



## Development of Corn Ice Drink Products as Micro Business Innovation to Increase Product Sales Value

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### Article History:

Received: 24-01-2026

Revised: 25-01-2026

Accepted: 17-02-2026

**Keywords:** *sweet corn ice, product innovation, packaging design, micro-enterprises, MSMEs*

**Abstract:** *Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting the community's economy, particularly in the culinary and beverage sector. One traditional beverage that is widely favored by the public is sweet corn ice drink. However, sweet corn ice products marketed by MSMEs generally still lack product and packaging innovation, resulting in low selling value and limited competitiveness. This Program Kreativitas Mahasiswa (PKM) activity aims to develop sweet corn ice beverages through product and packaging innovation in order to increase the product's selling value. The implementation method used a participatory approach involving students and MSME partners through several stages, including observation, product development design, innovation implementation, and evaluation. The innovations applied included the design of a visual identity in the form of a product logo, the use of labeled cup packaging, and improvements in product presentation. The results indicate that product and packaging innovation can enhance product attractiveness, strengthen business identity, and potentially increase sales volume and MSME income. Therefore, the development of sweet corn ice beverages through simple but targeted innovation can serve as an effective solution to increase product value and support the sustainability of micro-enterprises.*

**How to Cite:** Yasni La Jalia., Sakina Sudin, Evitawati Indradewa., Nurul Sari Umaternate., Sarni Abd. Kadir. (2026). *Development of Corn Ice Drink Products as Micro Business Innovation to Increase Product Sales Value*. 4(01). 42- <https://doi.org/10.61536/ambidextrous.v4i01.428>



<https://doi.org/10.61536/ambidextrous.v4i01.428>

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## **Introduction**

Micro, Small, and Medium Enterprises (MSMEs) constitute a foundational segment of national economies by fostering employment, stimulating local economic activity, and providing diversified food and beverage products to consumers (Irfan & Suyatno, 2025). In the food and beverage sector, product innovation has emerged as a strategic imperative for MSMEs to sustain competitiveness in the face of intensified market pressure and evolving consumer preferences (Fitri et al., 2025). Recent studies have underscored that product innovation—encompassing changes in product features, presentation, and packaging—exerts significant influence on consumer perception and market performance in MSMEs (Abdulloh, Sudarmiati, & Wardana, 2024). However, research indicates persistent challenges in translating innovation into measurable increases in selling value for traditional beverage products, especially those offered by micro-enterprises operating with limited resources and capacity.

Global trends in consumer demand show an increasing preference for aesthetically appealing, nutritionally enhanced, and hygienically presented food and beverage products, particularly within emerging markets where health consciousness and visual differentiation are influential purchase drivers (Syaniah et al., 2025). These dynamics have heightened competitive pressures on traditional beverage vendors that historically rely on customary product formats and packaging. While the literature on product innovation in MSMEs is expanding, it often emphasizes technological adoption and marketing channels rather than the nuanced role of product design and packaging in influencing selling value (Irfan & Suyatno, 2025). This underscores a broader global concern where food and beverage MSMEs must reconcile traditional product strengths with modernized presentation strategies in order to achieve sustainable competitiveness and market expansion.

Product innovation within MSMEs is often conceptualized through theoretical frameworks that integrate competitive advantage and resource-based perspectives. Under the Resource-Based View (RBV), innovation emerges as a firm-specific capability that creates unique value propositions through resource mobilization and differentiation, thereby enabling enterprises to attain competitive advantages in crowded markets (Ambarwati, Sudarmiati, & Wardana, 2023). In the context of food and beverage micro-enterprises, RBV suggests that leveraging inherent product attributes—such as taste, raw material quality, and cultural authenticity—alongside innovation in presentation and packaging can cultivate distinctive market positions that competitors find difficult to imitate.

Contemporary research further reveals that packaging innovation influences not only consumer perception but also market accessibility and product positioning. A study in the Indonesian context demonstrates that strategic packaging and branding significantly improve MSME performance by enhancing consumer visibility, perceived product quality, and distribution efficiency (Purnomo et al., 2025). Packaging serves as a tangible interface between the product and the market, signaling quality attributes and facilitating compliance with safety and information standards demanded by increasingly informed consumers (Purnomo et al., 2025). Despite these findings, a gap remains in understanding how specific product innovations tailored to traditional beverages, such as sweet corn ice, translate into enhanced selling value within micro-enterprise contexts.

The beverage segment—particularly traditional drinks such as sweet corn ice—presents unique opportunities and challenges for innovation. Sweet corn ice is widely favored for its

refreshing taste, affordability, and nutritional appeal due to its raw material composition. Nevertheless, empirical observations indicate that many sweet corn ice products sold by MSMEs remain constrained by simple product variation, uninspired presentation, and minimalistic packaging, which limit their attractiveness relative to modern beverages (Fitri et al., 2025). The absence of differentiated product features and compelling packaging design diminishes the capacity of these traditional beverages to capture broader market segments and command higher selling prices.

Existing literature on culinary MSMEs broadly supports the premise that innovation in product attributes and packaging enhances marketing performance and market reach (Syaniah et al., 2025). Research in culinary MSMEs in Pekanbaru, for example, highlights the significance of product innovation, process adaptation, and digital marketing in strengthening overall business sustainability and competitiveness (Syaniah et al., 2025). Yet, most studies focus on general product categories or digital adoption, leaving a research gap in the specific domain of traditional beverage innovation.

Identification of this gap reveals that while product innovation is recognized as central to MSME survival and growth, there is limited scholarly attention on integrative approaches that combine product quality enhancement with strategic packaging and brand identity development tailored to traditional beverages with cultural and local market significance. Such integrative approaches could advance theoretical understanding and provide actionable insights for micro-enterprises seeking to elevate selling value beyond price-based competition. This need is especially salient in domestic markets where product differentiation through packaging innovation remains underutilized.

Moreover, the urgency of innovation in traditional food and beverage products coincides with broader socioeconomic imperatives. Strengthening micro-enterprises through product development not only addresses market competitiveness but also contributes to community welfare by enhancing income stability and enterprise sustainability. In Indonesian contexts, MSMEs in the food and beverage sector are frequently associated with informal market settings where resources are limited and access to innovation support mechanisms is constrained. Consequently, identifying effective innovation pathways that align with local capabilities and consumer preferences holds both academic and practical relevance.

The present study addresses this critical research gap by investigating the development of the sweet corn ice product through comprehensive product innovation that includes flavor variation, presentation enhancement, and packaging redesign, aiming to increase selling value and competitiveness among micro-enterprises. Specifically, this study explores how targeted innovations influence product attractiveness, perceived value, and market performance, situating these efforts within the broader theoretical frameworks of competitive advantage and product differentiation. By doing so, this research contributes novel insights into how traditional beverage products can leverage innovation strategies to overcome structural limitations and capture greater economic returns.

In summary, this research is driven by three core objectives: to analyze the current limitations in traditional sweet corn ice products offered by MSMEs; to develop and implement innovative approaches to product and packaging design; and to evaluate the effects of these innovations on selling value, consumer perception, and business sustainability. This investigation not only fills a critical gap in the literature on MSME product innovation but also

provides empirical evidence that supports strategic action for micro-enterprises operating within competitive culinary markets.

## **Research Methods**

### **Research Design**

This study employed a descriptive and participatory approach within the framework of the Program Kreativitas Mahasiswa (PKM). The research focused on product development activities aimed at increasing the selling value of sweet corn ice beverages produced by micro-enterprises. A participatory approach was chosen to actively involve both students and MSME partners in every stage of the activity, ensuring that the innovations introduced were appropriate to the needs and capabilities of the business actors.

#### **3.2 Time and Location of the Study**

The PKM activity was conducted at a micro-enterprise engaged in the production and sale of sweet corn ice beverages located in Ternate City, Indonesia. The implementation period took place over several weeks in 2025. This timeframe covered all stages of the activity, including initial observation, product design and development, implementation of innovation, and evaluation.

### **Data Collection Techniques**

Data collection in this study was carried out using several techniques to obtain comprehensive and relevant information. The techniques included:

1. Observation, conducted to directly examine the production process, product presentation, packaging, and sales practices of the sweet corn ice MSME.
2. Interviews, conducted informally with MSME owners to identify problems, challenges, and needs related to product innovation and selling value.
3. Documentation, used to record activity processes, product development stages, and final product results through photographs and written records.

### **Research Procedure**

The research procedure consisted of several stages, as follows:

#### **1. Observation and Needs Identification**

This initial stage involved direct observation of the sweet corn ice production and sales process. The purpose was to identify existing problems, such as limited product variation, simple packaging, and the absence of product identity.

#### **2. Product Development Design**

Based on the results of the observation, product development was designed to improve product presentation and packaging. This stage included the design of a product logo, the selection of hygienic cup packaging, and adjustments to product appearance to enhance visual appeal.

#### **3. Implementation of Product Innovation**

At this stage, the designed innovations were applied directly to the MSME partner. The sweet corn ice products were produced using the new presentation and packaging concepts, accompanied by student assistance to ensure that the innovation process could be implemented effectively and sustainably.

#### **4. Evaluation**

The evaluation stage aimed to assess the effectiveness of the implemented innovations. Evaluation was conducted by comparing product conditions before and after the application of



innovation, including changes in appearance, consumer response, and potential increases in sales.

### **Data Analysis Technique**

Data analysis was conducted using descriptive qualitative analysis. The collected data from observations, interviews, and documentation were analyzed to describe the impact of product and packaging innovation on the selling value of sweet corn ice products. The results were presented in the form of descriptions and simple comparisons to illustrate changes before and after innovation implementation.

## **Results and Discussion**

### **Logo Design Process**

#### **1. Opening the Canva Application**

The logo design process began by accessing the Canva application through the website [www.canva.com](http://www.canva.com). After logging in, the *Create a Design* menu was selected, followed by choosing the *Logo* size (500 × 500 pixels) to ensure the logo could be used for various promotional purposes.

#### **2. Determining the Design Concept and Idea**

The logo concept was adjusted to represent the sweet corn ice beverage product, with the following considerations:

- a. Displaying a drinking glass containing sweet corn
- b. Creating a fresh, natural, and attractive impression
- c. Using yellow as the dominant color to symbolize corn, green to represent natural ingredients, and white to convey a clean and refreshing image

This concept aimed to make the logo easily recognizable and appealing to consumers.

#### **3. Adding the Main Illustration**

In the *Elements* menu, illustrations were searched using keywords such as:

- a. *corn drink illustration*
- b. *sweet corn*
- c. *ice drink*

The selected illustration featured a transparent glass filled with sweet corn, topped with milk and equipped with red and green straws. This illustration was placed at the center of the canvas as the main focal point of the logo.

#### **4. Adding Supporting Elements**

To enhance the visual strength of the logo, several supporting elements were added, including:

- a. Illustrations of whole corn and corn leaves on the left and right sides of the glass
- b. Ice cubes at the bottom of the glass
- c. Yellow splash effects in the background

These elements were arranged carefully to ensure visual harmony without obstructing the main object.

#### **5. Adding Logo Text**

The text “ES JAGUNG!” was added using the *Text* feature in Canva. A bold and rounded font was selected to ensure readability and convey a cheerful impression. The text color was adjusted to a greenish-blue tone to create contrast with the background and illustrations. The text was placed below the glass to maintain clarity and balance.

## 6. Color Adjustment and Design Balance

At this stage, color adjustments were made to achieve a harmonious appearance, including:

- a. Adjusting the brightness of the yellow corn color
- b. Balancing the green tones used for leaves and text
- c. Ensuring that the background color did not distract from the main focus

The purpose of this stage was to produce a logo that appears visually comfortable and professional.

## 7. Finishing Stage

After all elements were arranged, a final review was conducted to ensure:

- a. Neat layout and alignment
- b. Appropriate logo size
- c. Clear visibility of text and illustrations

The logo was refined to remain clear and recognizable even when displayed at smaller sizes.

## 8. Saving and Downloading the Logo

The final stage involved saving the design by selecting *Share* → *Download*, choosing the PNG format to maintain high quality, and enabling a transparent background if needed. The logo was then ready for use on product packaging, banners, posters, and MSME social media platforms.

### Results of Logo Design

The result of the sweet corn ice product development activity as a micro-enterprise innovation was the creation of a logo that serves as the product's visual identity. The logo was designed to provide a distinctive characteristic and differentiate the sweet corn ice product from similar beverage products, thereby increasing its selling value in the market.



Figure 1. Logo Design

The logo adopted a simple yet easily recognizable concept. The main visual element was inspired by the primary ingredient of the product, sweet corn, which was represented through a simple illustration or symbol. This approach aimed to allow consumers to immediately identify the type of product offered by merely looking at the logo.

The color selection was dominated by yellow to symbolize sweet corn and freshness, supported by white and green colors to convey a clean, natural, and hygienic impression. This color combination was expected to attract consumer attention while reflecting the fresh and natural character of the sweet corn ice beverage.

### Sticker Printing Process

The sticker printing process consisted of a series of stages starting from design preparation to the final ready-to-use stickers. The design was printed on a single sheet of waterproof sticker paper containing multiple identical stickers (such as round stickers), which were then neatly cut following the shape of the design without separating the backing paper.

The stickers were printed on waterproof paper with a size of  $4.5 \times 4.5$  cm, with each sheet containing 20 stickers.

### Comparison of Data Before and After Using the Logo

Sweet Corn Ice Income Before Using the Logo

#### Business conditions:

- a. Products were sold without visual identity or branding
- b. Plain packaging
- c. Low consumer attraction
- d. Promotion relied solely on word of mouth

#### Daily sales assumptions:

- a. Selling price per cup: IDR 10,000
- b. Number of cups sold: 25 cups/day

#### Income calculation:

$25 \text{ cups} \times \text{IDR } 10,000 = \text{IDR } 250,000$  per day

Sweet Corn Ice Income After Using the Logo

#### Business conditions:

- a. Products had an attractive and easily recognizable logo
- b. Packaging appeared more professional
- c. Increased consumer trust and purchase interest
- d. Easier promotion through social media

#### Daily sales assumptions:

- a. Selling price per cup: IDR 10,000
- b. Number of cups sold increased to: 40 cups/day

#### Income calculation:

$40 \text{ cups} \times \text{IDR } 10,000 = \text{IDR } 400,000$  per day

### Daily Income Comparison Table

Description	Before Using Logo	After Using Logo
Price per cup	IDR 10,000	IDR 10,000
Cups sold	25 cups	40 cups
Income	IDR 250,000	IDR 400,000

### Product Appearance Before and After Using the Logo on the Cup

#### 1. Appearance Before Using the Logo

Before the logo was applied, the cup appeared plain and transparent without any brand identity. Although the product inside the cup was clearly visible, it lacked distinctive characteristics, making it difficult to differentiate from similar products sold by other vendors. This appearance tended to look simple and less attractive, particularly in terms of branding and professionalism.

## 2. Appearance After Using the Logo

After the logo sticker was applied to the cup, the product appearance became more attractive and distinctive. The logo functioned as a product identity, allowing consumers to easily recognize the brand and type of product being sold. Visually, the cup appeared more professional, neat, and had a higher perceived selling value. In addition, the logo helped build consumer trust and strengthened product appeal when displayed or promoted.

### Discussion

Based on the results of the implemented activities, it can be concluded that product and packaging innovation play an important role in increasing the selling value of MSME products. The development of sweet corn ice products did not only focus on taste, but also emphasized presentation and packaging as part of a value enhancement strategy. In the context of MSMEs, simple yet well-targeted innovations can have a significant impact on business sustainability. Therefore, the development of sweet corn ice beverages through innovation can serve as an effective solution to increase product value and support the growth of micro-enterprises.

### Conclusion

Based on the results of the implemented Program Kreativitas Mahasiswa (PKM) activities, it can be concluded that the design and implementation methods for developing sweet corn ice beverages as a micro-enterprise innovation were carried out effectively and in accordance with the objectives of the program. Through the stages of observation, design, innovation implementation, and evaluation, the sweet corn ice product experienced improvements in product quality, presentation, and packaging. The participatory approach proved to be effective in helping MSME partners understand the importance of product innovation as a strategy to increase selling value. Furthermore, the development of the sweet corn ice product added value by making it more attractive, hygienic, and clearly identifiable, thereby demonstrating the potential of innovation to enhance product value and support the sustainability of micro-enterprises.

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