



Socialization of Product Rebranding to Improve Understanding Among MSME Actors in Gebang Putih Village

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Received: July 22, 2025

Revised: August 16, 2025

Accepted: August 25, 2025

Published: September 30, 2025

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DOI: [10.29303/ujcs.v6i3.1131](https://doi.org/10.29303/ujcs.v6i3.1131)

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Abstract: Rebranding is a crucial strategy for Micro, Small, and Medium Enterprises (MSMEs) to strengthen product identity and make it more relevant to modern market demands. However, many MSME actors still lack a comprehensive understanding of rebranding concepts and benefits, particularly in terms of visual identity, brand communication, and digital marketing utilization. This community service activity aimed to improve MSME players' understanding in Gebang Putih Subdistrict through a socialization program conducted by students of the KKNT Bela Negara SDGs team from Universitas Pembangunan Nasional Veteran Jawa Timur. The method consisted of three main stages: observation, interactive socialization, and evaluation. The results showed that the socialization was effective in raising awareness and motivation among MSME actors regarding the importance of rebranding. Several business owners began implementing changes in their marketing strategies, such as using social media, strengthening visual branding, and applying product storytelling. However, the implementation still faced technical limitations and resource constraints. Thus, the socialization served as an essential initial step, but requires follow-up training and support to ensure sustainable and optimal rebranding practices.

Keywords: MSME, Rebranding, Socialization, Marketing Strategy, Brand Identity.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economy, one of which is creating jobs and increasing community income (Isnaini et al., 2024). The community pays attention and makes maximum efforts to optimize MSMEs because they can provide very real and significant contributions to support regional economic growth (Adviola et al., 2023; Budiwitjaksono et al., 2023). Amid the rapidly advancing times and increasingly competitive market, many MSME players are becoming more aware that digitalization is a key factor to remain competitive and survive in this era of constant change (Evangeulista et al., 2023). However, many MSMEs still face various limitations, ranging from a lack of innovation and

creativity, the use of digital technology for payments and marketing, to brand development. Thus, it affects the weak competitiveness of products in the market (Anaqi et al., 2023). Therefore, one of the strategic approaches that can be taken to enhance the existence and competitiveness of MSME products is thru rebranding by utilizing current digital technology. By rebranding, MSMEs can more easily capture market trends, strengthen brand identity, and reach consumers more broadly (Suhendra, 2023).

Rebranding is the process of renewing a brand's identity, which includes visual elements such as logos, packaging, product names, and brand communication strategies to consumers. Changes to banners or updates related to MSME products visually can provide unique appeal and additional information to the public or

How to Cite:

Dwi Syerli Inda Rahmawati, Gideon Setyo Budiwitjaksono, Fiorara Gustie, Noviyanti Pusvita, Aulia Friya Rahana Dewi, & Rio Alghaniy Putra. (2025). Socialization of Product Rebranding to Improve Understanding Among MSME Actors in Gebang Putih Village. *Unram Journal of Community Service*, 6(3), 477–481. <https://doi.org/10.29303/ujcs.v6i3.1131>

customers to encourage purchases (Dana et al., 2023). This process is very important to create a product image for MSMEs that is more relevant to modern market needs and more appealing to consumers, especially in the digital era (Achmad et al., 2023). Changing the way a product or brand is promoted thru digital media can provide information and reach consumers in a relevant and cost-efficient manner (Abed et al., 2022; Budiwitjacksono et al., 2022; Puspitasari et al., 2023). Furthermore, due to the many MSME actors who have not yet understood the importance of rebranding as a business strategy, the 140th KKNT Bela Negara SDGs UPN Veteran Jawa Timur group held a rebranding program for MSME products thru socialization for MSME actors in Gebang Putih Village. This socialization not only provides a theoretical understanding of the concept and benefits of rebranding but is also complemented by a consultative discussion and Q&A session. UMKM actors are given the opportunity to express the challenges and questions related to the obstacles occurring in their businesses, as well as questions regarding the development of their product brands.

The purpose of this work program is to enhance the understanding of MSME actors regarding the importance of product rebranding as an effort to strengthen identity and increase competitiveness. In addition, the benefits of branding for MSMEs are that the products produced by MSME actors will always be remembered by the community or their consumers for a long period of time (Muharni & Andriyanto, 2024). Thru this activity, it is hoped that MSME actors in Gebang Putih Village will not only gain new insights into rebranding MSME products but also be able to implement the results of the socialization into sustainable business development. Thus, this work program becomes a tangible contribution to supporting the achievement of Sustainable Development Goals (SDGs) 8 and 11.

Method

This community service activity is carried out thru three main stages: observation, implementation of activities, and evaluation. Each stage is designed to ensure that the program runs effectively and provides real benefits to MSME actors.

1. Observation

The initial stage was conducted thru observation to understand the conditions and initial understanding of MSME actors regarding the importance of rebranding in business development. The observation was carried out thru direct visits to several MSMEs, as well as informal discussions with

MSME coordinators to gather information on various challenges faced in building product image. The results of this stage are used to develop materials and outreach approaches that are relevant to the partners' needs.

2. Implementation of Activities

After the observation stage, the main activity in the form of rebranding socialization for MSMEs was carried out. The socialization was conducted in the form of seminars and interactive discussions, covering basic branding concepts, the role of branding in building product value, rebranding strategies, and simple case studies of successful products. This activity aims to enhance the understanding of MSME actors so that they can build a strong and adaptive brand identity in response to market changes.

3. Evaluation

The evaluation of the activity is conducted internally and thru brief interviews with participants after the activity is completed. The internal evaluation includes reflections from the implementing team on the progress of the activity, the achievement of objectives, and the effectiveness of the delivery methods. Interviews were conducted informally with several MSME actors to obtain feedback on the socialization material, the understanding gained, and the possibility of implementing branding or rebranding in their businesses. The results of this evaluation are used as a basis for improvements for similar programs in the future.

Result and Discussion

Rebranding is an important strategy in strengthening product positioning amidst increasingly competitive market competition, especially for Micro, Small, and Medium Enterprises (MSMEs). However, many MSME actors still do not fully understand the meaning and urgency of rebranding, both from the aspect of visual brand identity, communication messages, and adaptation to consumer trends. Based on the conditions, the socialization activities were carried out as an educational intervention to enhance the understanding of local MSME actors. On Tuesday, July 15, 2025, students from the Universitas Pembangunan Nasional Veteran Jawa Timur, group 140 KKNT Bela Negara SDGs, who are currently serving in the Gebang Putih Village, Sukolilo District, Surabaya, held a socialization event with the theme "Rebranding MSMEs" to enhance the understanding of local MSME actors regarding the process of renewing or changing a product's image to increase consumer appeal.

The "Rebranding MSMEs" socialization activity conducted is an effective outreach effort to enhance the understanding of MSME actors about the concept and importance of rebranding a product. Before participating in the "Rebranding MSMEs" socialization, most business actors in the Gebang Putih Village area, Sukolilo District, Surabaya, did not fully understand that the identity of a business brand, such as logos, packaging, and product narratives, plays a significant role in shaping consumer perception and market competitiveness. Many business actors still consider rebranding to be merely changing the business name or the esthetic appearance of the packaging without understanding its long-term goals in building an image and increasing the added value of the product in the eyes of consumers. The lack of access to information and limited experience in modern marketing also contribute to the low rebranding literacy among local MSMEs. In addition, most SMEs still rely on conventional marketing patterns and have not yet optimized digital platforms to support brand identity.



Figure 1. Socialization of Rebranding of MSME Products

Increased understanding among MSME actors regarding the concept of product branding shows positive results after the "Rebranding UMKM" socialization activity was held by students from the Universitas Pembangunan Nasional Veteran Jawa Timur, group 140 KKNT Bela Negara SDGs, who are currently serving in Gebang Putih Village, Sukolilo District. Socialization has not fully reflected the success of implementation at the operational level of the business. Some MSME actors are beginning to realize the importance of building a relevant brand identity, but in practice, field conditions indicate that not all are immediately able to translate understanding into concrete action. Various factors exist, such as limitations in human resources, a lack of technical skills in design and marketing, and limited access to ongoing mentoring. Local business owners are still hesitant to make changes to their business brands because they are concerned about losing longtime customers or because they don't fully understand the proper rebranding communication strategies. The obstacles faced by MSME

actors in implementing the rebranding process indicate that conceptual understanding alone is not sufficient to drive real change in identity management for product identity. Some players already understand the importance of rebranding, but not all are fully aware of the urgency to build a strong and sustainable brand image amidst increasingly competitive market conditions.

Internal motivation toward business actors also plays a significant role in determining the extent to which business actors are willing to transform their long-standing products and brands (Endayani et al., 2024). Some MSME business owners acknowledge that the "Rebranding MSMEs" socialization material presented during the Universitas Pembangunan Nasional Veteran Jawa Timur student work program, Bela Negara SDGs KKN group 140, who are currently serving in Gebang Putih Village, Sukolilo District, has opened new perspectives on the importance of building a brand story, maintaining product identity consistency, and building trust thru social media and digital interactions. This indicates that the socialization activities held were quite effective in changing initial awareness as a foundation for a deeper rebranding process. The effectiveness of socialization in increasing the motivation of MSME business actors to take concrete action in response to existing challenges. MSME actors show interest and a desire to improve product image. Changes in marketing strategy after the socialization held as part of the work program of the Universitas Pembangunan Nasional Veteran Jawa Timur student group 140 KKNT Bela Negara SDGs, who are currently serving in Gebang Putih Village, Sukolilo District, serve as a further indicator for assessing the real impact of the socialization activities on the business practices of MSME actors. Based on brief interviews with MSME business actors who attended the socialization, it was found that some MSME business actors who previously relied solely on word-of-mouth promotion or direct sales in their local area began to expand their market reach thru social media such as Instagram and WhatsApp Business. MSME actors started showcasing products with new packaging, including more consistent logos, and adding more attractive and informative product descriptions. As for some MSME business owners, they started their businesses using narratives like "product stories" to strengthen the emotional appeal to consumers and add value to the products they offer. The strategy changes are partial and not evenly distributed among all MSME actors who participated in the socialization conducted as part of the student work program of the Universitas Pembangunan Nasional Veteran Jawa Timur, group 140 KKNT Bela Negara SDGs, who are currently serving in the Gebang Putih Village, Sukolilo District. Some MSME

entrepreneurs still use outdated marketing strategies due to limited resources or a lack of preparedness in terms of digital marketing techniques. This indicates that although understanding and motivation have grown, not all business owners are able to directly transform their marketing approaches in a short amount of time. Thus, according to (Fadillah et al., 2025), rebranding socialization activities can serve not only as a trigger for awareness but also as a starting point for more adaptive, creative, and market-needs-based changes in marketing strategy.

Conclusion

The "Rebranding MSMEs" socialization, which was prepared as part of the work program for the Universitas Pembangunan Nasional Veteran Jawa Timur student group 140 KKNT Bela Negara SDGs in Gebang Putih Village, successfully increased MSME actors' understanding of the importance of brand identity, such as logos, packaging, and brand stories, in facing market competition. Before the socialization, most business owners did not fully understand the concept of rebranding and were still using conventional marketing strategies. After the activity, there was an increase in awareness and motivation, although implementation was still limited due to technical and resource constraints. Some players are starting to change their marketing strategies thru social media and more attractive product designs. Thus, this socialization is effective as an initial educational step, but it needs to be followed up with training and mentoring so that the rebranding can be implemented sustainably.

Acknowledgments

We would like to express our deepest gratitude to all parties who contributed to the completion of one of the outputs of the KKN Group 140, namely the preparation of the output in the form of a community service journal. We would like to express our special thanks to the authors who actively participated in the writing and compilation process of this journal, namely Syerli, Vita, Fiorara, Aulia, and Rio. We also extend our deepest appreciation to our Field Supervisor, Mr. Gideon, for his guidance and direction throughout the activity.

In addition, we would also like to express our gratitude to the Gebang Putih Village Office, Sukolilo District, Surabaya City, for their support and the opportunity they provided us to carry out our community service program successfully.

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