google Maps.

In modern business, Public Relations (PR) plays a crucial role in building the image and reputation of enterprises. PR is not only focused on verbal communication and customer relations but also encompasses visual communication as an integral part of branding strategies. Visual promotional media such as banners, logos, product stickers, and other visual identity elements are tools that can enhance attractiveness and build positive perceptions among customers. A strong visual identity and engaging promotional media provide MSMEs with multiple benefits: increasing brand awareness, building customer trust, making products and business locations easier to recognize, and attracting more potential buyers.

Through the creation and implementation of visual promotional media, MSMEs in Jabung Village are expected to become better known to the public, improve their competitiveness, and establish a more professional image in the eyes of customers. Thus, Jabung MSMEs will not only develop locally but also have opportunities to penetrate wider— even international—markets. By applying elements of the Corporate Identity Mix, MSMEs in Jabung can become a model for other villages facing similar challenges or crises. With a PR strategy based on visual media, MSMEs in Jabung are expected to strengthen their competitiveness, build a more professional image, and expand their market reach both locally and nationally.

2. METHOD

Communication is an interactive process between individuals using various forms of symbols, signals, and behaviors. It generally involves two or more people interacting orally, in writing, or through non-verbal cues. According to Effendy (Saputra, 2020), communication comes from the Latin word *communis*, which means “shared,” emphasizing the goal of achieving mutual understanding between communicator and communicant. Other scholars define communication as a process of delivering messages using media, eliciting responses, and potentially influencing the behavior of the audience. In this study, communication plays a role in delivering positive image messages of MSMEs from the researcher (as communicator) to the public (as communicants) using visual promotional media. This fosters shared meaning regarding the value and advantages of MSMEs, thereby encouraging trust and interest in local products.

To build a strong image, organizations, including MSMEs, require structured communication strategies through corporate identity. According to Van Riel and Balmer (1997), corporate identity is a strategic element that introduces an organization’s identity to the public and builds a consistent image. The Corporate Identity Mix consists of three components:

- 1) Behavior: actions and attitudes of organizational members that directly shape public perception (e.g., honesty, professionalism, friendliness).
- 2) Communication: all forms of communication, including visual promotion such as posters, digital catalogues, social media content, and promotional videos.
- 3) Symbolism: visual aspects such as logos, colors, product packaging, and design elements that consistently represent identity.

Previous studies (e.g., Farianingrum et al., 2023) demonstrated that applying these three elements strengthens organizational image, proving their relevance in improving MSME competitiveness through visual promotional media. Public Relations (PR) is a strategic communication function that supports the implementation of corporate identity. PR not only provides information but also builds two-way communication between organizations and their publics. In rural MSME contexts, PR is vital in building trust, enhancing credibility, and reinforcing brand identity through training, social media management, and promotional content production. This aligns with findings from Keyjia et al. (2024), showing that communicative, consistent, and brand-aligned visuals significantly improve public perception. PR thus becomes integral to strengthening MSME reputation and ensuring long-term competitiveness.

Image represents the perception of the public toward an organization. According to Jefkins (1999), image types include mirror image, current image, wish image, corporate image, multiple image, and positive/negative image. Managing image is crucial for sustainability, as misaligned communication can create disappointment and negative perceptions. MSMEs are considered a strategic alternative to improve economic welfare and community independence. During the 1998 monetary crisis, while many large businesses collapsed, MSMEs survived and even grew. This resilience highlights their role as a backbone of the economy (Al Farisi & Fasa, 2022). Jabung Village, located in Klaten, Central Java, has undergone significant transformation. Known historically as a merged settlement, Jabung launched its “Evolution Towards an Independent Village” program in 2022, focusing on digitalization and environmental sustainability. The village government, in collaboration with universities and NGOs, developed initiatives such as Village-Owned Enterprises (*BUMDes*) to optimize agricultural resources and local businesses. Visual promotional media utilize elements such as imagery, colors, typography, layout, and digital platforms to communicate messages

effectively. Scholars emphasize that visual media are persuasive tools that enhance brand recognition, attract consumers, and strengthen competitiveness in the digital marketplace (Mauidzoh et al., 2022).

The conceptual framework illustrates the logical flow of this study:

- 1) Problem Identification: MSMEs in Jabung face weak branding and low visibility.
- 2) Theoretical Approach: Application of Van Riel's Corporate Identity Mix (symbolism, communication, behavior).
- 3) Implementation: Visual promotional media, digital content, and training for MSMEs.
- 4) Expected Outcome: Increased MSME image, professionalism, recognition, and competitiveness in broader markets.

This project is a practical implementation of Public Relations strategies to improve the image and competitiveness of local MSMEs through visual promotional media. The project originated from the *Merdeka Belajar Kampus Merdeka* (MBKM) program conducted by Universitas Budi Luhur in Jabung Village, Klaten Regency, Central Java, focusing on empowering MSMEs through digitalization and branding. The project consisted of producing various promotional materials such as business profile videos, Instagram and TikTok content, promotional banners, logos, and other supporting visual media. These outputs were disseminated through social media platforms including Instagram (@jabungdesadigital), TikTok, and YouTube to reach a wider audience. The project was carried out collaboratively between MBKM students and the Jabung community under the "Membangun Desa" (Village Development) program. The activities not only aimed to digitize MSME potential but also to build a strong, recognizable visual identity. Outputs included video promotion, banner design, packaging design, and integrated social media management aligned with PR strategies.

The objectives of this work included:

- 1) Enhancing MSME Image
Building positive perceptions of Jabung MSMEs through communicative and appealing visuals (videos, photos, and digital content).
- 2) Providing Relevant and Affordable Visual Solutions
Addressing MSME limitations in design, photography, and digital content production by offering accessible promotional media such as banners, logos, and videos.
- 3) Encouraging Digital Technology Adoption
Accelerating MSME use of digital tools and social media through mentoring and training, in line with national programs promoting digital villages.
- 4) Raising Awareness of Branding Importance
Educating MSME actors on the significance of brand identity and consistency in building consumer trust.
- 5) Creating Sustainable and Replicable Impact
Establishing long-term practices enabling MSMEs to independently produce and manage promotional content, while serving as a model for other villages.

The creative concept was guided by the Corporate Identity Mix elements:

- 1) Symbolism: designing logos, packaging, and signage to strengthen MSME identity.
- 2) Communication: developing digital content, captions, and storytelling on social media.
- 3) Behavior: training MSME owners in customer service, professionalism, and consistency.

Technically, the work involved photography, videography, and graphic design using accessible tools (e.g., smartphones, Canva, Adobe Illustrator). Social media platforms were optimized with posting schedules, hashtags, and engagement strategies to maximize reach. The implementation followed a structured schedule covering several months:

- 1) **September–December 2024:** MSME data collection, needs identification, and initial design.
- 2) **October–November 2024:** Content production (videos, banners, logos, packaging).
- 3) **December 2024:** Socialization workshops, product showcases, handover of promotional media, and evaluation.

3. RESULTS AND DISCUSSION

The implementation of this project was conducted systematically, following several stages designed to empower MSMEs in Jabung Village through the application of Corporate Identity Mix theory. Each stage was carried out in collaboration with local stakeholders, ensuring both participation and sustainability. The initial stage involved mapping and documenting MSMEs in Jabung Village. The project team conducted direct surveys, interviews, and participatory observations with MSME owners. This process revealed that most MSMEs lacked basic branding elements such as standardized logos, packaging, and signage. In addition, many business locations were not properly registered on digital maps, making it difficult for customers to find them.

The mapping process also highlighted the diversity of MSME products, including fried bread (*Roti Goreng GOZI*), soybean tempeh (*Tempe Kedelai Ibu Anis*), banana chips (*Sale Pisang Wijaya*), snack businesses (*Snack Ibu Etik*), and agricultural trading (*UD. Cindelas Niaga Prima*). Each MSME had unique challenges, but the common issues were weak visibility, inconsistent branding, and limited use of digital platforms for marketing. After identifying needs, the next stage focused on designing appropriate visual identity solutions. Using the Corporate Identity Mix framework, the team developed logos, packaging designs, banners, business cards, and digital promotional content.

The design process followed these principles:

- 1) Cultural relevance: Designs reflected local identity and traditions to maintain authenticity.
- 2) Simplicity and clarity: Logos and packaging were created using simple, recognizable elements that could be reproduced independently by MSME owners.
- 3) Professionalism: Outputs were designed to elevate MSMEs to appear credible and competitive in the broader market.

For example, the design for *Snack Ibu Etik* included a bright and playful logo to represent homemade products, while *UD. Cindelas Niaga Prima* received packaging emphasizing natural and agricultural values. All materials were produced using accessible tools such as smartphones, Canva, and Adobe Illustrator, making them replicable in the future. A socialization program was held at the Jabung Village Hall, attended by MSME owners, village officials, and community members. This event served two purposes:

- 1) **Education:** Participants were introduced to the concepts of branding, corporate identity, and the role of Public Relations in business development.
- 2) **Showcase:** MSMEs displayed their products using the newly designed logos, packaging, and banners.

During the workshop, MSME owners were trained in the basics of digital marketing, such as creating engaging captions, utilizing hashtags, and maintaining consistency in social media content. Demonstrations on photography and video editing were also provided to equip MSMEs with practical skills. The showcase event generated enthusiasm within the community. Many MSME owners expressed pride in their new branding materials and felt more confident in presenting their products to the public. At the end of the project, the newly created media—logos, banners, packaging prototypes, and digital content—were formally handed over to the MSMEs. The evaluation process involved follow-up interviews and surveys to assess the impact of the program.

The evaluation results showed positive outcomes:

- 1) Increased visibility of MSMEs, both offline (through banners and signage) and online (through social media content).
- 2) Improved customer perceptions of professionalism and product quality.
- 3) Greater motivation among MSME owners to continue digital promotion independently.

However, challenges remained. Some MSME actors still faced limitations in managing social media due to low digital literacy, while others struggled with consistency in applying their new identity. These findings suggest the need for ongoing mentoring and capacity building.

The discussion focuses on how each element of Van Riel's Corporate Identity Mix—**symbolism, communication, and behavior**—was applied in Jabung Village and how it influenced MSME image. Symbolism refers to visual representations such as logos, packaging, signage, and design elements. In Jabung, symbolism played a crucial role in transforming MSMEs from informal enterprises into more professional-looking businesses. For instance, *Snack Ibu Etik* benefited from the creation of a playful, child-friendly logo and colorful menu banners. Customers reported that the visual identity made the products more attractive and trustworthy. Similarly, *GOZI Fried Bread* gained brand recall through consistent typography and logo placement on banners and packaging. Symbolism, therefore, served as the foundation of MSME branding, offering tangible signs of identity that enhanced recognition and credibility. Communication encompassed both offline and digital promotional activities. With training in social media usage, MSME owners began creating Instagram posts, short promotional videos, and interactive captions. For example,

Tempe Kedelai Ibu Anis used newly designed packaging and Instagram content to differentiate itself from competitors. The storytelling approach—emphasizing tradition and local pride—helped build stronger emotional connections with customers. This stage also revealed the importance of consistent messaging. MSMEs that applied uniform colors, logos, and narratives across all platforms gained better engagement and recognition.

Behavior referred to the conduct and professionalism of MSME actors. Through mentoring, MSME owners were encouraged to maintain customer-friendly practices, punctuality, and professionalism in service. This behavioral change complemented visual branding by reinforcing credibility. For instance, *UD. Cindelas Niaga Prima* not only adopted new packaging but also improved customer interaction by providing clearer product information and more responsive communication. As a result, customers associated the business with both professionalism and reliability.

The integrated application of symbolism, communication, and behavior demonstrated the following impacts:

- 1) Enhanced visibility: MSMEs became more recognizable through signage and online presence.
- 2) Improved credibility: Professional branding increased consumer trust.
- 3) Strengthened competitiveness: MSMEs were better able to compete in local and digital markets.
- 4) Empowerment of MSME actors: Training and mentoring raised awareness of branding importance and digital marketing strategies.

At the same time, the project highlighted the importance of sustainability. Without continued mentoring and evaluation, MSMEs risk reverting to inconsistent branding practices. Thus, long-term partnerships between universities, local governments, and communities are recommended to maintain progress.

4. CONCLUSION

This project demonstrated the implementation of **Corporate Identity Mix**—consisting of symbolism, communication, and behavior—can significantly enhance the image and competitiveness of MSMEs in Jabung Village, Klaten. The main conclusions are as follows:

1) Corporate identity as a strategic tool

The application of logos, packaging designs, banners, and signage (symbolism) successfully transformed the visual appearance of MSMEs. Businesses that previously lacked identity became more recognizable and professional.

2) Strengthening communication through visual media

Social media content, promotional videos, and storytelling techniques (communication) allowed MSMEs to engage directly with wider audiences. Consistency in messaging across online and offline platforms strengthened brand recall and consumer trust.

3) Behavioral changes in MSME actors

Training and mentoring fostered professional behavior among MSME owners, such as improved customer service, punctuality, and awareness of branding importance. This behavioral shift reinforced the symbolic and communicative aspects of identity, resulting in a more credible overall image.

4) Empowerment and community participation

The collaborative process under the MBKM “Membangun Desa” program encouraged active participation of MSME actors. By involving them in every stage—from planning to design to implementation—the project promoted a sense of ownership and sustainability.

5) Positive impact on competitiveness

The integrated use of corporate identity elements enhanced MSME visibility, credibility, and competitiveness, both in local markets and through digital platforms. This project confirmed that effective Public Relations strategies, supported by corporate identity, are crucial for MSME development in rural areas.

While the project produced positive outcomes, several challenges were identified. Based on these report, the following recommendations are proposed:

1) Continuous mentoring and evaluation

MSME actors require ongoing assistance to maintain consistency in branding and digital promotion. Universities, local governments, and NGOs should collaborate to provide regular training sessions and monitoring.

2) Capacity building in digital literacy

Many MSME owners still face limitations in using digital tools effectively. Targeted workshops on social media management, e-commerce, and content creation should be developed to close this gap.

3) Replication in other villages

The Jabung model can serve as a blueprint for other rural areas facing similar challenges. By adapting the Corporate Identity Mix framework, other communities can replicate the strategy to strengthen MSME competitiveness.

4) Integration with local government policies

Programs that promote MSME branding and digitalization should be aligned with government initiatives, ensuring sustainable funding and institutional support. This integration will strengthen long-term impact and scalability.

5) Encouraging self-reliance of MSMEs

Beyond external assistance, MSME actors should be encouraged to cultivate independence in managing their branding. Simple, low-cost tools (such as Canva or smartphone-based photography) should be promoted to enable self-sufficient content creation.

The project confirms that MSMEs, as a backbone of Indonesia's economy, can significantly benefit from structured Public Relations strategies based on corporate identity. By reinforcing symbolism, communication, and behavior, MSMEs not only improve their visibility but also build trust and competitiveness in broader markets. To ensure sustainability, continuous mentoring, digital literacy development, and institutional support remain essential.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to all individuals and institutions who have supported the completion of this collaborative project and final thesis. Special appreciation is extended to **Universitas Budi Luhur**, particularly the Faculty of Communication and Creative Design, for providing academic guidance and the opportunity to participate in the *Merdeka Belajar Kampus Merdeka (MBKM)* program. **Village Government of Jabung, Klaten Regency**, for their warm welcome, trust, and cooperation during the implementation of this community empowerment project. **MSME owners in Jabung Village**, whose openness and enthusiasm made the collaborative process meaningful and impactful. **Family and friends**, especially parents and close companions, for their endless support, prayers, and motivation. **MBKM peers and fellow students**, for their teamwork, dedication, and solidarity during the project implementation in the village. This work would not have been possible without the collective contribution of these parties. The author sincerely hopes that this project will not only enrich academic discourse but also bring tangible benefits to the community of Jabung Village and serve as an inspiration for similar initiatives in other regions.

REFERENCES

- Al Farisi, A., & Fasa, I. (2022). The role of MSMEs in improving community welfare. *Journal of Economics and Business Research*, 15(2), 87–98.
- Damayani, P., & Fitria, S. (2021). Communication strategies in building organizational image. *Jurnal Komunikasi*, 13(1), 45–56.
- Effendy, O. U. (2020). *Ilmu komunikasi: Teori dan praktek*. Remaja Rosdakarya.
- Farianingrum, D., Rahmawati, N., & Nugraha, R. (2023). Corporate identity implementation in public institutions: A case study of BPJS Ketenagakerjaan. *Jurnal Ilmu Komunikasi*, 20(1), 55–70. <https://doi.org/10.25008/jik.v20i1.1234>
- Filayly, F., & Ruliana, P. (2022). Corporate image management in digital era. *Mediator: Jurnal Komunikasi*, 15(2), 130–142. <https://doi.org/10.29313/mediator.v15i2.6543>
- Hadinata, A. W., & Wijaya, L. S. (2024). Public relations strategy of Batik Bulan Pekalongan through social media. *Komunikator: Journal of Communication Studies*, 16(1), 22–34. <https://doi.org/10.18196/kom.16122>
- Jannah, N. A., Putri, A. S., & Hakim, R. (2024). Public relations strategies in the collaborative success of TikTok Shop and Tokopedia for MSME development. *Jurnal Pustaka Komunikasi*, 7(2), 77–89.
- Keyjia, N. A., Sidharta, V., & Tambunan, R. M. (2024). Visual communication strategies for local business branding. *International Journal of Creative Communication*, 9(3), 201–215.
- Mardiah, L. (2020). The role of public relations in corporate identity building. *Jurnal Penelitian Komunikasi dan Opini Publik*, 24(1), 15–28.
- Nasrullah, R. (2015). *Media sosial: Perspektif komunikasi, budaya, dan sosioteknologi*. PT Remaja Rosdakarya.

- Saputra, S. (2020). The meaning of communication in modern society. *Jurnal Komunikasi dan Sosial Humaniora*, 8(1), 11–20.
- Setiawan, E., & Salsabila, F. P. (2025). Branding strategy for MSMEs through media coverage and visual products. *Jurnal Ilmu Sosial dan Manajemen*, 12(2), 66–75.
- Van Riel, C. B. M., & Balmer, J. M. T. (1997). Corporate identity: The concept, its measurement and management. *European Journal of Marketing*, 31(5/6), 340–355. <https://doi.org/10.1108/eb060635>