

***RE-BRANDING* BUMDES KUJATI PERDANA
DESA KARANGJATI KECAMATAN PANDAAN
KABUPATEN PASURUAN**

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ABSTRACT

BUMDES Kujati Perdana with its business, Café Omah Pring is a business entity established by the Karangjati Village government which aims to increase creativity and productive economic business opportunities for the Village community. BUMDES which is located close to the Pandaan toll road exit makes this place has the potential to become a tourist destination or rest area. The lack of branding makes public less familiar with the existence of Café Omah Pring. The method used is introduce Café Omah Pring on social media by inviting influencers. Rebranding process is very important so that consumers know more about Cafe Omah Pring. The importance of recognition is one of the big reasons for people to know and understand a brand better. It is hoped that with the rebranding of Cafe Omah Pring it will be able to compete with other developing businesses or partners.

Key words: Rebranding, BUMDES, Karangjati, Pandaan, Pasuruan

BACKGROUND

BUMDES is one of the village-owned enterprises that is expected to ease the burden on the community through businesses owned by a village. One of them in the Pandaan area is BUMDES Kujati Perdana. BUMDES Kujati Perdana is a business entity established by the Karangjati Village government in accordance with decree number 19 of 2017 which takes into account the decisions above, which aims to increase creativity and productive economic business opportunities for the Village community. BUMDES, which is located close to Pandaan toll exit, makes this place a potential tourist destination or rest area.

The lack of branding by the management gives the impression that this place is less familiar to the public, therefore the importance of introduction and development needs to be significantly increased in order to be able to be filtered in social media considering that currently people are more familiar with social media and like to provide information that can affect others. Therefore, the importance of recognition in digital world is one of the big reasons so that people know and understand what can be developed potentially and can be used as a role model in running a business, especially to develop this BUMDES so that in the future it is able to provide innovation and a series of leading programs, able to compete with other developing businesses or partners.

Less optimal marketing from the human resources owned by BUMDES which makes introduction activities to the public cannot be maximized. The layout that is designed with a classic theme does not look right, so it requires a more comfortable spatial innovation. The lack of funds for the improvement of BUMDES has become an obstacle to creativity and the development of existing facilities.

One of the business targets that we will focus on is Cafe Oma Pring. Cafe Oma Pring is a business engaged in food and beverage. The collaboration between Cafe Oma Pring and the local community is an interesting thing. Where the main ingredients needed by Cafe Oma Pring are deliberately obtained from the agricultural products of the people around the village. Even so, the marketing coverage of the crops obtained by the farmers and Cafe Oma Pring is still relatively narrow. Therefore, we focus on the idea of providing socialization and education in expanding market share digitally so that the Cafe Oma Pring business grows, and also provides the view that Cafe Oma Pring is not only a cafe but can develop into a place for education as well as center for business activities.

Julianto in Abednego and Kurniasari (2011: 11-12) reveals that rebranding is an effort made by a company or institution to completely change or update an existing brand to make it better, without ignoring the company's initial goals. Rebranding as a brand change, is often synonymous with changing the logo or symbol of a brand. In a society where visual impressions are more emphasized, visual changes will be one of the main signs of a change in the brand. In other words, when rebranding, what changes are the values in the brand itself.

While the definition of rebranding according to Muzellec and Lambkin in Isyana (2015: 16) is to create a new name, term, symbol, design or a combination of all of them for one undeniable brand with the aim of developing a differentiated (new) position in the minds of stakeholders. and competitors. From the sentence "create a new name" implied that in creating a new name, a company must repeat these steps again.

Before being used by BUMDES Kujati Perdana, this place used to be a restaurant with a local menu featuring elegant decorations and an exclusive place. Since 2017 this restaurant has been managed by BUMDES Kujati Perdana. And there stood a Cafe called Cafe Omah Pring where in this Cafe sold some food with a little variation and a mainstay drink which was the result of the community's agriculture around the Cafe.

Since managed by BUMDES, BUMDES has difficulties in marketing their products because customers are already attached to the image that Omah Pring cafe is an exclusive restaurant with elegant decorations that provides local Indonesian menus that can only be reached by the upper middle class. In fact, Omah Pring Cafe is a cafe that can be used as a place to hang out while enjoying processed drinks from local residents.

Therefore, in this community service, we did a rebranding by revamping the existing facilities and infrastructure at Cafe Omah Pring and also promoting through social media by presenting influencers in Pasuruan Regency. So that the customer's image can change and hoped that in the end they can accept the current concept of Cafe Omah Pring.

The purpose of this activity is to help BUMDES Kujati Perdana, Karangjati Village, Pandaan District, Pasuruan Regency to market their products by rebranding.

RESULTS AND DISCUSSIONS

In accordance with the request of BUMDES Kujati Perdana in this case as the manager of Cafe Omah Pring, that he wants an instagrammable photo spot that visitors can use to take pictures.

In order to take advantage of the environmental condition of Omah Pring Cafe which is indeed close to rice fields and gardens, we provide innovations on how to manage so that BUMDES is able to have a place or display of plants that can be sold or can be used by BUMDES to be sold to visitors. In addition, BUMDES can provide education on how to manage plants organically which can later be developed as educational tours.

In addition, we also released tilapia seeds in the pond at Cafe Omah Pring. With the hope that later this pool can be part of an educational tour at Cafe Omah Pring. Visitors can feed the tilapia. Besides that, tilapia can be harvested and sold as a menu variation at Cafe Omah Pring.

The above activity is a series of activities to support what is the purpose of this community service, namely rebranding Cafe Omah Pring. The last step we took was to promote on social media by inviting influencers around us to help inform to the audience that the concept of Cafe Omah Pring is different than before.

CONCLUSION

This activity was carried out well and smoothly thanks to the collaboration between the village, BUMDES managers and Wijaya Putra's team. The goal to rebrand Cafe Omah Pring has been carried out and a week after the activity the results began to appear. This can be seen from the increase in number of visitors although it is not significant but the changes are starting to be felt. Visitors on weekdays, which previously had less than 10 visitors per day, are now starting to increase to 12 visitors. The increase in the number of visitors is a good signal for the success of the Omah Pring Cafe rebranding activity.

Suggestions for the next activity in collaboration with the village to explore the potential that exists in the village of Karangjati because in this village there are many SMEs that need to be given training in managing their business so that the business they run can develop well.

ACKNOWLEDGEMENT

Acknowledgments are conveyed to Lembaga Penelitian dan Pengabdian kepada Masyarakat Wijaya Putra University, which has contributed to the implementation of this service activity by providing funding assistance so that this activity can be carried out properly.

APPENDIX

a. Picture of Activities



Picture 1. Photobooth



Picture 2. Planting seeds



Picture 3. The release of tilapia seeds



Picture 4. The Local Influencer Account

b. Bibliography

Kurniasari, Fransisca dan Natasha Abednego. (2011). *Analisa Efektivitas Iklan Pasca Rebranding Hotel Hyatt Regency Menjadi Hotel Bumi*. Universitas Kristen Petra Surabaya.

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c. Assignment Letter



UNIVERSITAS WIJAYA PUTRA

LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT

SURAT TUGAS

Nomor : 030/ST/LPPM-UWP/K-I/V/2022

- Dengan rahmat Tuhan Yang Maha Esa,
Ketua Lembaga Penelitian dan Pengabdian Kepada Masyarakat Universitas Wijaya Putra,
- Menimbang** : Guna pelaksanaan Kuliah Kerja Nyata (KKN) bertema Penguatan Manajerial UMKM dan Pemberdayaan Masyarakat Dalam Rangka Pemulihan dari Pandemi Covid-19, dipandang perlu untuk mengeluarkan Surat Tugas bagi Tim Pelaksana, Dosen Pembimbing Lapangan dan Mahasiswa peserta KKN.
- Mengingat** : 1. Undang-Undang Dasar tahun 1945
2. Undang-undang Nomor 20 tahun 2003 tentang Sistem Pendidikan Nasional
3. Undang-undang Nomor 12 Tahun 2012 tentang Pendidikan Tinggi
4. Peraturan Pemerintah Nomor 4 tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi
4. Statuta Universitas Wijaya Putra Surabaya
5. Rencana Strategis Pengabdian Kepada Masyarakat Universitas Wijaya Putra Tahun 2020-2024

MENUGASKAN

- K e p a d a** : Para dosen di lingkungan Universitas Wijaya Putra, yang namanya tercantum dalam daftar lampiran 1, dan para mahasiswa Universitas Wijaya Putra yang namanya tercantum dalam daftar lampiran 2.
- U n t u k** :
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- D u a** : Penyelenggaraan KKN termaksud adalah mulai dari persiapan, pelaksanaan program sampai dengan penyusunan dan penyerahan laporan, dengan jadwal waktu sebagaimana ditetapkan oleh LPPM.
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- Diberikan di : Surabaya

Pada tanggal : 10 Mei 2022



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