

STRENGTHENING BUSINESS BRANDING THROUGH GUIDANCE ON THE DEVELOPMENT OF CREATIVE PROMOTIONAL MEDIA AT THE PUTRA TIMUR FISHING CENTRE IN MADIUN

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Abstract

Marketing is an important factor in improving the competitiveness of a business, especially for small businesses that still have limited ability to introduce their products to the public. Kolam Pemancingan Putra Timur Madiun is facing issues because there is no attractive promotional banner available and the partners have a low understanding of the promotional media design. This community service activity aims to help partners improve their ability to design creative, informative promotional banners that can strengthen their business identity. The implementation method includes conducting a needs survey, delivering the material, providing training, hands-on practice in creating banners using the Canva application, ongoing support, and evaluating the results of the activity. The results show that the partners have improved their knowledge and skills in designing promotional banners, starting from choosing colors, layout, font types, to organizing effective information. The banner created includes the business identity, services offered, pricing, location, and contact information, making it more appealing and useful as a promotional tool to enhance the business's attractiveness and reach. This activity contributes positively to strengthening the branding of Putra Timur Fishing Pond and encourages partners to use promotional media more effectively as part of efforts to develop a sustainable business.

Keywords: business branding, promotional banners, creative promotional media, support, fishing pond.

A. INTRODUCTION

Social media is a digital medium where social reality unfolds and where users interact in a shared space-time. The values present in society and within communities also manifest themselves online, either in the same or different forms. Essentially, some experts who study the internet view social media as a reflection of what happens in the real world, such as plagiarism. When using a medium, a person naturally goes through a process of communication via their five senses. For

example, when someone watches a video on YouTube, they have undergone a process of communication by seeing and hearing (Nasrullah, 2016).

In times of boredom, people need forms of entertainment to alleviate that sense of tedium. One way for people to combat the monotony of daily life is to go fishing in areas such as Buluhcina or Langgam Pangkalan Kerinci, which are far from urban centres. Given the large number of fishing enthusiasts, this presents a business opportunity for fishing ponds to cater to these hobbyists. One such fishing pond capitalising on this business opportunity is the Putra Timur Fishing Pond, located on Jl. Diponegoro, Oro–Oro Ombo, Madiun. The Putra Timur Fishing Pond business was established in 2021; it remains in operation to this day, and the condition of the fishing pond premises is now significantly better than before (Ramli, 2012).

The objectives of this study are to provide an overview of the management of the Putra Timur Fishing Pond business, to determine the total investment and profits of the Putra Timur Fishing Pond, and to assess the viability of the Putra Timur Fishing Pond business.

B. METHOD

The implementation method is the approach chosen by the author to transfer knowledge to partners through a training program and practical sessions on the creation of promotional banners. The aim of this activity is to strengthen the partners' skills in creating promotional materials that are attractive, informative and effective as a means of introducing their businesses to the public. The methods employed included the delivery of information, discussions and hands-on experience in creating promotional banners. The material covered included an understanding of the role of banners as promotional tools, the basics of effective design, the selection of colours and typefaces, layout arrangement, the use of high-quality images, and the organisation of key information such as business names, products or services, contact details and social media accounts. During the practical sessions, participants received guidance on designing banners using user-friendly design applications, such as Canva.

The training was not merely about delivering content, but also provided opportunities for participants to discuss, ask questions, and receive guidance throughout the banner creation process.

In this way, it is hoped that participants will be able to create attractive banner designs that can be used as promotional tools for their businesses independently.

The proposed approach to addressing the challenges faced by partners is to organise training, conduct practical exercises and provide guidance on the process of creating promotional banners that reflect the distinctive characteristics of their businesses. It is hoped that the banners designed will be usable in both printed and digital formats, thereby enhancing the appeal of the promotions and broadening the reach of information to potential customers.

The stages for partners are as follows:

1. Survey

Identifying partners' needs and issues regarding the promotional media they use.

2. Seeking Permission

Submitting a request for permission to the partners to carry out activities with them.

3. Delivery of Materials

Providing materials on the concept of promotional banners, design elements, information organisation techniques, and the use of graphic design applications.

4. Training and Practical Session

Guiding participants in designing and creating promotional banners in line with their business identity, followed by an evaluation and feedback on the resulting designs.

5. Report Preparation

Compiling a report on the implementation of the activities and documenting the training outcomes and the banners produced as the deliverables of the initiative for the partners (Fachrizal, 2023).

C. RESULTS AND DISCUSSIONS

This community service activity was carried out in two stages: a presentation of the material and a practical session. In the first stage, the community service team explained the importance of visual promotional media—particularly banners—as an effective marketing tool for introducing the fishing pond business to the public. The material was presented to all members of

Group 6 with the aim of enhancing the participants' understanding of the function of banners as a medium for information and promotion capable of attracting the attention of potential visitors.

Prior to the presentation, the community service team conducted an initial assessment of the participants' understanding of the use of banners as a promotional medium. The findings indicated that the partners were aware of banners as a medium for information, but did not yet understand the principles of good design or how to utilise them optimally to support business promotion. Consequently, the team explained the key elements involved in banner design, such as colour selection, the use of eye-catching images, the clear presentation of information, and the placement of the logo and business identity to ensure they are easily recognisable to the public.

Three members took part in the training session. Based on the initial assessment, it was found that the partners still required guidance in designing eye-catching and informative promotional banners. Therefore, the community service team provided material on the concepts of effective banner design, ranging from layout, choice of font and colour combinations, to the presentation of promotional information that is brief, concise and easily understood by potential customers.

The next stage involved hands-on practice. During this session, participants were guided through the process of creating promotional banners for the fishing pond using an easy-to-use design application. The partners were taught how to determine the banner size, arrange design elements, insert photos of the fishing pond, and include information on facilities, prices, location and contact details. Once the designs were complete, the partners conducted a group evaluation to ensure that the banners met the required aesthetic and effectiveness standards as promotional media.

During the practical session, there were a number of challenges, mainly because some of the partners were not yet accustomed to using graphic design software. However, through step-by-step guidance provided by the group, all members were able to successfully complete the banner-making process. By the end of the activity, each member had produced a promotional banner ready

for use as a marketing tool to enhance the appeal of the fishing pond and broaden its promotional reach amongst the public.



Figure 1. Outcome of the Discussion

At the end of the session, the group gave the partners the opportunity to provide feedback and evaluate the session. As well as offering suggestions, the partners were also asked to indicate their level of understanding of the material covered, both in terms of the theory and the practical aspects of creating promotional banners.

Based on the evaluation results, the majority of partners stated that this activity provided significant benefits in enhancing their ability to design banners as a promotional medium for their fishing ponds. The partners gained an understanding of the importance of attractive visual design, the effective organisation of information, and the use of banners as a promotional medium to increase appeal and expand marketing reach.

The partner also hopes that community service activities can be carried out on an ongoing basis, featuring relevant content, particularly in the field of promotional design and business marketing. This feedback will serve as a basis for evaluation by group members when determining the themes and formats of future activities, ensuring they meet the partner's needs and deliver maximum benefit.

Through this initiative, it is hoped that the partner will develop greater proficiency in creating engaging and informative promotional materials, thereby enhancing the business's image and attracting more visitors to the fishing pond. Furthermore, it is hoped that this initiative will motivate the partner to continue developing their creativity and adapting to technological advancements and the ever-evolving landscape of promotional media (Lubis, 2018).

Table 1. Comparison of Pre- and Post-Observation Data

Before Conducting the Observation	After Carrying Out the Observation
There is currently no banner at the front of the fishing spot, meaning the business fails to attract the attention of potential customers and its identity is not clearly visible.	It already has an attractively designed banner featuring the business name, services, prices and contact details, making it easier for the public to recognise.
Business owners do not yet understand how to create eye-catching and informative banner designs.	Business owners have learnt how to create banners using simple design software, taking care to choose attractive colours, images, text and layouts.

Source: Primary Data Processed (2026)

D. CONCLUSIONS

The community engagement activities carried out through training and practical sessions on creating promotional banners successfully enhanced the partners' knowledge and skills in designing attractive and informative promotional materials. Prior to the activities, the partners did not have promotional banners capable of clearly showcasing their business identity and still had limited understanding of the principles of effective banner design. After participating in the training and mentoring, the partners were able to create promotional banners using simple design software, taking into account aspects such as layout, colour selection, font choice, imagery, and the organisation of information in a clear and easily understandable manner.

The results of the activities demonstrated that the banners produced can be utilised as promotional media to enhance the appeal of the Putra Timur Fishing Pond business, strengthen its business identity, and broaden the dissemination of information to the public. Furthermore, the

partners responded positively to the activities carried out and expressed a hope for further mentoring programmes covering promotional strategies and other aspects of digital marketing. Consequently, this initiative has made a tangible contribution to enhancing the partners' ability to utilise promotional media as part of a more effective and sustainable business development strategy.

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