



PENGUATAN BRANDING DAN MANAJEMEN KEUANGAN UNTUK KEMAJUAN TOKO ROTI MARAULENG

**Nurul Azizah Az zakiyyah^{*1}, Firsty Ramadhona Amalia Lubis², Lestari Sukarniati³,
Lusmino Basia⁴, Altis Puspa Gatari⁵, Dwi Apriliana⁶, Maya Nur Cholida⁷,
Indanazulfa Qurrota A'yun⁸**

^{1,2,3,5,6,7,8} Universitas Ahmad Dahlan, Yogyakarta, Indonesia

⁴ Universitas Mahakarya Asia, Yogyakarta, Indonesia

Corresponding Author: Nurul.azzakiyyah@ep.uad.ac.id

Info Article Received : 04 Oktober 2024 Revised : 01 November 2024 Accepted : 03 Desember 2024 Publication : 30 Desember 2024 Keywords: Bakery, Financial, Branding Image Kata Kunci: Toko Roti, Keuangan, Image Branding Licensed Under a Creative Commons Attribution 4.0 International License 	Abstract: <i>This community service program aims to improve the branding and financial management of Toko Roti Marauleng, a micro-business in Yogyakarta. The program was carried out through two training sessions focusing on understanding product branding and structured financial record-keeping. The training included both theoretical and practical components, such as creating branding materials (stickers), managing social media, and using Excel for financial recording. The results demonstrated that Toko Roti Marauleng successfully improved its branding strategies through optimized social media use and more attractive packaging designs. Additionally, structured financial record-keeping was initiated, enabling the business to separate personal and business finances. These changes are expected to enhance the business's competitiveness, operational efficiency, and long-term sustainability.</i> Abstrak: Program pengabdian masyarakat ini bertujuan untuk meningkatkan branding dan pengelolaan keuangan Toko Roti Marauleng, sebuah usaha mikro di Yogyakarta. Kegiatan dilakukan melalui dua sesi pelatihan yang mencakup pemahaman tentang branding produk dan pencatatan keuangan terstruktur. Pelatihan ini melibatkan teori dan praktik, seperti pembuatan materi branding berupa stiker, pengelolaan media sosial, serta pelatihan penggunaan Excel untuk pencatatan keuangan. Hasil kegiatan menunjukkan bahwa Toko Roti Marauleng berhasil meningkatkan strategi branding melalui optimalisasi media sosial dan desain kemasan yang lebih menarik. Selain itu, pencatatan keuangan yang terstruktur mulai diterapkan, sehingga membantu toko dalam memisahkan keuangan pribadi dan usaha. Perubahan ini diharapkan dapat meningkatkan daya saing, efisiensi operasional, dan keberlanjutan usaha di masa mendatang.
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PENDAHULUAN

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing significantly to the Gross Domestic Product (GDP) and absorbing a substantial portion of the workforce. According to the Ministry of Cooperatives and SMEs, MSMEs account for over 60% of Indonesia's GDP and employ approximately 97% of the national workforce in the non-formal sector (Rosita, 2017). Despite their strategic importance, many MSMEs face significant challenges that limit their growth and competitiveness. Key issues include poor business management, limited understanding of branding, and inadequate financial practices, all of which hinder their ability to thrive in increasingly competitive markets, both locally and nationally (Liem et al., 2015 ; Suhartono et al, 2022)

One of the major challenges for MSMEs is branding. Branding plays a crucial role in differentiating a business from its competitors and establishing a strong market presence. Toko Roti Marauleng, a bakery business based in Yogyakarta, exemplifies this issue. Despite being in operation for several years, the business has struggled to build a recognizable and appealing brand image. Without a clear branding strategy, the bakery finds it challenging to attract new customers or retain existing ones. The lack of a distinctive identity also makes it difficult for the bakery to stand out amidst a growing number of competitors offering similar products.

Picture 1.1. Marauleng's Product



The weak branding efforts of Toko Roti Marauleng are evident in several aspects. The bakery has not optimized the use of digital marketing platforms, such as social media, to reach a wider audience. Its product packaging and logo fail to create a lasting impression, further diminishing its competitiveness. In a saturated market where consumer preferences are influenced by visual appeal and storytelling, this lack of effort in branding significantly impacts the bakery's ability to grow its market share. In addition to branding, financial management poses another critical challenge. Toko Roti Marauleng currently operates without a structured financial system. Business finances are often mixed with personal and family finances, leading to confusion and an inability to accurately assess the bakery's financial health (Widyani, 2013). This unstructured approach also prevents the bakery from effectively allocating resources, identifying areas for cost reduction, or evaluating profitability (Kotler dan Keller, 2009).

The lack of proper financial records also has broader implications. Toko Roti Marauleng struggles to access external funding, such as business loans or investments, due to the absence of credible financial statements (Purnomo, 2010). Without access to additional capital, the bakery is unable to invest in essential areas such as equipment upgrades, product innovation, or marketing campaigns. This limits its potential for expansion and reduces its ability to compete effectively in the market (Rahmawati et al, 2019).

Furthermore, the absence of financial separation creates operational inefficiencies. For example, it becomes difficult to determine whether certain expenditures are business-related or personal. (Arifah, 2017). This blurring of boundaries affects the bakery's ability to plan strategically for the future, as there is no clear understanding of its financial position. Over time, these issues can erode the business's stability and sustainability.

The combination of weak branding and poor financial management has created a cycle of stagnation for Toko Roti Marauleng. Without a strong brand, the bakery struggles to attract new customers and retain loyal ones, resulting in inconsistent revenue streams. Meanwhile, the lack of structured financial practices further exacerbates these problems by limiting the bakery's ability to respond to market opportunities or challenges (Khoirudin&Lubis, 2021). Addressing these challenges requires a targeted and integrated approach (Khan, Ijaz, Gillani, 2016). A strong branding strategy could help Toko Roti Marauleng establish a unique identity, build trust among customers, and increase its market visibility. Branding efforts could

include optimizing social media platforms, improving product packaging, and crafting a compelling brand narrative that resonates with consumers. These measures would enhance the bakery's ability to attract and retain a loyal customer base (Meutianingrum & Neni, 2021).

In terms of financial management, adopting digital financial tools could provide the bakery with a structured system for recording and analyzing financial data. Tools such as accounting software or simple financial applications can help separate business and personal finances, generate accurate financial reports, and provide insights into business performance (suhartono et.al, 2022). Additionally, proper financial management would increase the bakery's credibility with financial institutions and investors, facilitating access to funding for future growth initiatives (Waharini & Purwantini, 2018).

By addressing these two core issues, Toko Roti Marauleng has the potential to transform its operations, increase its competitiveness, and achieve sustainable growth. This community engagement program aims to provide the necessary guidance and support to help the bakery overcome these challenges and serve as a model for other MSMEs facing similar obstacles.

METHOD

The training conducted over three meetings, starting on 2 December 2024, 26 December 2024, and 3 January 2025. This program conducted through two training sessions aimed at enhancing the understanding and skills of the owner of Toko Roti Marauleng in two main areas: product branding and financial management. In addition to delivering theoretical material, this training will also include practical assistance such as creating branding materials, organizing social media, and training on using financial recording applications in Excel.

First Training: Understanding Product Branding

The first training focus on understanding the basic concept of product branding and its importance in improving business activities. Product branding is a strategic step to create a unique identity for a business, differentiating it from competitors. Branding involves elements such as logos, packaging design, and consistent brand messaging. The bakery owner will be explained the importance of branding in building customer trust and loyalty, as well as creating a positive image that attracts more buyers.

In addition to delivering branding material, we also assist in creating branding stickers to be used on the bakery's bread and cake products. These stickers will be part of the visual identity, making it easily recognizable by customers. We also provide assistance in organizing the bakery's social media. Our team will help set up profiles on various platforms such as Instagram and Facebook and offer advice on improving social media content to make it more appealing and effective in reaching consumers. By utilizing social media, the bakery can expand its market reach and introduce products in a more interactive and engaging way.

Second Training: Importance of Structured Financial Record-Keeping

In the second training, we provide knowledge about the importance of structured financial record-keeping, focusing on separating company finances from family finances. The bakery owner explained why mixing personal and business finances can hinder business development and make financial management inefficient. By separating these two types of finances, the business owner can more easily manage cash flow and assess the bakery's financial performance.

To support this understanding, we provided training on the use of financial recording applications in Excel. Participants will be taught how to create a simple spreadsheet to record income and expenses in an organized way. We demonstrated basic steps for creating financial reports, such as income statements, balance sheets, and cash flow statements using Excel. This training aims to provide practical skills that can be directly applied to daily operations.

Approach to Training

The training method do with practical and interactive style, combining theory and practice. In addition to presentations, we hold discussion sessions to address challenges faced by the bakery owner in implementing branding and financial concepts. Each participant will be given time to discuss the issues they face, allowing them to find solutions that fit their bakery's needs. To ensure deep understanding, we will provide hands-on practice in creating branding materials and managing finances through Excel, with guidance from expert trainers.

With this integrated approach, it is hoped that Toko Roti Marauleng will not only understand the theory behind the importance of branding and financial management but also be able to apply these concepts in their business. Practical assistance in creating

branding stickers, organizing social media, and using financial recording applications in Excel will help accelerate the implementation of these strategies, thereby improving the bakery's competitiveness in an increasingly competitive market.

Picture 2.1 Community Services Activity



RESULTS AND DISCUSSION

After completing the training on product branding and financial record-keeping, Toko Roti Marauleng has made significant strides in enhancing both its market positioning and financial management. The bakery has shifted its focus to target the premium market segment, a strategy aimed at differentiating its products from other similar offerings in the competitive bakery industry. By focusing on high-quality ingredients, artisanal production techniques, and exclusive offerings, Toko Roti Marauleng is establishing itself as a premium brand. This strategic positioning allows the bakery to attract a customer base that values quality over quantity, further strengthening its competitive edge.

As part of the branding efforts, the bakery has significantly improved its social media presence. Through the training, Toko Roti Marauleng now has a more organized and structured social media strategy that reflects its premium positioning. The bakery's social media accounts, especially on platforms like Instagram and Facebook, are now consistent in their messaging, showcasing high-quality images of their products, engaging with customers through behind-the-scenes content, and sharing customer testimonials. These efforts help build trust and loyalty with customers, which is

essential for sustaining long-term relationships. The improved social media presence has also made it easier for the bakery to run targeted promotions and reach potential customers who are more inclined to purchase premium products.

To cater to the premium market, Toko Roti Marauleng has decided to implement a made-by-order method for taking orders. This strategy allows the bakery to offer personalized products, ensuring that each order meets the specific needs of the customer. This not only creates a more exclusive customer experience but also helps the bakery maintain its quality standards by baking fresh products only as needed. Additionally, the bakery is actively promoting its made-to-order service through social media, where they post special offers, limited-time promotions, and discounts to encourage customer engagement. This approach allows the bakery to maintain control over production volume and reduce waste, while also building anticipation among customers.

From a financial management perspective, Toko Roti Marauleng has made substantial progress in organizing its financial records. The bakery is now using receipts and an Excel application to record and track all financial transactions, a step that was emphasized during the financial management training. The use of receipts for each sale ensures that there is a tangible record of every transaction, which helps maintain transparency and accountability. The bakery has also adopted Excel as a tool for tracking daily income and expenses, which allows for more accurate financial reporting and easier monitoring of cash flow. With these tools in place, Toko Roti Marauleng can now generate financial reports, such as income statements and balance sheets, to evaluate business performance and make informed decisions about future investments or expenses.

These improvements in branding and financial management have already begun to show positive results. The bakery's ability to differentiate itself in the premium market has helped attract a more discerning customer base, and its improved financial record-keeping allows the business to make more informed decisions about growth and sustainability. Additionally, the bakery now has the tools in place to manage its finances efficiently, which will be crucial for scaling operations in the future. The combination of enhanced branding, a targeted marketing strategy, and organized financial management has positioned Toko Roti Marauleng for continued success, ensuring that the bakery can sustain and build upon its growth in the competitive market. Overall, the training has proven to be a valuable step for Toko Roti Marauleng,

equipping the business with the necessary tools and knowledge to not only compete effectively in the bakery industry but also grow and thrive in the long term. The next steps will involve expanding the customer base, exploring new sales channels, and continuing to refine both branding and financial strategies to keep up with changing market dynamics.

CONCLUSION

Providing guidance and support to small businesses, especially MSMEs, is crucial for their growth and success. Many small enterprises possess significant potential but often lack the knowledge or resources to effectively scale their operations. This gap in understanding can prevent them from realizing their full capacity and achieving long-term sustainability. As demonstrated in the case of Toko Roti Marauleng, although the bakery has great potential with quality products and a loyal customer base, it struggled to improve its branding and financial management, which are key factors for growth.

Toko Roti Marauleng's journey highlights the importance of targeted assistance in addressing specific challenges faced by small businesses. While many MSMEs may have excellent products or services, they often need support in areas such as marketing strategies, financial record-keeping, and business planning. Without these crucial elements in place, even the most promising businesses can struggle to compete effectively in the market. In Toko Roti Marauleng's case, by providing training in branding and financial management, the bakery was able to focus on key areas that directly contributed to enhancing its market presence and improving its financial transparency.

The experience with Toko Roti Marauleng underscores that small businesses, when given the right tools and knowledge, can make significant strides in refining their operations and positioning themselves for success. Effective branding allows businesses to differentiate themselves and connect with their target audience, while structured financial management provides a solid foundation for making informed decisions and ensuring financial stability. These areas of improvement are often where small businesses face the most difficulty, and offering hands-on support in these areas can have a profound impact on their growth trajectory.

In conclusion, providing mentorship and practical guidance to small businesses is not just helpful it is essential. Many small enterprises, like Toko Roti Marauleng, have

immense untapped potential that can be unlocked with the right support. By focusing on areas such as branding and financial management, MSMEs can overcome common hurdles and position themselves for long-term success in an increasingly competitive market.

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