

Assistance and Banner Provision as a Strategy to Enhance Marketing Performance of Teng-Teng MSME Products

Sinar¹, Muhammad Azhar Nur², Nurwahida³, Hardiyanti Ridwan⁴, Diyah Fadillah*

Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Hukum Islam, Universitas Islam Ahmad Dahlan Sinjai

*Corresponding author: sinar8518@gmail.com azharblind69@gmail.com, rusdamnurwahida@gmail.com, hardiyantiridwan65@gmail.com

Abstract: This community service activity aims to enhance the marketing performance of micro, small, and medium enterprises (MSMEs) through structured assistance and the provision of promotional banners. The program focused on Teng-Teng and banana chip MSMEs located in Pasir Putih Village, Sinjai Borong District, which face common challenges related to limited promotion, branding, and market visibility. The assistance was implemented through direct involvement in the production process and the development of promotional media in the form of banners designed to represent product identity and attract consumer attention. The activities were conducted in three stages: initial socialization with local stakeholders, production assistance, and promotional support through banner installation. The assistance sessions took place on February 20 and March 3, 2023, followed by banner installation on March 20, 2023. The results indicate that the provision of banners as promotional media improved product visibility and strengthened brand recognition among the local community. Moreover, the assistance process increased MSME actors' awareness of the importance of marketing strategies and product presentation in supporting business sustainability. This activity demonstrates that simple promotional interventions combined with mentoring can contribute positively to MSME marketing development, particularly in rural areas with limited access to formal marketing channels. The findings suggest that assistance-based promotional strategies can serve as an effective approach to support MSME competitiveness and income improvement.

Keywords : promotional banners, marketing, MSMEs, Teng-Teng

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting economic growth, employment creation, and income distribution, particularly in developing countries such as Indonesia. MSMEs are widely recognized as a resilient economic sector that can absorb labor, reduce poverty, and strengthen local economies. Their contribution becomes increasingly significant in rural and semi-urban areas, where access to formal employment opportunities remains limited. As a form of people-centered economic activity, MSMEs serve not only as income-generating units but also as instruments of social empowerment that enhance community welfare and economic inclusivity. Despite their strategic role, MSMEs often face persistent structural and managerial challenges that hinder their growth and sustainability. Limited access to capital, weak managerial capacity, lack of formal business registration, low financial literacy, and inadequate marketing strategies remain major obstacles. Among these challenges, marketing limitations are frequently identified as one of the most critical issues affecting MSME competitiveness. Many MSMEs rely on traditional marketing methods with limited reach, resulting in low product visibility and restricted market expansion.

Consequently, even products with strong local potential struggle to compete with mass-produced goods or branded products from larger enterprises. Business assistance and mentoring programs have been widely acknowledged as effective approaches to address these challenges. Through structured assistance, MSME actors can receive guidance in production management, marketing strategies, financial administration, and business development planning. Previous studies emphasize that mentoring-based interventions contribute positively to improving MSME performance, particularly when assistance is tailored to the specific needs and local context of the enterprises. Assistance programs not only enhance technical skills but also increase entrepreneurs' awareness of business opportunities and innovation potential. Marketing plays a crucial role in determining business success, as it connects products with consumers and shapes purchasing decisions. According to marketing theory, effective marketing involves a series of managerial processes designed to identify consumer

needs, create value, and communicate product benefits. In the MSME context, marketing strategies must be practical, cost-efficient, and adaptable to local conditions.

However, many MSMEs lack the knowledge and resources required to implement structured marketing strategies, resulting in limited brand recognition and customer loyalty. In recent years, product branding and visual promotion have gained increasing attention as key elements of MSME marketing development. Branding is not merely about logos or packaging but represents the overall identity and image of a product in the minds of consumers. Visual promotional media, such as banners, signage, and displays, function as non-personal communication tools that convey product information, attract consumer attention, and reinforce brand identity. For MSMEs operating in local markets, especially in areas with limited digital access, banners remain an effective and affordable promotional medium. Banner-based promotion serves multiple purposes. First, it enhances product visibility by providing clear information regarding product availability, location, and unique selling points. Second, banners help establish brand recognition by presenting consistent visual elements such as colors, slogans, and product images. Third, banners act as a physical marker of business presence, making it easier for consumers to identify and remember the enterprise. Previous research suggests that visual promotional media can positively influence consumer perceptions, purchasing interest, and brand recall, particularly when design elements are aligned with product characteristics and target market preferences.

The Teng-Teng MSME, which produces traditional peanut-based snacks and banana chips, represents a local food enterprise with strong cultural and economic potential. Teng-Teng is a traditional snack widely recognized as a local specialty from Sinjai Borong, made from simple and easily accessible raw materials such as peanuts and flour. Despite its popularity among local consumers, the Teng-Teng MSME in Pasir Putih Village faces marketing constraints that limit its market reach. Product sales primarily rely on nearby shops, consignments, and informal distribution channels, with minimal promotional support. Field observations indicate that the absence of visible promotional media, such as banners or signage, contributes to low product awareness beyond the immediate neighborhood. Many potential consumers are unaware of the existence, location, or uniqueness of the Teng-Teng MSME products. This condition highlights the importance of simple yet strategic promotional interventions that can strengthen marketing performance without imposing significant financial burdens on MSME actors.

In addition to promotional limitations, MSME actors often lack adequate understanding of branding and marketing concepts. This knowledge gap affects their ability to present products attractively and differentiate them from competitors. Assistance programs that integrate production support with marketing interventions are therefore essential. By combining mentoring activities with practical promotional tools, MSME actors can gain both conceptual understanding and tangible resources to improve their business performance. Community service programs conducted by higher education institutions play a strategic role in addressing these challenges. Through community engagement initiatives, universities can transfer knowledge, technology, and skills to local communities, including MSME actors. Such programs align with the mission of higher education institutions to contribute to social and economic development. In the context of economic empowerment, community-based assistance enables students and academics to collaborate directly with MSMEs, providing context-specific solutions grounded in empirical observation.

This study focuses on assistance and banner provision as a strategy to enhance the marketing performance of the Teng-Teng MSME in Pasir Putih Village, Sinjai Borong District. The assistance program involved direct engagement in the production process, mentoring on basic marketing concepts, and the development of promotional banners designed to represent product identity. The intervention aimed to increase product visibility, strengthen brand recognition, and support income improvement

for MSME actors. The novelty of this study lies in its emphasis on low-cost, practical promotional interventions within a community service framework. While much of the existing literature focuses on digital marketing adoption or advanced branding strategies, this study highlights the relevance of conventional promotional media for MSMEs operating in rural settings. By documenting the implementation process and outcomes of banner-based promotion, this study contributes empirical insights into the effectiveness of simple marketing interventions for MSME development. Furthermore, this study underscores the importance of contextualized assistance programs that consider local conditions, resource availability, and MSME capacity.

The findings are expected to provide practical implications for policymakers, community development practitioners, and educational institutions seeking to design effective MSME empowerment programs. Ultimately, strengthening MSME marketing capacity through assistance and promotional support can contribute to sustainable local economic development and improved community welfare.

2. Research Methodology

2.1 Research Design

This study employed a community-based qualitative approach within the framework of community service and participatory assistance. The research design was descriptive and action-oriented, focusing on direct engagement with micro, small, and medium enterprise (MSME) actors to address practical marketing challenges. This approach was chosen to ensure that the intervention was responsive to local needs and conditions while enabling active participation of MSME actors throughout the process. The study emphasized mentoring activities combined with practical promotional support as a strategy to enhance MSME marketing performance.

2.2 Location and Research Subjects

The activity was conducted in Paroppo Hamlet, Pasir Putih Village, Sinjai Borong District, Indonesia. This location was selected based on preliminary observations indicating the presence of MSMEs with strong local product potential but limited marketing exposure. The primary research subjects were Teng-Teng and banana chip MSME actors, who operate small-scale food production businesses using traditional processing methods. These MSMEs were chosen due to their role as local specialty producers and their relevance to community economic development.

2.3 Stages of the Assistance Program

The assistance program was implemented in several structured stages to ensure systematic execution and evaluation.

2.3.1 Preliminary Observation and Needs Assessment

The initial stage involved field observations and informal interviews with MSME actors and local stakeholders, including village officials. This stage aimed to identify key challenges related to production, promotion, and marketing. The needs assessment revealed limited promotional media, low brand visibility, and minimal understanding of basic marketing concepts among MSME actors. These findings formed the basis for designing the assistance program.

2.3.2 Program Socialization

Program socialization was conducted on February 7, 2023, at the Pasir Putih Village Office. This stage involved presenting the objectives, scope, and planned activities to MSME actors and community representatives. Socialization was essential to build mutual understanding, gain community support, and ensure the active involvement of MSME actors in the assistance process.

2.3.3 Production Assistance

Production assistance was carried out on February 20 and March 3, 2023. During this stage, the research team participated directly in the production process of Teng-Teng and banana chips, from raw material preparation to product processing. This involvement allowed the team to understand production constraints and provide practical suggestions related to efficiency, hygiene, and consistency. Although the main focus of the study was marketing improvement, production assistance was included to ensure that product quality aligned with promotional efforts.

2.3.4 Banner Design and Provision

The promotional intervention focused on the design and provision of banners as a low-cost and accessible marketing medium. Banner designs were developed collaboratively with MSME actors using simple digital applications to ensure usability and sustainability. The design process considered visual elements such as color selection, product images, slogans, and contact information. The banners were installed on March 20, 2023, at strategic locations near the production site to increase product visibility and brand recognition.

2.4 Data Collection Techniques

Data collection was conducted using multiple qualitative techniques to ensure comprehensive analysis.

1. Observation

Direct observations were conducted throughout the assistance activities to document MSME conditions, production processes, and changes in promotional practices.

2. Interviews

Semi-structured interviews were carried out with MSME actors to capture their perceptions regarding marketing challenges, the usefulness of the assistance program, and perceived changes after the intervention.

3. Documentation

Photographs, activity reports, and banner design outputs were collected as supporting documentation to illustrate the implementation process and outcomes.

2.5 Data Analysis

The collected data were analyzed using descriptive qualitative analysis. Observational and interview data were systematically categorized to identify recurring themes related to marketing awareness, product visibility, and perceived benefits of banner-based promotion. The analysis focused on comparing conditions before and after the assistance program to assess changes in MSME marketing practices. The results were interpreted in relation to existing literature on MSME assistance and promotional strategies.

2.6 Evaluation Indicators

The effectiveness of the assistance program was evaluated using several indicators:

1. Increased visibility of MSME products in the local area
2. Improved awareness of branding and marketing among MSME actors
3. Positive feedback from MSME actors regarding promotional support
4. Enhanced identification of business location and product offerings

These indicators were assessed qualitatively through observation and participant feedback.

2.7 Ethical Considerations

Ethical principles were upheld throughout the study. Participation of MSME actors was voluntary, and informed consent was obtained prior to data collection. The study ensured confidentiality and respected local cultural values. All activities were conducted collaboratively to avoid imposing external solutions without community approval.

3. Results and Discussion

3.1 Initial Conditions of MSMEs and Identification of Marketing Problems

The initial phase of this community engagement activity focused on identifying the existing conditions of MSMEs in Pasir Putih Village, Sinjai Borong District. Based on field visits and discussions with local authorities, particularly the Head of Pasir Putih Village, it was found that MSMEs in this area operate primarily on a household scale with limited access to structured marketing channels. Among the identified businesses, Teng-Teng and banana chips MSMEs were selected as priority partners due to their strong local identity and continuous production activity. Despite the product's potential as a regional specialty, the MSME actors faced several structural challenges, particularly in marketing visibility and branding. The products were mainly distributed through local kiosks, small shops, and informal networks, without clear product identity or promotional media. The absence of visible signage or banners resulted in low public awareness of the business location and brand name. This condition limited market reach and constrained revenue growth, even though product quality and taste were considered competitive.

Figure 1. Initial coordination visit with Pasir Putih Village Head



The findings align with previous studies highlighting that MSMEs often experience marketing stagnation due to inadequate promotional tools and low branding awareness (Solikhah & Wahyudin, 2019; Tanan & Dhamayanti, 2020). This initial assessment became the foundation for designing targeted interventions focused on assistance and banner-based promotion as practical and contextually appropriate marketing solutions.

3.2 Assistance in Production Activities as a Foundation for Marketing Improvement

Marketing effectiveness cannot be separated from product readiness. Therefore, assistance in the production process was conducted as an integral part of the program. On February 20, 2023, the research team, together with village officials, monitored the Teng-Teng production process from raw

material preparation to final packaging. This activity aimed to ensure that the product quality supported the promotional efforts implemented later.

Figure 2. Production process of Teng-Teng MSME



The observation revealed that the production process relied on traditional methods using locally sourced ingredients such as peanuts and flour. While this approach contributed to product authenticity, it also highlighted the importance of consistency in taste, cleanliness, and packaging. During this stage, MSME actors were provided with informal education regarding the relationship between product quality, brand image, and consumer trust. This finding supports Putra (2016), who emphasized that product quality significantly influences purchase decisions and brand perception. Thus, production assistance served as a complementary strategy to strengthen marketing outcomes by ensuring that increased visibility would be matched by satisfactory consumer experience.

3.3 Banner Design as a Strategic Marketing Intervention

The core intervention of this study was the design and provision of banners as a promotional medium. Banner-based promotion was selected due to its affordability, simplicity, and relevance to rural MSME contexts. The design process was carried out collaboratively between the students and MSME actors, utilizing mobile-based applications such as Canva and PixelLab to ensure sustainability and replicability.

Figure 3. Banner design process for Teng-Teng MSME



The banner design incorporated essential branding elements, including:

1. Product name and logo
2. High-quality product images
3. A catchy slogan ("Rasanya Bikin Nagih")
4. Contact information for direct orders

The choice of colors—yellow and red—was intentional and grounded in marketing psychology. Yellow symbolizes warmth, comfort, and appetite stimulation, while red is associated with excitement, energy, and attention-grabbing power. According to Putri et al. (2022), these color combinations effectively influence consumer emotions and purchasing interest, particularly for food products. The banner functioned not only as a promotional tool but also as a visual identity marker, helping consumers recognize the business location and associate it with a distinct brand image.

3.4 Installation of Banners and Visibility Enhancement

The installation of banners was conducted on March 20, 2023, at strategic locations near the production site and along commonly accessed routes. This placement was designed to maximize exposure to both local residents and visitors passing through the area.

Figure 4. Banner installation at MSME location



Following installation, a visible change in the MSME's physical appearance was observed. The business location became easier to identify, and the presence of banners created a sense of professionalism and legitimacy. MSME actors reported increased inquiries from passersby who previously were unaware of the production site. These observations reinforce Khalid and Kayani (2017), who argued that visible business identity plays a crucial role in building consumer trust and accelerating MSME growth. The banner acted as a low-cost but high-impact promotional medium capable of bridging the gap between production capability and market awareness.

3.5 Perceived Impact on Marketing Performance and MSME Awareness

Qualitative feedback from MSME actors indicated several positive outcomes following the intervention. First, there was an increased awareness of the importance of branding and marketing strategy. MSME actors expressed a clearer understanding of how promotional media could influence consumer perception and sales potential. Second, the banner helped establish a recognizable brand identity, enabling consumers to remember the product and its location more easily. This finding aligns with Kotler and Armstrong's marketing theory, which emphasizes that effective marketing communication contributes to stronger brand recall and customer engagement. Although this study did not employ quantitative sales measurement, the perceived increase in consumer inquiries and visibility

suggests an improvement in marketing performance. Similar results were reported by Upaya and Kinerja (2022), who found that re-branding and visual promotion significantly enhanced MSME marketing outcomes.

3.6 Community Engagement and Capacity Building Outcomes

Beyond marketing improvement, this program contributed to community empowerment and capacity building. MSME actors were not treated merely as program beneficiaries but as active participants in the design and implementation process. This participatory approach fostered a sense of ownership and motivation to continue improving their business practices independently.

The involvement of students from the Islamic Economics Study Program also strengthened the link between academic knowledge and real-world application. This aligns with the principles of community-based research, where mutual learning and collaboration form the foundation of sustainable development initiatives.

3.7 Discussion in Relation to Previous Studies

The results of this study confirm and extend findings from previous research on MSME assistance and marketing development. While many studies focus on digital marketing, this research demonstrates that conventional promotional tools such as banners remain highly effective, particularly in rural settings with limited digital penetration. Furthermore, this study highlights that marketing interventions should not be implemented in isolation but integrated with production assistance and branding education. The synergy between these components enhances overall MSME performance and resilience.

3.8 Implications for MSME Development Policy

From a policy perspective, this study suggests that local governments and educational institutions can play a strategic role in MSME development by facilitating low-cost, context-sensitive interventions. Banner provision, when combined with mentoring and education, offers a scalable model that can be replicated in other rural areas.

3.9 Limitations and Future Research Directions

Despite its contributions, this study has limitations. The absence of quantitative sales data limits the ability to measure the exact financial impact of the intervention. Future studies are encouraged to incorporate mixed-method approaches, including pre- and post-intervention sales analysis, to strengthen empirical evidence.

4. Conclusion

4.1 Summary of Key Findings

This study demonstrates that assistance combined with banner provision constitutes an effective and context-appropriate strategy to improve the marketing performance of Teng-Teng MSMEs in Pasir Putih Village, Sinjai Borong District. The intervention addressed fundamental marketing challenges, particularly the lack of product visibility, weak branding identity, and limited consumer awareness of MSME locations. The findings indicate that banner-based promotion significantly enhanced the physical visibility and recognizability of MSME products. The presence of banners enabled consumers to more easily identify the business location, remember the product brand, and associate the MSME with a clear and professional identity. This improvement was supported by production assistance, which ensured that increased promotional exposure was aligned with product quality and consistency.

4.2 Contribution to MSME Marketing Development

This study contributes to the MSME marketing literature by highlighting the continued relevance of conventional promotional media, such as banners, particularly in rural and semi-rural areas where digital marketing adoption remains limited. While many recent studies emphasize digital transformation, this research confirms that low-cost, offline marketing tools can generate meaningful impact when implemented strategically and collaboratively.

Moreover, the integration of mentoring, production assistance, and branding education strengthened MSME actors' understanding of marketing concepts. This holistic approach helped MSMEs move beyond purely production-oriented thinking toward a more market-oriented business mindset.

4.3 Implications for Community Engagement and Policy

From a community engagement perspective, this study underscores the importance of participatory assistance models in MSME development. Involving MSME actors in banner design and decision-making processes fostered a sense of ownership and sustainability. The program also strengthened collaboration between higher education institutions, local governments, and community members. For policymakers and development practitioners, the findings suggest that simple and scalable interventions—such as banner provision supported by mentoring—can serve as effective entry points for MSME empowerment programs. Local governments may adopt similar models as part of village-level economic development initiatives to enhance MSME competitiveness and income potential.

4.4 Limitations of the Study

Despite its contributions, this study has several limitations. First, the evaluation relied primarily on qualitative observations and participant perceptions, without quantitative measurement of sales growth or income changes. Second, the scope of the study was limited to a small number of MSMEs within a single village, which may affect the generalizability of the findings. These limitations indicate the need for more comprehensive measurement tools and broader study coverage in future research.

4.5 Recommendations for Future Research and Practice

Future studies are encouraged to adopt mixed-method approaches by incorporating quantitative indicators such as sales volume, customer growth, and profit margins before and after intervention. Additionally, comparative studies between banner-based promotion and digital marketing strategies could provide deeper insights into the most effective marketing combinations for MSMEs in different contexts. From a practical standpoint, continuous mentoring, packaging improvement, and gradual integration of digital marketing platforms are recommended to sustain and expand the positive outcomes achieved through this program.

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