

Designing Promotional Media for Dapur Uti Pah Catering

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| Article Info | ABSTRACT |
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| Keywords: Catering business, Digital promotion, MSME, Packaging design, Promotional media. | Dapur Uti Pah is a micro, small, and medium enterprise (MSME) operating in the food and beverage sector in Sidoarjo Regency, Indonesia. Despite offering high-quality catering services, the business faced challenges in promotional effectiveness due to outdated packaging, limited promotional media, and suboptimal use of digital platforms. The objective of this research was to design and implement integrated promotional media to strengthen Dapur Uti Pah's promotional media, expand market reach, and enhance customer engagement. The study applied a qualitative participatory action research (PAR) design involving collaboration between researchers and the business owner. Data were collected through Focus Group Discussions (FGDs), field observations, interviews, documentation reviews, and customer surveys. The intervention consisted of developing digital media, including social media content, as well as printed media such as redesigned logos, packaging, banners, and uniforms. The results showed a significant improvement in brand visibility and customer interaction, reflected in increased social media engagement, order volume, and customer satisfaction. The study concludes that modern and consistent promotional media combined with digital marketing strategies can effectively improve MSME competitiveness and market sustainability in the catering industry. |
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INTRODUCTION

Dapur Uti Pah is a catering business in the food and beverage sector. Established in 2020, Dapur Uti Pah has become a preferred choice for several communities and organizations seeking quality catering services at affordable prices. The business is founded and managed by Anissa, a 32-year-old mother of two residing in Dusun Sawon, Siwalanpanji Village, Buduran District, Sidoarjo Regency, East Java. Dapur Uti Pah offers diverse catering services tailored to customer needs, including daily catering for social and educational activities, healthy menus explicitly designed for children and adults, budget-friendly packages for non-profit organizations and local communities, as well as event catering for seminars, workshops, and training.

The target markets include communities and organizations, schools and universities, non-profit foundations and social institutions, community groups (e.g., social gatherings), and local government institutions for formal events. The business emphasizes high ingredient

quality and hygiene standards in every stage of food and beverage production. It offers competitively priced catering packages that suit each customer segment and is committed to providing fast, friendly, and professional service. A wide selection of menus is also available and customizable to client preferences.

Dapur Uti Pah upholds three core principles in its operations. First, it utilizes fresh and locally sourced ingredients to ensure freshness and support traditional market partnerships. Second, it ensures hygiene and modern equipment usage in the kitchen. Third, it continuously develops new menu options in line with culinary trends and customer demand (Arsil et al., 2014; Putra et al., 2023). In addition to catering services, Dapur Uti Pah produces trending snack items such as baby banana fritters, dessert boxes, buko pandan, traditional-style martabak, and chicken katsu rice bowls. These snacks, between IDR 15,000–20,000, are affordable while maintaining quality. The products are suitable for customers of all ages. Moreover, Dapur Uti Pah also offers trendy and traditional beverages such as turmeric tamarind herbal drinks, sinom (young tamarind leaf herbal drink), and strawberry milkshakes. These beverages are also affordably priced between IDR 6,000–15,000 and are suitable for all customer segments. One of the significant issues identified through a Focus Group Discussion (FGD) conducted by the researchers and Dapur Uti Pah is the lack of effective promotional media, including the absence of well-designed visual elements such as labels and packaging.

Dapur Uti Pah's promotional media have not reached a broad and diverse customer base. The causes may include limited and ineffective use of digital platforms and a lack of strategic promotion execution. As a result, the business suffers from low brand awareness in the broader market and limited customer acquisition from potential target segments (Nugraheni & Susanti, 2024). Although social media is a powerful promotional tool today, Dapur Uti Pah has not yet maximized its potential. Unengaging or infrequently posted content has contributed to weak online engagement, low customer interaction, and a lack of customer loyalty. This lack of engaging and consistent content also hinders the development of a strong digital community around the brand (Abdullah & Zeebaree, 2025).

Furthermore, the visual design of promotional materials may be outdated or misaligned with current design trends, making it less appealing to potential customers. Such outdated or misaligned visual designs result in ineffective messaging, poor visibility, and low conversion rates from promotional efforts to actual sales. Additionally, the absence of technology and analytics tools limits the business's capacity to evaluate campaign success and understand customer behavior—hindering data-driven decision-making and personalized promotion efforts (Cadden et al., 2023; Saura et al., 2023; Silaban et al., 2023; Ijomah et al., 2024).

The researchers proposed a development of promotional media for Dapur Uti Pah, both in digital and printed formats, aimed at reaching more target and potential customers. The proposed digital media outputs for Dapur Uti Pah include a series of initiatives to enhance the business's online visibility and customer engagement. Digital media outputs will include social media feed and short-form video content (reels) showcasing Dapur Uti Pah's current conditions and services, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to increase visibility on Google Search, and creative content such as customer testimonials, recipe videos, and healthy lifestyle tips uploaded on a dedicated YouTube

channel. These strategies aim to overcome current digital limitations and improve customer engagement through visually appealing content relevant to current culinary and health trends (Hassoun et al., 2023; Klimanov & Tretyak, 2024).

The proposed printed media solutions for Dapur Uti Pah focus on enhancing its offline promotional presence and strengthening its brand identity. Printed media will include cardboard packaging design, product labels, banners, informative pamphlets, and brochures about various food and beverage options. By using modern and trend-based visual designs, Dapur Uti Pah aims to expand its market reach, increase customer engagement, and improve the conversion of promotional efforts into sales (Pilelienė & Grigaliūnaitė, 2016; Merkulova & Pryshchenko, 2022; Yahya et al., 2024).

Therefore, the purpose of this research is to design and implement effective promotional media strategies for Dapur Uti Pah that can strengthen its brand identity, enhance digital and offline visibility, and increase customer engagement and sales performance. By integrating modern visual design principles and digital marketing approaches such as SEO, SEM, and social media optimization, this study seeks to provide a comprehensive promotional model applicable to similar MSMEs in the food and beverage sector. The outcomes of this research are expected to benefit Dapur Uti Pah by improving its competitiveness, expanding its market reach, and establishing a sustainable branding system. Moreover, the findings contribute academically by offering insights into the role of visual communication and digital marketing in empowering small businesses within Indonesia's creative economy landscape.

METHODS

This study employed a qualitative participatory action research (PAR) design to address the promotional challenges faced by Dapur Uti Pah, a local MSME in Sidoarjo Regency. The research was structured as a community-based intervention, focusing on co-creation of solutions through collaborative activities involving both the researchers and the business partners. The primary aim was to design and implement promotional media, both digital and print, to enhance the partner's branding, visibility, and customer engagement.

The population in this study included key stakeholders of Dapur Uti Pah, such as the business owner, production personnel, and marketing personnel. A purposive sampling method was used to select participants based on their active roles in business operations and decision-making. In total, five members from Dapur Uti Pah's team and nine researchers participated in the program activities.

Data collection was conducted using several instruments and techniques, including: FGDs, field observation, documentation review, pre and post activity interview, and informal customer surveys. Focus Group Discussions (FGDs) to explore promotional needs and business challenges. Field observations to assess existing promotional media and customer interactions. Documentation review of previous media materials, packaging, and customer engagement records. Pre- and post-activity interviews with the partner to evaluate changes and satisfaction. Informal customer surveys to capture feedback on redesigned media and brand perception.

The implementation procedures followed four main phases. First, Feasibility Study was conducted through an FGD to assess the partner's current promotional challenges, branding

limitations, and market reach. Second, Design and Development based on the findings to design promotional tools including a new logo, packaging, uniforms, digital content (feeds, reels), and printed materials (pamphlets, banners, labels). Third, Implementation and Mentoring through media which delivered to the partner and applied across business operations, followed by mentoring sessions on media usage, digital platform management (Instagram, Google My Business), and customer engagement strategies. Fourth, Monitoring and Evaluation by tracking outcomes such as increases in social media interaction, customer feedback, and order volumes. Visual documentation and user responses were compiled for analysis.







Qualitative data were analyzed using thematic analysis, focusing on recurring themes from FGD transcripts, interviews, and observational notes. Quantitative data (e.g., follower growth, order counts, customer ratings) were analyzed using simple descriptive statistics. Visualization tools such as charts and tables were used to compare engagement before and after implementation. The research also followed ethical guidelines in community-based studies. Verbal informed consent was obtained from all participants, and their identities were kept confidential in reporting.

RESULTS AND DISCUSSION

This research aimed to deliver innovative and strategic promotional solutions to improve Dapur Uti Pah's market visibility and attractiveness. Dapur Uti Pah's specific needs in promotional media was analysed through FGDs. Product prototypes and promotional media derived from the analysis included a redesigned logo; packaging designs for meal boxes, rice bowls, and snack boxes; label designs for dessert boxes and beverage bottles; uniforms such as aprons and T-shirts; as well as additional promotional media, including posters, X-banners, plastic bags, and 3x1 meter banners.

Table 1. Promotional media before and after redesigning

| Promotional Media | Before | After |
|-------------------|---|---|
| Logo |  |  |
| Packaging |  |  |
| Label |  |  |

| | | |
|--------------|---|---|
| Plastic bag |  |  |
| Invoice note |  |  |
| Uniform | - |  |
| Poster | - |  |

Based on Table 1, the researchers developed various promotional media to strengthen the branding and visual identity of Dapur Uti Pah. The researchers designed a new logo to better reflect the brand's character and values, creating a more professional and recognizable image. Packaging for meal boxes, rice bowls, and snack boxes was redesigned with consistent branding aesthetics to enhance product differentiation. Labels for dessert boxes and beverage bottles were redesigned with consistent branding aesthetics to enhance visual appeal. Plastic bags was featured the new logo and tagline were also produced to reinforce brand recall among customers. The researchers introduce a designed invoice notes to improve the customer service experience. Uniforms, including aprons and T-shirts, were created to establish a cohesive professional identity among Dapur Uti Pah's team. The researchers also developed visual promotional materials such as Instagram Story posters, X-banners, and large-format 3x1 meter banners to support both online and offline promotion efforts, enhancing visibility and customer engagement.

Discussion

The results of the implementation also served as key indicators of program success. The partner began consistently using the new promotional materials across product packaging and social media platforms, which marked a significant shift from their previous practice. There was a noticeable improvement in their online engagement, including higher interactions on Instagram and an increase in catering orders shortly after introducing the new media. These changes demonstrated that the outputs of this research, such as improved branding,

packaging, and digital promotion directly, contributed to achieving the program's objective of increasing market visibility and competitiveness. Several factors contributed to the successful execution of the program. The partner's active involvement and openness to change were major drivers, along with the well-coordinated teamwork among researchers who brought interdisciplinary expertise. However, a few challenges also emerged during implementation. Time constraints and the partner's limited digital literacy initially slowed content adoption, while weather disruptions occasionally delayed on-site mentoring sessions. Despite these obstacles, adaptive planning and continuous communication allowed the program to proceed effectively and achieve its intended outcomes.

The researchers will continue to assist Dapur Uti Pah in maximizing digital platforms such as Instagram and Google My Business. The support will involve training in content creation, developing posting schedules, and maintaining a consistent visual identity across all promotional materials (Ekawardhani et al., 2024; Murtono, 2024). The researchers encourage the partner to develop ongoing content such as cooking tutorials, behind-the-scenes catering processes, and customer testimonials. Collaboration with local communities and social organizations will also be pursued to expand market outreach and build brand loyalty, particularly through offering budget menus for communal (Hassoun et al., 2023; Klimanov & Tretyak, 2024). The researchers will support the partner in tracking sales performance post-intervention, identifying successful strategies, and refining less effective ones. Surveys and feedback collection from customers will help evaluate their response to the new packaging and promotional materials (Sari & Kusumawati, 2022; Rokhim, 2024). A training module based on this experience will be developed for future studies, serving as a guide for other regional micro-enterprises. Additionally, coverage in local media will serve as public references (Maryunani, 2019; Abidin, 2024).

CONCLUSION

This research is focusing on designing promotional media for the catering business Dapur Uti Pah, has successfully enhanced the partner's promotional efforts and branding. With the support from this research, Dapur Uti Pah now possesses a stronger visual identity and promotional media that align with current design trends. These include a redesigned logo, various types of packaging (meal boxes, rice bowls, snack boxes, dessert boxes, bottles), uniforms (aprons and T-shirts), and both digital and physical promotional materials (invoices, plastic bags, Instagram Story posters, X-banners, and 3x1 meter banners). These improvements will help Dapur Uti Pah expand its market reach and boost the appeal of its products and catering services in the eyes of customers. Through tangible outputs such as mass media coverage, promotional video publications, and formal cooperation documents, the program contributes to the growth of small food-based businesses in the Sidoarjo. The recommendations for current and future studies including several strategic actions. First, developing a more integrated digital platform, such as an official website or simple application, is suggested to improve the partner's digital presence and streamline customer interactions. Second, continuing advanced digital promotion training is crucial, especially in content optimization, social media advertising (Instagram and Facebook Ads), and basic SEO practices. Third, the researchers should conduct regular monitoring and evaluation every

three to six months to assess the impact of promotional strategies and identify areas for improvement. Fourth, establishing partnerships with local institutions and communities would enhance exposure and create new market opportunities. Fifth, the business should be encouraged to explore product expansion and promotional diversification to reach broader or niche market segments. Finally, training for Dapur Utī Pah's team about basic visual content creation would help ensure brand consistency and enable them to manage their promotional channels more independently and effectively.

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