

PACKING AND PACKAGING: INCREASING SALES OF CREATIVE INDUSTRIAL PRODUCTS

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ABSTRACT

The development of the Ki Ageng Gribig area into an Islamic Thematic Village has a strong potential to encourage the strengthening of the community's economy. However, there is still a lack of awareness of the importance of packing and packaging products as a marketing tool to maximize sales. This Community Service Program's objective is to strengthen the awareness of business actors of the importance of packing and packaging products as a marketing tool. The method used in this service is Counseling, Demonstration, and Training, followed by Mentoring. The implementation of the service program has been going well and successfully. Creative industry entrepreneurs understand the material presented. In addition, entrepreneurs are open to their way of thinking about the importance of marketing in their business and its management. The ability of packing and packaging is an important factor in marketing in this millennial era. Therefore, the results of this community service have a long-term impact in the future.

Keywords: Packaging, Packing, Packaging

1. INTRODUCTION

East Java's Gross Regional Domestic Product (GRDP) is supported by MSMEs by 56.94% (Public Info. Id, 2021). This percentage shows the large role of MSMEs in strengthening the East Java economy. Improving people's welfare can be realized through success in developing MSMEs. MSMEs are a solution to the problem of high unemployment. Businesses that are initiated on a small scale will be able to absorb labor in direct proportion to the bearer. The bigger the business being carried out, the greater the potential for economic movement in the area

In order to support the improvement of the Human Development Index (IPM) in Malang City, the Indonesian Government has built East Java Province Cooperatives and SMEs Office on Jl. Ki Ageng Gribig, Malang City in 2021. Development in this area aims to develop the economy of the Kedungkandang area through the completion of public facilities such as the Madyopuro Toll Road, the Kedungkandang bridge, the square, and even a campus development plan. The facilities that have been built are an important part of supporting the expansion of the network and access of MSMEs as well as a means of empowering the resources of MSMEs.

Creative industries currently have the potential to be developed. One type of business that enters the creative industry is handicraft products. This business produces

various types of products. In the Ki Ageng Gribig area, there are several MSME actors who have succeeded in making various handicraft products. This is of course very in line with the development project of the Ki Ageng Gribig area to become an Islamic Thematic Village initiated by the Islamic University of Malang (UNISMA). The unique and interesting concept certainly has the potential to bring tourists to visit so that handicrafts should become an icon that characterizes Ki Ageng Gribig's Islamic Thematic Village.

The government provides full support to the creative industry so that it can develop by providing convenience in business licensing and assistance. Residents of the Ki Ageng Gribik area produce handicrafts in the form of various handicraft products made from coconut fibers and batik fabrics that have their own designs. The products produced by the home industry are unique enough that they have the potential to be marketed. Although the resulting product is attractive, the packaging is not optimal, where the product is only packaged modestly without any logo or technique for the appearance of the packaging design, and most of their products are only wrapped in plastic and tied with raffia rope to close the packaging.

Product packaging is very important to boost sales, but only a few business actors, especially micro and small businesses, pay attention to product packaging (Maryama et al., 2018). This of course can have an impact on decreasing buyer expectations of the products being sold. Most business people still think that attractive packaging requires a large amount of money and does not affect sales turnover too much. The existence of good packaging/packaging should be a medium of communication/promotion that boosts sales, because the packaging is currently experiencing a shift in function which initially only protects a product, and now it functions as an identification of a trademark. The development of packaging has finally become the spearhead of the promotion of a product which ultimately serves to increase the selling value of the product (Muhammad, et al., 2017).

An important point key to product sales is the development of packaging forms and visualization of packaging product designs that can increase sales attractiveness. Attractive and good packaging is an added value for any product being sold, and it can also be an added value for entrepreneurs who will later become famous (Kemal, et al., 2019). Unique products that are packaged attractively will certainly add to the selling value of the product itself. In addition, people who use online markets have problems related to techniques in packaging goods properly. If the product is packaged poorly, it is likely that the product sent will be damaged in transit. Of course, this can be a negative value for consumers to sell products so they don't make repeat purchases.

Based on the analysis of the situation above, in order to solve the problems faced by Micro, Small and Medium Enterprises (MSMEs) in the Ki Ageng Gribig area, training is needed regarding techniques in packaging the products sold and how to make labels on

products and packaging that are attractive to consumers. This is the role of lecturers in implementing the Tri Dharma of Higher Education, especially community service. The purpose of this program is to educate and improve community skills in managing the handicraft business. Increasing the competence of MSME business players in the field of packaging and packing is an opportunity to expand the market and increase sales so that general economic growth occurs.

The formulation of the problem in this service community program is in the packing and packaging of the product. The packing of the product has low quality so the products have low attractiveness to the customers. So is the packaging. The packaging is still unsafe which can endanger the delivery process of the product. By providing packaging and packing skills for handicraft products, the products produced by handicraft business actors will be more attractive to buyers so that market share is wider and sales can increase.

2. METHOD

Based on the explanation of the situation analysis and all the problems that exist in the MSME actors in the Ki Ageng Gribik Region, precisely in RW 01, Kedungkandang Village, there are several possible things that can be used to solve these problems through:

1. Conduct counseling and training related to techniques in making packaging and product packing.
2. Provide assistance in the process of making product packaging and packaging.

In detail, solving these problems can be achieved through the following stages:

1. The stage of socialization to MSME actors regarding the implementation of community service programs, socialization regarding the implementation schedule, place and infrastructure used and exploring problems faced by business actors;
2. Counseling on product packaging and packaging techniques, the purpose of this counseling is for participants to understand the steps in making attractive packaging and safe product packaging. So that before practice, participants already have sufficient knowledge.
3. Training and assistance in the manufacture of packaging and product packing. The purpose of this training is for participants to be able to make attractive packaging and safe product packaging. The method of implementation is through demonstration, direct practice, and mentoring.
4. Monitoring and evaluation of program success. The aim is to measure the level of success of the program that has been implemented by the training participants. The method taken is by direct observation by looking at the packaging and product packaging made by the participants. The results of this monitoring are expected

to be able to achieve the targets that have been set, especially improving the skills of business actors.

3. RESULT AND DISCUSSION

The community service program is aimed at home-based businesses (MSMEs) in the RW 1 Kedungkandang Village, Malang City, aiming to increase the competitiveness of the products produced. One of the efforts made is to empower business actors regarding the importance of product packaging (Packaging and Packing). A series of program implementations have been carried out thoroughly and successfully. Empowerment activities can be carried out using various methods in stages. In addition, the establishment of a collaboration between the Institute for Research and Community Service (LPPM) of the Islamic University of Malang (UNISMA) and the City Government of Malang has made Kedungkandang Village as a target area to support the sustainability of the programs that have been implemented.

The activity began with outreach to home-based business actors in Rw 1 Kedungkandang Village. At this stage, the observation was carried out by targeting the house of Mrs. Dyan Ernawati as the head of the RW 1 environmental MSME group. Mrs. Dyan Ernawati explained that the RW 1 environment had many home-based business actors with various fields, such as handicrafts from corn husks, suspeso from batik cloth, various pastries, catering, traditional herbs, brooms, brushes, and others. In the socialization process, it was conveyed that the purpose of the program was to empower business actors in improving product packaging and packaging techniques. From several business actors who were present, it was agreed to choose two types of MSMEs that could be used as samples in this program, namely the pastry business and the traditional herbal drink business.

In the second stage, business actors are given counseling regarding the basis and scope of packaging and packing. Business actors are given theoretical exposure through the lecture method. In the discussion of packaging, business actors are educated that the packaging of a product is an important point that must be considered. Packaging does not only function as a product wrapper, but also as a medium that is able to illustrate product quality, product marketing media, and has even led to the formation of branding of the product itself. Making different packaging from similar products can be a competitive advantage. There are two things that need to be considered in developing the packaging concept, namely visual appeal and functional appeal. In addition, no less important elements that must be present in the packaging are the packaging components that contain detailed product information.

In the discussion about packing, business actors are given the education that in shipping goods there is a risk of product defects/damage when it arrives at the buyer. If

this happens, of course, the goods that have arrived at the buyer will be returned to the seller. The impact makes the seller bear the burden of losses due to damaged products and shipping costs. Safe packaging serves to minimize the loss of damaged goods in transit. The right way of packing is to adjust the type of product to be sent. If the product is prone to damage, breakage, or high value, of course, it requires safer packaging. Some of the materials that can be used for packing are poly mailer plastic, bubble wrap, wooden boxes, cardboard, used paper/newspaper, and styrofoam.

The third activity was filled with training and assistance in the manufacture of packaging and packaging for MSME products. At this stage, discussions are held between home-based business actors, assistants, and practitioners to evaluate the packaging and packing currently used by each home-based business actor. After the business actors explain in detail, the practitioners evaluate and provide input regarding how packaging and packing can be applied to each product. On the packaging theme, practitioners were presented by representatives from PT Inagata as a digital startup, while in the packing discussion, practitioners were presented by representatives from Khayrcarft Hijab as a wholesale hijab product business. From the mentoring process, the results were in the form of packaging designs for traditional herbal drink products and various pastries. Whereas in packing, business actors practice directly in packaging products by considering that the packaged products have been properly coated so that they are ensured that the product is not shaken during shipping. Business actors who send products need to add warnings/warning stickers if the products sent are of high value or prone to damage.

In the last stage or the fourth stage, monitoring and evaluation of product success is carried out. At this stage, two business actors were shown the results of the packaging design made by PT Inagata. Based on feedback on packaging designs from business owners, several adjustments were made at the request of two home-based business actors. The end result of the activities that have been carried out is the creation of new designs for packaging products for the traditional herbal drink business and the business of various pastries. This is certainly a second opportunity for SMEs to increase sales due to the use of new forms of packaging. In addition, good service in product delivery can make buyers feel satisfied with the services provided.

4. CONCLUSION

The implementation of the community service program in the form of Increasing Sales of Creative Industry Products through Packaging and Packing Training in RW 01, Kedungkandang Village, Malang City, has been going well and successfully. This is supported by the ability of creative industry entrepreneurs to understand the material presented. The introduction of packing and packaging makes entrepreneurs more creative

in managing their marketing so that the greater the opportunity to expand their business so that they are more independent from the investment income that has been made. In addition, entrepreneurs are open to their way of thinking about the importance of marketing in their business and its management. The ability of packing and packaging is an important factor in marketing in the current millennial era. Therefore, the results of this training and assistance in community service have a long-term impact in the future.

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