



Improving the Competitiveness of Peanut Chip MSMEs through Logo Rebranding and Product Innovation “PICA”

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's economic development; however, many food-based MSMEs face competitiveness challenges due to limited product differentiation, weak brand identity, and inadequate marketing strategies. This community service program aimed to enhance the competitiveness of a peanut chip MSME through integrated product innovation, logo rebranding, marketable packaging design, and digital marketing optimization under the brand “PICA” (Rich-Flavored Peanut Chips). The program was implemented through several stages, including field observation and problem analysis, product formulation and processing trials, visual identity redesign, packaging development, digital promotional media creation, and monitoring and evaluation. Product innovation focused on transforming conventional fried peanuts into thin, crispy peanut chips with multiple flavor variants to increase sensory appeal and market differentiation. Rebranding activities involved redesigning the logo, selecting appropriate color schemes and typography, and creating a consistent brand identity aligned with modern consumer preferences. Packaging was upgraded from simple transparent plastic to premium standing pouches with informative and visually attractive labels to improve product perception and shelf competitiveness. In addition, digital marketing was strengthened through the use of Instagram and WhatsApp Business to expand market reach and enhance consumer engagement. The results demonstrated improvements in product quality, visual attractiveness, brand recognition, and promotional effectiveness. Overall, the integration of product innovation, rebranding, marketable packaging, and digital marketing proved effective in increasing the competitiveness and growth potential of peanut chip MSMEs. This program highlights the importance of comprehensive innovation strategies in supporting sustainable MSME development in the increasingly competitive food industry.

Keywords: Marketable Packaging, MSMEs, Product Innovation, Rebranding.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting the national economy (Mardiah et al., 2024). This sector not only contributes significantly to Indonesia's Gross Domestic Product (GDP), but also plays a role in creating jobs, promoting income equality, and increasing people's purchasing power (Nuraharto, 2022). Data from the Ministry of Cooperatives and SMEs shows that MSMEs

account for more than 97% of the workforce and contribute more than 60% of the national GDP. However, this sector still faces complex problems, especially as markets become more competitive (Indrasari, 2025).

The development of information technology and the opening of the global market have intensified competition, not only among local businesses, but also with products from large companies and imported goods (Romadia et al., 2025). These products are usually

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superior in terms of innovation, packaging, and professionally designed marketing strategies (Mariska et al., 2023).

This condition means that even high-quality, well-tasting MSME products are at risk of losing out to the competition if they lack a strong brand identity and attractive packaging (Norton et al., 2023). Product attributes, such as brand name, packaging design, and label, are distinguishing elements that influence consumer decisions. Widiyanti et al., (2022) emphasizes that these attributes can add value and foster a positive perception of the product.

In the processed food industry, including peanut chips, many MSMEs still package their products, lacking a strong brand identity and visual appeal (Andi et al., 2023). In fact, packaging serves a dual function: protecting the product contents and serving as a promotional medium that shapes the brand image in consumers' eyes (Sugiarto et al., 2024).

In addition to packaging innovation, digital marketing strategies are now an unavoidable necessity. Internet-based marketing allows for a wider market reach at a relatively affordable cost. Oktaviani (2022) notes that using social media such as Instagram and WhatsApp can help MSMEs introduce their products more effectively to their target consumers.

Rissanti et al., (2024) expressed a similar view, assessing that social media has a significant influence on purchasing interest, especially among the digitally active younger generation. Unfortunately, many MSMEs still rely on traditional promotion methods such as direct sales and word of mouth (Kurniawati & Nuvriasari, 2024).

In fact, the shift in consumer behavior towards online shopping requires adjustments to marketing strategies (Israr & Kamariah, 2023). Peanut chip MSMEs, for example, often struggle to increase product appeal despite their distinctive taste (Soekiman et al., 2018). These problems include limited innovation, outdated logos, and packaging that does not meet modern market standards (Khristiana et al., 2024).

This community service program was designed to address these challenges by increasing the competitiveness of peanut chip MSMEs through product innovation with "PICA (Keripik Kacang Kaya Rasa or Rich-Flavored Peanut Chips)", rebranding the logo to strengthen brand identity, and designing more attractive, marketable packaging. It is hoped that the combination of product innovation, strong brand identity, appropriate packaging design, and digital marketing strategies can increase purchasing interest, expand market share, and encourage sustainable growth in MSME turnover.

Method

Activity Stages

1. Observation and Problem Analysis

The initial stage involves direct observation and surveys of the condition of the product, packaging, and marketing strategies used by partners. The aim is to identify weaknesses such as unattractive packaging design, limited flavor variants, and suboptimal promotional media. This analysis forms the basis for formulating a development strategy (Tuti et al., 2024).

2. Product Innovation Development

The previously fried peanut product was modified into "PICA" peanut chips with a crispier texture and varied flavors. Several trials were conducted to develop flavor, aroma, and crispiness variants that suit consumer preferences. This process also included determining the optimal ingredient composition and processing techniques (Pasaribu et al., 2023).



Figure 1. Product Trials

3. Logo and Visual Identity Rebranding

To build a strong image, the logo was redesigned, and a tagline was created in collaboration with partners. The choice of colors, typography, and graphic elements was tailored to the product's character and target market. Bright colors such as

blue, yellow, or orange were used to attract attention, while the design remained memorable yet straightforward (Imanuddin et al., 2021).

4. Marketable Packaging Design and Production

This stage began with determining the target market, both the middle and premium segments. The packaging was designed as standing pouches with digital sticker labels for the middle market and offset printing for the premium segment. After the design was created, a dummy was produced for testing, then mass-printed after approval (Aisyah & Pudjoprastyono, 2024).

5. Creation of Promotional and Marketing Media

To expand marketing, Instagram and WhatsApp Business accounts are created. The content strategy includes attractive product photos, brief but persuasive descriptions, and periodic promotions. Social media is used to reach a larger audience and increase interaction with potential buyers (Nisa & Misidawati, 2024).

6. Monitoring and Evaluation

Evaluations are conducted periodically by measuring sales growth, social media interactions, and consumer responses to product and packaging changes. The results of this monitoring serve as a reference for developing follow-up strategies to ensure the program remains sustainable and continues to have a positive impact on MSMEs.

Result and Discussion

PICA Product Innovation

The initial MSME product was ordinary fried peanuts, with a crunchy texture but lacking distinctive characteristics that set it apart from similar products on the market. Through a mentoring program, we developed a product innovation by changing the processing method to create peanut chips called PICA.

This innovation involves adjusting the flour and spice composition and the frying technique to produce thin, flat chips with a distinctive savory flavor. In addition, several flavor variants (original, salty, and spicy lime) were tested to reach a broader range of consumer preferences. The fundamental differences between the old product and PICA lie in texture, taste, and visual appeal.

The old product tended to be monotonous, while PICA has a unique shape, an even golden color, and a more pungent spice aroma. This is expected to increase consumer interest in purchasing the product while expanding the market segment.



Figure 2. Product Innovation

Logo Rebranding

Before the program was implemented, the MSME logo was simple, displaying only text with no visual elements that reflected the product's identity. The rebranding process began with discussions with business owners to determine the brand character they wanted to build: modern, attractive, and memorable.



Figure 3. Logo Rebranding

The philosophy behind PICA's new logo combines an image of a peanut and a circle as a symbol of flavor completeness, with orange and brown colors that convey the warmth and enjoyment of snacks. The typography is bold and smoothly angled, giving a friendly yet assertive impression. A comparison between the old and new logos shows a significant difference: the new logo is more communicative, easier to recognize, and better aligned with the upper-middle-market target.

Marketable Packaging Design

The old packaging used plain transparent plastic with no information labels, making it less attractive to consumers and failing to reflect the product's quality. The new packaging design is a standing pouch made from metalized material that gives a premium impression, complete with a full-color digitally printed label sticker. The design elements that are highlighted include:

1. A clear visual of the product to whet the appetite.
2. The logo and product name are placed at the top for easy visibility.
3. Composition information is provided to ensure transparency for consumers.
4. The tagline "PICA - Flavorful Peanut Chips" to strengthen product differentiation.

These changes make PICA packaging more competitive on store shelves and in souvenir centers.



Figure 4. Packaging

Online and Offline Marketing

After rebranding, a dual marketing strategy was implemented: offline through face-to-face direct sales and online through social media. An Instagram account, @picasnack_, was created to showcase high-quality

product photos, manufacturing process videos, and customer testimonials to reach a wider audience.



Figure 5. Offline Marketing

Conclusion

This community service program has proven effective in increasing the competitiveness of peanut chip MSMEs through product innovation, logo renewal, and more marketable packaging, supported by a digital marketing strategy that expands the reach of promotions, increases consumer interaction, and strengthens brand image. Positive impacts include increased product visual appeal and potential sales growth. However, to sustain these achievements, it is necessary to periodically evaluate taste trends and packaging designs to ensure they remain relevant to market preferences, optimize social media and marketplace use through consistent, interactive content, and develop more diverse flavor variants and packaging sizes to reach a broader consumer segment. In addition, collaborating with souvenir shops, cafes, and local distributors is a strategic step to expand the marketing network, and this should be accompanied by routine sales documentation and analysis to measure the effectiveness of the innovations and promotional strategies implemented.

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