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Creative Culinary Product Naming and Digital Promotional Design for MSMEs in Kresek

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Abstract

Culinary micro, small, and medium enterprises (MSMEs) in Kresek District, Tangerang Regency, face challenges in creating unique and memorable product names and optimizing digital promotional media. This community service program aimed to improve MSME participants' knowledge and skills through product naming using word-formation concepts and promotional design using Canva. The activities were conducted offline and online on July 4 and 11, 2026, at the Kresek District Office. The program applied participatory learning and practice through instruction on clipping, blending, affixation (coinage), borrowing, acronym, abbreviation, and back-formation, followed by product-name creation, promotional design, presentation, and evaluation. The initial target was 20 participants, while the report recorded 31 attendees. Participants produced creative product names, including Ecam, Piscok, Capcin, Jasuke, Cilung, Basreng, and Sostel. The report records 100% achievement for branding-name creation, while design outputs were 10% short of the target because of limited access to laptops, tablets, and smartphones. Evaluation using a five-point Likert questionnaire indicated positive responses to the materials and implementation. The activity strengthened MSME branding and digital-promotion capacity and created opportunities to use SIMASKER as a medium for disseminating information on the creative economy in Kresek District.

Keywords: branding; canva; culinary msmes; digital marketing; word formation.

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INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a strategic role in Indonesia's local economies, and the culinary sector is among the most accessible fields of entrepreneurship for community members because it requires relatively little capital and draws on local food traditions. In an increasingly digital marketplace, however, the ability of MSMEs to reach consumers depends more on their capacity to build a recognizable product identity and to promote it through online channels. Digital marketing adoption can improve MSME performance, yet the number of

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Indonesian MSMEs that have adopted digital marketing remains low; they also note that training and mentoring provided by university research and community service centers are highly beneficial for MSMEs (Andika et al., 2021). This situation indicates that strengthening the branding and digital promotion capacity of culinary MSMEs is both an economic need and an appropriate area for university–community partnership.

Kresek District is part of Tangerang Regency, Banten Province, and has economic potential that can be developed through community empowerment. The activity report records a population of 69,683 people and an area of 29.99 km². Human resource development and the use of technology are among the region's development needs. Collaboration between the Kresek District Government and Universitas Negeri Jakarta has been ongoing since 2024 through community empowerment activities and the use of the Kresek District Community Information System (Sistem Informasi Masyarakat Kecamatan Kresek, SIMASKER).

SIMASKER is integrated with the Kresek District website and provides information spaces on, among other topics, health, the community environment, the creative economy, and education. Previous community service activities produced informative content for the platform. The 2026 program extended empowerment to micro, small, and medium enterprise (MSME) owners, particularly culinary and snack businesses, whose products have the potential to be promoted digitally.

The partners' main problem was culinary business owners' limited understanding of product naming as a means of strengthening brand image. Many products are still sold under generic descriptive names (e.g., the name of the dish alone), which makes them difficult to distinguish from similar products offered by other sellers. This problem was related to skills in producing labels, logos, stickers, packaging, flyers, banners, and other promotional media, which did not yet make optimal use of digital technology.

From a marketing perspective, the brand name is a central element of brand identity. Keller conceptualizes customer-based brand equity as resting on brand awareness and on favorable, strong, and unique brand associations, and identifies the choice of brand elements such as the name as a key means of building them (Keller, 1993). The linguistic form of a name also matters: Klink demonstrated that the sounds of a brand name can convey meaning about product attributes through sound symbolism, so that a well-constructed name communicates something about the product even before consumers try it (Klink, 2000). For small culinary businesses, therefore, a distinctive, easy-to-pronounce, and memorable product name is an inexpensive yet strategic branding asset. For these reasons, the program combined linguistic instruction on word formation with digital promotional design.

Studies of word formation in food and beverage names in Indonesia show that clipping, blending, and other word-formation processes can produce concise and creative names (Sari et al., 2021; Sari & Martiwi, 2020). Blending is not an arbitrary process. In a quantitative analysis of English blends, Gries (2004) showed that blend structure follows systematic tendencies that help preserve the recognizability of the source words, which suggests that a well-formed blend can be both novel and

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transparent to its audience (Gries, 2004). This property makes blending especially suitable for culinary branding, as popular Indonesian snack names such as cilok (aci dicolok), basreng (bakso goreng), and jasuke (jagung susu keju) already illustrate.

Previous community service programs have shown that Canva-based training can strengthen the digital promotional capacity of MSMEs. Participatory training in visual design using Canva for MSMEs in Rejosari Village, Kendal Regency, improved participants' design skills and understanding of basic branding and encouraged more active use of digital media to reach wider markets (Nugroho et al., 2026). Trained MSMEs to create promotional content for social media and e-commerce using ChatGPT prompts and Canva. These programs, however, focused primarily on visual design and content production, whereas the linguistic dimension of brand naming has received comparatively little attention in MSME empowerment programs.

The present program addresses this gap by adapting the word-formation approach to the practical needs of MSME owners. Its novelty lies in applying word-formation concepts as a creative branding strategy, followed directly by hands-on design of promotional tools using Canva and by the opportunity to integrate the results into SIMASKER. In this way, the program links linguistic knowledge, visual branding, and local digital dissemination in a single sequence of activities.

The program aimed to improve participants' knowledge of creating food and beverage product names for branding purposes and to improve their skills in designing visual content for promotional tools and using it in digital media.

METHOD

Tools and Materials

The tools used included laptops, tablets, or smartphones available to participants, an internet connection, the Canva platform, presentation equipment, and equipment for documenting the activities. The materials consisted of word-formation modules, examples of product naming, branding materials, and guidelines for designing promotional tools.

Implementation method

The program employed a participatory learning and action approach. The concept of word formation served as the basis for creating product names. The processes introduced included clipping, blending, affixation (coinage), borrowing, acronyms, abbreviations, and back-formation (Miller, 2014). Participants then practiced creating product names and designing promotional tools using Canva.

The program was held on July 4 and 11, 2026, from 08:00 to 12:00 WIB (Western Indonesian Time), in a hybrid (offline and online) format at the Kresek District Office, Tangerang Regency, Banten Province. The initial target was 20 culinary/snack MSME owners; the report recorded the attendance of 31 participants. The program stages comprised: (1) preparation and coordination with the partner; (2) development of workshop materials and tools; (3) participant recruitment; (4) instruction on word formation and branding; (5) hands-on visual content design using Canva; (6) presentation of work, with self- and peer assessment; (7) evaluation and

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documentation; and (8) follow-up plans, namely publication on SIMASKER, intellectual property rights (IPR) registration, and scholarly publication.

Data were collected through observation of the activities, documentation of participants' work, the product names created, and an evaluation questionnaire. The evaluation used a five-point Likert scale with 17 statements covering the materials, instructors, learning activities, and technical aspects. The analysis was descriptive, comparing the targets with the reported achievements.

RESULTS AND DISCUSSION

The discussion of the results of community service and dissemination obtained is presented in the form of theoretical descriptions, both qualitatively and quantitatively. The results of the experiment should be displayed in the form of graphs or tables. For graphs can follow the format for table and figure.

1. Creative Product Naming

The training produced a variety of product names that demonstrate the application of word formation to local culinary products. The product names created through blending are presented in Table 1.

Table 1. Product Names Created through Blending

No	Participant	Product Name Blending	
		Product Name	**Blended Name**
1	A	Es campur	Ecam
		Asinan Buah	Asbu
		Pisang goreng	Pisgor
		Pisang coklat	Piscok
2	B	Capuccino cincau	Capcin
		Jagung susu keju	Jasuke
		Alpokat Kocok	Alpucok
3	C	Pisang coklat	Piscok
		Telor colok	Tecol
		Es kepal milo	Ekemil
4	D	Capuccino cincau	Capcin
		Donat kukus	Donkus
		Martabak isi mozarella	Masimo
5	E	Cireng kuah	Ciwah
			Ciku
			Cirah
6	F	Nasi uduk	Nasduk

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			Naduk
			Siduk
		Akar Kelapa	Akpa
			Akkel
			Karkel
7	G	Mie goreng	Miegor
			Miereng
8	H	Kue gabin	Kugab
		Kue undur-undur	Kundur
9	I	Bakso mie	Bakmi
		Bakso tusuk	Bastus
		Pisang rebus	Pire
10	J	Basreng chili oil	Basrengil
		Otak-otak chili oil	Tak'il
		Mie pedes	Miedes
11	K	Keripik Jengkol	Kripjeng
		Kerupuk gendar	Krupdar
		Baso goreng	Basreng
		Jagung susu keju	Jasuke
12	L	Aci digulung	Cilung
		Baso di goreng	Basreng
		Baso Aci	Baboci
13	M	Keripik pisang	Karpik
		Pangsit chili oil	Pangcol
14	N	Mie telor	Milor
		Bolu ketan	Botan
		Bolu susu	Bosu
15	O	Kulit ayam krispi	Kularis
			Kulkris
			Kulampi
16	P	Tahu isi	Tahsi
		Mietiaw goreng	Yawreng
		Es teh buah	Tewah
17	Q	Sosis telor	Sostel
		The dalam bok	Tehbok

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		Cilok kuah	Cikuh
18	R	Bolu mawar	Bawar
			Bolmar
			Bom
		Bolu tape	Boltap
			Bolpe
19	S	Bakso ulek	Basul
		Bakso tekwan	Bastek
		Lemper ayam	Lempay
		Risol mayo	Risma
20	T	Sosis telor	Sostel
			Soslor
		Roti bakar	Rotbak
		Baso bakar	Basbak
21	U	Indomie telor	Mielor
			Migor
			Milorwah
22	V	Baso bakar	Basbak
		Es kukul	Eskuls
		Es pisang ijo	Es pisjo
		Pisang goreng	Pisgor
23	W	Keripik pisang	Kripsang
			Krisang
		Aci digulung	Cilung
24	X	Kue tembelor	Kutemblor
		Kue pandan	Kupan
			Kudan
25	Y	Nasi bakar	Nasbak
26	Z	Pisang di goreng	Pisang goreng
		Baso di goreng	Basreng
		Aci di colok	Cilok

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Figure 1. Opening of the Program

The product-name blending activity had a direct impact on MSME owners in Kresek District. Participants gained not only theoretical knowledge of name formation but also practical experience in creating their own product identities. The resulting names, such as Bolwar, Krip Jeng, and Masimo, demonstrate that MSME owners are able to produce names that are unique, pleasant to pronounce, unambiguous, and still representative of the original product. Beyond serving as names, these creations have the potential to become effective marketing tools because they can arouse consumer curiosity while strengthening product competitiveness in an increasingly competitive market. In the long term, the activity fostered awareness that branding is not solely the concern of large companies but can also be undertaken by MSMEs through simple yet appropriate strategies.

These results show that name formation can serve as a branding communication strategy that condenses linguistic form while maintaining a link to the original product. This finding is consistent with Sari and Martiwi (2020) and Sari et al. (2021), who examined the formation of blends and portmanteau words in food and beverage names in Indonesia (Sari et al., 2021; Sari & Martiwi, 2020).

2. Digital promotional design

After creating the names, participants were guided to develop their product identities into visual promotional materials. Canva was used to create flyers, posters, banners, leaflets, brochures, or stickers as needed. Participants combined product names, product information, and visual elements so that their work could be used on social media and in digital marketplaces.

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Figure 2. Mentoring during the Product Design Activity

One of the best results was the promotional design for “Kue Jejorong Khas Kresek” (Kresek’s signature jejorong cake) by Mrs. Hj. A, which professionally combined a product photograph, typography, traditional colors, and contact information.



Figure 3. Promotional Design for Kue Jejorong

The report states that the achievement for branding-name outputs reached 100%, whereas design outputs remained 10% short of the target. The main constraint was that few participants owned a laptop, tablet, or smartphone to support Canva practice. Thus, developing digital design skills requires not only training but also support for access to devices.

3. Achievements and Evaluation

Table 2. Summary of program achievements based on the community service report.

Indicator	Target/Achievement	Remarks
Number of participants	Target 20; attended 31	Attendance exceeded the target
Branding names	100%	Product names successfully created
Promotional designs	10% short of the target	Constrained by limited digital devices
Participant response	Positive	Based on the program evaluation

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The evaluation showed positive participant responses to the materials, the workshop activities, and the organization of the program. The achievement section of the report on which this article is based does not provide the mean score for each questionnaire item; therefore, the evaluation results are presented descriptively without adding numerical values that are not available.

This program also continued the direction of the collaboration that began with teacher empowerment and the development of SIMASKER content. Whereas previous activities focused on producing informative content, the 2026 program extended empowerment to MSME owners and connected linguistic aspects, branding, visual design, and digital dissemination.

4. Constraints and adjustments

The main constraint was participants' limited understanding of how to design products that are attractive, strengthen brand image, and represent the uniqueness and creativity of the product. The team made adjustments by integrating linguistic and marketing design materials. Participants were also guided to prepare informative narratives on social, economic, culinary, educational, or environmental aspects that could support SIMASKER content.

This integration shows that product naming can be positioned as the initial stage of branding, while visual design serves as the stage of reinforcing identity in marketing communication. The connection between the two allows participants to apply the training outcomes to digital promotional media.

CONCLUSION

This community service program in Kresek District delivered training in creative culinary product naming and digital promotional design for MSME owners. The word-formation concept yielded a variety of concise and creative product names, while Canva provided hands-on experience in creating promotional tools. According to the report, branding-name outputs reached 100% of the target, whereas design outputs remained 10% short because of limited digital devices. The program evaluation indicated positive participant responses. In future programs, mentoring should continue with support for device access, publication of product names and information through SIMASKER, IPR registration, and expansion of the MSME target group according to the partner's needs.

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