

Branding and Packaging Training to Improve Product Promotion at MSMEs in Mojosari Village

Firdaus Al Maidah¹, Via Lailatur Rizki², Nur Latifa Isnaini Putri³

Department of Manajemen, Institut Teknologi dan Bisnis Widya Gama Lumajang, East Java, Indonesia^{1,2,3}

Corresponding Author: firdaus.almaidah93@gmail.com

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ABSTRACT

As with micro business products in general, Micro Small and Medium Enterprises (MSME) entrepreneurs encounter several problems while developing their businesses, especially in increasingly fierce competition in this globalization era. This community service aims to help MSME entrepreneurs in Mojosari Village, Lumajang Regency East Java, overcome the difficulties they encounter due to globalization. Activities carried out in this program include site surveys, interviews and discussions with MSME entrepreneurs, holding training on branding and packaging, monitoring, and evaluation. This community service program has produced several outcomes. The first outcome is establishing increasingly solid collaboration between MSME entrepreneurs in Mojosari Village. This collaboration will help MSME entrepreneurs with better and more up-to-date business knowledge and skills to keep up with the times and technology. The second outcome is that this program can produce skilled and qualified personnel in their fields, which is realized by creating unique and attractive branding, labels, and packaging.

Keywords: Branding, Packaging, UMKM



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INTRODUCTION

Competition is not a new phenomenon in the business world. Business competition is an organizational or individual-level competition where both strive to manage their business better. The era of globalization encourages a shift in business culture towards digitalization. Business entrepreneurs like MSMEs have a more incredible opportunity to introduce and market their products independently.

Essential elements in marketing a product are branding and packaging. A brand is a name, term, sign, symbol, design, or combination intended to identify goods or services or groups of sellers to differentiate them from competing services or goods (Kotler, 2009). Rahardjo (2019: 1) reveals that packaging is a container in the form of the result of the packaging process to increase the value and function of a product. Product packaging is an integral part of marketing because the packaging not only functions as a product wrapper but to add to the selling value of a product (Purnomo et al., 2013). However, in the development of the business world, especially for new entrepreneurs,

branding and packaging are sometimes the forgotten parts, so the management process of the first impression of business products on potential consumers of business entrepreneurs' products that should be optimized is overlooked. Branding is the first component easily recognized by potential consumers and business entrepreneurs in product marketing.

Every business entrepreneur wants his product to be known to his potential customers. Of course, the substance of product content is product quality, but branding and packaging are the unity of product quality. Not only that, branding can be said to be the first quality that potential customers see. If the product from the entrepreneur is the goal, then branding is the first way that has an element of impression and attraction for people as potential consumers who choose that path.

Branding or packaging-building training is a creative process of an entrepreneur or group of entrepreneurs to build skills to add attractiveness to the appearance of a business product. If a brand can be interpreted as a symbol, then branding training is a form of a product's symbolic interactionism activity. In other words, it trains business entrepreneurs to have the skills to create a symbol so that they can interact with potential consumers themselves so that the packaging has an attractive image as an asset to influence potential customers.

The ability to build branding and packaging cannot be built independently. The collective influence of the team and other parties is a necessity for the success of an entrepreneur in introducing products to potential customers. The creative process cannot just be a product container but must consider uniqueness, efficiency, and durability, and in the long term, its character contains elements that differentiate it from another product packaging.

This training is conducted to empower business entrepreneurs in building and developing product business elements in the branding or packaging section. This training process builds partners' awareness of the importance of identifying a product's packaging by potential consumers, building a creative process in creating innovative packaging products, and using virtual media to find reference sources in creating contemporary packaging. In addition, brands and packaging are a form of promotion and maintaining product quality (Effendi et al., 2021).

Business partners in this Community Service Program are MSME entrepreneurs (Micro, Small and Medium Enterprises) who are under the guidance of Mojosari Village, Lumajang Regency. Mojosari Village is one of the villages in Summersuko District, Lumajang Regency. Mojosari Village, with an area of 391 Ha, has a population of 5313, with 2635 men and 2688 women. Geographically Mojosari Village is located at LS 8.146554, BT 113.179298. The border area of Mojosari village, namely to the north by Purwosono village, to the south by Summersuko village, to the east by Labruk Kidul village, and the west by Sentul village. The MSME entrepreneur's data is explained in the table below.

Table 1. Data of Mojosari Village Fostered MSMEs

No.	Name of the owner	Production Name
1.	Hermintuk	Rujak sayur
2.	Saniti	Rengginang
3.	Riska	Rempeyek
4.	Firmanto	Kue pasar/ Terang Bulan
5.	Marzuki	Keripik pisang
6.	Jainul	Sempol
7.	Anas	Kerupuk
8.	Sugianto	Jamu
9.	Imam masrudi arfan	Tembakau

10.

Dwi

Snack Basreng

Source: Author data, 2022

As with micro business products in general, based on observations and initial observations from the program implementation team, there are several problems faced by these MSME entrepreneurs. Some identification problems faced by SMEs, including:

1. There was limited knowledge of MSME entrepreneurs about the importance of labelling or branding a product.
2. Lack of adequate work tools to carry out operational activities.
This is proven by the absence of machines or work tools that support the production process. The majority of production still uses human power. This will lead to low effectiveness and efficiency in terms of time and effort required. Therefore, a breakthrough is needed by using machines to make them more effective and efficient.
3. Unattractive packaging, so the sale value is still low.
The plastic packaging used is fragile and unattractive. The packaging method still uses traditional methods, making product packaging unattractive and unsightly. Apart from that, the packaging labels are also straightforward; they only use small pieces of paper, and there is no attractive label design.
4. There was weak bookkeeping or financial bookkeeping management.
Most MSME entrepreneurs do not carry out financial bookkeeping in running their businesses, so personal funds are often mixed with business results, resulting in unknown profits that should be obtained from business activities.
5. Lack of promotional strategy carried out.
In terms of promotion, MSMEs do not carry out any promotional activities in conventional and digital forms. They only market their products directly at home without making advertisements on paper or flyers in digital form on gadgets.

The challenge for SMEs is to innovate so that their products remain competitive. Competitive advantage based on innovation and creativity must be prioritized because it has durability and a more extended period (Taryudi et al., 2021). Therefore, based on several identifications of problems faced by Mojosari Village-assisted MSME entrepreneurs, it is necessary to justify priority issues that will be resolved during the implementation of the PKM program. Some of the priority issues agreed upon between the proposing team and MSME entrepreneurs include the following:

1. The first issue emphasizes the limited knowledge of MSME entrepreneurs about the importance of labelling or branding a product. The program implementation team took the initiative to provide training to increase MSME entrepreneurs' understanding of the importance of labelling or branding on a product.
2. The second issue is emphasizing the less attractive packaging. From this second priority scale, the program implementation team took the initiative to provide training in improving the skills of MSME entrepreneurs related to attractive and innovative packaging. This is done with the hope that attractive and innovative packaging will increase the selling value of these MSME products.

Target and Outcome

The success of the community service program activities entitled Branding and Packaging Training to Improve Product Promotion at MSMEs in Mojosari Village is the achievement of the following activity targets:

1. Increasing awareness and knowledge of MSME entrepreneurs about the importance of labelling or branding on a product.
2. Improving the quality of the packaging that is attractive and innovative.

This community service program activity is expected to be able to provide the following outputs:

1. Carry out cooperation to form effective and efficient relationships between MSME entrepreneurs.
2. Carry out training activities regarding the importance of awareness and knowledge of labels or branding on a product.
3. Carry out training to improve the quality of the packaging that is attractive and innovative.

METHODS

Stages in implementing problem solutions

Of the several problems previously described, the solutions offered for MSMEs in Mojosari Village, Lumajang Regency, are:

1. The first stage is to conduct a data collection survey for MSMEs assisted by Mojosari Village to determine which MSMEs need further interviews regarding the implementation of the Community Service program,
2. The second stage is conducting interviews and discussions with MSME entrepreneurs and Mojosari Village officials to coordinate and determine the priority scale of problems and implementation of programs.
3. The third stage is training to increase the understanding of MSME entrepreneurs understanding of the importance of labelling or branding a product. The current trade patterns and consumer purchases have started to shift, and the Covid-19 pandemic has made e-commerce trading and packaging branding a good choice for MSME players (Mas'udah et al., 2021). So that MSMEs can survive and even have the potential to be competitive to able to reach new market shares (Fauzia & Persada, 2020).
4. The fourth stage is to conduct training to improve the skills of MSME entrepreneurs in making attractive and innovative packaging to increase the product's selling value. Maryama et al.,(2018) stated that product packaging is crucial to boost sales, but only a few business entrepreneurs, especially micro and small businesses, pay attention to their product packaging. This, of course, can reduce buyer expectations for the products sold (Sudaryanti et al., 2022). So that, training is needed to be able to make attractive and innovative packaging.
5. The fifth stage is to carry out monitoring and evaluation of the implementation of the program that has been implemented at Mojosari Village Fostered MSMEs.

Approach method offered

The approach method offered to solve the problems of MSME entrepreneurs consists of several steps, including:

1. Surveys
This survey was carried out to collect data on MSMEs assisted by Mojosari Village from village officials. From the initial data collection, the program implementation team surveyed the MSME's production location. This is done to verify whether there has been no change in data from MSME entrepreneurs. Furthermore, from this initial survey, it will be determined which MSMEs are willing to take part in this program.
2. Interview and Discussion
From several MSME entrepreneurs willing to participate in the program, interviews were conducted to identify the problems faced in developing their businesses. From the results of these interviews, it was found that MSME entrepreneurs faced several problems. This problem has been presented in the introductory chapter above. Of the several existing problems, it is necessary to justify priority issues that will be resolved during the implementation of the PKM program. With discussions between the proposing team and MSME entrepreneurs, it was agreed that two issues would be prioritized in this program.
3. Training on the Importance of Labels or Branding
The existence of limited knowledge from MSME entrepreneurs regarding the importance of labels or branding will cause the selling value of the product to be low. It is hoped that this training will raise awareness among MSME entrepreneurs to take the initiative in making

attractive and unique labels. In this training, participants were also provided with instructions on how to label stickers and position the labels correctly so that the packaging looks attractive—considering that in the world of marketing, design is a supporter or even the main one by attracting the attention of the target market so that it influences the decision to buy a product (Agustina et al., 2021). So that, branding is not just a name, symbol and logo but the face of a product. Good branding is branding that the public can recognize.

4. Training on Packaging

Most MSMEs still use unattractive packaging. With training in packaging, it is hoped that MSME entrepreneurs can make attractive packaging. This attractive packaging will increase the selling value of these MSME products. Unique packaging will steal the attention of consumers to pay attention to a product and then consider buying it (Dirman & Wahyuni, 2020). Most importantly, the packaging describes the brand in the eyes of consumers, and when people remember the brand, they fantasize about the packaging, and in cases like this, that result in sales (Mukhtar & Nurif, 2015).

5. Monitoring and Evaluation

Monitoring and evaluation activities are carried out periodically to help problems that arise in the middle of the road and ensure that all programs are planned and implemented correctly and that MSME entrepreneurs can run their businesses sustainably without encountering significant obstacles.

Partner Participation in Program Implementation

The participation of MSME entrepreneurs in community service program activities is urgently needed to increase reciprocity and achieve program goals. The expected forms of participation include:

1. Discuss with the implementation team to find various problems and determine priority issues to be resolved.
2. Provide input for each activity from the initial planning stage to the program implementation stage.
3. Provide a place to carry out labelling and packaging training during program activities.
4. Participate and play an active role in participating in labelling and packaging training. This training will be carried out by inviting resource persons who are experts in the field of labelling and packaging.
5. Carry out business continuity activities to create effective, innovative, competitive products with other markets.
6. Participate actively in implementing monitoring and evaluation by the implementing team. This is intended so all activities can bring about better changes for the three partners.

RESULTS AND DISCUSSION

Implementation of Activities

In accordance with the background and priority of the problems that have been selected, several things are carried out in this community service program, including:

1. The first stage

In the first stage, a survey was carried out directly to Mojosari Village. This was done to obtain data on the assisted MSMEs in Mojosari Village from village officials. From this initial data collection, verification was carried out by the program implementation team by checking directly at the production location. From this direct survey, the implementing team also asked about each MSME entrepreneur's willingness to participate in the community service program. Furthermore, from the results of this initial survey, it was found which names of MSMEs were willing to participate in the program.

2. Second Stage

In this second stage, interviews were conducted to identify the problems faced by MSME entrepreneurs. From the interview results, it was found that there were several problems, as

described in the introductory chapter. However, discussions between the proposing team and MSME entrepreneurs agreed that two issues would be prioritized in this program.

3. Third Stage

In the third stage, training was carried out as a solution to the first problem, namely the limited knowledge of MSME entrepreneurs about the importance of labelling or branding on a product. Therefore, training is carried out to increase MSME entrepreneurs' understanding of the importance of labels or branding. The training was conducted by inviting Via Lailatur Rizki, S.E., M.M. The training was held at the Mojosari Village Hall on August 15 2022. Based on this training, the results obtained were new product labels for several MSMEs assisted by Mojosari Village. Each Mojosari Village Assisted MSME product label is made based on the results of discussions with MSME business entrepreneurs, from the initial survey to training on the importance of product labelling. The existence of label or branding training carried out in community service activities provides an understanding to MSME entrepreneurs that labels can be the main attraction of a product and become a characteristic or identity of the MSME product itself. Consumers will recognize products produced by MSMEs and be more interested in buying. The results of the branding training are listed in table number 2 (two) as follows:

Table 2. Mojosari MSME Branding Result Data

No.	Name of the Owner	Production Name	Logo
1.	Hermintuk	Rujak sayur	
2.	Saniti	Rengginang	
3.	Riska	Rempeyek	

4. Firmanto

Kue pasar/
Terang Bulan



5. Marzuki

Keripik pisang



6. Jainul

Sempol



7. Anas

Kerupuk



8. Sugianto Jamu



9. Imam masrudi arfan Tembakau



10. Dwi Snack Basreng



Source: Author data, 2022

4. Fourth Stage

In this fourth stage, training is carried out on the packaging. This is done as a solution to the second problem, namely the less attractive packaging of the product. By attending training on the packaging, MSME entrepreneurs can be targeted to be able to make attractive packaging so that they can increase the selling value of these MSME products. The training was carried out by bringing in speakers, namely Nur Latifa Isnaini Putri, S.E., M.M. The training was held at the Mojosari Village Hall on August 16 2022. MSME entrepreneurs gained an understanding of how important packaging is to be able to attract consumers' hearts for marketing the products they sell. This training results in MSME entrepreneurs being increasingly motivated to think creatively to make unique and attractive packaging. The following are some examples of product packaging training results:



Figure 1. Mojosari MSME Products After Training
Source: Author data, 2022



Figure 2. Packaging Training
Source: Author data, 2022

5. Fifth Stage

The final stage is monitoring and evaluation activities. This is done periodically to help problems that arise along the way and ensure that all programs are planned and implemented properly and that MSME entrepreneurs can run their businesses sustainably without encountering significant obstacles.

Achieved outcome

This community service program activity also produces outcomes under the expectations and objectives of the proposals that have been planned, namely as follows:

1. The first outcome was the establishment of increasingly solid cooperation between MSME actors in Mojosari Village, bearing in mind that this collaboration will help MSME actors one another, especially in terms of obtaining knowledge and business skills that are better and more interesting following the times and technology.
2. The second outcome is to create a skilled and qualified human resource in their fields. This is realized by making labels and packaging that are increasingly attractive and unique. Remember that attractive labels and packaging are keys to increasing product sales value.

CONCLUSION

This community service activity is about branding and packaging training to improve product promotion at MSMEs in Mojosari Village. This community service activity program was a design or activity plan implemented by a team of lecturers at the ITB Widya Gama Lumajang. The program

was created based on the ideas of the community service team with a focus on developing and strengthening MSMEs.

Based on the results of interviews and discussions with MSME entrepreneurs, two priority issues were found that would be resolved through this program. *The first issue* emphasizes the limited knowledge of MSME entrepreneurs about the importance of labelling or branding a product. Partners who initially have limited knowledge about the importance of labelling or branding on a product are given the training to increase their understanding of labelling or branding. Training activities are carried out by bringing in experts. The outcome of this training is the success of MSME entrepreneurs in making more attractive and innovative labels. *The second issue* emphasizes less attractive packaging, so their selling value is still low. From this second priority problem, the program implementation team provides training in improving the skills of MSME entrepreneurs related to attractive and innovative packaging. After training on packaging with experts, MSME entrepreneurs can make better and more attractive product packaging to increase the selling value of these MSME products.

This community service program activity also produces results under the expectations and objectives of the proposals that have been planned. The first result is the establishment of increasingly solid cooperation between MSME entrepreneurs in Mojosari Village. That cooperation between business people can help MSME players to be able to exchange information, especially in adding better and more up-to-date business insights following the times and technology. The second result is the creation of skilled and qualified human resources in their fields. This is realized by making labels and packaging that are increasingly innovative and unique to increase the selling value of the product.

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