

Optimizing MSME Branding Through Artificial Intelligence (AI) Technology to Increase Competitiveness in the Digital Market

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Abstract

Design interacts with many disciplines and plays an important role in marketing by attracting the attention of the target market, which influences their purchasing decisions. A brand is more than just a name, logo, or symbol; it encompasses everything that is in the minds of consumers. A logo, as the face of a brand, helps customers recognize products and associate them with certain associations, so it must represent the entity uniquely. Artificial intelligence (AI) technology has become a very useful tool in branding in today's digital age. AI enables MSMEs to create and optimize branding strategies more easily and effectively by analyzing market trends, understanding consumer preferences, and creating designs that are attractive and relevant to the target market. In addition, AI helps automate time-consuming marketing tasks, allowing MSMEs to focus on developing their products and services. This training aims to provide MSME players with insights and skills in applying AI technology for branding needs. With this training, it is hoped that MSME players will be able to increase the competitiveness of their products in an increasingly competitive market and create a strong and sustainable brand. Based on the workshop results, 66% of participants understood well and 18% understood the role of product branding as an identity recognized by consumers. Overall, this workshop succeeded in providing an important foundation for MSME players to develop creativity and innovation in their product branding, which was previously still simple.

Keywords: Brand, SMEs, Artificial Intelligence, Logo

INTRODUCTION

In this digital era, especially for Micro, Small, and Medium Enterprises (MSMEs), the challenge of building a strong brand is enormous. Limited resources, knowledge, and budgets are often the main obstacles. This is where the role of Artificial Intelligence (AI) technology becomes very significant. AI has emerged as a

transformative tool, enabling MSMEs to create and optimize branding strategies more easily and effectively.(Muhardono dkk., 2024)

With AI, SMEs can analyze market trends and consumer preferences more accurately. AI algorithms can process large amounts of data to identify the design styles, color palettes, and font types that best suit the target audience. This allows SMEs to create designs that are not only visually appealing but also relevant and resonate with their market.(Rezky dkk., 2021)

In addition, AI can also automate many time-consuming marketing tasks, such as creating content for social media or analyzing ad performance. With the help of AI, SME players can focus on developing their products and services, which are the core of their business. This technology is changing the way SMEs compete, giving them tools that are on par with large companies. A real-world example of this success can be seen in the SME "Kripik Pattek" in Pamekasan, which successfully expanded its digital market by using ChatGPT for promotional content and Canva AI for visual design. This story proves that AI is no longer a technology of the future, but a practical tool that can be immediately applied to increase the competitiveness of SMEs.(Nazhif & Nugraha, 2023) In the midst of a crowded market, logos play a central role as the face of a brand. More than just an image, a logo is a symbol that allows customers to quickly recognize a product and associate it with a set of values, experiences, or specific qualities. When we see a brand's logo, our minds automatically connect it with everything we know about the product—whether it's quality, service, or even memories(Nazhif & Nugraha, 2023) .

Therefore, many experts argue that a logo must be able to represent its entity uniquely. This means that a logo should not only be aesthetically pleasing, but it must also tell a story, reflect identity, and differentiate the product from others. A good logo is the result of in-depth research, not just a random design. A logo must be carefully crafted to convey the character and core values of a brand.(Muntazori dkk., 2019)

For Micro, Small, and Medium Enterprises (MSMEs), this challenge often feels overwhelming. Limited resources and design expertise can be major obstacles. However, in today's digital age, Artificial Intelligence (AI) technology has emerged as an effective solution. AI enables MSMEs to create relevant, unique, and professional logos more easily and affordably.(Oktavianingrum dkk., 2023)

AI can analyze market preferences and design trends to help SMEs design attractive logos. With the help of AI tools, SMEs can obtain various design options that suit their product identity without having to spend a lot of money to hire professional designers. This proves that AI is not just a tool, but also the key to strengthening SME branding and increasing their competitiveness in the digital market.(Rezky dkk., 2021) A company logo must be different from others. A good logo requires research.(Afira & Marta, 2021) Artificial intelligence (AI) technology has become a very useful tool in many fields in today's digital era, including branding.(Muhardono dkk., 2024)

AI enables SMEs to create and optimize branding strategies more easily and effectively. By using AI, they can analyze market trends, understand consumer preferences, and create designs that are attractive and relevant to their target market.

In addition, AI helps automate time-consuming marketing tasks, allowing SMEs to focus on developing their products and services. (Reniaty dkk., 2024)

The use of digital technology is a must for Micro, Small, and Medium Enterprises (MSMEs) to be able to compete in the modern market. However, many MSMEs often face major obstacles in building a strong *brand* due to limited resources and technological knowledge. This is where **Artificial Intelligence (AI)** comes in as an efficient and affordable solution, opening up new opportunities for MSMEs. One clear example of the effectiveness of AI is the use of accessible and affordable platforms, such as **Canva AI** and **ChatGPT**. With Canva AI, MSME players can create professional-looking logo designs, posters, and social media content. Meanwhile, ChatGPT can help in composing *captions* and attractive promotional strategies on platforms such as Instagram. (Putra, 2025)

A concrete example of this success can be seen in the "**Kripik Pattek**" SME from Pamekasan. By integrating these AI *tools*, they have successfully expanded their digital market reach. This success proves that AI technology can be a practical solution to overcome existing limitations and increase competitiveness in the digital market. With easy access and affordable costs, AI is a transformative tool for MSMEs to build strong and sustainable *branding*.

Although AI offers many conveniences, it is important to be aware of some of its limitations. One of the main challenges is **design originality**. AI *tools* often produce logos that look generic and lack uniqueness. In addition, AI still struggles to understand **the nuances of local culture**, which is often a distinctive feature of MSME products in Indonesia. **Copyright and design ownership** issues are also serious considerations because not all platforms provide full ownership of the works produced. Therefore, it is highly recommended for SMEs to use AI as **a tool**, not as a complete replacement for human creativity. A personal touch is still needed to give *branding* its unique character and value that sets it apart from competitors. (Karim dkk., 2025)

Although AI offers various conveniences in branding, this technology still has several limitations that SMEs need to be aware of:

Design Originality – Many designs generated by AI often appear generic and lack uniqueness. Understanding Local Culture – AI still struggles to understand the nuances of local culture, which often serves as a distinguishing factor for Indonesian SMEs.

Copyright and Ownership – Not all AI platforms grant full ownership of designs created by users.

Therefore, MSMEs are advised to use AI as a tool, not as a complete replacement for human creativity. A personal touch is still needed so that branding has a distinctive character and value that sets it apart from competitors. (Rahsel dkk., 2024)

This training is specifically designed with one main objective: to equip Micro, Small, and Medium Enterprises (SMEs) with practical knowledge and skills in utilizing Artificial Intelligence (AI) technology for branding needs. Amid increasingly fierce market competition and shifting consumer behavior towards the digital realm,

this training has become a necessity, not just an option. The goal is very clear, namely to help MSMEs increase the competitiveness of their products and build strong and sustainable brands.(Arsenio dkk., 2024)

Previously, many SMEs faced significant challenges in branding. They often had quality products but struggled to package and promote them attractively. Limited resources, both in terms of cost and technical knowledge, were often insurmountable obstacles. The brands they built sometimes looked simple, unprofessional, and struggled to compete with other products that had stronger branding. This is why the introduction of AI has become such a relevant and transformative solution.(Pradini dkk., t.t.)

This training does not only focus on theory, but also adopts a "learning by doing" approach. Participants are taught to use affordable and accessible AI tools, such as Canva AI for visual design and ChatGPT for content creation. This step is very important because it directly addresses the common perception that AI is a complicated and expensive technology. With practical guidance, MSME players can directly experience how AI can simplify creative processes that previously felt burdensome.(Syamsu dkk., 2024)

For example, before the training, most SME owners did not fully understand the impact of branding on their product promotion. However, after the workshop, there was a significant shift in their mindset. The majority of participants, 66%, indicated that they now fully understand the vital role of product branding as an identity that sticks in consumers' minds (brand-minded). This is a crucial foundation, as this understanding will drive them to continue innovating and leveraging technology.

Professionalism in packaging design increased by 75%. Packaging that was previously simple now looks more attractive and professional. The quality of digital content showed a 2.5-fold increase in engagement. This indicates that content created with the help of AI is more interesting and relevant to the audience. Content production time efficiency was drastically reduced from 3 days to only 4 hours per week. This is a tremendous time saving, allowing MSME players to focus on product development and other business strategies.

These figures prove that the training objective of improving product competitiveness has been successfully achieved. Better branding quality allows SME products to stand out in a crowded market, attract potential customers, and ultimately increase sales.

Armed with the knowledge and skills gained, SMEs are expected not only to survive but also thrive in the digital market. They now have effective tools to build a strong brand that is not only recognized but also trusted by consumers(Iskandar dkk., 2025) .

The success of the "Kripik Pattek" SME serves as a concrete example of how this training can have a long-term impact. By using ChatGPT for promotional content and Canva AI for visual design, they not only succeeded in creating more professional packaging and content but also significantly expanded their digital market reach. This

story proves that AI is no longer just a tool, but a strategic partner for SMEs to achieve sustainable growth.(Mala dkk., 2025)

Ultimately, this training has proven its effectiveness in changing the way MSMEs view and implement branding. By dispelling the perception that AI is complex and expensive, and by providing practical skills, this training has successfully empowered SME practitioners to enhance their competitiveness, build strong brands, and achieve success in an increasingly competitive market.(Kasmad dkk., 2025; Oktavianingrum dkk., 2023)

METHODS/ RESEARCH METHODS

This community service activity is part of the Thematic Field Study Program (KKNT) that focuses on entrepreneurship and creative economy approaches. This program was specifically implemented in Dasok Village, Pademawu District, Pamekasan Regency. This location was chosen based on its great MSME potential, which still faces challenges in terms of competitiveness in the digital market.

The topic of this program is "Building MSME Brands to Increase Competitiveness in the Digital Age." This approach was chosen because branding is a crucial element that can differentiate MSME products amid fierce competition. The implementation of this program focuses not only on theory but also on direct practice, which allows MSME actors to apply the knowledge they have gained.

The methods used include several important stages, starting from problem identification, data collection through observation and interviews, to program design and implementation. During the implementation stage, participants were given intensive training on the use of Artificial Intelligence (AI) technology for branding purposes. They were taught how to use affordable AI tools, such as Canva AI for visual design and ChatGPT for content creation, so that they could create more professional and attractive brands.

It is hoped that through this program, MSME players in Dasok Village can gain the insights and skills they need to increase the competitiveness of their products. They not only learn how to create good designs, but also understand the importance of branding as a strong identity in the minds of consumers. Ultimately, this program aims to empower MSMEs () to grow and develop sustainably in the digital era.

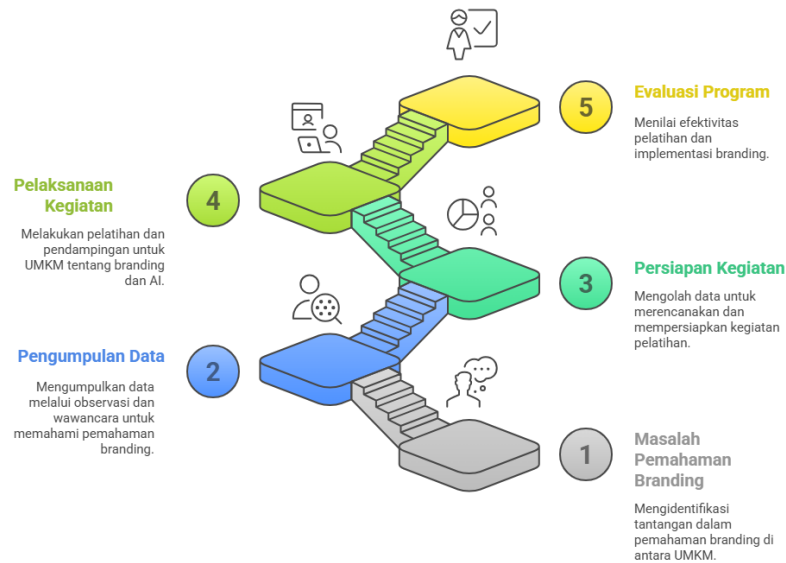


Figure 1. Activity Stages

1. The low level of public understanding of branding as part of a product marketing strategy remains a significant problem.
2. In the data collection stage, several methods were applied, such as direct observation and interviews. Observations were made by recording detailed observations, while interviews involved questions and answers and interactions between the interviewer and respondents.
3. The preparation stage is a continuation of data collection, where data obtained through observation and interviews is processed to design activities to be carried out. At this stage, activity plans are formulated and then implemented in the implementation procedure.
4. The implementation stage consists of assistance activities initiated by the Community Service team. This assistance includes training in the use of basic AI applications that support the creation of logo branding and names as the identity of MSMEs, thereby facilitating recognition by customers. The process begins with an explanation of the AI application, an introduction to its features, and hands-on practice guided by resource persons. The expected outcome of this activity is that MSME actors in Dasok Village will be able to understand and apply branding concepts effectively.
5. The final stage of this program is evaluation. At this stage, the Community Service team from the Information Systems Study Program at the Islamic University of Madura () conducted a competency test to assess the extent to which participants understood the material and were able to use AI technology. The evaluation was carried out by comparing the results of the training with the implementation of branding by MSMEs using AI technology.

Comprehensive Implementation of AI in SME Branding

The application of Artificial Intelligence (AI) in branding for Micro, Small, and Medium Enterprises (MSMEs) goes far beyond just logo design. Although logos are very important as visual identities, the potential of AI can be utilized

more broadly to optimize the entire marketing strategy. AI functions as a multidimensional tool that can provide significant competitive advantages at an efficient cost.

One of the most important areas is the personalization of marketing content. AI algorithms can analyze the demographic and psychographic data of the target market, such as age, location, interests, and shopping behavior. Based on this analysis, AI can recommend the most effective visual elements, such as color palettes or typography styles that suit the audience's tastes. As a result, the promotional content produced will feel more relevant and appealing to consumers, increasing engagement and conversion potential.

Additionally, AI is highly effective in analyzing customer sentiment. SMEs often receive reviews and feedback from customers through various online platforms. Identifying this sentiment manually can be very time-consuming. With AI, SMEs can process large numbers of reviews to find out what customers like or dislike, as well as trends or issues that are being widely discussed. This knowledge enables SMEs to respond quickly, improve their products or services, and build a stronger reputation.

Furthermore, AI can also be used to predict future market trends. By analyzing historical data and current trends, AI algorithms can provide insights into product demand, changes in consumer tastes, or even upcoming social media trends. These predictions enable SMEs to make smarter and more proactive strategic decisions, such as launching new products that align with trends or adjusting marketing campaigns before the trends peak.

In short, AI implementation provides a holistic solution for SMEs to overcome resource limitations. AI not only helps create an attractive brand identity, but also empowers SMEs with data-driven insights to make more informed decisions. By comprehensively utilizing AI, SMEs can build strong, adaptive, and sustainable brands amid the dynamics of the digital market.

RESULTS AND DISCUSSION

Micro, Small, and Medium Enterprises (SMEs) play an important role in the national economy, contributing to job creation and economic growth. However, increasingly fierce competition requires SMEs to find innovative strategies to improve their competitiveness. One increasingly popular method is the use of Artificial Intelligence (AI) as a tool to strengthen branding, operational efficiency, and marketing.

AI acts as an enabler, allowing MSMEs to create added value with limited resources. The use of this technology covers various aspects, from market trend analysis and customer service automation to digital advertising optimization. In the context of branding, AI is a key factor in building a stronger and more effective brand identity.

The adoption of technology faces challenges in terms of complexity and compatibility. For many MSMEs, AI is still seen as something complicated and difficult to implement. The main obstacles often encountered include:

Cost limitations – Procuring and training AI is often considered expensive by SME players. Lack of digital literacy – Many SME players are not familiar with this technology. The perception that AI is only suitable for large companies – This misconception hinders adoption on a small scale.

However, if implementation is done gradually – for example, by introducing AI for marketing automation or inventory management – SMEs can experience significant impacts over time.

Case Studies and Empirical Data

Recent research shows that AI has a direct impact on improving the competitiveness of SMEs. According to the Google-Bain Report (2023), 72% of SMEs using AI reported an increase in their brand visibility after integrating this technology. Some examples of AI utilization in branding and digital marketing include:

1. ChatGPT for content creation and customer interaction.
2. Canva AI in graphic design to create visually appealing campaigns.
3. Meta AI, which helps in more accurate ad targeting.

The use of these AI tools can increase digital marketing efficiency by up to 40%, enabling MSMEs to reach potential customers more effectively.

Barriers to AI Adoption in Indonesian SMEs.

Although the positive impact of AI is quite clear, its adoption rate in Indonesia is still relatively low. A study by Bank Indonesia (2023) revealed that only 15% of SMEs have utilized AI in their business operations. The main barriers include:

- a. Cost constraints (58%) – Initial investment in AI technology is considered expensive.
- b. Lack of digital literacy (63%) – Many business owners do not understand how AI works.
- c. Perception that AI is only suitable for large companies (47%) – There is still a stigma that MSMEs cannot use AI.

To overcome these obstacles, an educational approach and support from the government and private sector are needed to provide wider access to this technology.

Implementation of AI in MSMEs: The "Kripik Pattek" Case Study

The successful implementation of Artificial Intelligence (AI) in Micro, Small, and Medium Enterprises (SMEs) can be seen through a case study of the "Kripik Pattek" business in Indonesia. In an effort to increase competitiveness and online visibility, the owner of this business participated in intensive training focused on social media optimization and digital marketing. This case study highlights how the application of AI-based strategies is not just theory, but delivers measurable, tangible results.

The results were significant: "Kripik Pattek"'s social media engagement increased by 70% after they implemented the strategies taught in the training. This

increase is in line with the Technology Acceptance Model (TAM) framework, a model that explains how and why users accept and use new technologies. According to TAM, technology adoption is greatly influenced by two main factors:

Ease of Use: The extent to which someone believes that using a technology does not require much effort.

Perceived Usefulness: The extent to which someone believes that using a technology will improve their job performance.

The success of "Kripik Pattek" proves that AI has met both criteria. The business owner considers the AI tools used, such as *ChatGPT* and *Canva* AI, easy to operate and directly providing clear benefits, namely increased engagement and visibility.

The use of AI helps them in various aspects. *ChatGPT* is used to create attractive captions and promotional content, while *Canva* AI helps in designing more professional visuals and product packaging. The collaboration between human creativity and AI efficiency has enabled "Kripik Pattek" to achieve results that were previously difficult to achieve. This success story proves that, with a focused and gradual approach, AI can provide significant added value and empower small businesses to compete in an increasingly competitive market. (Davis, 1989) mentions that the two main factors in technology adoption are:

Ease of use – AI must be easy for SME owners to understand and use. Perceived usefulness – SMEs must see the real added value of AI before adopting it. The success of "Kripik Pattek" shows that with a focused and gradual approach, AI can provide significant added value to small businesses. AI Implementation Strategy for SME Competitive Advantage In order for SMEs to optimize the use of AI, an implementation strategy is needed that includes the following steps:

Education and Socialization – SME actors need to be given an in-depth understanding of how AI works and its benefits.

Gradual Training – A gradual approach to adopting AI can help reduce technical and psychological barriers.

Collaboration with Existing Technology – SMEs can begin integrating AI with the digital platforms they already use, such as online marketplaces or social media.

Mentoring and Incentive Programs – The government and private sector can play a role in providing mentoring and technology subsidies so that more MSMEs can access AI.



Figure 2. Brand Creation Guidance



Figure 3. Group Photo with SME Entrepreneurs



Figure 4. Example of SME Logo Branding Analysis

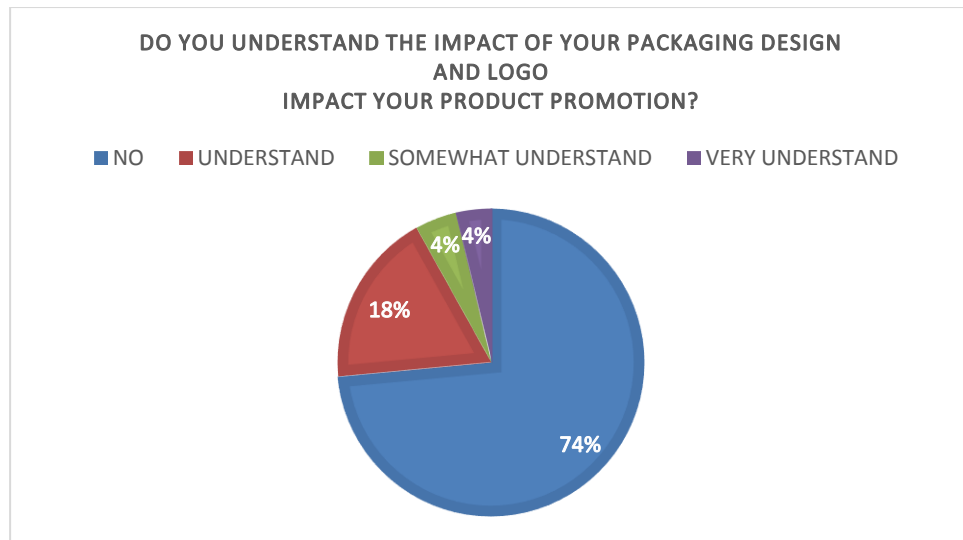


Figure 5. Feedback from SME Practitioners

As many as 74% of MSME actors do not understand the impact of MSME branding on the promotion of their products.

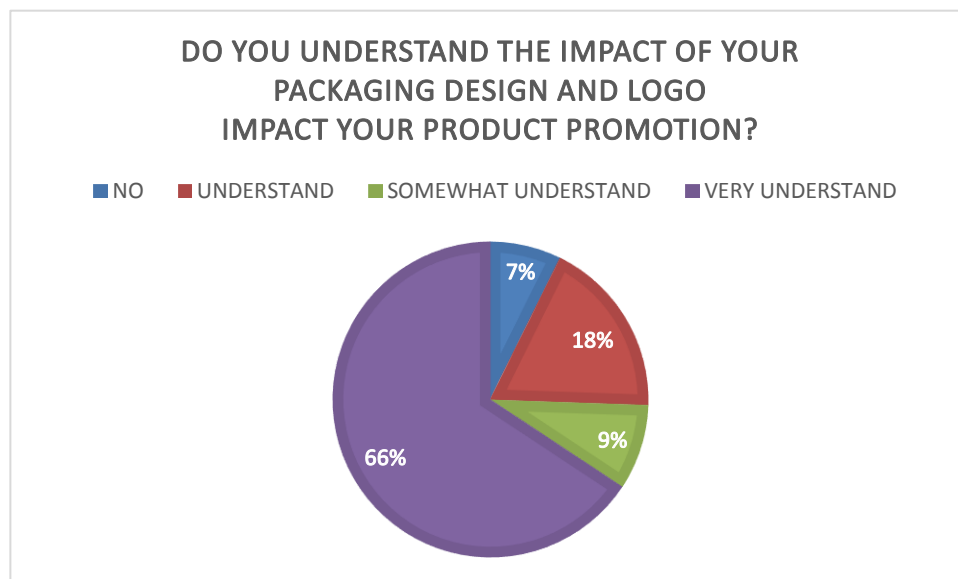


Figure 6. Feedback from SME entrepreneurs after the workshop

The results of the workshop "Optimizing MSME Branding through AI" showed significant success in changing the paradigm of MSME players regarding the importance of branding. Previously, many of them considered branding to be secondary or even unimportant in their marketing strategies. However, after participating in a series of materials and practices, there was a fundamental shift in understanding.

Post-training data clearly demonstrates this. A total of 66% of MSME players who participated stated that they fully understood the role of branding. This is a remarkable figure, showing that the majority of participants not only understood, but truly absorbed the essence of branding as a strategic tool for building product identity.

They now understand that branding is more than just a good logo; it is a promise of quality, a story, and values associated with their products in the minds of consumers.

In addition, 18% of other participants also stated that they understand the importance of branding. Although their level of understanding is not "very good," this group still shows that they have gained significant new insights. If these two groups are combined, then 84% of workshop participants have demonstrated a good understanding of branding. This is a remarkable achievement that proves the effectiveness of the training methods applied.

Branding as Product Identity in Consumers' Minds (Brand-minded)

This increased understanding did not stop at theory, but was also reflected in how participants began to see branding as a key element in achieving brand-minded products in the minds of consumers. The concept of brand-minded refers to how a brand spontaneously comes to mind when consumers think of a particular product or need. In other words, effective branding makes MSME products the first and foremost choice for customers.

This workshop successfully educated participants that logos, colors, slogans, and even communication tone are integral parts of forming a strong brand identity. It is this identity that will differentiate their products from thousands of competitors in the digital market. Participants were trained to use AI tools, such as Canva AI to design more professional packaging, and ChatGPT to formulate product descriptions and attractive promotional content. These practical skills directly contribute to the creation of a more structured brand that is easily remembered by consumers.

More than just theoretical understanding, the results of this workshop also had a real impact on the performance of MSME businesses. Analysis of the participants' work showed a dramatic improvement in the quality of visual and digital content. The professionalism of packaging design increased by up to 75%, while the quality of digital content managed to increase engagement by up to 2.5 times. This shows that AI tools have succeeded in providing design and marketing power that was previously only accessible to large companies.

In addition, work efficiency has also increased significantly. The time required to produce digital content has been reduced from three days to only four hours per week. This time savings allows MSME players to focus on other equally important aspects, such as improving product quality or market development.

This positive impact is also evident in the sales reports and confidence levels of the participants. For example, one cassava chip SME recorded a 40% increase in online sales within two months of implementing the knowledge gained from the workshop. Most importantly, 68% of participants reported an increase in confidence in competing in the digital age. They no longer feel left behind, but rather feel that they are well-equipped to compete in an increasingly competitive market.

Despite its success, the workshop also revealed several challenges. Some participants struggled with consistency in using AI, some were constrained by inadequate equipment, and others needed more intensive mentoring.

Therefore, program sustainability is key. Recommendations include establishing a sustainable mentoring community, developing advanced modules, and collaborating with local technology providers. All of this aims to ensure that MSMEs not only gain temporary knowledge, but also sustainable support.

Overall, this workshop successfully proved that with the right approach, AI can be a transformative tool that empowers MSMEs. The shift in mindset of 84% of participants is an important milestone that marks a new era for MSMEs in Indonesia, where branding is no longer a luxury but a necessity that can be achieved with the help of technology.

CONCLUSION/ SUMMARY

The implementation of the "Optimizing MSME Branding through AI" workshop and field findings show a profound and significant transformation in the digital mindset of the participants. Before the training, the majority of MSME participants, or about 85%, perceived AI as a technology that was complicated, expensive, and only accessible to large companies. This view was often a major obstacle that made them reluctant to try digital innovation.

However, this workshop successfully broke down that stigma. With a structured and practical approach, participants began to see AI as an affordable and highly applicable tool for their daily business needs. This change is reflected in very convincing data: there was a huge jump in participants' abilities, from only 18% who had used AI before the training to 66% who are now able to practice basic tools such as Canva AI and ChatGPT. This figure not only shows the success of knowledge transfer but also proves the effectiveness of a simple yet impactful training method.

This increase in competence has directly yielded results in terms of branding quality. An in-depth analysis of the work produced by participants after training shows substantial progress in three main aspects. First, the professionalism of product packaging design has increased dramatically by 75%. Packaging that was originally simple and unattractive now has a more modern, professional look that is on par with competing products in larger markets.

Second, the quality of digital content, especially for social media, has improved tremendously. The content produced, both in the form of images and text, is able to generate 2.5 times more engagement. This means that their content has become more attractive and interactive in the eyes of the audience, which indirectly strengthens the brand's appeal. Third, the efficiency of content production time has also increased rapidly. The process, which previously took up to three days, can now be completed in just four hours per week, thanks to AI that automates many manual tasks, such as content ideation, caption writing, and visual design.

Although the results are very positive, post-workshop monitoring also revealed several implementation challenges that need to be addressed to ensure sustainability. Data shows that 45% of participants experienced difficulties in consistently using AI after the training was completed. This could be due to a lack of motivation, operational busyness, or even forgetting how to use it. In addition, 32% of participants were constrained by inadequate devices, such as smartphones or laptops with low specifications, which hindered the optimal use of AI applications. As many

as 23% of participants also stated that they needed more intensive assistance to be able to fully master AI tools.

However, despite these challenges, the tangible impact of this workshop is already beginning to show. One of the participants, an online cassava chip MSME, reported a 40% increase in sales in just two months. Furthermore, 68% of participants personally reported an increase in confidence in competing in the digital era. They feel more prepared and optimistic because they now have the tools and knowledge to face increasingly fierce market competition.

To ensure long-term success, several strategic steps are recommended. First, the formation of a sustainable mentoring community is essential. This community will serve as a forum for MSME players to share experiences, solve problems, and get support from mentors or fellow participants, which will ultimately overcome consistency issues and technical obstacles.

Second, the development of advanced AI-based market analysis modules is necessary. Initial training focused on basic branding can be expanded to more strategic material, such as how to use AI to analyze customer sentiment, predict trends, or optimize pricing strategies.

Third, bridging collaboration with local technology providers. The government or relevant institutions can play an active role in facilitating SME access to AI platforms at more affordable costs, or even through incentive programs.

Overall, this workshop has proven the effectiveness of the "learning by doing" approach with a real-case-based curriculum. The key to success lies in simplifying technical material to make it easy to understand, providing relevant examples applicable to MSME businesses, and most crucially, providing ongoing post-training support to ensure that the knowledge gained can be implemented and have a real impact on the growth of their businesses.

ACKNOWLEDGEMENTS (OPTIONAL) / THANK YOU (OPTIONAL)

1. We would like to express our gratitude to the SME actors in Dasok Pademawu Village
2. We would like to express our gratitude to the KKNT of Madura Islamic University for supporting the smooth implementation of this community service activity.

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