
**STRENGTHENING THE "MAMPESENDONG" FOOD PROCESSED MSME
BUSINESS IN MALANG CITY THROUGH BUSINESS MANAGEMENT
ASSISTANCE**

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Abstract

National economic stability can be maintained through the existence of Micro, Small, and Medium Enterprises (MSMEs) which have a central role in expanding employment and improving people's welfare. The purpose of this service activity is to strengthen the business capacity of "Mampesendong" Processed Food MSMEs with a focus on improving managerial skills and business assistance. This assistance is intended to create sustainable and highly competitive operations. These efforts are carried out in a planned and sustainable manner with the goal of increasing productivity, creating new entrepreneurs, and improving community welfare. The implementation process includes problem identification, needs analysis, program implementation, mentoring, and evaluation. Through this approach, the service team developed four main programs, namely: (1) digital financial statement management training, (2) strengthening attractiveness through graphic design, (3) developing online and offline marketing strategies, and (4) product innovation to increase competitiveness.

Keywords: MSMEs, Business Management, Development Strategies, Social Media

INTRODUCTION

MSMEs play an important role as a potential sector and maintain economic stability, in general small and medium enterprises are very involved in increasing employment and community welfare (Fatwitawati, 2018). Even though they are in different contexts, MSMEs have a wider scope when viewed from various angles and definitions. For economic actors, MSMEs are business entities or business entities run by individuals, households, and small and medium enterprises (Nagaraj & Vaibhav, 2020). The role of MSMEs is important for the Indonesian economy. From 2023 to December 31, 2024, there will be 65 million Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, based on data from the Ministry of Cooperatives and SMEs. With the number of business units reaching 65 million, it can absorb 123.3 thousand workers (Ministry of Finance, 2023). This shows that MSMEs have a significant influence and contribution to reducing the unemployment rate in Indonesia. The large number of workers involved in MSMEs is expected to help reduce the unemployment rate in the country. Therefore, MSMEs must be managed according to the strategy to continue operating. To achieve these goals, MSMEs must be developed in a planned and sustainable manner with the aim of increasing productivity, creating new entrepreneurs, and improving community welfare. Nowadays, significant developments in information technology have made it possible to present information quickly and easily. This provides an encouragement for economic actors to take advantage of technological developments to advance their businesses considering the importance of MSMEs to the stability of the Indonesian economy (Karimah & Nawawi, 2022).

Today, social media has undergone a transformation from an ordinary communication tool to a set Tools marketing communication. The use of social networking sites has been shown to increase sales (Mujayana & Santoso, 2022). In addition, the use of social networking sites is able to increase Brand Awareness (Puspitarini & Nuraeni, 2019). There are 5 (five) significant benefits for businesses when utilizing Digital Marketing, Among others: access can be done by small and large companies, there are no practical limitations on advertising space compared to print or broadcast media, accessing and retrieving information much faster, besides that social media can be accessed by anyone, anytime, anywhere so that it is possible to shop faster (Saad and Alshehri, 2021). According to Chatterjee & Kumar Kar, (2020) and Affandi et al., (2020), social media is a part of digital marketing that significantly affects the sales of small and medium-sized businesses. In line with this, it is important for MSMEs processed food "mampesendong" to use social media in product marketing media so that there is a need to optimize the social media used.

In addition to the marketing aspect, the obstacle that MSMEs often face is low financial literacy. The OJK survey (2016) shows that only 29.66% of Indonesians have good financial literacy skills. This limitation also has an impact on MSME actors' access to formal financial services (Bongomin et al., 2017). On the other hand, the improvement of business performance is also influenced by the ability to innovate products (Hanifawati & Listyaningrum, 2021). Innovative and attractively packaged products can increase selling value and strengthen brand image (Elwisam & Lestari, 2019). In the context of high competition for MSMEs in Malang City (BPS, 2023), the ability to innovate is the main strategy so that businesses can survive and develop. One of the activities in providing knowledge to MSME actors about financial management is training in making financial reports using Google Sheets. The use of Google Sheets can be used as a medium in making

financial reports that are able to provide convenience to MSME actors in compiling financial reports in a sustainable manner. In addition, improving business performance can also be done through various strategies, including product innovation (Hanifawati & Listyaningrum, 2021). In addition to mastering marketing skills, product innovation skills also play an important role in increasing the competitiveness of the food industry.

Based on research from Elwisam & Lestari (2019) shows that creative product innovation, market orientation, and marketing strategies have a positive effect on marketing performance. Good products must be packaged with attractive packaging, because packaging is a silent salesman, where almost all of its attributes affect every stage of consumer purchase decisions (Hanifawati et al., 2017). MSMEs must also be innovative in the products produced, so that the products are not inferior to more innovative competitor products and can have an impact on added value and use value on products which can ultimately improve marketing performance (Harini et al., 2022). Based on the results of the 2021 Annual IMK (Micro and Small Industry) Survey, the number of IMK businesses/companies in Malang City that operate/produce commercially is recorded at 11,994 businesses/companies. With this figure, Malang City is the city with the number of IMK businesses/companies ranked 26th in East Java Province in 2021 (BPS, 2023). This has an impact on the increasingly fierce competition of MSMEs, so business strengthening strategies based on financial management, marketing management, and product innovation are very important for sustainable business sustainability.

Based on the results of observations, one of the MSMEs that has great potential but does not have structured business management is the "Mampesendong" Processed Food MSMEs which are engaged in the food industry, especially Cwimie, Rice Sambal Hija, Rice Sambal Laos, and Yellow Rice. Processed Food MSMEs "Mampesendong" do not fully understand the importance of marketing both offline and online. In addition, the lack of knowledge about financial recording is also an obstacle for MSMEs, because they do not know for sure about business profits. Processed food MSMEs "Mampesendong" also need to improve their entrepreneurial orientation and competitive advantage, so it is important to consider the importance of product innovation. Based on this, it is very appropriate if the service team from the students of the State University of Malang through the Managerial Insight Development Program on MSMEs in the Master of Management study program of the Faculty of Economics and Business carries out service activities. The development and empowerment of the home industry in Malang City in the "Mampesendong" Food Processed MSMEs aims to increase the knowledge and skills as well as the motivation of "Mampesendong" Processed Food MSMEs to develop their business.

RESEARCH METHOD

The target of this service activity is the "mampesendong" Processed Food MSMEs which is carried out from the beginning of September 2025 to the end of November 2025 which is located at Jl. Mayjen Panjaitan XV/44B, Klojen, Malang. Processed Food MSMEs "mampesendong" is a business engaged in the food industry. mampesendong is an MSME managed by Messadia as the *owner* and maker of processed food assisted by 2 (two) employees. Messadia is a graduate of S1 Industrial Engineering at the University of Brawijaya Malang, *although it is not in line with the major taken by Messadia as an MSME owner* has good potential abilities in innovating to produce various types of processed foods.

The superior products of mampesandong that are produced and sold every day are sweet spicy Cwimie, salty spicy Cwimie, Original Cwimie, Green chili chicken rice, Yellow rice. In addition, mampesandong can also accept orders for frozen Cwimie, rice box social gathering, and rice box tasyakuran. The method used in this service is to conduct socialization, mentoring, and evaluation of "mampesandong" Processed Food MSMEs. The stages in the implementation of MSME assistance are presented in the following figure 1:



Figure 1.
Stages of Implementation of MSME Assistance

Based on the picture above, it can be known related to the stages or steps in service In MSMEs Processed food "mampesandong" in order to solve existing problems, so that several activities are carried out as follows:

1) Early Identification

The initial identification of this service activity is: (a) conducting observations to find out the problems faced by MSMEs by visiting the MSME location directly and conducting interviews with MSME owners, and (b) identifying what problems are faced by MSMEs.

2) Analysis

At the analysis stage, the service team seeks to formulate solutions to solve the problems faced, so that the activities carried out are: (a) analyzing and compiling solutions needed by MSMEs for problems, and (b) planning and compiling a *timeline* of activities that will be carried out during the mentoring process.

3) Implementation

At the implementation stage, socialization activities related to good business management were carried out, the activities carried out included: (a) holding socialization related to the importance of financial management management so that an introduction to the format of financial statements, namely simple income statements using Microsoft Excel, (b) holding socialization regarding the introduction of marketing

agendas by helping to solve problems in the field of offline promotion and *online*, and (c) hold socialization about the importance of product innovation.

4) Mentoring

At the mentoring stage, the service team directly assists MSME business actors to realize programs that have been designed in advance for problem solving, including: (a) practice of operating a financial statement management system, (b) practice of making graphic designs (banners, menu lists, and *product packaging repackaging*), (c) practice of implementing online marketing management managementnamely social media management and also trying to promote *offline* by improving *the store atmosphere* of outlets, and (d) practicing new product innovation.

5) Evaluation

At the evaluation stage, the service team observes and supervises changes in MSME performance in terms of financial management, marketing, and post-mentoring product innovation.

RESULTS AND DISCUSSION

The empowerment activities of MSMEs in Klojen District, Malang City carried out by the service team in assisting business actors strive so that they are able to maintain their business in market uncertainty through good business management. Based on the results of the initial identification to find out the problems faced by "Mampesendong" processed food MSMEs, the service team made 4 programs in the management of the "Mampesendong" food processed MSME business management activities, including, (1) Practice of operating the financial statement management system; (2) Creation of graphic design to increase salesability; (3) Offline and *online marketing development*; and (4) Product innovation development.

Practice of Financial Statement Management System

Recording financial statements is not only important for large-scale companies, but also for small and medium-sized businesses. Through good financial records, business actors can know the actual financial condition and make more appropriate business decisions (Achmad et al., 2020). Research by Seman et al. (2019) shows that most microenterprises in Johor have carried out simple accounting cycles, from recording daily transactions to preparing financial statements.

The condition of Mampesendong Processed Food MSMEs shows that financial recording is still done manually and does not have a structured system. Business owners only record income, without managing spending data regularly. This happens due to the limited understanding of financial literacy and the lack of use of digital applications.



Figure 2.

Halal Certification Assistance

The steps taken in assisting the practice of the financial statement management system of MSMEs processed food begin from socializing the importance of recording MSME expenses and income which is carried out digitally to minimize *human error* and continue to the process of implementing financial records by MSMEs themselves with direct assistance by the service team. Through mentoring activities, the team provided digital recording training using Google Sheets as a solution. This app was chosen because it is free, easy to access, and allows for online collaborative work. In addition, this cloud-based system makes it easier for business owners to monitor financial flows from various devices (Novita et al., 2023). With an income statement format tailored to the needs of MSMEs, Mampesendong can now manage its financial data regularly and more efficiently, as well as minimize recording errors (Alfiah et al., 2023). This improvement in financial management skills is expected to strengthen business stability and become the basis for more accurate financial decision-making (Aladejebi & Oladimeji, 2019; Reni, 2018).

PEMBUKUAN KEUANGAN UMKM MAMPESENDONG							
ARUS KAS PEMASUKAN HARIAN DAN BULANAN 2025							
TOTAL INCOME OKTOBER 2025							
11,419,000.00							
TANGGAL	KATEGORI	PRODUCT / SERVICE	JUMLAH	HARGA	HARE PROFIT (10%)	NET INCOME	CATATAN
01 Oktober 2025	E-Kantin	Mie Ymien	20.00	10,000.00	1,000.00	180,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
	Online Wa	Frozen Yamien	45.00	13000	0	585000.00	Shedy bogor
02 Oktober 2025	E-Kantin	Mie Yamien	17.00	10,000.00	1,000.00	153,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
03 Oktober 2025	E-Kantin	Mie Yamien	14.00	10,000.00	1,000.00	126,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	16.00	10,000.00	1,000.00	144,000.00	
04 Oktober 2025	E-Kantin	Mie Yamien	25.00	10,000.00	1,000.00	225,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
06 Oktober 2025	Online (G)	Mie Yamin	30.00	13,000.00	-	390,000.00	P.Budi
07 Oktober 2025	E-Kantin	Mie Yamien	18.00	10,000.00	1,000.00	162,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
08 Oktober 2025	E-Kantin	Mie Yamien	19.00	10,000.00	1,000.00	171,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
09 Oktober 2025	E-Kantin	Mie Yamien	20.00	10,000.00	1,000.00	180,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	18.00	10,000.00	1,000.00	162,000.00	
10 Agustus 2025	Online WA	Mie Yamien	25.00	15,000.00	-	375,000.00	Ibu Aulia GS
	Online IG	Mie Yamien	45.00	13,000.00	-	585,000.00	
11 Oktober 2025	E-Kantin	Mie Yamien	20.00	10,000.00	1,000.00	180,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	16.00	10,000.00	1,000.00	144,000.00	
14 Oktober 2025	E-Kantin	Mie Yamien	18.00	10,000.00	1,000.00	162,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
	Online WA	Mie Yamien Bakso	20.00	15,000.00	-	300,000.00	
15 Oktober 2025	E-Kantin	Mie Yamien	18.00	10,000.00	1,000.00	162,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	15.00	10,000.00	1,000.00	135,000.00	
16 Oktober 2025	E-Kantin	Mie Yamien	17.00	10,000.00	1,000.00	153,000.00	
	E-Kantin	Nasi Ayam Cabe Ijo	25.00	10,000.00	1,000.00	225,000.00	
	Online WA	Mie Yamien Bakso	58.00	15,000.00	-	870,000.00	Bu Anita SD BS

Figure 3.

Bookkeeping Reports Using Google Spreadsheets

Creating Graphic Design to Increase Selling Power

1) Repackaging Food Packaging

Product packaging is an activity carried out to create structure, graphic design, and product information that are designed creatively and attractively so that they are easy to remember by consumers (Foster, 2021). In the mentoring activity, the service team found a problem where MSMEs only use cardboard or mica that are stamped and stickers as packaging for cwimie or rice that they market, thus making the appearance of the product less attractive to consumers. MSME actors are invited to understand that packaging is not just a product wrapper, but must also be able to attract potential buyers to be interested in the products offered (Purbasari & Alit, 2019). *Repackaging* The product aims to eliminate the impression of monotony, this aims to increase the selling price of the product. In addition, by doing *Repackaging* products are a strategy to be able to successfully sell in *Marketplace* (Sabrina Izzah Rheavanya & Kiky Asmara, 2023). In their research, Miyanoshita et al., (2020) explain the relationship between packaging and consumer decision-making so that packaging serves to create emotional value (*emotional value*), functional values (*functional value*), and business continuity (*Firm Performance*).

In the mentoring activities, the service team provides literacy to MSMEs processed food regarding the importance of packaging from the functional aspect (as a protector and container) and the creativity aspect (having a creative form, character that matches the contents of the packaging, and can be distinguished from similar products from competitors). In terms of functionality, packaging must have good quality, can protect the product, and there is information that consumers need for subsequent purchases or orders, namely social media from MSMEs (WhatsApp, Instagram, and outlet addresses). From the aspect of creativity, packaging must also be able to attract the attention of potential buyers so that the product can stand out when juxtaposed with other competitors' products (Lydekaityte & Tambo, 2020). Packaging design is closely related to the value of art so that consumers are interested in buying products and packaging design is also the main reason before someone decides to buy the item (Suari & Telagawathi, 2019). Based on the mentoring activity, the service team carried out a design *Repackaging* which can be seen in figure 4 where the new packaging design highlights two important aspects, namely the functional aspect and the creativity aspect to increase consumer interest in buying products from MSMEs processed food so that by doing *Repackaging* also make the processed food produced suitable for market *Online at Marketplace*.



Figure 4.
Re-design Packaging

2) Menu List Design

In the mentoring activities, the service team also contributed to *the redesign* or redesign of the menu list where previously MSMEs already had a menu list, but it was less interesting and less informative. Mampesendong MSMEs currently have documentation of all products sold, but they are only placed in the mobile phone gallery, so this will make consumers not know the original visual form of the product and doubt the level of professionalism of mampesendong MSMEs. The activity of redesigning the menu list is also in a strategic framework to improve product quality by highlighting the aesthetics and quality perceived by consumers (Astuti & Matondang, 2020).

Visual display is an attraction for consumers to be interested in making purchases of products. In addition to being an attraction, the visual display is also a clue that provides information on the product (Setiawan et al., 2019). The marketing promotion strategy for MSME products processed food is carried out online and *offline*. Marketing is carried out online through social media and market place, while *offline* marketing is targeted at the local area (people of Malang city) and customers who come directly to the location to place orders. Assistance in redesigning menu lists is carried out in 2 (two) steps, namely taking product photos and then designing menu lists. The target of this mentoring activity is the existence of photo products from MSMEs to improve the ability and knowledge of business managers related to visual communication and product photos for promotional and marketing purposes. Photos from products are included in the *commercial category* because photos of food products will be used for promotional purposes in the form of menu books, promotions on social media, and used in *marketplaces* such as Grab Food and Go Food (Sari & Irena, 2022). The catalog that has been created contains product photos, product prices, and product categories. The appropriate use of colors, easy-to-read typography, and a neat layout will make the catalog look more attractive and professional. Good design will increase a positive impression of products and MSMEs as a whole (Santoso & Ardiyansyah, 2023). With the existence of a product catalog in the form of a menu list as can be seen in figure 5, MSME owners will find it easier to communicate with customers when showing the products they are buying and selling and customers will also be easier and more free when choosing the products they want to buy



Figure 5.
List of Menus

3) Banner Design

Designing banner *designs* is one way to form the identity of Mampesendong MSMEs. *Banners* are one of the important parts because they can help potential consumers find out information related to these MSMEs (Nurfaozi et al., 2023). As a form of print media, *banners* are used to attract the attention of potential consumers, convey product information and increase *brand awareness* (Santoso & Ardiyansyah, 2023). From the results of observations in the field, the service team analyzed that MSMEs processed food mampesendong have not optimally managed online sales, MSMEs processed food mampesendong currently have a larger percentage of target consumers, namely the community around MSMEs who directly come to the location to place orders. MSMEs mampesendong have good market potential because in a strategic area in the city of Malang, on Jl Mayjen Panjaitan, Klojen, has a location or position near the education area, this makes MSMEs processed food mampesendong a destination for consumers around *outlets* to buy cwimie or processed rice and other products for certain events, such as recitations, social gatherings, thanksgiving, Friday blessings and other events.

The service team provides insight to MSME owners in processed food that the installation of *business product banners* has a very important role. *Banners* can be used as an effective and practical promotional medium so that they can achieve sales targets (Resti & Ilmiyah, 2023). The purpose of making *banners* is to inform the products traded, introduce MSMEs to the surrounding community, attract attention from potential consumers, and provide *contact person* information to facilitate orders. It can be known that the old *banner* design shows that the MSMEs sell groceries, but currently MSME owners only focus on selling cwimie and processed rice, so a banner redesign is needed so that consumers do not read the wrong information. By designing attractive and informative banners, it can increase the visibility of MSME products and increase interest and sales (Silamat et al., 2023).

Marketing Development

Digital marketing strategies are one of the important approaches in developing small and medium businesses in the modern era. Through social media-based marketing, MSMEs can expand their market reach and increase sales at a relatively low cost (Selvanayagam & Rehman, 2019). At the mentoring stage, the team provided training on the use of social media, especially Instagram, as the main promotional channel. The selection of this platform is based on its effectiveness in reaching a wide audience as well as the ease of displaying the product's visual content. The team provides guidance on creating attractive, consistent, and informative promotional content. The approach used includes three types of content, namely: interactive (inviting the audience to participate), educational (providing useful information or tips), and customer testimonials (displaying positive reviews from consumers). This strategy has been proven to increase engagement and strengthen brand image. Initially, MSMEs were given instructions on online marketing techniques such as using social media (such as Instagram and TikTok), Google SEO, websites, and e-commerce applications (such as Gofood, GrabFood, and ShopeeFood). Social media serves as a liaison between small and medium enterprises (MSMEs) and potential customers, social media marketing is very important (Rana et al., 2019). The service team educates about feed management on Instagram and also provides better promotional information. Content uploading activities are carried out in a patterned, organized, and consistent manner in an effort to support marketing by presenting 3 (three) types of content to increase customer engagement, namely: interactive content (provoking the audience to interact in the comment or chat column), educational content (providing something useful and can be learned directly by the audience on social media), and social proof content (containing testimonials or product reviews by consumers who have buy a product).

In addition, business actors are also given guidance on upload times, posting frequency, and effective communication techniques with customers. Factors such as clear message delivery, mutual interaction, and collaboration with customers are key to successful social media management (Parahiyanti & Prasasti, 2021). Endorsement activities with influential social media users were also introduced as one of the creative promotion strategies (Ramaputra & Afifi, 2021). Through the implementation of this strategy, Mampesendong can optimize its presence on social media, expand the market, and build long-term relationships with customers. As a result, sales levels increased and the image of the business became more professional in the eyes of consumers. According to Parahiyanti & Prasasti (2021), running social media must consider several important factors: effective delivery; conveying messages to the general public (context); listen; respond well to messages (communication); working with givers and recipients (collaboration); and maintaining relationships with customers (connections). In addition, MSMEs can use endorsements as a social media promotion strategy.

Regarding digital promotion through social media, *endorsement* activities can be carried out with various creative strategies by utilizing social media account owners who have many *followers* (Ramaputra & Afifi, 2021). In relation to MSMEs engaged in the culinary sector, Rayinda & Irwansyah (2019) in their research showed that the uploading of food photos regarding *food reviews* on social media platforms by *foodies* who are active on social media affects popular food trends among the public. This is a form of *user-generated content* that shows the influence of communication technology. Based on the assistance that

provides education related to good social media management as explained above, the service team presents a *content planner* to help MSMEs get ahead as presented in figure 7 below

Content Planner (platform: Instagram)							month	November
SUN	MON	TUE	WED	THU	FRI	SAT		
Upload Highlight instagram untuk daftar menu	Feed: Produk risol yang dijual 3 (mayo, ragout, coklat-keju)	Edit Konten	THIS OR THAT? Mana yang paling kamu sukai? Risol Mayo vs Risol Ragout vs Risol coklat-keju	Edit Konten	What's inside risol mayo?	Quote: Kamu tidak bisa membeli kebahagiaan, tapi kamu bisa beli risoles mayo lumer yang bisa bikin bahagia		
Feed dan Story Our new product (Frozen Risoles)	Edit Konten	5 Alasan risol karisma bikin nagih!	Edit Konten	Quiz: Kamu tim mana? Matang vs Frozen	Edit Konten	Feed dan Story Konten social proof (testimoni pelanggan dari Whatsapp)		
Edit Konten	Feed dan Story (Tahukah kalian?) • Kebalkan coklat • Kebalkan mayonais • Kebalkan ayam	Edit Konten	Reels Proses penggorengan risol mayo	Edit Konten	Quote: Suka ngemil camilan asin? Risol mayo dan risol ragout (beserta harganya)	Feed dan Story: We are open everyday 06:00-09:00 15:00-18:00 Jl Klayatan gang 3		
Feed and Story Konten Social proof (testimoni pelanggan dari Whatsapp)	Edit Konten	Quote: Fakta dan sejarah risoles	Quiz dadakan: Lengkapi puzzle untuk potongan puzzle gambar risol	Cooking instruction: Risol Frozen	Edit Konten	Quote: Apapun kegiatannya, risol karisma cemilannya!!		

Figure 6.

Content Planner on the Instagram platform

Development of New Product Innovation

Product innovation is an important indicator in measuring the adaptive ability and competitiveness of MSMEs in the midst of dynamic market changes. Previous research has shown that sustainable innovation can improve business performance, both from financial and non-financial aspects (Umar et al., 2018; Pusung et al., 2023). Therefore, MSME actors need to continue to update products to remain relevant and in demand by consumers (Savitri Noor et al., 2019). As part of the mentoring, the team provides education to Mampesendong MSME owners about the importance of innovation in maintaining business sustainability. This process is continued with practical assistance to develop a new variant of a superior product, namely frozen cwimie. This innovation emerged from the results of field observations that showed that original cwimie products are the menu with the highest demand. Through proper freezing and packaging techniques, these products are processed so that they can last longer without compromising their original taste. Based on the results of the analysis from initial observations related to solutions for MSMEs, it can be seen that the superior product of MSMEs with the highest number of orders from consumers is the original cwimie. Cwimie sold by MSMEs has 3 (three) variants, namely sweet spicy cwimie, salty spicy cwimie, and original cwimie.

In addition to innovation in product forms, mentoring activities also emphasized the importance of informative labeling and packaging. Labels function as a means of communication between producers and consumers, providing information about product identity, presentation methods, and ordering contacts (Andini et al., 2022). The application of attractive, standard-compliant labels not only increases visual appeal, but also strengthens consumer confidence in product quality. All stages of innovation development are carried out by paying attention to the aspect of food grade on packaging and compliance with food product promotion regulations (Domínguez Díaz et al., 2020). The results of the assistance show that this frozen cwimie innovation is able to open up new market opportunities, increase the selling value of products, and expand the marketing reach, both online and offline.

Understanding is given about the importance of making attractive product packaging labels and marketing them on social media to get many new customers. The creation of product labeling can provide more benefits as a marketing strategy and make it easier for consumers to buy the product back by contacting the contact number listed on the product label (Andini et al., 2022). In theory, according to Domínguez Díaz et al., (2020) comprehensive and specific regulations should be applied to health-related claims displayed in food commercial communications (labeling, presentation, advertising, and promotional campaigns). In order to develop new product innovations, the service team assists MSME managers in conducting research to find the right packaging (*food grade*) and making sticker labels on *frozen cwimie* that contain product illustrations, how to present, and include contact persons (Whatsapp, social media, and location)



Figure 7.
Product Innovation

CONCLUSION

The research and development of MSMEs formulates several strategies with the use of technology both in the fields of financial operations, *marketing*, and product innovation. The work program implemented is digital financial management with the use of Google spreadsheets as a tool. Furthermore, in the field of marketing, the program made was the creation of graphic designs to increase salesability and the creation of *content planners* on Instagram social media as a *digital marketing* medium. Then related to product innovation, MSMEs have succeeded in marketing a new product, namely *frozen cwimie* which is *cwimie* in the form of *frozen*. With the results of this research and development, it is expected to be able to support the increase in sales turnover in a sustainable manner and increase the managerial insight of MSME owners and workers in processed food mampesendong.

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