

## **Branding Strategy By Social Media Ads And The Implementation Of Intellectual Property Rights In Wonogiri Coffee SMES (UMKM)**

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### **Abstract**

*In fact, many Micro, Small, and Medium Enterprises (MSMEs/UMKM) are not yet aware of the importance of branding for competitiveness and not aware of the importance of protecting intellectual property rights and more focused on aspects of product sales. Micro, Small, and Medium Enterprises (MSMEs/UMKM) play an important and strategic role in building the national economy. Seeing the fairly good conditions above, it turns out that the existence of Coffee MSMEs in Wonogiri Regency, Central Java still has several obstacles, namely in branding / promotional media and also protection of Trademark Intellectual Property Rights. Because it is very important for every Coffee MSME to have a strategy and approach that is clear and unique to an identity to be poured into branding through social media or other digital media. To strengthen coffee MSMEs in Wonogiri Regency, one of the important strategies to implement is to provide awareness dissemination of the importance of branding/brands for MSMEs and also assistance in branding through social media as the identity of MSMEs. Branding strategies need to be done in order to build the image and identity of the products produced by MSMEs that are able to influence consumers to have positive perceptions of the products, characters, abilities, appearance and offers that are being promoted. The last most important problem for MSME actors is that there is no awareness of the importance of legal protection regarding Intellectual Property Rights regarding Trademarks, Copyrights, and Industrial Designs. So there is a concern that the product is plagiarized by others or is prosecuted legally because there are products that have the same trademark.*

Keywords: Branding, Microfinance, Small, and Medium Enterprises (MSME), Intellectual Property Rights

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## **I. INTRODUCTION**

Indonesia is the world's fourth-largest coffee exporter with a market share of around 11% in the world (Raharjo and Bismo Try, 2013). Indonesia's coffee production has reached 600,000

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tons per year and more than 80% comes from smallholder plantations. Foreign exchange earned from coffee exports can reach  $\pm$  US \$ 824.02 million, involving  $\pm$  1.97 million households that support 5 million farmer families (Dirjen Perkebunan, 2011). This data places coffee in the category of commercial commodity and strategic business in Indonesia. Although currently commercial coffee commodities in Indonesia are still dominated by well-known coffees with brands that have reached national and even international brands. However, apart from that, there are still many other areas in Indonesia that have brands with a local scale and are even considered newcomers, one of which is in Wonogiri Regency, Central Java.

Over the past five years, Wonogiri Regency has encouraged farmers to develop coffee plants. Local farmers have previously cultivated their own coffee, without any guidance or training. The name Wonogiri coffee is not as famous as other coffees in Java that have been successful worldwide, such as Ijen Raung's Java coffee and Temanggung coffee. However, the quality and taste of Wonogiri coffee are apparently no less delicious than other local coffees that were first famous to foreign countries.

This is what finally awakens coffee activists and lovers in Wonogiri district to develop the potential for coffee commodities in the region. Moreover, history has recorded that the Wonogiri area, especially in the Bulukerto sub-district, was once one of the centers for the location of coffee nurseries and cultivation of coffee plantations chosen by the Mangkunegaran Palace in the 1860s. This means that Wonogiri does have the capacity to produce quality local coffee.

Departing from this background, the Universitas Pembangunan Nasional "Veteran" Yogyakarta by the Internal Community Service Program together with Wonogirich UMKM worked together to invite local Wonogiri coffee farmers to start improving the quality of the coffee harvest using a branding strategy approach. Wonogirich has taken the first steps to improve the quality of this coffee since 2018. They have actively provided education and guidance to Mr. Sular and Bulukerto coffee farmers on how to harvest coffee beans from the trees.

Previously, these farmers picked coffee beans without sorting them based on the color of the fruit skin, then after training, they were required to only harvest coffee beans that were completely ripe which were marked with red fruit skins. This method of harvesting is known as the red picking pattern. Wonogirich is currently taking steps to build a regional branding system. The branding of the area of origin of coffee is considered to have a big role because the area where coffee is grown greatly affects the taste of the coffee itself. The series of movements above to reintroduce Wonogiri coffee and efforts to increase the production of coffee with good quality is a very early step for Wonogiri coffee activists to realize their hopes and dreams of returning Wonogiri as a coffee center as recorded in history.

The Wonogiri Coffee branding strategy has actually been initiated by the Wonogiri Nduwe Kopi (Wonogiri Has Coffee) movement and continues in Wonogiri Nandur Kopi (Wonogiri Planting Coffee), it is hoped that within the next 5 years Wonogiri district will be known as Wonogiri Nggone Kopi (Wonogiri Coffee Place). . Until someday the hopes and dreams of

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Wonogiri Nggawe Kopi (packaging coffee in various forms ready for brewing) can also be realized through synergy between local coffee farmers, coffee activists, coffee processors, village officials, and the Wonogiri district government.

Table 1.

List of Coffee Owner in the District. Wonogiri

No	Brand	Owner
1.	Wonogirich	Yosep Bagus Adi Santoso
2.	Kopiwonogiri	Anto
3.	Widjikopi	Bambang
4.	Raja Rasa Karangtengah	Yenu
5.	Kopi Ndorok	BUMdes Desa Semagar

The fact that currently coffee branding in several areas, including in Wonogiri Regency, has several obstacles, namely in branding / promotional media and protection of Trademark Intellectual Property Rights. Therefore, it is very important for every coffee businessman and SMEs/UMKM to have a clear and unique strategy and approach for their identity to be poured into branding through social media or other digital media. Why does identity or brand identity or branding design through social media help many SMEs/UMKM owner? One of them is helping them to shape and look professional. This will increase consumer confidence in the products and services offered. A strong brand identity is very important because the character of the Indonesian people is easier to remember pictures than writing. There is a saying that "a picture speaks the equivalent of a thousand words". Branding through social media is usually in the form of a symbol or symbol so that it is conveniently identifiable rather than a pile of words on a company profile.

## II. LITERATURE REVIEW

Community service activities are trying to help partners (Wonogirich MSMEs/UMKM) to be able to make branding through social media products of MSMEs/UMKM) and understand the IPR registration procedures, the activities that will be carried out to address partner problems are:

1. Information dissemination and material regarding the importance of branding/brands for MSMEs
2. Dissemination and distribution of material concerning Overview of Intellectual Property Rights in the Trademark, Industrial Design, and Copyright categories.

3. Training on the design of branding concepts through social media and other digital media (social media)
4. Assistance with the branding design process
5. Intellectual Property Rights registration assistance

### **III. RESEARCH METHODOLOGY**

This research with the community service program used qualitative research. Qualitative research is a scientific method of observation to gather non-numerical data. This sort of inquiry refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and description of things "and not to their "counts or measures. This research answers how and when a particular phenomenon occurs. According to Hennink et al., "qualitative research is an approach that allows you to examine people's experiences in detail, by using a specific set of research methods such as in-depth interviews, focus group discussions, observation, content analysis, visual methods, and life histories or biographies".

This research with the community service program undertaken is to provide awareness of the importance of branding/brands for MSMEs and also to assist in making branding through social media as the identity of MSMEs. This activity was carried out in partnership with the Wonogirich MSMEs/UMKM in the Wonogiri Regency, at Central Java. Specific problems faced by community service partners, namely the Wonogirich, Kopiwonogiri, Widjikopi, Raja Rasa Karangtengah, and Kopi Ndorok, are to provide awareness of the importance of branding/brands for MSMEs, to the assistance of branding through social media as the identity of MSMEs in their associations, as well as socialization activities on the importance and procedures protection of Intellectual Property Rights in Trade Marks of MSME products.

Figure 1.  
Socialization Activities of Intellectual Property Rights



Referring to the above activity items, the problems of the Wonogirich MSMEs/UMKM as a service partner carried out by the Universitas Pembangunan Nasional "Veteran" Yogyakarta include the following:

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1. To strengthen the Wonogirich MSMEs/UMKM, one of the important strategies implemented is to provide awareness of the importance of branding/brands for MSMEs and also to assist in making branding through social media as the identity of MSMEs. Branding strategies need to be carried out to be able to build the image and identity of the products produced by MSMEs can influence consumers to have a positive perception of the product, character, ability, appearance, and offer being promoted. Moreover, to enter the era of free trade on a national, regional, and global scale that cannot be separated from the support and influence of the branding carried out.
2. So far, branding has become one of the things that are considered trivial for some business people, none other than MSMEs. Whereas UMKM actors must have an awareness that packaging or identity/branding through social media that is made and used must be able to be uniquely involved and attractive so that it becomes a reliable promotional media. The interesting branding through MSME social media is the main attraction for the product being sold. Generally, consumers on the market want to buy an item after seeing a unique and attractive product packaging. So the packaging design is very important for MSMEs.
3. Another problem is that there is not enough knowledge about the importance of having a clear and unique strategy and approach for an identity to be poured out for MSMEs through social media. One thing to do is to approach social media. Two facts must be kept in mind when talking about social media and SMEs. First, SMEs will always want to add connections to social media. Second, SME owners have limited time and money for social media. Fortunately, social media does not mean that SMEs must appear on all social media platforms. SMEs can choose one or two of the most relevant and effective social media to reach out and focus on consumers. It should be remembered that neglecting the existence of social media will have a negative impact on the development of MSMEs.
4. The most important final problem for MSME practitioners is that there is no awareness of the importance of legal protection regarding intellectual property rights regarding trademarks, copyrights, and industrial designs. So it is feared that the products will be plagiarized by others or prosecuted because there are products that have the same trademark.

#### **IV. FINDING AND DISCUSSION**

For the form and realization of the above method, the work procedure is as follows:

1. Making Branding Re-Design through social media and other digital media MSME products.
2. Making a Branding Design Handbook through morning media on MSME actors.
3. Registration of Copyright Guidebooks.

Through branding design, the outcomes resulting from PBM activities are as follows:

- a. Improving the quality of social media branding designs
  - b. Improved marketing strategy
  - c. Branding Design Handbook for SMEs
  - d. Proceedings and Journals
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e. Copyright of Intellectual Property Rights

Figure 2.  
Branding Strategy by the Social Media



Figure 3.  
Proof of Trademark Registration for 5 Wonogiri Coffee products



This output was generated through socialization activities and the provision of material on Brief Information on Intellectual Property Rights in the Trademark, Industrial Design and Copyright categories see Figure 1 and Figure 3. And through training on the design of

branding concepts through social media and training on online marketing. The first thing they do is introduce them to an online marketing strategy through Instagram. One example of marketing via Instagram can be seen in Figure 2.

## **V. CONCLUSION AND FURTHER RESEARCH**

The conclusion of this community service activity is trying to help partners with Wonogirich MSMEs/UMKM (namely the Wonogirich, Kopiwonogiri, Widjikopi, Raja Rasa Karangtengah, and Kopi Ndorok) to be able to make branding through social media products of MSMEs, and understand the Intellectual Property Rights registration procedures are:

1. Some SMEs' responses related to branding appear, this is caused by, 1) because they do not understand the knowledge of branding; 2) do not have a positive entrepreneurial character 3) have never received assistance.
2. Referring to these conditions, the Universitas Pembangunan Nasional "Veteran" Yogyakarta, with the Community Service Program needs to hold technical guidance on branding strategies for MSMEs in Wonogiri Regency, at Central Java to provide understanding for MSMEs about the benefits of branding for business development, which in the end is able to compare products well. The function of branding as a means to embed the image and image of the product and its business in a positive way in the minds of consumers must be truly understood by the SMEs because product branding is one of the important points so that MSME products will always be remembered by the public or consumers in the time period long.
3. Linkages with Intellectual Property Rights, a choice that must be made by SMEs in Wonogiri Regency, at Central Java if they want to survive in trade competition. The obstacles that arise in trademark registration occur mainly because of the misunderstanding of MSME actors in understanding the brand. Therefore, MSMEs need government support to be able to develop brands. This support can be in the form of providing brand development training as well as ease in obtaining brand protection.

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