
Assistance On Packaging And Marketing Innovations In The Soy Milk Business

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ABSTRACT

Soy milk owned by Mrs. Fida is a home industry business that has been established for quite a long time. Soy milk produced is pure soy milk without preservatives with the composition of soy, sugar, salt and food coloring. Soy milk is marketed only in traditional markets, namely in Karang Duren Market and the owner has not expanded his marketing area. The problem faced by this home industry is in the field of expanding its marketing area and packaging. Soy milk is only distributed in one traditional market so that the product is less well known in other areas. The packaging of soy milk products is also classified as still not good and quality, because the plastic wrap is thin and prone to tearing and sometimes not labeled with product-related information. Based on these problems, soy milk home industry owners need assistance to market their products to other regions in order to be known by the public. In addition to marketing assistance, this devotional activity also provides assistance related to more quality packaging. Based on this reason, this community service activity aims to help Mrs. Fida as the owner of soy milk home industry in marketing her products in other areas. Product marketing is done by selling to consumers who need soy milk products in the gym / fitness center, because soy milk is high in protein that is much needed by people who exercise. This community service activity also provides guidance on related knowledge to make packaging more attractive and quality and provide capital for Mrs. Fida.

Keywords: Soy Milk, Home Industry, Packaging



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INTRODUCTION

According to the Head of UMKM Development Department of Bank Indonesia (BI) Yunita Resmi Sari, currently the condition of MSMEs in Indonesia dominates business units up to 99.9% of the total 57.89 million. The figure also contributes to the absorption of labor, gross domestic product (GDP) to exports. MSMEs are still dominated by the agricultural sector at 49% and trade at 29%. Meanwhile, bank lending until May 2018 only reached 20.69%. President Joko Widodo (Jokowi) said the number of small and medium enterprises (MSMEs) in the country is currently large, as well as the problems faced so that often Indonesian MSMEs are less competitive. According to the Head of State, the number of MSMEs has now reached about 56 million with complex

problems including how to create brands, designs, packaging, capital, and access. (www.cnbcindonesia.com)

According to the State Ministry of Cooperatives Small and Medium Enterprises of the Republic of Indonesia Packaging or packaging is a science, art and technology that aims to protect a product when it will be shipped, stored or peddled. In general, packaging can also be interpreted as a way to deliver products from manufacturers to consumers in the best and favorable conditions. Packaging has a very important role for a product that is packaged as the first appearance of a product's marketing image. The product is a combination of contents and packaging. Many say that packaging is only garbage and adds to the burden of sales costs. However, the standard packaging can lift the image of a product, provide added value in sales and can protect the product well. Packaging should be able to meet consumer expectations. Packaging should be able to meet consumer expectations. Packaging can provide good product protection from weather, light/ rays, temperature changes, falls, piles, dirt, insects, bacteria and others. The packaging structure is easy to open, easy to close and easy to carry (ergonomics). Attractive shapes and sizes according to the needs create a visual appeal for consumers. The physical form of packaging is determined by the nature of the product itself, the sales system, mechanical, display, distribution and market segments. Labeling should be clear and complete and the packaging design is designed uniquely and distinctively so that it looks different from other products. Packaging is a creative design that associates shapes, structures, materials, colors, imagery, typography and design elements with product information in order for the product to be marketed. According to Kotler & Keller (2009:27), packaging is the activity of designing and producing containers or wraps as a product. Packaging is the activity of designing and producing packaging or wrapping for products. Usually the main function of the packaging is to maintain the product.

Soy milk owned by Mrs. Fida is a home industry business that has been established for quite a long time. Soy milk produced is pure soy milk without preservatives with the composition of soy, sugar, salt and food coloring. Soy milk is marketed only in traditional markets, namely in Karang Duren Market and the owner has not expanded his marketing area. The unit price of soy milk wrapped in plastic crossroads with a price of Rp 800 and resold by mlijo with a price of Rp 1000. The problem faced by this home industry is in the field of expanding its marketing area and packaging. Soy milk is only distributed in one traditional market so that the product is less well known in other areas. The packaging of soy milk products is also classified as still not good and quality, because the plastic wrap is thin and prone to tearing and sometimes not labeled with product-related information.

Problems faced by the home industry crackers terasi Revi Jaya is: The field of marketing, especially the marketing area that is still 1 location, namely Karang Duren Traditional Market. Packaging products (Packaging) are still not good.

Based on the problems faced by partners in terms of marketing and product packaging, the step implemented by the community service team to answer the partner's problems is to help expand the area of product marketing to other regions, because initially the product is only marketed in one area, namely Karangduren Market. The marketing system used is by titip sell to one of the owners of fitness/gym in the village kasiyan Puger district and by selling directly to people who are exercising/fitness. The second partner problem is product packaging, where initially the packaging of soy milk products is still very simple by using a thin intersection plastic so that it is easily torn and still tied regularly.

Based on the problems faced by the home industry of soy milk so that partners need assistance for the expansion of marketing areas so that the product is better known by the public and the assistance of packaging innovation (packaging) so that the packaging is more attractive and quality. Expanding distribution or sales channels is one of the company's strategies to promote its products to be known by the public. In addition, the community service team also provides

business capital to produce soy milk and then helps sell products, and provides tools in the form of Sealer. The innovation of soy milk packaging was improved by the service team by buying thicker plastic. One of the factors that influence consumer purchasing decisions is from product packaging, so companies need to implement this strategy to distinguish products from competitors.

This community service activity is expected to produce targets in accordance with the expectations of partners, namely: Wider marketing areas, Better packaging innovation.

METHODS

The steps of this devotional activity are as follows: A) Survey the location to see the business conditions. b) Interviews related to the history of soy milk business and the problems faced. C) Provide capital assistance to make soy milk and see the manufacturing process. D) Buy thicker plastic and sealer for product packaging process. E) Help sell products at the fitness center of Kasiyan Village, Puger Subdistrict.

RESULTS AND DISCUSSION

The results of the implementation of this community service activity are: A) Survey of business location sehigga obtained information where the establishment of the business and the signature of a statement of cooperation with business partners. B) Interviews with soy milk business owners are obtained information related to the history of business establishment and business problems. C) Provide capital assistance to make soy milk to be sold in the gym and look at the manufacturing process. D) Buy thicker plastic and sealer that will be used for packaging innovation process. E) Help sell products to the community to other regions and market products in the fitness area of Kasiyan Village Puger District by titip sell so that the marketing area is wider.

CONCLUSION

Based on the results of community service that has been done, can be drawn some conclusions as follows: a) Soy milk is a small and medium enterprises that have business constraints in the field of marketing and packaging. b) Assistance in the expansion of marketing areas and assistance of good packaging process will help in marketing activities, especially expanding the market area in other areas, especially in the village of Kasiyan Puger district with the aim of making products widely known by the community and increasing sales. By providing capital assistance and providing knowledge of a good packaging process is expected to help the process of increasing sales, because good packaging and quality will affect the image of the product in the consumer so that it will affect consumers' buying interest.

In today's globalization era, businesses are vying to advance businesses, one of which is by expanding market areas and packaging. Therefore, MSME products, especially soy milk in order to pay more attention to the promotion of its products so that it is better known by the public. One of the strategies is to expand the marketing area by leaving products to stores / stalls or depositing products to sports venues such as gyms, gymnastics workshops because in those places people who exercise need milk for health. In addition to promotions, business owners should improve packaging in order to attract more consumers.

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