

Assistance with Legal Documentation, Operational SOP, and Digital Marketing for the Tumbas Mindo Laren Cafe

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in driving economic growth; however, many business owners still face challenges related to business legality, operational management, and the use of digital marketing. This community service activity aims to analyze the obstacles faced by the Tumbas Mindo Café, a micro, small, and medium enterprise located in Laren Subdistrict, Lamongan Regency, in order to increase brand awareness. This assistance program has a positive impact on operational effectiveness and the expansion of promotional reach through support in establishing business legality, as well as the development of written Standard Operating Procedures (SOPs), which can improve business outcomes by implementing digital marketing strategies via social media platforms such as Instagram and TikTok. This mentoring can yield results such as established business legality, better-managed social media, and more focused human resource management; when integrated, these elements can enhance the professionalism of business management and strengthen the sustainable competitiveness of micro, small, and medium enterprises.

Keywords: MSME, Business Legality, Employee SOP, Digital Marketing, Brand Awareness.

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1. INTRODUCTION

Micro, small, and medium-sized enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the criteria for micro enterprises (Sulistyan et al., 2022). Law No. 20 of 2008 (Sitompul, 2022) a micro enterprise is a productive business or sole proprietorship that meets the criteria for a micro enterprise. These businesses are operated by individuals or business entities that are subsidiaries or direct or indirect branches of medium or large enterprises that meet the criteria.

In general, micro, small, and medium enterprises (MSMEs) contribute to the national economy by providing employment, creating new markets, playing a vital role in the local economy and community empowerment, and contributing to GDP and the balance of payments. Gross Domestic Product (GDP) is one way to assess the role of MSMEs in the economy. The value of goods and services produced within a country during a specific year is referred to as GDP. Its purpose is to summarize economic activity in a specific monetary value over a certain period. All sectors of the MSME economy contributed a total of Rp. 5,440 trillion to the national GDP in 2013, according to data from the Ministry of Cooperatives and MSMEs (Sofyan, 2017)

Over time, the café business in today's era has become one of the most promising small and medium-sized enterprises (SMEs). Cafés serve not only as places for people to eat but also as

gathering spots and even venues for business meetings. Given the growing number of competitors emerging today, café owners must be able to attract customers with new ideas such as new menus or unique designs and also know how to effectively leverage social media in digital marketing (Agustiawan & Rahmat, 2021). This is necessary to ensure continuous growth, maintain a competitive edge, and even surpass existing café competitors. One creative and innovative idea that can also influence an increase in visitors is an engaging marketing approach.

With the right technology, micro, small, and medium-sized enterprises (MSMEs) can boost productivity and efficiency, expand their market reach through e-commerce platforms and social media with more creative services tailored to consumer needs. Additionally, support from the government, financial institutions, and technology providers can play a crucial role (Octiva et al., 2024). Digital marketing is an effort or system aimed at selling products using digital tools in accordance with customer preferences and needs. This approach can reach individual customers or groups in a highly relevant and targeted manner.

In addition, digital marketing efforts also need to be improved (Taherdoost, 2023). In today's era of rapid technological advancement, the presence of micro, small, and medium-sized enterprises on digital platforms is crucial for enhancing competitiveness and expanding market share. However, Tumbas Mindo Café's social media strategy is still not optimal. Obstacles to increasing brand awareness include inconsistent promotional campaigns, a lack of engagement with customers, and underutilization of social media features. Therefore, digital marketing training will be provided with a focus on managing Instagram and TikTok accounts by creating engaging content.

This digital marketing strategy offers numerous benefits. With the help of various digital marketing tools, we can collect accurate data on specific users' preferences and habits regarding the products and services offered. With this information, we can develop the most suitable marketing strategies for the audience and target market (Amalia et al., 2023).

It is therefore hoped that this community service program will help Tumbas Mindo Café expand its business and enhance its competitiveness. The objective of this initiative is to gather information on the primary challenges faced by Tumbas Mindo Café. These challenges primarily relate to the lack of standard operating procedures (SOPs) and the ineffective use of digital marketing. It is expected that this study will yield comprehensive qualitative data on the impact of these two issues on operational efficiency and marketing effectiveness through interviews with the business owner and field observations. Data collection will focus on customer service, employee workflows, and marketing tactics on social media platforms such as Instagram and TikTok. This program aims to develop recommendations and provide targeted guidance by gaining a comprehensive understanding of the challenges associated with these operational and marketing elements. These efforts are expected to improve service quality, expand promotional reach, increase brand awareness, and foster more sustainable business growth at Tumbas Mindo Cafe.

2. METHODS

This community service activity was carried out by the research team at Tumbas Mindo Cafe, a Micro, Small, and Medium Enterprise (MSME) located in Ketintang Laren, Laren District, Lamongan Regency 62262. Since 2019, this MSME has been operating in the food industry, producing various types of food, beverages, and light snacks.

The qualitative data analysis conducted as part of this initiative includes information on business owners, operational conditions, and ongoing business activities. This analysis was carried out through documentation, face-to-face interviews, and observation. The results of this analysis serve as the basis for developing solutions and mentoring strategies tailored to the partners' needs to support sustainable business development.

This community service activity was carried out by the team in several stages. The details of the stages are as follows:



Figure 1. Flowchart

Source: Development by Reseacher (2026)

Preparations began with the search for a partner, involving initial observations and deliberations over the course of about a week to identify a suitable partner. As a result, the organizing team decided to involve Kafe Tumbas Mindo as a partner in the community service initiative. Afiyan Ardianto runs this business. He lives in Ketintang, Laren, Laren Subdistrict, Lamongan Regency, East Java 62262. The business is still on a micro scale with a management system that is not yet fully structured, so mentoring is needed to improve business performance. To identify the problems faced by the partner, a direct approach to the business owner was used through documentation, interviews, and observation.



Figure 2. Places Tumbas Mindo Café

Spurce: Activity Program (2026)

Identifikasi Identifying the partners' challenges is the next step. Some of the issues identified include digital marketing, operational management, and business compliance, based on the results of observations and interviews. The partners do not yet have a Business Identification Number (NIB) or halal certification, making it difficult for them to grow. On the operational side, there are no written standard operating procedures (SOP), resulting in work processes that are not systematic. In terms of marketing, although they have been using social media such as Instagram and TikTok, poor and inconsistent management prevents them from

maximizing their marketing reach. This community service initiative prioritizes addressing these issues.

Mentoring is the final phase. To resolve the partners' issues, the project team developed a mentoring program. The types of mentoring provided are as follows: (1) assisting in the creation of employee Standard Operating Procedures (SOP) to improve work efficiency and service quality; (2) assisting with business legal compliance, such as the Business Identification Number (NIB) and halal certification; and (3) assisting with digital marketing management by optimizing social media, including content, posting schedules, and promotional strategies. It is hoped that these activities will enable partners to improve their business management skills and expand their market reach.

3. RESULTS AND DISCUSSION

3.1 Overview of the Partner Organizations Receiving Support

Tumbas Mindo is a café brand operating in the food service industry. According to an interview with the business owner, the name "Mindó" comes from the Javanese language and means "to add"; it was chosen as a prayer and hope that every step in running the business will always bring growth and positive development to the enterprise. Tumbas Mindo is located on Jalan Ketintang, Laren, Laren District, Lamongan Regency, East Java 62262. The business has been operating for approximately seven years since its establishment in 2019 with initial capital of around Rp700,000,000 from personal funds. In its operations, Tumbas Mindo focuses on the food and beverage sector, targeting various market segments, ranging from families and teenagers to the general public. The business concept is designed to be welcoming to all demographics by offering a relaxed and comfortable atmosphere, complete with a children's play area and flexible spaces to accommodate the diverse needs of visitors.



Figure 3. Tumbas Mindo Brand Logo
Source: Development by Team (2026)

This business began with the simple sale of chocolate drinks on the terrace of an Indomart. Sales increased and the business continued to grow as a result of excellent customer response. However, the business was moved to its current location because the previous site was reclaimed by the owner. This allowed the owner to expand the size of the location and provide more amenities for customers. This business began out of a social motivation at the time to help orphans find employment, even though initially the profits were not sufficient to pay employees a steady salary. The owner remains committed to running this business as a charitable endeavor, and thank God, the business continues to grow with increasing profits to this day. Kafe Tumbas Mindo offers two payment methods that can be tailored to meet customers' needs during transactions. The café not only accepts cash payments but also uses the QRIS digital payment

system. The use of QRIS is considered very helpful in speeding up the transaction process, reducing cash handling errors, and making it easier for customers who are accustomed to making cashless payments. With this payment method, Kafe Tumbas Mindo can provide more effective, advanced service that aligns with current technological advancements.

Tumbas Mindo Café offers a wide variety of food, snacks, and drinks to suit the tastes of all kinds of people. The menu includes main dishes perfect for enjoying with family and friends, as well as light snacks to enjoy while relaxing, such as various fried foods and modern treats. Additionally, there are convenient dishes that are particularly popular among teenagers. The café's beverage selection is highly diverse, ranging from hot drinks like tea and coffee to modern, refreshing beverages favored by young people. Providing a complete culinary experience for visitors is one of Tumbas Mindo Café's main attractions.

Operating hours are divided into two shifts, with opening hours from 8:00 AM to 11:00 PM, tailored to consumer behavior that tends to involve recreational and dining activities in the evening. Currently, there are four employees divided among service, cashier, and kitchen roles. The average daily transactions reach 200–200 sales receipts, generating revenue of approximately 30–50 million rupiah per month. However, there are currently no Standard Operating Procedures (SOPs) formally regulating work systems and employee responsibilities, so operational management still operates intuitively based on the owner's experience.

In determining product selling prices, this business uses the Cost of Goods Sold (COGS) approach as the basis for setting prices. The owner sets a profit margin ranging from 50–100%, adjusting it according to the type of product and consumer purchasing power. According to Purwanto and Watini (2020), calculating COGS using the full costing method is an ideal strategy for small businesses to determine selling prices comprehensively, as it covers raw materials, direct labor, and indirect costs.

Employee recruitment is conducted through a simple mechanism, namely an application form and direct communication via WhatsApp, followed by a brief interview regarding basic skills and willingness to work according to the established schedule. This approach facilitates rapid recruitment but does not guarantee the alignment of workers' competencies. As explained by Basri et al. (2022), MSME operators should have a recruitment process flowchart to minimize workforce misplacement. Since there is no structured evaluation and task-assignment system, workforce efficiency still depends on informal coordination among individuals. Therefore, it is recommended that businesses develop operational SOPs for employees covering work schedules, customer service standards, and mechanisms for workplace hygiene and safety, as recommended by Buchori (2022).

Marketing is conducted through social media, particularly TikTok and Instagram, which are managed in collaboration with freelance students to boost account activity. This digital strategy serves as the primary means of introducing products and expanding market reach. Research findings by Anugrah et al. (2022) indicate that the implementation of digital marketing can expand consumer reach by up to 40% and enhance brand image. However, in this business, promotional activities remain inconsistent, posts are unscheduled, and content design lacks visual consistency.

To improve promotional effectiveness, it is recommended that the business owner implement a content scheduling system and conduct branding using strong visual narratives, such as production process videos, customer testimonials, and seasonal promotions. A study by Tresnawati and Prasetyo (2022) indicates that consistent promotion on social media can increase revenue by up to 30% within a three-month period.

Initial capital of Rp. 700 million was used to build the business premises, purchase production equipment, and procure initial raw materials. All capital came from personal funds without support from financial institutions. Average monthly revenue reaches Rp. 30–50 million, with a gross profit margin estimated at 25–30%.

In an effort to enhance customer comfort, the layout design has been tailored to meet the needs of customers of all ages. The space design emphasizes a warm and modern feel with a combination of indoor and semi-outdoor areas. This layout not only enhances customer comfort but also supports service efficiency. There is a dining area for families, a relaxation space for teenagers, and comfortable seating for the elderly. The establishment also provides light play

facilities for children to encourage customers to stay longer. The space-efficient interior layout reduces the distance staff must travel while serving customers, thereby increasing service speed. According to Cahyawati (2020), good spatial design positively impacts customer satisfaction and can extend visit duration by up to 35%. With its friendly and aesthetically pleasing atmosphere, this business successfully attracts customers from diverse age groups and economic backgrounds.

3.2 Problem Description

Field research and discussions with partners have revealed several fundamental obstacles that need to be addressed immediately. Broadly speaking, the main challenge faced is the lack of a structured and standardized managerial framework.

At the operational level, partner businesses operate without written work guidelines, whether in the form of operational SOPs or standard service protocols. All activities, from production to customer interactions, rely entirely on prevailing practices and the initiative of individual staff members. Consequently, partners frequently face issues with inconsistent and uneven service quality.

The next challenge arises in the area of human resources. The process of hiring new employees is conducted very simply, using only a WhatsApp form and a short questionnaire. This system does not prioritize validated competency assessments, resulting in recruited staff possessing highly varied skill levels and understanding of the job.

From a legal standpoint, this business has not yet fully met all formal requirements. The partner has not yet obtained a Business Identification Number (NIB), and, equally important, the process of obtaining halal certification remains unresolved. This naturally limits expansion opportunities and poses potential risks for the future.

The marketing efforts undertaken, although they have utilized digital platforms such as Instagram and TikTok, have not yet yielded optimal results. Promotional activities are often not consistently scheduled, and unfortunately, the partner does not yet have a clear method for measuring the extent to which these promotions impact sales growth.

3.3 Solutions

The support team offers a number of strategies for addressing various existing issues, including:

- a. Implementation of Standard Operating Procedures (SOPs) and Customer Service Guidelines:
 - a) Developing detailed work guidelines for staff, covering aspects such as work schedules and shifts, maintaining the cleanliness of the premises, food presentation quality standards, and procedures for interacting with customers.
 - b) Customer service-specific SOPs cover communication etiquette, efficient procedures for handling complaints, and establishing service speed standards.
- b. Development of Digital Content and Social Media Utilization:
 - a) Designing consistent visual content templates for promotional activities on platforms such as Instagram and TikTok.
 - b) Conducting training on techniques for writing persuasive captions, maintaining consistency in posting schedules, and effectively using hashtags and paid advertising features.
 - c) Encouraging the creation of interactive content, such as behind-the-scenes videos, customer testimonials or reviews, and weekly promotional announcements.
- c. Basic Content Creation Training for Staff and Business Owners:
 - a) Providing instructions to employees and business partners on how to produce high-quality short videos using only a smartphone.
 - b) Teach the basic principles of promotional copywriting and digital storytelling techniques so that marketing messages are more attention-grabbing and aligned with the targeted market segment.
- d. Assistance with Legal and Initial Administrative Matters:
 - a) Providing step-by-step guidance on the process of registering a Business Identification Number (NIB) through the Online Single Submission (OSS) system.
 - b) Providing a comprehensive explanation of the steps required for halal certification, including the supporting documents that must be prepared.



Figure 4. Discussion Team
Spurce: Activity Program (2026)

3.4 Types of Assistance

To ensure that the mentoring process runs smoothly, the project team provides direct support to the relevant partners. Mentoring will also be conducted in phases according to the established schedule and plan, and to ensure that partners have the necessary time and are prepared so as not to disrupt operational hours.



Figure 5. Discussion Team
Spurce: Activity Program (2026)

Through the observation and mentoring process, the following positive results were achieved:

- a. Human resources have become more organized in managing the two-shift work schedule: the implementation of a two-shift rotation system such as morning and afternoon shifts shows that employee scheduling is now better organized. A balanced distribution of working hours helps maintain operational stability, extend service hours, and boost team productivity. Additionally, this system reduces fatigue levels, fosters discipline, and clarifies employee responsibilities according to the established schedule.
- b. Digital marketing is becoming more targeted with increased user engagement on social media: Digital promotion strategies are now more focused and measurable through the use of various platforms such as Instagram, TikTok, and Facebook. The content being shared has been tailored to the preferences of the target audience, resulting in an increase in interactions such as comments, likes, and new followers. This rise in engagement levels indicates a strengthening of the business's image and reach in the digital realm, while also signaling the brand's relevance in the eyes of consumers.

- c. A more efficient layout that supports customer growth: Efforts to improve the layout reflect enhancements in both the functionality and aesthetics of the business premises. For example, this might involve reorganizing the service area, expanding the waiting area, optimizing customer flow, or adjusting the lighting. A more efficient layout not only supports the smooth flow of work activities but also creates a comfortable atmosphere for customers. As a result, customer experience improves, potentially increasing their satisfaction and loyalty toward the business.

4. CONCLUSION

The implementation of Interprofessional Education (IPE) activities at the Tumbas Mindo Laren Café MSME has provided an in-depth understanding of the needs and challenges faced by micro-entrepreneurs, which were subsequently addressed through structured mentoring.

This program identified three key areas of concern. First, regarding business legality, the Tumbas Mindo Café does not yet have complete documentation, such as a Business Identification Number (NIB) and halal certification. These deficiencies limit legal protection and access to capital. The mentoring team provided detailed explanations regarding the NIB application process and the administrative steps for obtaining halal certification. Second, regarding Operational Management, the absence of Standard Operating Procedures (SOPs) for employees resulted in inconsistent service quality and low workflow efficiency. To address this, the team helped draft basic SOPs to serve as guidelines for routine operations. Third, regarding the Digital Marketing Aspect, social media management was deemed suboptimal because activities were unplanned and content was unengaging. The team provided strategic recommendations, including optimizing Instagram and TikTok accounts, developing relevant content concepts, and establishing a consistent posting schedule to expand the audience reach.

Overall, this IPE mentoring program has successfully made a significant impact on enhancing the capacity of MSMEs, including business legality, operational management, and digital marketing strategies. For the students, this initiative has served as a rich, hands-on learning platform, strengthening their analytical skills and broadening their professional understanding of how to apply theory to the real-world context of MSMEs.

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