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Implementation Visual Design on Social Media Instagram and Trademark Intellectual Property Protection at MSMEs of Coffee Arjuno Malang

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Abstract:

Coffee is a plant that lives fertile in the tropical-sub-tropical region. Geographically Toyomarto Village is located in Singosari District of Malang Regency, precisely on the slopes of Mount Arjuno. Coffee cultivation has the potential to increase and develop if it can be utilized properly while maintaining quality, but with the addition of the quantity of trained human resources. So, the wonosantri association formed the initiation of farmers and MSMEs of Arjuno Malang coffee products to convey knowledge and a container of interaction between actors and related stakeholders. The purpose in this study is to find out how the implementation visual design on social media instagram and trademark intellectual property protection at MSMEs of coffee arjuno malang. This research method uses qualitative with in-depth interviews with the industry players of the MSME Coffee of Arjuno Malang. The results to be achieved from this community research increase awareness of MSME members in the Wonosantri association on the importance of branding on the management of promotional designs on Instagram social media in improving marketing strategies, as well as the importance of protecting trademark intellectual property to be protected from abuse by others.

Keywords: Visual Design, social media, Intellectual Property,

I. INTRODUCTION

The Covid-19 pandemic caused the development of MSMEs in Indonesia to experience a slowdown in business growth, it happened because there are still many MSME businesses who are not aware and know how to promote through social media today. Many MSMEs have not created social media. Therefore, digital transformation becomes a need to develop business especially during a pandemic. In some cases, despite having social media, they have not been able to operate it optimally. So, it can be concluded that many business have not realized the potential of social media for branding strategies.

One of the businesses that need to get more attention for improving social media management today is MSMEs engaged in the coffee sector. Although currently commercial coffee commodities in Indonesia are still dominated by famous coffees with brands that have reached national and even international. However, there are still many other areas in Indonesia that have brands with a still local scale even still new immigrants, one of which is found in Malang Regency, East Java. For the past five years, Malang Regency has encouraged farmers to develop coffee crops. However, even Malang Regency has become a national coffee development cluster in 2020 so it needs to be supported by synergy between stakeholders so that the program can run well, namely the development of coffee from upstream from upstream to downstream.

Among the clusters there are Arjuno coffee products, the geographical location of Arjuno coffee products is in Toyomarto Village, Singosari Subdistrict, Malang Regency, precisely on the slopes of Mount Arjuno. Arjuno coffee is a coffee with arabica type cultivated at 1100-1400 meters above sea level. It has a unique taste in the coffee connoisseur, so it has a higher potential to penetrate the export market. This is of course with the increase in the amount of production and the development of existing human resources and requires a good business partnership so that the potential of Arjuno coffee cultivation can be marketed more widely.

Currently, there is a gathering of Wonosantri as one of the containers for residents and santri in Toyomarto Village of Singosari District of Malang Regency and surrounding areas that have a concentration in the field of coffee plantation cultivation and processing. The meaning wonosantri is derived from two words, namely Wono which means forest and Santri which means people who learn religion. This association is a forum for students who here are still always learning about religious science and applying it in daily activities and helping citizens in utilizing the breadth of agricultural land and coffee plantations in the slopes of Mount Arjuno to increase farmers' incomes through the development of small, medium-sized businesses and hope to become a large industry with the help of construction. Wonosantri Society was established on 18 June 2014 and is legally in accordance with the Decree of the Ministry of Law and Human Rights in 2020 based on community empowerment and education on nature conservation, especially forest areas. At the beginning of 2021, our members have reached more than 100 people.

The challenge faced by the Wonosantri association is to build brand awareness of its processed coffee products as the main basis for introducing the brand or its brand, Namely Arjuno Coffee. Please note that using social media in the current era can make it easier to compete between consumers in choosing products amid the many products of choice and quality that exist and can deliver business actors. With the presence of social media branding, it is necessary to consider the structuring and visual management side to introduce a product quickly and attractively.



Fig 1: Documentation of Arjuno Coffee in Mass Media

Another reality that is happening right now is the issue of branding Arjuno Coffee itself. Kendala faced include branding or promotional media and the protection of Trademark Intellectual Property Rights. Therefore, every coffee business needs to have a clear and unique strategy and approach for an identity to be expressed in a branding through social media or other digital media. Why identity or brand identity or branding design through social media helps many coffee businesses. One of them is to help business look professional and increase consumer confidence in the products and services offered. A strong brand identity is very important because the character of Indonesian people is easier to remember images than writing. There is a saying that "images speak the equivalent of thousands of words". Branding through social media is usually in the form of symbols or emblems. Therefore, it is easily identified comfortably rather than a stack of pages of words contained in the company profile.

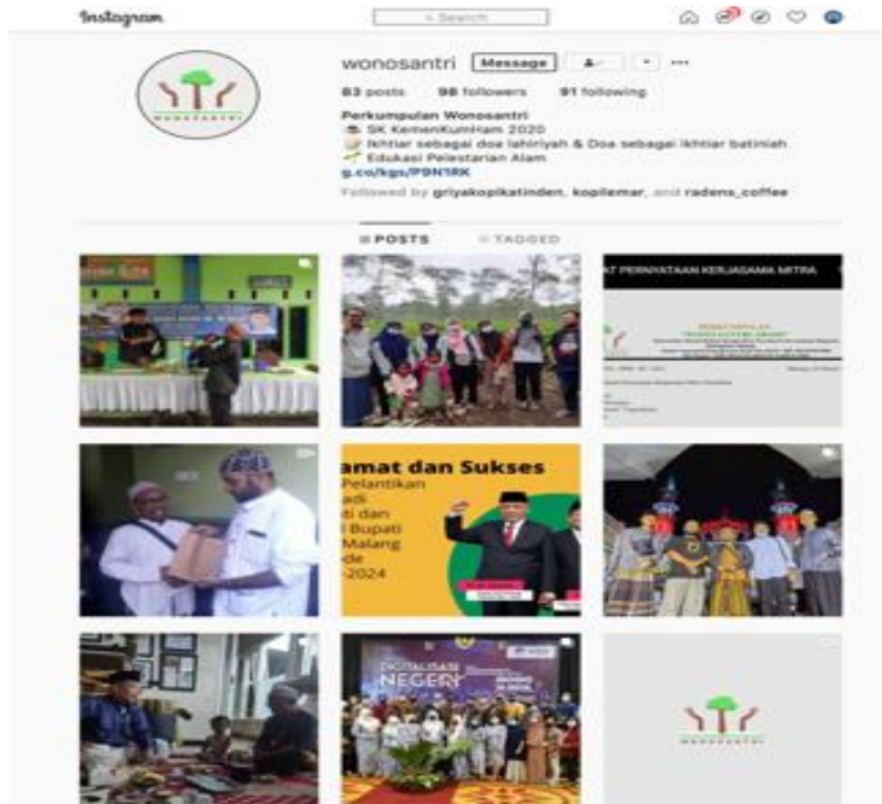


Fig 2: Documentation of Social Media Accounts of Wonosantri Coffee Arjuno Malang Association

In addition, the graphic design side of branding through social media can increase awareness of the products or services offered, especially if the company name does not necessarily explain something. The value of the brand or brand can be a profitable added value if the coffee businessman decides to be transferred to the heir or another. This is what finally resuscitated Community Wonosantri as one of the activists and coffee lovers in Malang Regency to develop the potential of coffee commodities in the area.

Departing from the background above, the Research Program for Internal Communities of Yogyakarta National Development University 'Veteran' and the Wonosantri Association to start improving the marketing approach of branding strategy. The association consists of alir, Emak Bodean, Katinden, Edukopi and Wonosantri. Through the research activity plan conducted by the National Development University 'Veteran' Yogyakarta, one of the efforts that will be done is to provide awareness of the importance of branding for business and assistance in branding through social media as their business identity. In addition, it will also help facilitate the registration of Intellectual Property Rights on the Trademark of its products. For this reason, this activity will be carried out in partnership with the Wonosantri Association. A special problem faced by research partners, namely the Wonosantri Association is to provide awareness of the importance of branding or brand for coffee business actors, to the stage of mentoring the creation of branding through social

media as an identity to the coffee business in its association and socialization of the importance and procedures of protection of Intellectual Wealth Rights in Trademarks.

The special problem faced by research partners, namely the Wonosantri Association is 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 of protection of Intellectual Property Rights (IPR) in trademarks of MSME products.

II. MATERIALS AND METHODOLOGY

The community seeks to help partners, namely the Wonosantri Association to be able to create branding through social media business products, and understand the procedures for IPR certification, the activities that will be carried out to answer partner problems are:

1. Socialization and provision of material on the importance of managing visual design on social media content for the Malang Wonosantri Association.
2. Socialization and provision of material regarding The View of Intellectual Property Rights in the categories of Trademarks, Industrial Design and Copyright.
3. Visual design management training on social media content

III. DATA ANALYSIS AND INTERPRETATION

Referring to the background points and problems faced by the above partners, the discussion of research activities conducted by the National Development University 'Veteran' Yogyakarta includes the following including strengthening the Wonosantri Association. One of the important strategies implemented is to provide socialization awareness of the importance of managing visual design on social media content for MSMEs and mentoring branding through social media as the identity of MSMEs. Furthermore, branding strategies need to be done to build the image and identity of products produced by MSMEs to influence consumers to have a positive perception of the product, character, ability, appearance, and offer promoted. Moreover, to enter the era of free trade both national, regional, and global scale cannot be separated from the support and influence of branding carried out.

During this time, branding became considered trivial for some business, none other than by MSMEs. Whereas MSME actors must be aware that packaging or identity or branding through social media made and used must be able to engage uniquely and attract their appearance so that it becomes a reliable promotional medium. Because branding through social media MSMEs that attract becomes its own attraction for products sold. Generally, consumers in the market want to buy an item after seeing a unique and attractive product packaging. So, the design of packaging is very important for MSMEs.

Another problem that exists is that there is not much knowledge of the importance of having a clear and unique strategy and approach for an identity to be poured for MSMEs through social media. One thing to do is with a social media approach. There are two facts to keep in mind when talking about social media and SMEs. First, SMEs will always want to add connections on social media. Second, SME owners have limited time and money for social media. Fortunately, social media is good does not mean MSMEs have to appear on all social media platforms. MSMEs can choose one or two of the most relevant and effective social media to reach and focus on consumers. Keep in mind that ignoring the existence of social media will have a less good impact on the development of MSMEs.

The most important final issue for MSMEs is that there is no awareness about the importance protection of Intellectual Property Rights regarding Trademarks, Copyrights and Industrial Design. So, it is feared that the product is plagiarized by others or legally prosecuted because there are products with the same trademark.

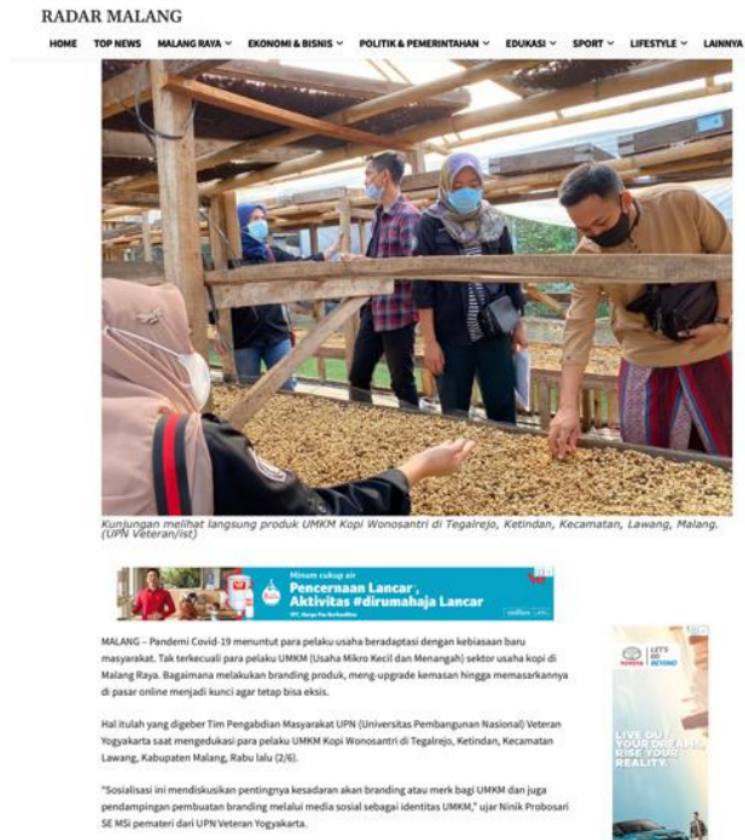


Fig 3 : Publication of Public Research Team on Mass Media Radar Malang

Research activities in this community are trying to help partners, namely the Wonosantri Association to be able to create branding through social media of coffee processed products, and understand the procedures for IPR registration, the activities that will be carried out to answer partner problems are:

1. Socialization and provision of materials on the importance of managing visual design on social media content for the Arjuno Malang Coffee MSME Association.
2. Socialization and provision of material regarding The View of Intellectual Property Rights in the categories of Trademarks, Industrial Design and Copyright.
3. Training and mentoring visual design on social media content
4. IPR and Trademark registration assistance.

For the form and realization above, the procedure of its activities is carried out. The creation of Visual Design Branding Content through social media and Instagram media at MSME Wonosantri association includes the following:

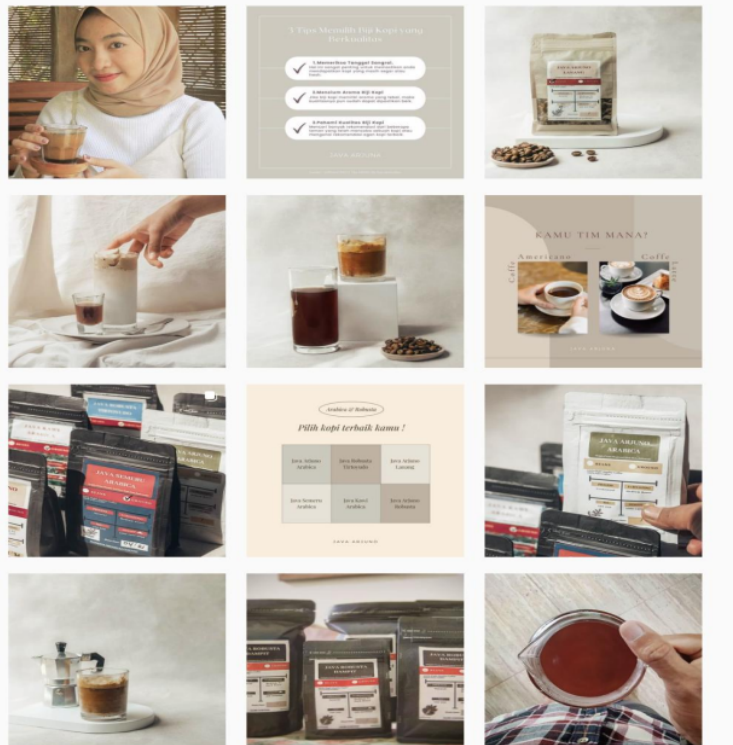
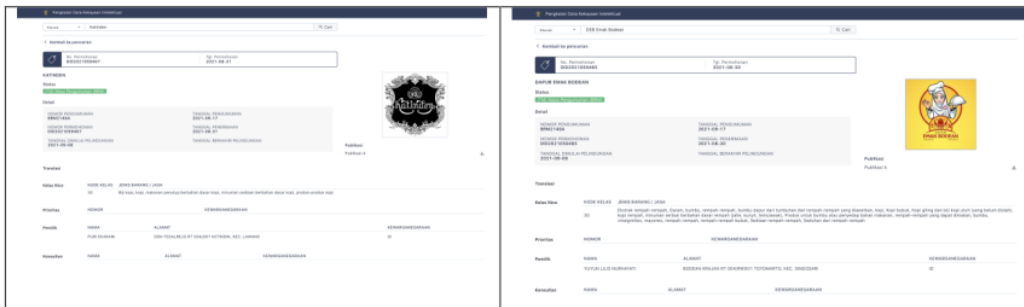


Fig 4: Visual Design of social media Instagram

Table 1. Name and Proof of Trademark Registration

Name and Proof of Trademark Registration	
1. Wonosantri	2. Flow
<p>The screenshot shows the registration details for the trademark 'WONOSANTRI'. It includes the registration number 2021-09-01, the applicant 'WONOSANTRI', and the trademark image which is a stylized tree logo. The status is listed as 'MUDA' (Young).</p>	<p>The screenshot shows the registration details for the trademark 'Flow'. It includes the registration number 2021-09-01, the applicant 'Flow', and the trademark image which is a stylized letter 'A' logo. The status is listed as 'MUDA' (Young).</p>
3. Katinden	4. Mother Bodean



5. Edu Coffee



Through the design of visual design as branding on instagram social media, the externality generated from PbM activities is as follows:

- Improved quality of social media visual design
- Improved marketing strategy
- Branding Design Guidebook for SMEs
- Proceedings and Journals
- Copyright

IV. CONCLUSION

There are still many MSMEs, especially those who are engaged in coffee companies that have not done branding to the maximum, even though branding is a way to survive among competitors. Community research activities by The National Development University 'Veteran' Yogyakarta can help MSMEs in various aspects, including redesigning visual content as part of branding. Branding involves several sciences including marketing science, economics, communication, and visual communication design. The cooperation of abdimas teams from various fields of study programs related to the development of MSMEs can certainly make a great contribution to them to potentially improve the economy. It is recommended that coffee MSMEs, especially the Wonosantri Association

in Kab Malang, continue to always innovate and optimize marketing activities carried out to increase productivity to be able to compete with similar industries.

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