

Branding Strategy of Local Screen Printing Plastic Bag MSMEs in Facing Global Market Competition

Tohiroh*, Sutariyono, Siti Mulasih, Sya'ban Maulana Alfarisi, Isnaini Muharifah

STIE Ganesha Jakarta, Jl. Legoso Raya No.31 Ciputat Timur Tangerang Selatan 15419

Abstract

The Micro, Small, and Medium Enterprises (MSMEs) industry in Indonesia plays an important role in the country's economy, especially in the creative and manufacturing industries. One of the products that is increasingly developing is local screen-printed plastic bags, but faces increasingly tight global market competition. The purpose of this study is to identify and analyze branding strategies implemented by local screen-printed plastic bag MSMEs in competing in the global market. This study uses a qualitative approach with a case study method on MSME actors engaged in the screen-printed plastic bag industry. The results of the study indicate that branding strategies are essential to increase the competitiveness of MSMEs in the global market. It is important for MSMEs to pay attention to global trends such as tourism and environmentally friendly technology to attract the attention of global consumers. This study also found that brand strengthening and consistent communication with consumers through digital platforms can be a significant competitive advantage. The implication of this study is that MSMEs need to be more adaptive to changes in the global market and take advantage of various opportunities to improve their position in the international market through innovative and planned branding strategies.

Keywords: Branding strategy; MSMEs; screen-printed plastic bags; global market; competition..

1. Introduction

Along with the rapid development of the global economy and the occurrence of increasingly competitive market dynamics, the Micro, Small and Medium Enterprises (MSMEs) sector has become one of the important pillars in the Indonesian economy. One of the MSME sectors that is now getting more attention is the local screen printing plastic bag industry. Screen-printed plastic bags, which are widely used for promotional purposes and product packaging, have great potential for growth. However, in the face of global market competition, it is important for MSME players to develop and implement effective branding strategies so that their products can compete in this increasingly open and competitive market (Estefany et al., 2022).

MSMEs play a vital role in the Indonesian economy, reflected in their contribution to Gross Domestic Product (GDP) and labour absorption (Abdurohim, 2023). One of the factors limiting the expansion of MSMEs is the lack of understanding of the importance of a strong branding strategy. Branding is a crucial element in introducing and identifying products in a wide and diverse market, both locally and globally. Without the right branding strategy, products from MSMEs will not have enough competitiveness in the international market.

In the context of the local screen printing plastic bag industry, there is great potential to introduce this product to the global market. Screen printed plastic bags, which are widely used in various commercial and promotional activities, can be an alternative packaging product that is environmentally friendly and economical, if developed with the right branding strategy. However, the increasingly fierce global market competition requires MSME players to adapt to changing market needs and improve the quality and innovation of their products.

Branding strategies in the context of MSMEs are essential to differentiate their products from competitors, especially in the global market. Effective branding can create a positive image in the eyes of consumers, increase trust, and create sustainable loyalty. For MSMEs engaged in the screen printing plastic bag industry, a good branding strategy

* Corresponding author.

E-mail address: tohiroh8@gmail.com

must include several important elements, such as brand identity, product differentiation, brand communication, and brand image management in the international market. In this case, the products marketed must have characteristics that differentiate from competing products, both in terms of design, quality, price, and other added values such as environmental friendliness or durable screen printing quality (Gustami et al., 2023).

One of the biggest challenges for MSMEs producing screen-printed plastic bags is the difference in market characteristics at the local and global levels. In the global market, consumers have highly varied preferences and tend to prefer products that have competitive advantages, such as high quality and good social value. Therefore, the branding strategy chosen must be able to reach a global audience and adapt the product to the needs of a diverse market.

On the other hand, in the production of screen printed plastic bags, the selection of raw materials and screen printing techniques used can be a determining factor for quality. Therefore, MSME players need to ensure that their production process is able to produce products that are not only visually appealing, but also durable and environmentally friendly (Murni et al., 2023). By emphasizing sustainability in the production process, local screen printing plastic bag products can differentiate themselves in a global market that is increasingly concerned with environmental issues.

Global market competition is a major challenge for MSMEs that want to expand beyond the domestic market. Globalization and advances in information technology have enabled wider market access, but at the same time have also brought more intense competition. In this case, MSMEs engaged in the local screen printing plastic bag sector must be able to identify their competitive advantage, be it through product innovation, competitive pricing, or creative and relevant marketing approaches (Prayuda et al., 2024).

In terms of global market competition, an in-depth understanding of the characteristics of global market competition is essential for MSME players so that they can survive and compete effectively, including: 1) Price and Product Quality Competition, screen printing plastic bags produced by local MSMEs often have to face competition with products from other countries that may have lower production costs, thanks to greater resources or more efficient production technology. 2) Sustainability and Environmental Trends, in today's globalized era, one of the increasingly dominating issues is the awareness towards sustainability and reducing environmental impact. Global market competition for screen printed plastic bag products now revolves not only around price and quality, but also on the social and environmental values associated with the product (Hendra et al., 2023). 3) Product Differentiation and Design Innovation, in a global market, products that do not have distinctive characteristics or innovations will easily be eliminated. Therefore, efforts to continue to innovate are crucial for MSMEs that want to compete in a very dynamic global market (Anantia et al., 2023). 4) Access to Global Distribution Networks, one of the biggest challenges faced by MSMEs is limited access to efficient and extensive international distribution channels. However, with the advent of digital technology and e-commerce, MSMEs now have greater opportunities to sell their products to the global market. In addition, partnerships with international agents or distributors who have experience in the global market can also help MSMEs to expand their market reach (Nurchayani, 2022). 5) Competition for Digital Marketing Innovation, MSMEs engaged in the screen printing plastic bag sector need to optimize digital marketing strategies, the use of social media, digital advertising, and influencers can help introduce their products to international consumers at a relatively lower cost compared to traditional marketing (Putri & Nur, 2023).

This challenge also shows the importance of MSMEs' courage to innovate and adapt to the development of global trends. In the screen printing plastic bag sector, for example, the trend of sustainability and the use of eco-friendly materials is gaining more attention in the global market. Therefore, MSME players need to understand the importance of following this trend as part of their branding strategy. Products that promote sustainability values or are unique in design and function can be important differentiators in the highly competitive international market.

In addition, it is important for MSMEs to establish an efficient distribution network, either directly or through partnerships with international distributors, so that their products can be easily accessed by global consumers. With the right branding strategy, MSMEs can utilize digital and e-commerce platforms to introduce their products to overseas markets without having to have high operational costs.

2. Literature Review

Branding is one of the main elements in marketing that can differentiate products from their competitors and build customer loyalty. According to (Bilillah, 2024) branding is the process of creating a name, symbol, or design that distinguishes a product or company from its competitors in the marketplace. In the context of MSMEs, branding is

not only related to brand recognition, but also to the delivery of unique values that can attract consumer attention. This becomes even more important for MSMEs that want to thrive in international markets, where increasingly fierce competition requires them to have a clear and strong brand identity.

MSMEs need to develop branding that focuses not only on the product, but also on the experience provided to consumers. Effective branding can also influence consumers' perceptions of product quality and value (Fikra et al., 2023). More, (Budiarti, 2024) emphasized that in facing the challenges of the global market, MSMEs must strengthen their branding by using various marketing channels, including digital marketing and social media, to introduce their products more widely.

Screen printing plastic bags are products that are widely used for various purposes, ranging from packaging of goods to promotion of corporate brands. The use of screen printed plastic bags has a major advantage in terms of the ability to print designs, logos, and messages that can increase brand visibility. The screen printing plastic bag industry in Indonesia is widely engaged by MSMEs due to its large demand in commercial activities and product promotion.

According to (Sari, 2021), screen printing plastic bags have great potential to be developed by adjusting to global market trends that are increasingly concerned about sustainability and reducing the use of single-use plastics. Therefore, many MSME players have started to innovate by using environmentally friendly plastic materials, such as recycled materials, to meet international standards. Innovation in design is also an aspect that can differentiate screen printing plastic bag products, with more sophisticated screen printing techniques and more attractive designs.

Rapid globalization opens up great opportunities and challenges for Indonesian MSMEs to compete in the international market. In the global market, MSMEs not only compete with local products from various countries, but also with large companies that have access to more resources and wider distribution capabilities. (Yuliaty et al., 2020) explained that global market competition is increasingly intense due to differences in production costs, technology, and consumer trends that increasingly prioritize product quality and sustainability.

In the research conducted by (Oktaviani, 2021), It was found that while MSMEs have advantages in terms of flexibility and innovation, they often struggle to access global markets due to limitations in terms of production capacity, access to distribution, and knowledge of international markets. Therefore, in order to compete in the global market, MSMEs must adapt to increasingly competitive market developments and develop value-added products that can differentiate them from their competitors.

The main challenges faced by MSMEs in competing in the global market are intense competition on price and product quality. At the same time, sustainability is increasingly becoming an important consideration in purchasing decisions in international markets. Screen printing plastic bag products that are environmentally friendly and use recycled materials have a greater chance of being accepted in the global market, especially in countries with strict environmental regulations (Qoniah, 2022).

Several studies have identified key factors that influence the competitiveness of MSMEs in the global market, especially in industries related to plastic products, such as screen printing plastic bags. Research conducted by (Kariz et al., 2024), shows that MSMEs that adopt sustainability-based branding strategies and use environmentally friendly plastic materials are able to improve their brand image and gain the trust of global consumers. In addition, innovations in product design and utilization of more efficient screen printing technology have also proven to help MSMEs' screen-printed plastic bag products compete.

In the research conducted by (Sudirjo et al., 2023), It explained that digital marketing and the use of e-commerce platforms can provide greater access for MSMEs to market their products in the global market. The research also shows that the success of MSME branding depends not only on product quality, but also on how the brand is communicated to consumers through digital media and social media.

Other research by (Intaniasari et al., 2023), revealed that while MSMEs face many challenges in the face of global market competition, they have the opportunity to utilize limited resources more efficiently through cooperation with global partners and online distribution. In this way, they can expand their market reach without having to incur the high costs of opening branches or physical stores overseas.

The novelty in this research is:

- a. Focus on local screen printing plastic bag MSMEs as a specific research subject.
- b. Integration between traditional and digital branding approaches to address the needs of the modern market.
- c. Preparation of a branding strategy guide that is not only based on theory but also real case studies from MSME players.

The objectives of this research are:

- a. To find out the current branding conditions of local screen printing plastic bag MSMEs.
- b. Key challenges faced by MSMEs in building an effective branding strategy.
- c. Branding strategies that can improve the competitiveness of local screen printing plastic bag MSMEs in the global market.

3. Research Method

This research uses a descriptive and exploratory approach by combining qualitative and quantitative methods to gain a more comprehensive understanding of the topic under study.

a. Descriptive Approach.

The descriptive approach is used to describe the phenomena that occur objectively and systematically, and provide in-depth information about the characteristics of the object under study. This research will collect data to describe in detail the existing conditions, both in the social context, culture, or other relevant aspects.

b. Exploratory Approach.

An exploratory approach is applied to dig deeper into phenomena that may not have been widely researched or understood. This approach provides space for researchers to identify variables that may affect the phenomenon and opens up possibilities for further research. Exploratory research is useful for obtaining an initial picture of a problem that does not yet have an established solution or theory.

c. Qualitative Methods.

Qualitative methods were used to identify and understand the meaning behind the phenomenon under study. Qualitative data is obtained through in-depth interviews, focus group discussions (FGDs), and participatory observation. The data obtained will be analyzed using thematic analysis techniques, to identify patterns, themes, and perceptions that develop among respondents. The purpose of the qualitative approach is to gain an in-depth understanding of the subjective experiences, motivations, and perceptions of individuals towards the phenomenon under study.

d. Quantitative Methods.

Quantitative methods are used to measure, calculate, and test relationships between variables using instruments such as questionnaires or surveys. The quantitative data collected will be analyzed using statistical techniques to identify existing patterns or trends. This research aims to obtain results that are more objective and can be generalized to a wider population. The analytical techniques used include descriptive analysis, correlation tests, and regression, depending on the specific objectives of the study.

By using a combination of qualitative and quantitative methods, this research is expected to provide a more complete and in-depth picture of the phenomenon under study. Qualitative methods provide insight into social context and individual perspectives, while quantitative methods provide numerical data that can measure and test relationships between variables more objectively. The combination of these two methods allows researchers to obtain results that are more comprehensive and useful for the development of theory and practice.

3.1. SWOT Analysis in Branding Research.

SWOT analysis is used to identify internal and external factors that affect branding. Through this analysis, researchers can get a clearer picture of the brand's position in the market as well as the factors that can affect the development and sustainability of the branding strategy implemented.

Internal factors (Strengths and Weaknesses) relate to elements that come from within the organization or brand itself. These factors are usually easier for the company/business owner to control and include: 1) Strengths: These are advantages possessed by the brand or organization that can be leveraged to strengthen the brand's position in the market. 2) Weaknesses: These are shortcomings or factors that hinder the brand or organization from developing further in the market.

External Factors (Opportunities and Threats) include conditions or events outside the organization that affect branding, and usually cannot be controlled by the company. However, companies can capitalize on opportunities or

mitigate threats. Some external factors that affect branding are: 1) Opportunities: Opportunities refer to external factors that brands or organizations can leverage to improve their position in the market. 2) Threats:

Threats refer to external factors that can disrupt or harm a brand's position in the market. These threats need to be recognized so that the company can prepare strategies to deal with them.

By conducting a SWOT analysis, MSMEs/companies or organizations can gain insight into their brand position in the market. This research aims to explore internal strengths that can be maximized, identify weaknesses that need to be improved, explore opportunities that can be exploited, and understand the threats that must be faced in order for the branding strategy to run effectively. This analysis provides a solid foundation for formulating a more targeted and adaptive marketing and branding strategy.

3.2. Data Source

Data collection was done in several stages:

- a. Semi-Structured Interviews: Interviews with MSME owners and managers were conducted to identify factors that influence their branding strategies. The questions asked covered aspects of product design, differentiation strategies, use of social media and digital marketing, and the role of sustainability in the production process. Interviews were conducted in Bahasa Indonesia, as well as with questionnaires distributed to respondents.
- b. Secondary Data Analysis: In addition to interviews, researchers also collected secondary data on MSME performance through annual reports and publications from relevant institutions. This data was used to explore the broader economic and market aspects, as well as to compare the branding strategies implemented by various MSMEs.

3.3. Data Analysis Technique

The collected data were analyzed using thematic analysis techniques. The steps of data analysis carried out are as follows:

- a. Interview Transcription: The interviews that have been conducted will be transcribed to obtain verbatim text which will then be analyzed. The interview transcripts are analyzed inductively to identify key themes related to MSME branding strategies in facing global market competition.
- b. The questionnaire results were processed with the direct help of goggle scholar.
- c. Categorization and Inference: After the results of the interviews and questionnaires are summarized and analyzed to draw conclusions relating to the implementation of branding strategies of screen printed plastic bag MSMEs and how they deal with global market competition. This analysis process aims to gain an in-depth understanding of the branding practices undertaken by the MSMEs and to identify the factors that influence their success.

3.4. Validity and Reliability

To ensure the validity and reliability of this study, researchers used data triangulation techniques, namely by collecting data from various sources (interviews, company documents, and secondary data). In addition, researchers conducted member checking, where interview transcripts and preliminary findings were given back to respondents to ensure the accuracy of the information collected. The reliability of data analysis was also strengthened by using two independent researchers who conducted data analysis separately, then compared the results of the analysis to ensure the consistency of the findings.

3.5. Research Limitations

This study has some limitations that need to be noted. First, this study only covers selected screen-printed plastic bag MSMEs in Indonesia, so the results may not be fully generalizable to all MSMEs in the plastics sector or in other countries. Second, this study focuses more on the branding and marketing aspects of the products, without examining in depth the technical aspects of production and distribution that also play a role in the success of MSMEs in the global market.

4. Results and Discussions

4.1. Results

This study aims to analyze the production process and dynamics of micro, small and medium enterprises (MSMEs) engaged in the production of screen printing plastic bags. The MSME with the name MKS Print, located at Ciater Residence One Blok A.6 Rawa Kalong Gunung Sindur Bogor, was founded/printed by Mr. Dirun Sugiarto who started working as a salesman of screen printed plastic bags around Depok and Cibinong. The analysis was conducted using the Input-Process-Output (IPO) approach, which outlines the main components in the production activities and performance of the business. More details can be seen in Figure 1.

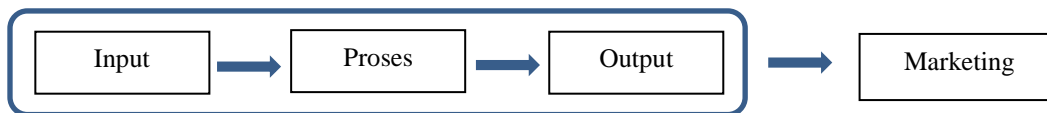


Figure 1. IPO Concept Chart

4.1.1. Input

Inputs in the screen printing plastic bag production process consist of several main factors, namely the place of business, raw materials, labor, machinery, capital used, and orders/demands from consumers. The completeness and readiness of the inputs determine the smoothness of the production process.

The place of business is located in Rawa Kalong housing in Bogor Regency by utilizing one of the rooms which is also a residence. The size of the main workspace as a plastic screen printing area of 3m x 3m. For other purposes such as creating image designs with computers and placing finished screen printing products, utilize the living room. This is due to limited capital to create a special / separate production site.

The main raw materials used are HDPE (High-Density Polyethylene) or LDPE (Low-Density Polyethylene) plastic, as well as special screen printing ink for plastic. Plastic materials purchased are adjusted to the needs and incoming orders which are usually carried out per week. Where to buy screen printing materials from plastic, ink, and others at a shop that has become a subscription.

The workers employed at MKS Print are those with self-taught experience and skills. The majority of workers are still related to the business owner who came from their hometown in Purwokerto. These workers also feel helped to get jobs overseas, as well as a place to stay overseas.

The machine used in the MKS Print UMKM consists of a set of computers 1 unit as a tool for making models or designs. While the main screen printing equipment has 2 units (pairs) whose use / operation depends on the readiness of capital to purchase raw materials (plastic bags and screen printing ink and various supporting components such as places / tools for drying screen printing results, etc.).

The business capital owned relies on the turnover of screen printing sent to customers, so the production process is sometimes less than optimal. Two units of screen printing equipment sometimes only operate one unit, this is due to a lack of funds to buy materials according to customer requests. The owner has not collaborated with investors to invest in developing his business. Financial institutions such as cooperatives, banks and others have also not played a role in the business, this is possible due to the lack of information and knowledge from the owner to obtain business capital. So that orders can be fulfilled partially according to the existing capital conditions, opportunities cannot be taken to the fullest.

4.1.2. Process

In realizing orders for plastic bags to be screened according to the order, there are several processes that must be followed, including: 1) Design, in this design process the pattern is drawn / made using a computer, then the pattern is duplicated into the frame or the main screen printing tool. 2) Preparation of screen printing materials, plastic bags as needed both in size and model, screen printing ink of each color needed, different color processes are carried out alternately after the first process is dry. 3) Drying / drying of screen printing results, drying is done by drying / hooking the screen printing results on the rope / mine spread in the screen printing workspace. 4) Finishing, which is additional work to perfect plastic bags so that they can be used properly, such as attaching ropes, punching holes in

plastic bags for handles, this work involves the surrounding community so that especially mothers as part-time jobs with their work brought back to their respective homes, the wages of this work are calculated per pc of plastic bags, so that by filling their spare time they can get results / wages. Some types of screen printing products are dominated by plastic bags, from a sample of more than 12 fashion and shoe stores and plastic bags for optical stores are also not less, beautiful and attractive paying products can also be served, and vests for projects have also been ordered. Examples of screen-printed product can be seen in figure 2-5.



Figure 2. Boutique/Shoe Store Plastic Bags



Figure 3. Optical Store Plastic Bags



Figure 4. Screen Printed Vests



Figure 5. Screen-Printed Umbrellas

4.1.3. Output

The next stage in production is the output phase, where a product is considered an output after completing several process stages. This phase includes a comprehensive product inspection (QC) to ensure functionality and print quality, followed by packing the products according to the specified quantity per pack. Next, the products are arranged and grouped based on their type or specific orders. Finally, the marketing and distribution process ensures

that the products are delivered to customers as per their orders. The output is deemed complete once the products have been successfully distributed to the customers.

The impact of MSMEs engaged in screen printing plastic bags on the community's economy is highly significant. From the labor perspective, these businesses can absorb core workers from the local community and provide job opportunities for unemployed family members, thereby reducing the overall unemployment rate. Additionally, non-core workers, particularly community groups such as housewives, can be empowered to utilize their free time by performing supporting tasks related to plastic bag screen printing. This, in turn, helps increase household and community income, ultimately contributing to overall economic growth and improving the welfare of society.

4.1.4. Questionnaire

Questionnaire on "Branding Strategy of Local Screen-Printed Plastic Bag MSMEs in Facing Global Market Competition". A total of 52 respondents participated in this survey, with the following demographic details in table 1 and table 2.

Table 1. Gender

No	Gender	Quantity	%
1	Female	20	38.0
2	Male	32	62.0
	Total	52	100

Table 2. Occupation Profession:

No	Profession	Quantity	%
1	Student	15	28.8
2	General Public	12	23.1
3	Teacher	6	11.5
4	Housewife	6	11.5
5	Lecturer	5	9.7
6	Tahsin Teacher	1	1.9
7	School Student	1	1.9
8	Entrepreneur	1	1.9
9	Others	5	9.7
	Total	52	100

The main topics covered in the questionnaire regarding the Branding Strategy of Local Screen-Printed Plastic Bag MSMEs in Facing Global Market Competition in this study consist of four sub-themes: 1) Understanding the Importance of Branding. 2) Brand Identification. 3) Promotion Through Social Media and Digital Platforms. 4) Collaboration and Partnerships. Each sub-theme consists of 10 questions, with multiple-choice answers offering four options. Understanding the Importance of Branding, the questionnaire results are summarized in table 3.

Table 3. Understanding the importance of branding

No	Question Item	Percentage (%)	Answer
1	Importance of branding	98.1	Very important and important
2	Understanding the concept of effective branding	69.2	Highly understand and understand
3	Impact of branding on sales	96.1	Very significant and significant
4	Attending workshops on branding strategies	80.8	Never and rarely
5	Understanding screen-printed plastic products	59.6	Highly understand and understand
6	Unique value of screen-printed plastic products	73.1	Very clear & less specific
7	Seeing other products with better branding	80.8	Very many and some
8	Understanding how to create branding	55.8	Highly understand and understand
9	Evaluating product branding strategies	52.0	Very often and quite often
10	Branding helps gain consumer recognition	96.1	Very helpful and helpful

Meanwhile, the questionnaire results for Brand Identification are summarized in table 5.

Table 5. Brand Identification

No	Question Item	Percentage (%)	Answer
1	A unique and easily understood logo	92.0	Very understandable and understandable
2	Products must have a slogan	100.0	Strongly required and required
3	Attractive product packaging	98.0	Very attractive and attractive
4	Clear and complete product information on packaging	98.0	Always complete and sufficiently complete
5	Changes in design and consumer appeal	82.0	Significantly increases and increases
6	Brand identity is easily recognized by consumers	100.0	Very well-known & fairly well-known
7	Consumers easily recognize products from design or logo	100.0	Very often and often
8	Conducting surveys to understand consumer opinions is important	92.1	Often and sometimes
9	Brand identity design should follow global market trends	98.0	Very appropriate and fairly appropriate
10	Consumer satisfaction with brand identity	94.2	Very satisfied and satisfied

Then we can see the results of the questionnaire regarding Promotion Through Social Media and Digital Platforms summarised in table 6.

Table 6. Promotion Through Social Media and Digital Platforms

No	Question Item	Percentage (%)	Answer
1	Ownership of social media accounts for business	62.8	Multiple and one platform
2	Following promotional content on social media	60.8	Daily & several times a week
3	Using paid advertisements on social media	74.5	Regularly and occasionally
4	New customers acquired through social media	69.6	Very many & fairly many
5	Utilizing e-commerce features on social media	66.7	Actively and occasionally
6	Using digital platforms for buying and selling products.	56.9	Many and several platforms
7	Monitoring global market trends through social media	64.0	Very often and fairly often
8	Collaborating with influencers to promote products	78.4	Never and rarely
9	Receiving feedback from customers through social media	54.9	Very often and occasionally
10	The impact of social media on product sales	96.1	Very significant and fairly significant

Furthermore, in table 7 we can see the conclusion for the questionnaire results on Collaboration and Partnership.

4.2. Discussion

The screen-printed plastic bag MSME, MKS Print, located at Ciater Residence One Block A.6, Rawa Kalong, Gunung Sindur, Bogor, was founded by Mr. Dirun Sugiarto. This business has proven to contribute to the local economy, both individually as an entrepreneur and to the surrounding community by providing job opportunities beyond their primary occupations. Ultimately, this initiative helps improve community welfare and contributes to the national economy.

In developing the screen-printed plastic bag MSME, the business faces challenges in terms of capital funding due to limited access to financial institutions, including banks and other funding organizations. Additionally, it has yet to join MSME communities or participate in local government programs that support small businesses. Another

challenge lies in technology adoption, as the screen-printing equipment used is still manual and has not yet incorporated newer technologies to improve productivity.

In Understanding the Importance of Branding, the questionnaire results indicate that branding is a crucial aspect of sales strategy, with key findings as follows: the importance of branding (98.1%), the impact of branding on sales (96.1%), branding helps in consumer recognition (96.1%), participation in branding strategy workshops (80.8%), observing other products with stronger branding (80.8%), the unique value of screen-printed plastic products (73.1%), understanding effective branding concepts (69.1%), understanding screen-printed plastic products (59.6%), knowledge in creating branding (55.8%), and evaluating branding strategies (52.0%).

Table 7. Collaboration and Partnership

No	Question Item	Percentage (%)	Answer
1	Collaborating with other MSMEs to enhance branding	67.4	Never and rarely
2	Participating in joint promotional events with local communities	61.5	Never and rarely
3	Partnering with distributors or retail stores	55.8	Never and rarely
4	Collaboration to reach international markets	83.4	Never and rarely
5	Encouraging customers to provide product feedback	80.4	Very open and open
6	Attending local or international trade exhibitions	65.4	Never and rarely
7	Collaborating with the government or organizations to support MSME development	69.2	Never and rarely
8	Receiving financial aid or funding for branding support	82.7	Never and rarely
9	Collaboration with other parties can increase sales	90.4	Significantly increases and increases
10	Strategic collaboration plans for the future	80.8	Well-prepared and planned

These results emphasize that branding plays a vital role in sales success. However, there is still room for improvement in understanding branding concepts, specifically regarding screen-printed plastic products, the process of creating branding, and evaluating branding strategies to enhance overall branding effectiveness.

Brand Identification The questionnaire results indicate that brand identification is essential (all indicators above 80%) to ensure products are easily recognized by consumers. Key findings include: products must have a slogan (100%), clear product information on packaging (100%), brand identity being easily recognizable by consumers (100%), consumers easily recognizing products through design or logo (98.0%), brand identity design aligning with global market trends (98.0%), attractive product packaging (98.0%), consumer satisfaction with brand identity (94.2%), importance of conducting surveys to understand consumer opinions (92.1%), a unique and easily understood logo (92.0%), and design changes influencing consumer appeal (82.0%).

Since all indicators scored above 80%, brand identification is a crucial factor in ensuring product recognition among consumers. The lowest score (82.0%) for design changes and consumer appeal suggests that keeping up with evolving trends should be a key focus to maintain brand relevance.

Promotion Through Social Media and Digital Platforms The questionnaire results highlight the significant role of social media and digital promotion in boosting sales. Key findings include: the impact of social media on product sales (96.1%), collaborating with influencers for product promotion (78.4%), using paid advertisements on social media (74.5%), acquiring new customers through social media (69.6%), utilizing e-commerce features on social media (66.7%), monitoring global market trends via social media (64.0%), owning a social media account for business purposes (62.8%), engaging with promotional content on social media (60.8%), using digital platforms for product transactions (56.9%), and receiving customer feedback through social media (54.9%).

These findings suggest that social media and digital marketing are crucial strategies for increasing sales, particularly through collaborations with influencers to retain existing customers and attract new ones. However, there are areas that need improvement for MSMEs, including leveraging e-commerce features, tracking global market trends,

maintaining active social media accounts, engaging with promotional content, and utilizing digital sales platforms. Strengthening these aspects will help businesses gain valuable customer feedback for continuous improvement.

Collaboration and Partnerships The questionnaire results indicate that collaboration with other parties can significantly boost sales (90.4%), followed by expanding into international markets (83.4%), receiving financial support for branding (82.7%), and having strategic collaboration plans for the future (80.8%). Additionally, customer feedback on products (80.4%), cooperation with the government or organizations to support MSME development (69.2%), partnerships with other MSMEs to enhance branding (67.4%), participation in local or international trade exhibitions (65.4%), engagement in joint promotional events with local communities (61.5%), and collaborations with distributors or retail stores (55.8%) were also highlighted.

These findings emphasize that collaboration plays a crucial role in increasing sales. To maximize this potential, MSMEs should focus on strengthening partnerships with the government and relevant organizations, building networks with other MSMEs, actively participating in trade exhibitions, engaging in joint promotional activities, and collaborating with distributors or retail stores.

5. Conclusion

5.1. Conclusion

Based on the results of observations, interviews, and questionnaires, it can be concluded that branding for local screen-printed plastic bag MSMEs is highly necessary, as it plays a crucial role in sales strategy, enhances sales, and helps products gain recognition among consumers/customers. The main challenges faced by MSMEs in building an effective branding strategy are: a) Understanding the concept of effective branding, b) Creating unique characteristics for screen-printed plastic bag products, c) Skills in developing branding, d) Methods for evaluating product branding strategies. Branding strategies that can enhance the competitiveness of local screen-printed plastic bag MSMEs in the global market having a clear slogan, establishing a recognizable brand identity or logo, promoting on social media, utilizing e-commerce features, using digital platforms for buying and selling products, collaborating with the government, other organizations, and MSMEs, actively participating in trade exhibitions, conducting joint promotions, partnering with distributors or retail stores.

5.2. Recommendations

To improve the quality, productivity, competitiveness, and sales of local screen-printed plastic bag MSME products, the following recommendations can be made:

- a. Collaborate with banks or financial institutions to increase capital.
- b. Join or collaborate with MSME communities.
- c. Actively participate in government programs, especially those focused on MSME development (as a beneficiary).
- d. Utilize social media and leverage e-commerce features.
- e. Actively participate in exhibitions and joint promotions.
- f. Build extensive networks and partnerships.

References

- Abdurohim, D. (2023). Pengembangan UMKM (Kebijakan, Strategi, Digital Marketing dan Model Bisnis). In <http://repository.unpas.ac.id/64428/>.
- Anantia, R., Vira, V., Calystania, V., Novia, J., Sisca, V., & Stephanie, S. (2023). *Analisis Penerapan Manajemen Operasional pada PT. Batam Plastik*. <https://Ojs.Stieamkop.Ac.Id/Index.Php/Ecotal/Article/View/528/340>.
- Bilillah, R. S. (2024). *Peningkatan Branding UMKM Lokal Melalui Desain Komunikasi Visual*. <https://Ejournal.Amertamedia.Co.Id/Index.Php/Arunika/Article/View/229>.
- Budiarti, M. A. (2024). *Peran Vital Desain Branding dalam Meningkatkan Daya Saing Usaha dan Mendukung Pertumbuhan UMKM*. <https://Ojs.Udb.Ac.Id/Index.Php/HUBISINTEK/Article/View/3546>.
- Estefany, N. V., Masruchin, M., & Latifah, F. N. (2022). Penerapan Strategi Pemasaran Syariah UMKM Kampung

- Pia Untuk Meningkatkan Pendapatan Masyarakat. *Syarikat: Jurnal Rumpun Ekonomi Syariah*, 5 (1), 181–195. [https://doi.org/10.25299/syarikat.2022.vol5\(1\).9358](https://doi.org/10.25299/syarikat.2022.vol5(1).9358)
- Fikra, H., Tazkiyah, F., & Khairunnisa, K. (2023). *Analisis Kampanye Branding The Body Shop terhadap Perubahan Persepsi Konsumen*. <https://www.conferences.uinsgd.ac.id/index.php/gdcs/article/view/1538>.
- Gustami, A. R., Nandang, N., & Yusuf, I. (2023). Inovasi Produk Pada Usaha Kecil Menengah (Studi Kasus: UMKM Tas Brand X). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4 (6). <https://doi.org/10.37385/msej.v4i6.3711>
- Hendra, H., Yanti, R., Nuvriasari, A., Harto, B., Puspitasari, K. A., Setiawan, Z., Susanto, D., Harsoyo, T. D., & Syarif, R. (2023). (PDF) *GREEN MARKETING FOR BUSINESS (Konsep, Strategi, & Penerapan Pemasaran Hijau Perusahaan berbagai Sektor)*. https://www.researchgate.net/publication/371724229_GREEN_MARKETING_FOR_BUSINESS.
- Intaniasari, A. J. P., Violetta, G. L., Leonard, P. L., Setiawan, A. F., Putri, Y. D. A., Wasono, A. F., Dwianika, A., & Rayyeb, A. El. (2023). Tantangan UMKM dalam Ekonomi Global: Pentingnya Adopsi Teknologi. *Prosiding Seminar Teknologi, Akuntansi, Bisnis, Ekonomi, Dan Komunitas (STABEK)*, 3. <https://doi.org/10.35912/stabek.v3i.186>
- Kariz, S. A., Piecessa, F. S., & Wijianto, W. (2024). Rebranding Produk UMKM Tas Anyam Plastik: Modernisasi Strategi Pemasaran Tas Anyam. *Jurnal Abdimas Multidisplin (JAM)*, 3(5). <https://doi.org/10.58705/jam.v3i5.299>
- Murni, E. S., Nufut Alimin, N., & Handayani, E. S. (2023). PELATIHAN ECO FRIENDLY PACKAGING DI BANK SAMPAH GULON ASRI SURAKARTA. *Adi Widya : Jurnal Pengabdian Masyarakat*, 7 (1), 48–54. <https://doi.org/10.33061/awpm.v7i1.7827>
- Nurchayani, I. D. (2022). DIGITAL MARKETING PENGARUH KOMUNIKASI DAN BRAND IMAGE DI MEDIA SOSIAL TERHADAP MINAT BELI KONSUMEN. In <https://repository.unissula.ac.id/27744/>.
- Oktaviani, D. (2021). DAMPAK PANDEMI COVID-19 TERHADAP KONDISI SOSIALEKONOMI PENGUSAHA WARUNG MAKANAN DIKELURAHAN KAMPUNG BARU KECAMATANLABUHAN RATU BANDAR LAMPUNG. In <http://digilib.unila.ac.id/66954/>.
- Prayuda, R., Hadi, S., Asngadi, A., & Fatlina, F. (2024). IMPLEMENTASI PENGENDALIAN KUALITAS PADA UKM: STUDI LITERATUR. *Jurnal Ekonomi Kreatif Indonesia*, 2 (3), 178–194. <https://doi.org/10.61896/jeki.v2i3.63>
- Putri, B. N., & Nur, D. I. (2023). Branding Product Rumah Produksi Jamur Pada Paimo Farm Dalam Pengembangan Strategi Pemasaran. *Jurnal Sosio Humaniora Sasanti*, 4 (3). <https://doi.org/10.15294/imajinasi.v9i2.8846>
- Qoniah, R. (2022). Tantangan dan Strategi Peningkatan Ekspor Produk Halal Indonesia di Pasar Global. *Halal Research Journal*, 2 (1). <https://doi.org/10.12962/j22759970.v2i1.246>
- Sari, M. P. (2021). ANALISIS MIKROPLASTIK DENGAN METODE LIFE CYCLE ASSESSMENT PADA PROSES PRODUKSI SABLON DI INDUSTRI KECIL KALIBRASI PEDAN. In <https://repositori.unimma.ac.id/3478/>.
- Sudirjo, F., Purwati, T., Widyastuti, W., Budiman, Y. U., & Manuhutu, M. (2023). *Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce*. 7 (2). <https://doi.org/10.31004/jptam.v7i2.7422>
- Yuliaty, T., Shafira, C. S., & Akbar, M. R. (2020). *Strategi UMKM Dalam Menghadapi Persaingan Bisnis Global*. <https://jit.binadarma.ac.id/journal/index.php/mbia/article/view/1167/634>.