



BUSINESS IDENTITY REVITALIZATION: STRATEGIC GUIDANCE ON GOOGLE MAPS AND VISUAL COMMUNICATION DESIGN FOR RURAL ECONOMIC ACTORS

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Abstract:

The development of digital technology requires rural economic actors, especially micro and small businesses, to be able to adapt in order to survive and thrive amid increasingly competitive competition. However, many rural businesses still face limitations in utilizing digital technology, particularly in strengthening their business identity and online visibility. This community service activity aims to revitalize the business identity of rural economic actors through strategic assistance in utilizing Google Maps and strengthening visual communication design. The method used is the Asset Based Community Development (ABCD) approach, which focuses on Community Mapping, Individual Inventory Skill (Individual Asset Mapping), and Priority Scaling. The assistance was carried out through the identification of individual and community assets, the formulation of business development expectations, and the design and implementation of an assistance program focused on the creation and management of business locations on Google Maps and the strengthening of visual communication design in the form of logos, product names, and simple promotional media. Data collection techniques were carried out through observation and interviews, while data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing. The results of the activity showed that this assistance was able to increase the visibility, accessibility, and credibility of village businesses, as well as strengthen business identity both digitally and physically. In addition, the assistance also encouraged an increase in digital literacy, confidence, and independence of business actors in managing their business identity in a sustainable manner. Thus, revitalizing business identity through Google Maps and visual communication design can be a model for strengthening village businesses that is adaptive, inclusive, and sustainable.

Keywords: revitalization of business identity, Google Maps, visual communication design, rural economic actors

INTRODUCTION

The development of digital technology has brought significant changes to the patterns of economic activity in society, including in rural areas. Rural economic actors, particularly micro and small businesses, are required to adapt to digital transformation in order to survive and thrive amid increasingly fierce competition. However, many rural business owners still face limitations in utilizing digital technology, both in terms of digital literacy and access to online marketing platforms. The utilization of digital technology is a key strategy in supporting sustainable rural economic growth, particularly in the face of shifting consumer behavior that increasingly relies on digital information. This situation results in low business visibility, weak business identity, and limited market reach. (Rahmanida et al., 2025)

One of the main challenges frequently faced by rural business owners is the suboptimal use of Google Maps as a tool for identifying and promoting their business locations. Many business owners have not yet registered their businesses on the platform, or, if they have, they have not managed their listings to their full

potential whether in terms of the completeness of information, data updates, or the visual presentation of their businesses (Sabriyah et al., 2025). This situation makes it difficult for consumers to accurately locate businesses, particularly for new customers or visitors from outside the village. In fact, a business's presence on Google Maps can serve as an important digital identity, as it provides information on location, operating hours, and customer reviews that influence purchasing decisions. Optimal use of Google Maps has proven to play a strategic role in improving business accessibility, building consumer trust, and creating a professional image for MSMEs in rural areas. (Albab et al., 2025)

In addition to issues related to business location, a weak visual identity also poses a significant obstacle to the development of village businesses. Visual identities such as logos, banners, signage, and simple promotional materials serve as visual communication tools that represent a business's character and values. However, many business owners still lack a consistent and appealing visual identity, making it difficult for their businesses to be recognized and distinguished from similar ones. A lack of understanding regarding design and visual communication prevents business owners from effectively utilizing visual elements as branding and marketing strategies. In fact, a strong visual identity can enhance a business's appeal, reinforce consumer recall, and foster positive perceptions of the quality of the products or services offered. Community service initiatives that integrate visual communication design guidance have proven effective in improving business image and stimulating consumer interest in village MSME products. (Sibawaihi et al., 2025)

Various Community Service (PKM) articles indicate that digital mentoring through the creation and optimization of business locations on Google Maps has a positive impact on increasing the visibility and reach of micro-businesses in rural areas. This mentoring not only focuses on the technical aspects of using digital platforms, such as creating accounts and entering business data, but also fosters business owners' awareness of the importance of a digital presence as part of their business development strategy. Additionally, strengthening business identity through the integration of visual communication design with digital platforms helps business owners build a more professional and trustworthy image in the eyes of consumers. The integration of business location digitization and the strengthening of visual identity serves as an effective strategy in supporting sustainable rural economic development. (Adilfi et al., 2025)

Based on these issues and findings, a mentoring program is needed that is strategic, practical, and oriented toward the needs of rural entrepreneurs to revitalize their business identities. This mentoring program not only emphasizes the digitization of business locations via Google Maps but also focuses on strengthening visual communication design as part of business marketing and branding strategies. The mentoring is conducted in person so that business owners not only understand the concepts but are also able to practice and manage their business identity independently. With targeted mentoring, it is hoped that rural business owners will be able to enhance their competitiveness, expand their market reach, and adapt to developments in the digital economy.

RESEARCH METHODOLOGY

The research method used in this community service activity is the ABCD (Asset-Based Community Development) method, which is a community empowerment approach focused on Community Mapping, Individual Skills Inventory, and Priority Setting. This approach positions the community as the subject with the potential to develop independently. In this activity, the ABCD approach was applied to the mentoring of village economic actors, emphasizing local potential, such as the human resources of business actors, social networks among economic actors, as well as available business facilities and media, with the aim of strengthening business identity and enhancing business sustainability through the utilization of digital assets.

The initial phase of implementing the ABCD approach involves identifying and mapping the assets owned by rural economic actors. The research explores assets such as individual capabilities, business experience, social networks, and supporting facilities that can be utilized in the mentoring process. This process aims to understand existing potential so that mentoring activities can be tailored to the conditions and needs of business actors.

Once the assets have been identified, business owners are invited to articulate their expectations and goals for business development. At this stage, business owners express a desire to have a stronger, more recognizable business identity that can reach a wider audience. These expectations are then channeled toward the use of digital media as a tool to strengthen the business identity.

Based on the results of the asset identification and the formulation of the business owners' expectations, the business owners design and determine the form of assistance to be provided. The assistance activities are focused on optimizing the business identity through the creation and management of business locations on Google Maps, as well as strengthening visual communication design elements such as logos, product names, and simple promotional materials, all tailored to the business owners' capabilities and available assets.

The implementation of the mentoring is carried out through Community Mapping, Individual Skill Inventory, and Priority Scaling as data collection techniques, to monitor business conditions, the presence of visual identity, and Google Maps mapping by the business owners. The data obtained is then analyzed through the stages of data reduction, data presentation, and drawing conclusions to interpret the results of the mentoring and assess its impact on strengthening the identity and sustainability of the businesses of rural economic actors.

RESULTS AND DISCUSSION

Revitalizing the business identity of rural economic actors is a strategic step in addressing the challenges of low visibility and competitiveness among MSMEs in the digital age. Business identity is not merely about the name or physical form of the business, but also encompasses how the business is recognized, accessed, and trusted by consumers both directly and through digital channels. In this context, strategic mentoring through the use of Google Maps and visual communication design serves as a crucial tool in rebuilding the image and presence of rural businesses.

The use of Google Maps in this mentoring serves as a tool for building location-based digital identity. Prior to the mentoring activities, most business

owners were unaware of the importance of a digital presence and still relied on conventional word-of-mouth promotion. This situation made it difficult for new customers especially those from outside the village to find the businesses.

After receiving guidance, business owners began to realize that Google Maps is not merely a navigation tool, but a digital promotional platform capable of comprehensively showcasing a business's identity. Information such as the business name, product types, address, operating hours, product photos, and customer reviews help build a professional image that boosts consumer trust. This finding aligns with research results showing that creating and optimizing business locations on Google Maps can significantly increase market reach and opportunities for customer visits. (Albab et al., 2025)

Furthermore, Google Maps provides digital legitimacy for rural businesses. Registered and verified businesses are considered more credible than those without a digital presence. This reinforces the finding that the digitization of business locations can boost consumer confidence and sustainably expand the marketing reach of SMEs. (Chasanah & Takarini, 2026)

The mentoring provided focuses not only on creating Google Maps accounts, but also on improving business owners' digital literacy. Business owners are trained to update information, upload product photos, and respond to customer reviews. This approach is crucial to ensure that a business's digital presence is not passive but is managed sustainably. This aligns with the concept of SME empowerment based on active participation, where business owners are the primary agents in the process of developing their businesses. (Simatupang & Arifin, 2025)

In addition to the digital aspect, the revitalization of business identity was also achieved through the enhancement of visual communication design, particularly through the creation of banners and business signage. Visual identity plays a strategic role in shaping consumers' first impressions and recall of a business. Prior to the mentoring program, most village businesses did not have informative and eye-catching banners; in fact, some had no business signage at all.

Following the mentoring, business owners began to understand that visual design is not merely about aesthetics but a communication tool that conveys the business's message to consumers. Banners featuring the business name, product types, and unique characteristics help consumers recognize and distinguish one business from another. This finding reinforces the results of the community service project in Sambirampak Kidul Village, which showed that creating attractive banners contributes to increasing the appeal and visibility of MSMEs. (Putri et al., 2025)

Effective visual communication design also serves to reinforce the local identity of village businesses. The use of colors, typography, and visual symbols that align with the product's character helps create a consistent identity across both the physical and digital aspects of the business. This consistency is crucial for building brand awareness and consumer trust in the long term.

One key finding in this discussion is the synergy created between digital identity via Google Maps and physical identity through visual communication design. Banners displayed at the business location serve as physical markers, while Google Maps makes it easier for consumers to find the location digitally. This

synergy creates a more seamless consumer experience, from searching for information to visiting the business location in person.

The integration of digital media and physical visuals has proven effective in enhancing the promotional effectiveness of rural SMEs. Consumers who discover a business via Google Maps can easily match the physical location through clear banners, thereby reducing confusion and increasing the likelihood of transactions. This aligns with research findings indicating that the combination of digital and physical visual promotions yields a greater impact compared to the use of a single medium in isolation. (Albab et al., 2025)

This strategic mentoring not only increases business visibility but also impacts the psychological well-being and self-reliance of rural entrepreneurs. Entrepreneurs demonstrated increased confidence in promoting their products and a readiness to adapt to technological advancements. This underscores that mentoring is not merely a transfer of technical skills but also an empowerment process that drives a shift in entrepreneurs' mindsets.

The participatory nature of the mentoring approach allows business actors to be actively involved in every stage of the activities. Thus, the results achieved are not temporary but have the potential to be sustainable. These findings support the concept of community service that emphasizes sustainability and self-reliance as indicators of the success of empowerment programs. (Simatupang & Arifin, 2025)

Revitalizing business identity through Google Maps and visual communication design is highly relevant to efforts toward sustainable rural economic development. The digitization of rural businesses creates opportunities for broader market access without requiring significant promotional costs. This strategy is particularly well-suited for rural entrepreneurs who have limited capital but wish to enhance their business competitiveness.

Thus, strategic mentoring based on digital technology and visual communication design can serve as a model for strengthening village business identity that is adaptive, inclusive, and sustainable. This model not only increases business visibility but also drives the transformation of the village economy toward a more self-reliant and competitive business ecosystem.

Business Identity Revitalization Table

No	Forms of Support	Results of the Assistance
1	<u>Creating and managing business listings on Google Maps</u>	<u>The business location is registered and easy for customers to find, thereby increasing the business's visibility and accessibility</u>
2	<u>Visual communication design through business logo creation</u>	<u>The business has a clear and consistent visual identity that sets it apart from other businesses</u>
3	<u>Visual communication design through business product naming</u>	<u>The products have names that are more appealing, easy to remember, and reflect the business's character</u>

The Business Identity Revitalization Table demonstrates that strategic guidance through the use of Google Maps and visual communication design has a tangible impact on strengthening the identity and competitiveness of rural economic

actors. Registering and managing business locations on Google Maps makes businesses easier for consumers to find, thereby increasing market visibility and accessibility. Meanwhile, visual communication design support through logo creation and product naming helps business owners establish a clearer, more consistent identity and differentiate themselves from other businesses. An attractive visual identity and product names also boost consumer trust and strengthen the image of rural businesses. Overall, the table shows that revitalizing business identity not only impacts visual presentation but also contributes to marketing development, brand recognition, and the sustainability of rural economic enterprises.

CONCLUSION

Based on the results and discussion outlined above, it can be concluded that revitalizing business identity through strategic guidance on Google Maps and visual communication design has a positive impact on rural entrepreneurs. This guidance addresses the issues of low visibility and accessibility of rural businesses by establishing a business identity that is clearer, more professional, and more accessible to consumers, both digitally and physically.

The use of Google Maps has proven effective as a tool for establishing a location-based digital business identity. The presence of businesses on this digital platform not only makes it easier for consumers to find business locations but also enhances the trust and credibility of rural business owners. Optimizing business information, visual documentation, and managing customer reviews helps improve the professional image of rural SMEs and expands marketing opportunities.

In addition, enhancing visual communication design through the creation of banners and visual displays plays a crucial role in establishing a business's physical identity. An informative and consistent visual identity helps consumers recognize, remember, and distinguish one business from another. The synergy between a digital identity via Google Maps and a physical identity through visual communication design creates a more cohesive, effective, and sustainable consumer experience.

The participatory mentoring also contributed to improved digital literacy, self-confidence, and self-reliance among rural entrepreneurs. Business owners not only acquired technical skills but also experienced a shift in mindset regarding the importance of digital technology and visual communication as part of their business development strategies. Thus, this mentoring is not merely temporary but has the potential to foster long-term business sustainability.

Overall, revitalizing business identity through Google Maps guidance and visual communication design can serve as a model for strengthening rural SMEs that is adaptive, inclusive, and relevant to the challenges of the digital economy. This model supports sustainable rural economic development by leveraging technology that is easily accessible, low-cost, and tailored to the needs of rural economic actors.

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