GOLDEN RATIO

Digitalization Strategy for Tailoring UMKM Branding in Mainan Village Banyuasin

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ABSTRACT

This Community Service Program (KKN) was conducted in Mainan Village, Sembawa District, Banyuasin Regency, with a focus on branding digitalization strategies for local sewing MSMEs. The home-based sewing business targeted by the program is owned by Mrs. Sandiya, who previously lacked a business identity, such as a brand name, logo, banner, or attractive product packaging. The methods used included surveys and interviews, planning, implementation, and evaluation. The implementation stages included creating the business name "Sandiya Fashion", designing a logo, banner, packaging stickers, and creating social media accounts (Facebook) to expand marketing reach. The results of the mentoring showed increased brand awareness, ease of consumer recognition, and location of the business, and increased product visual appeal. This branding digitalization is expected to strengthen the business identity, expand the market, and encourage MSME sales growth in the technology era.

Keywords: MSMEs, Tailors, Branding, Digitalization, Mainan Village.

I.   Introduction

The term UMKM (Micro, Small, and Medium Enterprises) can be interpreted as a business managed by a group or individual that meets the criteria as a micro business according to the law (Gunawan, 2021). A business is said to be developing well if the entrepreneur consistently innovates and is creative, and his business experiences significant development over time (Gunawan, 2021). Empowering MSMEs is very strategic because of their great potential in driving economic activities, as well as being a mainstay of income sources in improving the welfare of the majority of the community. (Saat Ibnu Waqfin et al., 2021). According to(Rizki Agam Syahputra et al., 2023), Micro, Small, and Medium Enterprises (MSMEs) are one of the types of businesses most in need of digitalization, as they are currently considered one of the largest contributors to the Indonesian economy. Business digitalization can also be used as a way to market superior local products through technological advancements, reaching a wider consumer base and targeting them appropriately. This can be done by targeting age groups, interests, gender, and so on (Rizki Agam Syahputra et al., 2023). The use of digital technology is an important strategy in supporting the empowerment and strengthening of MSMEs, because it can open wider market access and make it easier for business actors to promote their

products. Through digital platforms, MSMEs are able to establish closer interactions with consumers, while also conveying messages and brand identity more effectively.

Micro, Small, and Medium Enterprises (MSMEs) tailoring is a sector that plays a crucial role in driving economic growth. While often viewed as simple because it relies on manual skills, this business actually holds significant strategic value. A tailor is not just a craftsman who makes or repairs clothes, but also a creative person who is able to combine art, precision, and the practical needs of society. Amidst the rapid flow of globalization and large-scale competition in the fashion industry, MSME tailors remain steadfast in their distinctive characteristics, namely the ability to provide personal service and work results that meet customer desires. One of the main strengths of MSME tailors is their flexibility. Unlike garment factories that produce large quantities of the same style, MSME tailors can customize their work to individual needs. Consumers can order clothing in specific sizes, designs, and even specific details that truly reflect their personality. For example, a customer can order a modern kebaya with a touch of batik typical of a particular region, or a work uniform with colors that match the company's identity. This flexibility is what makes MSME tailors always relevant amidst the developments of the times.

Besides flexibility, MSME tailors also play a role in creating new jobs, especially in the area around where the business is located. Many tailors employ assistants to help cut fabric, sew details, or finish garments. Some even offer internship opportunities for teenagers or housewives who want to learn sewing skills. This not only increases family income but also equips communities with practical skills they can use to start independent businesses in the future. Thus, sewing MSMEs indirectly contribute to reducing local unemployment. In the era of globalization, where foreign products are flooding local markets, the existence of MSME tailors is an important bulwark in maintaining the existence of Indonesia's traditional clothing culture. Furthermore, tailors are also able to bridge the gap between tradition and modernity, for example, by creating modern dresses that still contain elements of traditional fabrics, so that the product can be accepted by young people without losing its cultural roots.

On the other hand, MSME tailors are also starting to take advantage of technological advancements. Marketing, which once relied solely on word-of-mouth, has now shifted to the digital realm. Many tailors use social media such as Instagram, Facebook, or TikTok to showcase their work. Some tailors even have online stores on major marketplaces so their products can reach consumers across regions. This digital transformation makes MSMEs tailors increasingly competitive and able to compete with large brands, even with much more limited resources. However, of course, MSME tailors also face various challenges. One of them is limited capital. Modern sewing machines, quality fabrics, and other supporting equipment require a lot of money. Often, MSME tailors are only able to work with simple equipment that they have had for a long time, so their productivity is limited. In addition, access to design and business management training is also not evenly distributed. As a result, many tailors have difficulty developing their creativity or managing their businesses professionally.

Another challenge is competition from cheaper mass-produced products. Imported clothing, especially from countries with large garment industries, is often sold at very low prices. This makes some people prefer to buy ready-made clothes rather than ordering from a tailor. To address this, MSME tailors need to emphasize advantages that mass-produced products do not have, namely, sewing quality, size accuracy, and personal service that can provide greater customer satisfaction. Despite facing many challenges, the potential of MSME tailors remains very large. With the right support from the government, educational institutions, and the private sector, tailoring businesses can develop into professional and competitive businesses. Development programs such as fashion design training, access to capital, and local product exhibitions are essential to help MSME tailors advance to the next level. Even in the current era of the creative economy, MSME tailors have the opportunity to collaborate with young designers, art communities, and the tourism industry, for example, in providing traditional clothing for cultural events or thematic clothing for tourists.

From the consumer side, awareness of supporting local products is also very important. By choosing local tailoring services, people not only get the clothes they want but also contribute to the economic well-

being of their community. This stance aligns with the government's "Love Domestic Products" movement. If this support continues to be strengthened, the MSME sewing industry will be able to survive and even grow even faster. Furthermore, MSME tailors have a strategic role in building the national creative industry ecosystem. The fashion industry is a sector that continues to grow and has a broad market, both domestically and internationally. With a large and diverse population, Indonesia has a very high need for clothing. If MSME tailors can organize themselves well, adopt technology, and maintain product quality, then the opportunity to penetrate the international market is wide open. The works of local tailors may one day be able to compete with the world's major fashion brands. In conclusion, MSME tailors are more than just small businesses fulfilling everyday clothing needs. More than that, they are a tangible manifestation of the community's creativity, perseverance, and entrepreneurial spirit. Behind every stitch lies a story of struggle, culture, and the desire to provide the best for consumers. Support from various parties is needed so that MSME tailors not only survive but also develop into the backbone of the fashion industry that is competitive, cultured, and contributes significantly to the national economy.

Mainan Village is part of Sembawa District, Banyuasin Regency, South Sumatra Province. The village, which covers approximately 4,900 square meters, is strategically located on an alternative route to Palembang City and serves as a transit point for residents of neighboring villages (Limau Hamlet and Pulau Harapan Village) to sell their wares. The digitalization of MSMEs refers to the process of utilizing digital technology in various operational and administrative aspects of small and medium-sized businesses. In this era of globalization, all things that were impossible have become possible, such as in the conventional business we know today, where buyers come to sellers, transactions occur, and ultimately, an agreement is reached. Likewise, in the business world, Companies traditionally market their products through word of mouth, when entering the market, and most importantly, promotional product marketing through print or electronic media. As people become more familiar with the internet, business methods have also changed with the emergence of e-commerce or online stores (Wijoyo et al., 2020). Branding and digitalization play a crucial role in increasing buyer trust and a product's market reach. Branding can help create a strong and consistent identity, while digitalization enables the use of technology to improve operational efficiency and expand market access.

Branding of Micro, Small, and Medium Enterprises (MSMEs) products is one of the most important visual components of a company's identity. Through product branding, MSME items can bring updates and adjustments in various product or MSME sectors (Moriska Hesti Ningsih et al., 2024). Branding can make it easier to search for products, indicate the quality of a product, and can even provide legal protection if a product has been registered under Copyright. (Krisnawati, 2021).One form of MSME that is increasingly receiving attention for improving its branding is the home clothing sewing business. In this Toy Village, there are many existing MSMEs, ranging from MSMEs in plantations, food, food, and crafts, but it is very unfortunate that many MSMEs in this Toy Village do not have a business branding strategy. Strategy is a way related to the long-term direction and scope of an organization, so that it can benefit the organization through a challenging natural resource environment, which can meet market needs. (Theresia Novita Maristela et al., 2024)

Micro, Small, and Medium Enterprises (MSMEs), which are also involved in trade, must adapt to current developments. Otherwise, their continued existence will undoubtedly decline due to being overtaken by more complex systems, even if their products can compete in terms of quality. MSME digitalization is an effort to digitize MSME product marketing. Simply put, the current era of increasingly advanced technology makes it easier for traders to market and sell their products online. Business actors can market their products on social media and even provide location information on maps available on social media, making it easier for customers to go directly to the location. In addition, due to changes in sales methods, some operators no longer need social media and online shopping as new means for product marketing. A clothing sewing business is a business whose operations process raw materials into finished goods. Processing raw materials with sewing machines carried out directly by workers can produce finished products (Syafei & Jalaludin, 2021). The business offers a customization service, allowing customers to order clothing in their desired size, design, and material, providing the added value of unique and personalized clothing. The products produced are very

diverse, including clothing for men, women, and children, as well as accessories such as headscarves and headscarf brooches. (Ajizah et al., 2024).

Home-based tailors in Mainan Village have excellent potential for development through digital branding, but the main problem faced by these tailoring MSMEs is a lack of knowledge on how to brand their businesses. A successful branding strategy can increase brand value, which in turn can bring financial benefits and growth opportunities for the Company (Sayuti et al., 2024). This branding can increase market share and is supported by increasingly sophisticated technology. Besides boosting sales and making the product widely known, branding also has additional advantages.(Moriska Hesti Ningsih et al., 2024). This community service aims to develop an effective digital branding strategy for tailoring businesses in marketing the products produced by tailors in Mainan Village, with the aim of developing the business in the digitalization era to increase the quantity of business production in the future.

II.   Literature Review and Hypothesis Development

2.1.   Entrepreneurship

Entrepreneurship is a distinct discipline, with a systematic process that can be applied through creative endeavors. In other words, entrepreneurship is a discipline that studies a person's values, abilities, and behaviors in facing life's challenges and how to seize opportunities despite the various risks they may face. Entrepreneurship examines a person's values, abilities, and behaviors in creative endeavors. Therefore, the object of entrepreneurship study is a person's values and abilities, which are manifested in the form of behavior. Entrepreneurship is a key pillar of modern economic development. In the era of globalization and the Fourth Industrial Revolution, entrepreneurship is no longer simply understood as a profit-seeking business activity, but rather as a creative, innovative, and problem-solving process that can add value to society. Entrepreneurs are required not only to create products or services but also to provide solutions that are relevant to consumer needs, while simultaneously creating job opportunities and driving sustainable economic growth.

In Indonesia, entrepreneurship plays a strategic role given its large population, relatively high unemployment rate, and abundant natural and human resources. Through entrepreneurship, people can transform limitations into opportunities, create innovations from simple things, and develop businesses that can compete not only in local but also global markets. Etymologically, entrepreneurship comes from the word "wira," which means brave, and "usaha," which means activities to achieve certain goals. Thus, entrepreneurship can be defined as a person's courage to run a business with full calculation, risk, and creativity in order to achieve the desired results. Experts define entrepreneurship from various perspectives. Joseph Schumpeter, for example, stated that entrepreneurship is the ability to innovate, namely, creating new combinations of factors of production. Meanwhile, Peter Drucker views entrepreneurship as the act of seeking opportunities, taking calculated risks, and organizing resources to achieve business goals. From these various definitions, it appears that entrepreneurship always emphasizes the aspects of courage, innovation, risk-taking, and orientation towards value creation.

The development of information technology has had a major impact on entrepreneurship. The digital era opens up new opportunities for entrepreneurs to market their products and services via the internet. E-commerce, social media, and digital applications are effective means of expanding the market. For example, a culinary entrepreneur can market his products through a food delivery application, so that his consumer reach is much wider than just relying on buyers who come directly. Likewise, entrepreneurs in the fashion or handicraft sector can sell their products to various regions, even abroad, through marketplace platforms. In addition, the digital era has also given birth to a new form of entrepreneurship called digital entrepreneurship, namely entrepreneurship based on digital technology. For example, application development, digital marketing services, and creative content on YouTube or TikTok can generate income. This phenomenon

shows that entrepreneurship is no longer limited to the traditional sector but has penetrated the digital space, which has enormous potential.

In the digital age, entrepreneurship is inextricably linked to digital branding, the strategy of building a business's image, identity, and reputation through digital media. While branding used to be primarily done through conventional media like print ads, banners, or television, digital platforms like social media, marketplaces, and websites are now at the forefront of shaping consumer perceptions. Entrepreneurship in digital branding means how an entrepreneur can leverage technology to build a strong, widely recognized, and trusted brand among consumers. Without the right digital branding strategy, even the smallest business will struggle to compete amidst the rapid flow of information and global competition. Entrepreneurship is the ability to create something new and different. This definition implies that an entrepreneur is a person who can create something new, different from others, or can create something different from what already exists. Meanwhile, according to Suryana and Bayu (2010:24), entrepreneurship is a creative and innovative ability that serves as a foundation, strategy, and resource for seeking opportunities for success. Therefore, it can be concluded that to become a successful entrepreneur, one must not only be creative and innovative, but also be consistent and adapt to changing consumer tastes.

Being an entrepreneur means combining personal character, finances, and resources. Therefore, entrepreneurship is a job or career that must be flexible and innovative, able to plan, take risks, make decisions, and take action to achieve goals. Entrepreneurship has two functions: micro and macro. At the micro level, entrepreneurs' functions within a company include assuming risk and uncertainty, combining resources in new and different ways, creating added value, establishing new businesses, and creating new opportunities. At the macro level, entrepreneurs play a role in the national economy as drivers, controllers, and regulators of a nation's economy. Entrepreneurs function to create new investments, form new capital, generate new jobs, create productivity, increase exports, encourage economic growth, reduce social disparities, and improve welfare.

2.2. Branding

Branding comes from the word brand, which means brand. A brand is a sign used by entrepreneurs, factories, manufacturers, and so on as an identifier for the products they produce. Meanwhile, branding is a communication activity carried out by a company, organization, or individual that aims to get a good response and image from consumers, business partners, or other stakeholders (Prasetyo D Bambang, 2020). Another definition of branding is the term for the name, symbol, and design of a product (Rezky Fadillah, 2022). According to the brand-building theory in The Brand Gap, a brand is not a logo, identity, or product, but rather a person's feelings towards a product, service, or organization (Catur et al., 2020). Branding will stick in someone's memory if it has its own unique characteristics. Distinctive characteristics in branding can be a logo, packaging design, coloring, and typography (Rezky Fadillah, 2022).

The first discipline is Differentiate; the main point in this discipline is focus. The main indicator of focus is 'how the brand wants to be seen'. The second discipline is Collaborate; the main point in this discipline is that building a brand cannot be done alone. The third discipline is Innovate. The main point in this discipline is the need to apply creativity in the form of creative thinking, and the four main aspects needed in building a brand, namely: the brand must have a prominent name, a name with graphics or a logo, packaging, and online communication. The fourth discipline is Validate. The main point in this discipline is to involve the community in the branding process. The fifth discipline is Cultivate. The main point in this discipline is that the brand needs to be managed continuously, because business is a process, not an object (Catur et al., 2020).

Digital branding has strategic significance in entrepreneurship because:

a. Increase visibility – Small businesses can become widely known even without large capital, simply with the right digital strategy.
b. Building consumer trust – A consistent and professional brand identity in the digital world creates a positive image.

c. Differentiate from competitors – Digital branding helps entrepreneurs stand out with the uniqueness and story behind their product.
d. Promotion cost efficiency – Unlike conventional advertising, digital branding is relatively cheaper, and its effectiveness can be measured.
e. Access to global markets – Local products can reach international consumers simply through digital platforms.

An entrepreneur who wants to be successful in the digital realm must understand the main elements of digital branding, namely:

a. Brand identity: Consistent logo, colors, fonts, and communication style.
b. Brand storytelling: A narrative that conveys the values, mission, or inspiration behind a business.
c. Online presence: Website, social media, and other digital platforms.
d. Interaction with consumers: Fast response, friendly service, and two-way communication.
e. Digital content: Photos, videos, articles, or posts that are relevant to the target market.

These elements form the foundation for effective digital branding. There are several strategies entrepreneurs can implement to build a digital brand:

a. Utilizing
Social Media Social media, such as Instagram, TikTok, Facebook, and LinkedIn, have become the main channels for introducing products, interacting with consumers, and building communities.
b. Professional website optimization and SEO make a business appear more credible. Combined with SEO optimization, products can be more easily found in search engines.
c. Content Marketing
Quality content in the form of articles, video tutorials, or attractive product photos can build engagement while providing education to consumers.
d. Influencer Marketing
Working with influencers who match your target market can expand your reach and increase trust.
e. Brand Storytelling:
Consumers don't just buy products, but also the stories behind them. For example, a local coffee business emphasizes farmer empowerment as a selling point.
f. Data-driven Marketing
Digital branding allows the use of data to analyze consumer behavior, so that strategies can be adjusted precisely to the target.

In Indonesia, MSMEs are a dominant sector in the economy. Digital branding offers MSMEs significant opportunities to scale up. With limited capital, MSMEs can:

a. Marketing its products through national and international marketplaces.
b. Using social media to reach consumers without huge costs.
c. Building a loyal customer community through digital interactions.
d. Leveraging trends like live shopping and micro-influencers to increase sales.

Many MSMEs have succeeded in increasing their turnover many times over simply by using a consistent digital branding strategy. Digital branding can also be combined with social entrepreneurship. For example, a business selling environmentally friendly products can communicate its positive impact through digital campaigns. In this way, consumers not only buy products but also feel like they are contributing to a social mission. This kind of branding is effective in building loyalty and increasing brand value. Branding can be categorized into five types: product branding, personal branding, corporate branding, house branding, and nation branding. The first type is product branding, a term used for each product that has its own branding. The second type is Personal Branding, which is a term used by someone to give a good image to society regarding themselves, according to each individual's expectations. The third type is Corporate

Branding, which is a term used by companies to improve their reputation. The fourth type is House Branding, a combination of corporate branding and product branding used when a product faces marketing challenges. House Branding is characterized by the company name paired with the brand name to reassure consumers of the product's quality. The fifth type is Nation Branding, a term used to promote a country's image internationally, including political, economic, social, and cultural aspects. Branding is crucial for Micro, Small, and Medium Enterprises (MSMEs) because it can help differentiate their products from competitors, create a positive image, and increase consumer trust (Mujahidin et al., 2023). Furthermore, branding can make a product more widely known and expand its market.

Branding in Micro, Small, and Medium Enterprises (MSMEs) can be achieved through logo creation, branding, banners, and the creation of a Business Identification Number (NIB). To reach a wider target market, branding can be achieved by utilizing digital technology or digitization. Digitization is a term describing the transition from print, audio, or video media to digital formats. Digitization creates digital document archives, copying functions, and creates digital library collections. Digitization requires equipment such as computers, scanners, source media operators, and supporting software. Printed documents can be transferred to digital format using document scanning support programs such as Adobe Acrobat and Omnipage. Audio files can be converted to digital format using audio editing programs such as CoolEdit and JetAudio. Video documents can be converted to a digital format using video editing software. Digitization is nothing but efficiency and optimization in many ways, including efficiency and optimization of storage facilities, protection from various disasters, better resolution, and more stable images and sound (Faza Ahmad Dany et al., 2025).

III.   Research Method

This activity was carried out in Mainan Village, Sembawa District, Banyuasin Regency, South Sumatra Province. The MSME being developed is a home sewing business run by Mrs. Sandiya. This activity is a form of community service that helps MSMEs develop their businesses by creating business names, logos, banners, and stickers for more attractive packaging. Interviews and field analysis were used to gather information about the condition of these MSMEs. This activity is carried out in three stages, namely:

3.1.   Planning / Survey Stage

At this stage, a field survey was conducted by visiting Mrs. Sandiya's business location, which is located right next to her home. Direct interviews with MSME owners were conducted to understand the clothing manufacturing process, marketing processes, and product sales. The purpose of these interviews was to determine the condition of the MSMEs and to understand their daily sales process. This tailor is well-known in the local community as a place to make clothes for various events and needs, but unfortunately, it does not yet have a brand name, business logo, business banner, or business stickers.

Figure 1. Survey and interviews with business actors

3.2. Implementation Stage

Branding is an identity through symbols, names, terms, designs, signs, or a combination of all that is designed and has the purpose of identifying a product, service, or group of sellers from one another (Diana et al., 2024). At this stage, the author determines the name of the MSME tailor, creates a business logo, makes a business banner, packaging stickers, and creates social media for marketing the product. A brand name is the core of a brand's identity. Therefore, creating a name for this MSME is crucial. The author decided to create a brand for the business to make it more easily recognized by consumers. An ideal logo acts as a tool of self-esteem and value creation, conveying an image of respect and sincerity (Ainun et al., 2023). The logo that the author created has attractive colors and an interesting design to attract the attention of consumers. Stickers are a promotional medium applied to products to identify a brand, making it easily recognizable to the target market and distinguishing it from competitors (Magdalena et al., 2023). Stickers for MSMEs are created in colors that match the business banner and include additional information such as a phone number and business location. This ensures consumers remember them easily and encourages them to return to sewing.

3.3. Evaluation Stage

The evaluation phase of branding for MSME tailors is a crucial process for assessing the extent to which the implemented strategies have achieved predetermined goals, including increasing sales, strengthening brand image, and engaging consumers. Evaluation goes beyond simply measuring numbers; it also analyzes communication effectiveness, visual consistency, and customer satisfaction with the services and products offered. For MSME tailors, branding evaluation is a bridge to find out whether the brand identity that has been built is truly understood and accepted by consumers, or whether it still needs to be improved to suit market needs. The evaluation process typically involves several steps. First, collecting data from various sources. MSME tailors can take advantage of consumer interactions on social media, reviews on marketplaces, or direct testimonials from customers who come to the store. This data provides a real picture of how consumers view the quality of sewing, the timeliness of order completion, and the attitude of service provided. Second, compare the results with the planned targets. For example, whether branding strategies through social media have succeeded in increasing the number of orders, increasing followers of official accounts, or expanding market reach outside the region.

Furthermore, the evaluation stage also includes an analysis of advantages and disadvantages. On the plus side, MSME tailors may find that consumers like video content of the sewing process because it is considered honest and interesting. However, on the other hand, they may realize that the logo design is not prominent enough or that contact information is difficult to find on social media. This kind of analysis helps MSMEs improve weak aspects while strengthening the good ones. In the context of digital branding, evaluations also need to consider more specific metrics, such as engagement rate, number of visits to a business profile, frequency of consumer content sharing, and the percentage of online interactions that convert into actual purchases. These figures can serve as objective benchmarks for assessing the success of a branding strategy. However, besides quantitative data, qualitative aspects are no less important. Consumer perception of brand identity, the emotional closeness created, and growing loyalty are indicators of long-term branding success that often cannot be measured by numbers alone.

Evaluation does not stop at analysis, but must also produce recommendations for the next steps. Evaluation results can be used as a basis for determining improvement strategies, such as updating content design, optimizing hashtag use, improving the quality of product photos, or even rebranding if necessary. For MSME tailors, this stage is crucial because the fashion market is always changing according to trends, so brands must be flexible in adapting without losing their core identity. Ultimately, branding evaluation for MSME tailors is a continuous cycle. Branding is not a one-time activity, but rather a process that is continually updated to reflect changing times and consumer needs. By conducting structured evaluations, MSME tailors

are not only able to maintain their quality and brand image but also ensure that these small businesses can continue to grow, compete healthily, and become part of the broader creative economy ecosystem.

Figure 2. Mentoring and guidance for business actors

IV.   Results and Discussion

4.1.   General Conditions of MSMEs

Branding assistance, this local tailor faced several challenges that impacted the development of his business. Among them was the lack of a strong brand and logo. Furthermore, the lack of a banner at the business location made it difficult for consumers to find the location. The lack of product packaging stickers also hindered visual presentation. Furthermore, the use of social media as a marketing tool was not fully utilized. However, with assistance, it is hoped that the business conditions of local tailors can improve significantly. Through this mentoring, business owners are guided to build a strong brand and logo, design attractive product packaging, and provide business banners. In addition, MSME owners are also guided in utilizing social media as an effective promotional tool, including creating interesting and interactive content. Thus, it is hoped that these Local Tailors can increase brand awareness, attract more customers, and expand their market through social media platforms.

4.2.   MSME Branding Assistance Activities

a. The first thing to do is to give the business a brand or name. The author and the business owner agreed to make the business brand with the name "Sandiya Fashion"; the name Sandiya was taken from the name of the business owner, who is already well known to many people in the surrounding area.
b. The next step is to create a business logo design that can be used for social media and promotional purposes. A strong logo allows a sewing business to create an identity that's easily remembered and recognized by consumers. High brand awareness will help attract potential customers and differentiate your product from competitors.

Figure 3. Business Name and Business Logo

c. Creating a business banner is to inform consumers about the local tailor's location and also to let potential customers passing by know without having to ask. This can facilitate the promotion of the MSME. The author helped design the business banner using Canva, printed it, and then displayed it at the business location.

Figure 4. Installation of Business Banners

d. Designing stickers for product packaging, the packaging used by Sandiya Fashion is only plain plastic without stickers, it less attractive and cannot help differentiate products in the market. The presence of stickers on the front of the packaging makes it easier for consumers to know the products made by Sandiya Fashion, and it looks more attractive to consumers.

Figure 5. Sticker on the Packaging

e. Create social media to promote Sandiya Fashion sales. The social media used is Facebook because the majority of social media used by the Mainan Village Community is Facebook, so promotions using Facebook are very effective.

Figure 6. Promotion Through Social Media

V. Conclusion

The digitalization strategy of MSME tailors in Mainan Village demonstrates that digital transformation is no longer merely an option but has become an urgent necessity for small businesses to survive and thrive amidst increasingly open competition. Mainan Village, which represents a rural area with great potential but still faces limitations in infrastructure, capital, and digital literacy, serves as a concrete example of how digitalization can be integrated gradually and strategically to optimize local potential. The presence of MSME tailors in Mainan Village plays a crucial role, not only providing everyday clothing, uniforms, and specialty clothing, but also creating new jobs, supporting family incomes, and preserving local wisdom by continuing to feature traditional motifs in their work. However, before digitalization, their consumer reach was limited to the nearest village or sub-district. This is where digitalization comes in as a solution and a major opportunity to expand business reach, open wider networks, and provide fairer access to markets.

Digitalization is very necessary because modern consumer behavior has changed a lot. Consumers now search for products through social media, marketplaces, and search engines. Without a digital footprint, the Toy Village sewing MSME risks missing out on significant opportunities to reach consumers regionally and even nationally. Digitalization allows tailors to build stronger branding, visually showcase product quality, and engage directly with consumers through fast, real-time, two-way communication. With the right digital strategy, the sewing MSME no longer just sells products but also offers experiences and images that add value. Creating a digital identity, such as a simple logo, a consistent brand name, and a clear business profile, is a fundamental first step. This identity serves as the foundation for professional recognition online. Besides identity, the use of social media such as Instagram, Facebook, and TikTok can be used as a digital showcase to display work. Uploaded content doesn't have to be complex; simple product photos, sewing process videos, customer testimonials, and even inspiring stories from local tailors can build an emotional connection with potential customers. Social media also opens up opportunities for consumers to recommend products through sharing features, so that market reach can expand naturally. Furthermore, the presence in national marketplaces such as Tokopedia, Shopee, or Lazada allows the products of the Toy Village to tailor to MSMEs to reach consumers from various regions. This expands sales opportunities that were previously unimaginable.

However, digitalization cannot take place without the readiness of human resources. Digital literacy training is a fundamental requirement for tailors to understand the basics of online marketing, digital store management, and product visualization strategies. Support from village governments, educational institutions, or private partners is needed to provide ongoing training. In addition, a collaboration strategy is also an important key. Tailors in Toy Village can form communities or cooperatives to share experiences, manage orders together, and even build a collective village brand. Thus, their strength is not only individual but well organized, so they can face competition more strongly. If this digitalization strategy is consistently implemented, the positive impact will be significant. Improved market access is the first and most obvious impact, as their products are no longer limited to offline sales but can penetrate markets outside their region with more efficient promotional costs. Digital advertising costs are relatively more economical compared to conventional media, but its reach is much wider. With increasing reach, opportunities for increasing turnover are also increasingly open. In addition, digitalization allows Toy Village to be known as a creative sewing center that has its own unique characteristics. Local identity reinforced by digital branding narratives can be an additional attraction for consumers who want unique and authentic products. Not only that, digitalization also opens up opportunities for social empowerment. The younger generation in villages who are more tech-savvy can get involved in activities ranging from product photography, social media management to creative content design. In this way, the digitalization process not only benefits individual tailors but also has a collective impact on village communities.

Despite the huge opportunities, implementing a digitalization strategy in Toy Village is not without serious challenges. Low digital literacy makes it difficult for some MSMEs to utilize technology optimally. Unstable internet access in rural areas is an additional obstacle that hinders digital activities, especially when it comes to uploading high-quality photos or interacting with consumers online. In addition, limited capital is also an obstacle because to support digitalization, devices such as smartphones with good cameras, laptops, or internet quota costs are required, which are not small. The next challenge is digital competition. Marketplace platforms and social media are filled with thousands of similar products, so the Toy Village tailors must be able to create differentiation and a strong branding narrative to avoid being lost amidst the competition. Finally, the increase in orders resulting from digitalization must be balanced with production consistency. If the tailor is unable to fulfill the request on time, the digital image that is being built can collapse.To overcome these challenges, several steps can be recommended. The role of village government is very important in providing support in the form of training, internet subsidies, or collective promotion of MSMEs. Collaboration with universities can also be a solution through community service programs focused on digital literacy and design innovation. Furthermore, utilizing simple, appropriate technology, such as WhatsApp Business for order management, will be easier for MSMEs to understand than complex applications. Branding strategies must also be implemented sustainably, emphasizing product quality, local uniqueness, and the inspiring stories behind each creation. Empowering the younger generation is key to ensuring the sustainability of digitalization, as they are more adaptable to technology and can be the driving force behind change that drives Toy Village forward. Branding mentoring program for MSME tailors in Mainan Village has successfully provided a more professional business identity through the creation of a brand name, logo, banner, packaging stickers, and social media platforms. This effort makes it easier for consumers to recognize and access services, while also enhancing the product's image and appeal in the market. The use of social media, especially Facebook, has proven effective for promotion in local areas. With the right branding strategy, local sewing MSMEs can increase competitiveness, expand marketing reach, and potentially increase revenue sustainably.

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