

Strengthening the Digital Branding of Cireng Senja MSME Through Visual Identity Development and Social Media Activation

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Abstract.

Cireng Senja is a small asal micro, small, and medium enterprise (MSME) culinary in Jatireja, East Cikarang that sells affordable cireng through self service or prasmanan concept. Despite average production of around 250 pieces reported by the partner per day, growth of their business was limited as there was no adequate visual identity and consistent digital product details or an online channel to market the products. Objective: To conduct a community engagement program using low cost digital branding intervention to bolster the marketing readiness status of the partner. Using the participatory action learning method of initial observation, partner consultation, co-designing branding assets, activating on social media and output-based evaluation, the programme was conducted between 12 November and 18 December 2025. The program also generated an official logo, a digital menu, promotional materials and an Instagram account (@cirengsenjaku). From an offline-only business with no formal wordmark to a business ready with consistent visual identity and shareable digital marketing assets (before & after assessment) Total realized budget of IDR 20,000 for the intervention as this had moved from physical packaging reoccurring cost into evergreen digital assets. The assessment only took output fulfillment and readiness for operations into account; sales growth after the program was not counted. This program highlights that a combination of skill transfer and simple digital supports can help assist micro food businesses to brand without significant financial investment.

Keywords: Digital branding, Food business, MSME, Community engagement and Social media marketing.

I. INTRODUCTION

In Indonesia, micro, small and medium enterprises are the backbone of local food economy as they offer affordable products, provide livelihood opportunities and link production activities to nearby supply networks. Traditional snacks are especially appropriate for the progress of micro-enterprise, as they belong to a well-known class of customer (bulk) goods that can be produced on small commercial scale, and where items can easily be differentiated by flavor, filling, service idea or way the products are presented. One such snack, Cireng (fried tapioca-based food) shows this promise. The common knowledge is that it's a cheap salty snack and it can also be converted to more than one stuffed variety in order for consumers to have different options. At the most basic level, such enterprises provide value by connecting redacted[the positive identification of opportunity acknowledgment, asset mobilization and a feasible business model] together.

Cireng Senja, is one of the street-food MSME located at Cimandiri Raya St., Jatireja, East Cikarang, Bekasi Regency. This is a bit of background, the business had been started in 2015, went quiet about 2 years later and then returned in 2025. According to the program, it had been active for about 4 months by that time. The partner used prasmanan or self serve display where customers choose cireng that have freshly made. Product DOC noted a number of other filled varieties such as spicy shredded chicken, spicy jando, spicy meatball, original shredded chicken, sausage mayonnaise, melted cheese and chicken liver. The partner applied an IDR 3,000 flat price per piece and reported approximately 250 pieces sold every day - monthly gross revenue of IDR 18-20 million. These numbers point to existing product adoption; they were, however, partner-reported estimates and none were independently confirmed during the program.

A great product will not, by itself, create a great brand. Brand identity is a perceptual representation of the brand which helps consumers identify, remember and differentiate an offering from competitors. Having an approach to name, colour, logo, typography and consistency of communication can lead microbusinesses to appear more reputable but also more memorable [4–7]. As part of a primary product, packaging along with

visual materials is also a form of non-verbal communication that communicates meaning about the brand long before the customer ever interacts with what you are selling [8]. There have been similar findings in community engagement studies examining food MSMEs whereby logo and packaging redesign has improved the professional presentation of products, and provided a foundation for brand awareness as similarly referenced [9, 10]. While the purple symbolic physical stall at Cireng Senja already provided a recognizable visual cue it hadn't been rendered in an official logo other than just within the stylised purple emails, and no consistent booking system.

It also concerns small businesses that work out of places where foot traffic is limited. Social media offers a low-cost channel through which organizations can communicate about products, share visual content to inform customers, promote customer interaction and electronic word of mouth [11-13]. However, digitalization is never restricted to just opening an account. For proper usage, one must know the platform going beyond its functions to select adequate content, clearly establish business-related objectives, and maintain digital activity capabilities [14, 15]. Adoption studies in the field of small & medium-sized enterprises suggest that perceived usefulness, organizational readiness, skills and resources as well as capabilities to integrate digital channels into everyday marketing practice [16-19]. Our broader digital-marketing research also reinforces the view that social media should not be treated as a stand-alone promotional tool but, rather, emphasizes the importance of customer engagement, content management, and measurement [20]. A new paradigm of digital community engagement programs in Indonesia has taken place, especially MSME-focused ones that employ social media optimization, content templates, and directly mentoring these business actors [21-23]. The following experiences indicate that practical and manageable interventions are more relevant than complex systems requiring the partner to have significant time, capital, or digital literacy.

There are several bits of business constraint founded at Cireng Senja, The first approach is the visual that has not had time to improve, does not have an active social media account, do not reach profitable marketing outcomes with others chicken noodles market, its location is in a low traffic street area and also lack space for production. No single student community engagement program could tackle all of them in the duration of one month. Consequently, the team focused on what was most urgent and doable for marketing: visual identity, consistent digital product information and first social media deployment. Your original plan includes physical packaging, but the actual team instead ended up developing a digital asset because custom-printed packaging would bring ongoing expenses to bear not only on the student staff but also on their partner.

This community engagement program aimed to strengthen Cireng Senja's basic marketing ability by: (1) developing an established visual identity; (2) producing repeatable digital menu and promotional materials; (3) launching a social media channel; and (4) preparing simple assets the partner could continue using after the end of the program. Perhaps, the low-cost aspect is what makes the program unique. The program, as may be realized, is not meant to cover business health or an instant spike in sales but rather tangible deliverables and readiness to operate hybrid offline-digital marketing.

II. METHODS

This program was held at the Cireng Senja stall in Jatireja, East Cikarang and design work produced at President University. The period of implementation is from 12th November to 18th December-2025. This meant the partner was engaged in this whole process for example with this participatory action learning phase to identify problems, validate design choices, test proposed outputs on practical use and be prepared to hand over marketing assets. This approach is consistent with action-research principles where inquiry, participation, action, and reflection co-occur to create solutions with rather than for community partners [24, 25]. The reason for selecting this fell more in the lines of practical co creation rather than one way classroom instruction, which was also an approach that would have been valid.

Preparation and Partner Assessment

Equipment planning started from conducting a site visit to directly observing the implementation and interviewing Mas Chandra as the operational representative. The stall, menu display, product variant or the

things sold, its price and also hours of operation, sales process and marketing practice were all documented by the team. This assessment also shows that Cireng Senja based its business on the physical purple stall, roadside visibility and organic word-of-mouth marketing. There was no official logo, like a digital menu that looked usually the same, also there was no active Instagram account and not even on any of the food-delivery platforms.

It then divided immediate communication issues from longer-term operational issues. Packaging compliance, financial bookkeeping, the licensing you need to run a business and the requirement to register for online delivery were relevant but needed more data, time and chase ups. Packaging was more than a container as its characteristics will influence brand communication, perceived value, and consumer response [27]. Yet, visual identity and web-based product information were chosen for the first stage of intervention because these could be developed in one month and then used to improve next marketing efforts without disturbing day to day operations.



Fig. 1. Initial observation of the Cireng Senja stall and its existing physical display.

Program Implementation

The implementation involved four inter-linked tasks. The solution was to create an official logo that is based on an existing purple visual theme from the partner. Secondly, the team designed a digital menu that summarized core flavor choices as well as the IDR 3,000 price in a WhatsApp Status and Instagram Stories friendly format. Third, they created promotional content, consisting of linear images with a more loyalty-oriented pitch i.e. Get a free mini cireng when buying three minimum purchases. Fourth, the team create and optimize @cirengsenjaku (Instagram Account) with location & some content when first opened. Throughout the process, we engaged with the partner to ensure that outputs were aligned with existing business identity and could be feasibly used in practice following the program—an important aspect of participatory action work that emphasises collaborative and iterative orientation [24, 25].

Designed work via Canva and mobile-based content tools. Smartphones were deployed to photograph documentation for products and stalls, while the online collaboration options allowed team members to work asynchronously. Since class, assignment, and examination times did not allow all students to attend every field visit a task-rotation system was established. The program had assigned an actual budget of IDR 20,000 (IDR 10,000 design access + IDR 10,000 transportation). The intervention did not involve any physical packaging printing.

Monitoring and Evaluation

Monitoring then centred on whether the outputs promised were delivered, and if they were technically usable, and transferable to the partner. The assessment criteria being: a high resolution logo was available, cosmetic digital menu was fully populated, promotional visuals were ready to go, the activation of social media accounts and credentials along with design files ready for handover. It also involved an examination of changes in the capability to engage with business before and after the intervention.

The study did not assess sales, profit, social media engagement or customer perception in a controlled setting. Such claims were inappropriate because of the short period of implementation and also due to no established baseline. As a result, the findings are viewed as being driven by better branding infrastructure and marketing readiness, but not revenue-generation

.III. RESULT AND DISCUSSION

Initial Business Status And Priority Problem

The assessment reveals that Cireng Senja already has a concept of product-market fit. The combination of low prices, available multiple fillings, freshly made in-store every day production and self-service selection provided unmistakable value to students and residents nearby. Local sourcing also helped the business, which is thought to have sold out of its daily stock every day. The business identity was still associated with the stall; Customers discovered the product away from the place with no logos nor standardisation in a digital catalogue, and there was no social media account to check.

This was the problem that became a gap between access to the product and communication ability. Although customers might love a product, the detrimental effect of poor visual identity makes it difficult for them to remember your brand as they struggle through answers around flavors, prices, opening hours and location without concrete digital information. The literatures on brand-identity state that associating similar visuals supports recognition, and it helps structure communications to make visible what a business represents [4, 5, 7]. Visuals associated with product and packaging can also convey brand meaning and impact customers interpretation of an offering [8]. This situation follows similar challenges reported as barriers to marketing in other food-MSME engagement programs, where minimal packaging or variable branding (e.g., no logo) limited the ability of a product to reflect its uniqueness [9, 10].

Creating the Visual Brand Identity

The first major deliverable was the Cireng Senja logo. This design reused purple for the main color, primarily because this is a common color found on both their physical stall. Keeping the existing color minimized the possibility of creating a digital identity that seemed separated from the offline customer experience. Its logo utilized playful typography and a communicative character in an illustrative style to suit the main customer base, students and other young locals.



Fig. 2. Official visual identity developed for Cireng Senja.

The logo was used as the Instagram profile picture and repeated in publicity. This application provided consistency of assets and was able to change the stall color into a brand system that could easily be remembered. From the standpoint of branding, the intervention was not just decorative; it became a visual anchor that could be repeated on menus, social media posts, stickers, banners and any future packaging. Brand-identity frameworks base their central precept upon the notion of having easily identifiable associations that can be applied consistently by all brand-affiliated actors over time at all customer touch points [4–7]. Syafikarani et al. [10] also show that redesign for the cireng-derived product sought to represent product shape.

Digital Menu and Promotional Collaterals

The second deliverable was I also provided them with digital marketing collaterals. Digit menu was created to answer the top customer queries in one image. It shows only the available flavour options as well as the flat price IDR 3,000. Since the partner was in a position to share it on repeat over WhatsApp Status or as Insta Stories, we optimized the format for people viewing from their phones. The menu therefore was a kind of virtual menu board as opposed to a static ad in your window.



Fig. 3. Digital menu (left) and loyalty-oriented promotional visual (right).

In the promotional image, a repeat-purchase mechanism was implemented where customers could earn a mini cireng for free on the seventh day by reaching IDR 15.000 of spending in seven days. This was a draft retention strategy concept not based on an actual sales experiment. In practical value, it simply shows the partner an example of how a promotion should build off repeat visits and not just open with price discounts.

Creating artifacts digitally instead of in print was a direct consequence of the project not having the financial means for it. The improvement of product presentation, visual appeal and perceived added value could be enhanced with custom packaging, since the design scope of packaging supports communication and purchasing [26, 27]. But it would also mean needing to repurchase it again and again. On the other hand, a digital menu can be used multiple times at zero printing cost and modified whenever there is a change in product details. This low-cost/-complexity strategy aligns with the evidence that small-business digital uptake is most sustainable if defined tools are perceived as useful, cheap and in alignment with existing skills and routines [17-19]. It also complements community engagement practices that offer predesigned logos, visual templates and social media tools based on each MSME need [21].

Social Media Activation

The third output was the activation of the Instagram account @cirengsenjaku. The profile included the Jatireja location, operating hours from 11:30 until sold out, and initial visual content using the new identity. The account was positioned as a digital portfolio and information point rather than a channel requiring intensive daily management. This decision reflected the partner's limited time during production and sales.



Fig. 4. Initial Instagram profile created for Cireng Senja.

The company depended entirely on roadside traffic — which social media activation solved for. It didn't automatically mean wider sales, but it gave them a searchable digital footprint and an avenue for existing customers to spread the word about products. As it merges firm-generated communication with

customer-to-customer interaction, social media is important for awareness, engagement and electronic word of mouth [12, 13]. However, access to the platform alone is not sufficient for effective use: organizations need to understand what each platform does and how they can create appropriate content to fit into their marketing objectives [14, 15]. Empirical and review studies have associated some purposeful social-media use with marketing capabilities and potential performance amelioration, while also calling out the relative influences of organizational readiness and skills [16, 20]. As previously documented in the literature, structured content, social media optimization, and direct mentoring has been shown to improve visibility and digital identity in MSME through community engagements [22, 23]. So, for Cireng Senja, the short term success was setting up this channel and making repeatable content, while the mid-term and long-term success will be determined by continuing to post and how well their customers respond.

Before-and-After Evaluation

Table 1 provides a summary of the change in marketing capability that was observed. This comparison concerns only the conditions directly covered by the programme.

Table 1. Before-and-after comparison of Cireng Senja's marketing capability.

Aspect	Before the Program	After the Program
Brand identity	No official logo; identity relied mainly on the purple stall.	Official logo and consistent purple-based visual system were available.
Product information	Customers depended on direct questions and the physical menu display.	A reusable digital menu summarized core variants and price.
Digital presence	No active social media account was available.	Instagram account @cirengsenjaku was activated and populated with initial content.
Marketing model	Offline-only and dependent on walk-in traffic and word of mouth.	Initial hybrid capability through offline sales plus shareable digital assets.
Asset cost	Potential physical printing would create recurring expenditure.	Evergreen digital assets were produced with minimal project cost.

The comparative analysis shows that the program reached a transition from 0-to-1 where initially established brand systems are transformed into a uniform collection of digital assets. The Information Flow Improvement The most immediate information flow improvement. Customers could get details about price and flavour via ajpg, and the partner wouldn't have to start each promotion from scratch. Additionally, the social media account gave a computer reference for the business. At the same time, any reference to 'expanded market reach' should be taken as more potential visibility than actual customers gained because no analysis of reach or sales was conducted post-implementation.

Cost Efficiency and Sustainability

Total budget realised of 20,000: 10,000 for access to design and 10,000 for transport. As a result, the project did not rely on donations of equipment or large physical materials. One key reason this finding should matter to student-led community engagement is that interventions relying exclusively on physical goods purchased may cease to generate value after those goods are consumed. Batara told ON, "The Cireng Senja program was focused on flex-file and account ownership in a way that encapsulated things without limiting partner reuse of outputs." This type of approach illustrates on the one hand general potential that digital entrepreneurship has to recombine readily available technologies and skills into low-cost business assets [2] while research on small-business adoption suggests that both perceived ease-of-use and practical usefulness are prominent factors for sustained use [18].

Three mechanisms were planned to sustain it. However, it first prepared the Instagram username and password to be handed over to the partner. Second, the logo, menu and promotional images were stored as standard formats (PNG or JPG) that an average smartphone would be able to render. Mobile-first third, but

the real trick is that menu was evergreen—could just reshare it without editing unless a price or product variant changed. The focus on the seamless integration into routine work is crucial since SMEs tend to refrain from using digital channels in case tools are perceived as too complex, poorly integrated (i.e. lack technological capabilities required for implementation) or too lowly appropriate [17, 19]. Partners were thus instructed to focus on low effort channels; WhatsApp Status especially, using Instagram only as a portfolio and information page when posting feet was not possible daily.

Fig. 5. Existing menu documentation and partner engagement during the program.

The program still requires follow-up. Delivery platforms were not implemented yet for the business; regulatory issues like packaging requirements, bookkeeping and certified space needs stayed unresolved. So the branding foundation that has been pretty much done should be at the core of any future assistance not



banging in on similar design activity thereon. Step two may provide a basic option for cost-of-goods, champion local businesses by assisting with licensing, sign up for food delivery and social media following data over a period of two to three months to review inquiries, repeat purchases and sales. Such follow-up helps partners transition from basic presence to a more advanced level of social media utilization as brand-building assets and verify these branding assets lead to customer-oriented or firm market outcomes [15, 20].

IV. CONCLUSION

By implementing this community engagement program, Cireng Senja has improved fundamental aspects of digital branding preparation such as an official logo design, a digital menu that can be edited repeatedly (reusable), promotional visual and Instagram account oriented to loyalty. And these outputs distilled the partners' most critical short-term needs: inconsistent brand identity; fragmented product bio direction; and no digital platform for engaging with their customer base. Utilization of the existing purple stall as a basis for the visual experience ensured continuity with the new digital identity and offline business.

We implemented the intervention at a realized cost of IDR 20,000 when substituting recurrent physical packaging costs with reusable digital assets. A before-and-after assessment shows stronger marketing infrastructure and readiness for a hybrid offline-digital model. But the program did not measure how any effect on sales and profit, or customer repeat purchase or social media engagement. CR could deploy future community engagement work to sustain existing assets, help the partner operate independently in ongoing use of content, and conduct longitudinal evaluation before claiming business-performance impact.

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