



Assistance with Product Branding for MSME Players

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Abstract: *Even though they now have very little management, MSME players in Bulakbentang Village, Kenjeran District, Surabaya, have a strong zeal for conducting their business. Among the issues at hand are low sales figures and a relatively narrow marketing reach. Due to the traditional methods of product promotion and the relatively plain nature of the product packaging, there is no compelling attraction for consumers. Business actors are still unaware of how crucial product packaging is to a marketing plan. As such, it is crucial to commit oneself to this community. MSME business actors in Bulakbentang Subdistrict have the option to select a service technique that involves counseling and packaging practices in order to address their existing issues. 36 MSME actors trained at the Bulakbentang Village Meeting Hall on September 30, 2023. After completing this program, each participant will have a better grasp of packaging, including the various materials that are used, how to choose the best packaging, and how to package their items in an eye-catching manner. As part of this service, you will receive instruction on digital product marketing and help with packaging.*

1. INTRODUCTION

The COVID-19 pandemic has had a significant impact on approximately 46,000 MSMEs, according to data from the Ministry of Cooperatives and MSMEs. Specifically, 59 percent of MSMEs reported a decrease in sales, 27 percent reported financing issues, 23 percent reported distribution issues, and 4 percent reported raw material difficulties (Yusuf, 2023). The Ministry of Cooperatives and SMEs, 2022, is a government strategy that prioritizes the MSME sector in an attempt to address the different issues that MSMEs are facing as a result of the pandemic.

As a result, business actors who can successfully use information technology are becoming more and more crucial for business continuity. Saepudin's (2022) research provides evidence for this claim, indicating that in light of the pandemic, business players are expected to possess proficiency in information technology and internet marketing as a means of product promotion. Prihadi, Yusuf, and Saepudin (2023) also made this point in their study, stating that using online media for promotion is the best course of action in society. 5.

Product packaging is crucial for ensuring that promotional activities are successful. Product packaging can boost a company's sales volume by making products more appealing to consumers (Yusuf, 2022). Customers are influenced by the way a product is packaged. Both the written wording and the visual design of the packaging convey information to consumers about what is inside the product (Sutrisno, 2023). If products are packed well, their selling value will increase. The goal of this service project is to offer answers to the issues that the MSME business actors in Bulakbentang Village are facing. In addition, it is anticipated that this initiative will support the entrepreneurial endeavors of women in the Bulakbentang subdistrict who are of working age, thereby enhancing the household economy.

2. IMPLEMENTATION OF METHODS

Support for tiny MSME firms in the Bulakbentang sub-district is crucial, given the challenges encountered by MSME business operators. Educating business actors about product packaging represents one way to address this issue. Packaging serves as a vehicle for product promotion and draws in more customers; thus, it needs to be suitable for the job (Kushendar, 2023). In addition to serving as a product wrapper, packaging also serves to increase a product's selling price (Purnomo, Prihadi, & Saepudin, 2023).use, application guidelines, and legality. As a result, the service team offers information and practical training to MSME business actors in Bulakbentang Village.

This training activity's top problem-solving goal is to give participants knowledge of the uses and advantages of packaging, different kinds of packaging materials, creative package designs, and the uses and advantages of labeling. The packaging of food items while taking consumer comfort and safety into account is another aspect of this service. There are steps involved in completing this task (Table 1): Consultation and cooperation with service providers, specifically the Bulakbentang Subdistrict MSME administration, to address issues that MSME business players are now facing and find suitable solutions. preparation of instructional materials, activity tools (laptops, LCD projectors), and packaging practice instruments.

Activity implementation involves the use of an LCD projector to display content, followed by practice, discussion, and question-and-answer sessions. Plans for evaluation and follow-up on the outcomes of the activities so that they can be used as information for

future service improvements In accordance with health regulations, this service project was completed offline in the Bulakbentang Village Meeting Hall.

Table 1. Packaging Training Activities

Material	Sub TreeDiscussion
Packaging	Function basepackaging Types materialpackaging Formspackaging
Labelling	Benefits of labelling Types materiallabelling Formslabelling Labeling creation
Practicepacking	Practice packaging products

3. DISCUSSION OUTCOME

In accordance with health regulations, this service project was completed offline (in person) on March 5, 2022, at the Bulakbentang Village Meeting Hall. 36 participants, all of whom were female MSME business players from Bulakbentang Village, attended the exercise. Each of these business actors works in the culinary industry. Various kinds of chips, peanut butter, chicken that has been fried or grilled, kupat tofu, lotek and gado-gado, fried noodles, rice bowls, chicken noodles and meatballs, burgers, empek-empek, dumplings, egg rolls, and different snacks (risoles) are among the items produced.



Figure 1. Products produced by MSMEs

These ladies work in the culinary arts and are housewives. This demonstrates how eager the female MSME actors in Bulakbentang Village are to play their part in boosting the household economy. The following steps are involved in providing services:

The initial phase Coordination and conversations were conducted with service partners, the MSME administrators of Bulakbentang Village, who talked about the issues that the business units of MSME actors were facing and how to solve them. The MSME administrator for Bulakbentang Village, Mrs. Widyaprinse, represented the MSME actors in this session. She informed us that the MSME actors are entrepreneurs running a variety of culinary businesses, most of which are still operated on a home scale. Business players distribute their goods by using their homes as a venue for sales and product displays, as well as by leveraging word-of-mouth marketing. Product packaging is still rather basic; for instance, Risoles products are wrapped in plastic bags weighing either ½ kg or 1 kg, depending on how much is purchased by the customer.

Up until now, only a relatively small portion of the local population and visitors to Bulakbentang have been catered to. One of Surabaya's cultural tourism assets is Bulakbentang, which features Jemparingan as a tourist destination (Bulakbentang District, 2023). In Bulakbentang Village, there are three hamlets. Podomoro Market is a hub for traditional dance arts throughout the night, with a large number of dance studios nearby. It is also a food destination. The servant stated that, according to the MSME management's knowledge, the culinary business players in the Bulakbentang sub-district have a tremendous possibility to contribute to the development of Bulakbentang as a tourism destination by offering enticing and high-quality food. Culinary goods must therefore be attractively packaged in order to draw in customers. Following a debate, it was decided that the best way to address the issues currently plaguing Bulakbentang MSMEs would be to provide product packaging training. During this conversation, a relevant agreement was also created that included the venue, infrastructure, resource people, and time for carrying out operations in order to ensure the seamless operation of service activities.

Stage two (implementation of activities): training exercises are conducted during this phase. The Bulakbentang Village Meeting Hall served as the location of service activities (Figure 4). Activities center on the packaging of products. The purpose of the pretest, which was administered by the presenting team before the content presentation, was to gauge the participants' depth of understanding of packaging by asking seven preparatory questions. The pretest results indicate that most business actors still lack understanding and

expertise in packing and labeling; this is evident from the high percentage of participants who selected "no" (table 2).

Table 2. ResultsPretest

No	Question	Answer	
		Yes	No
1	Does your product need to be packaged?	36	0
2	Do you know the function of packaging as part of a product marketing strategy?	6	30
3	Do you know the various types of packaging materials?	7	29
4	Do you know the right, safe and attractive packaging for your product?	15	21
5	Have you ever heard the term labeling?	11	25
6	Do you really understand what labeling means?	3	33
7	Did you know that labels are important for your products?	5	31

Additionally, the information provided in this activity included basic packaging theory, which included definitions, the purpose and advantages of packaging, types of packaging materials and their pros and cons, packaging forms, and the significance of product labeling. Information is shown on the LCD screen in the style of PowerPoint (ppt) slides. In this phase, there were additional Q&A sessions and discussions. It is possible for participants to pose questions. The questions that were asked revealed the participants' passion. The information was presented for five hours, at the conclusion of which the participants were asked questions by the service team to gauge their level of comprehension. The process of packing the product is the next task. Packaging with props refers to the process of employing paper and plastic packaging of different sizes and forms. Participant-produced culinary products are samples of packaged goods. In order to ensure product safety throughout distribution and improve product appearance, the type of packing material selected in this method is tailored to the specific product.

Phase three (planning and evaluating follow-up) The service member completes a posttest with the identical questions from the pretest at the conclusion of the service activity. This posttest aims to assess the degree to which MSME actors' understanding and comprehension of packaging and labeling have grown, as well as the degree to which the training objectives have been met. After the training, there was a noticeable improvement in the participants' comprehension of packing and labeling, according to the post-test results (table 3). A notable rise in the percentage of participants who provided a "yes" response suggests that the training goals have been met. Additionally, this service will continue to include instruction on product marketing through digital marketing and aid with packaging.

Table 3. Results Posttest

No	Question	Answer	
		Yes	No
1	Does your product need to be packaged?	36	0
2	Do you know the function of packaging as part of a product marketing strategy?	33	3
3	Do you know the various types of packaging materials?	34	2
4	Do you know the right, safe and attractive packaging for your product?	36	0
5	Have you ever heard the term labeling?	35	1
6	Do you really understand what labeling means?	35	1
7	Did you know that labels are important for your products?	30	6

4. FINAL PAGE

Participants have shown that they benefit from community service in the form of product packaging training provided by a group of academics who are concerned about the circumstances encountered by MSMEs in the Bulakbentang Subdistrict. Comparing the pretest and posttest data reveals a considerable improvement in participants' understanding of product packaging and labeling. The number of participants who possessed knowledge about different packaging functions grew from 8 to 36. The number of participants who knew more about packaging materials grew from 10 to 36. From 4 participants to 36 participants, there was an increase in knowledge regarding suitable, safe, and appealing packaging. From 11 to 36 participants, more information about labeling terms was obtained. Label understanding improved for participants ranging from 4 to 36. Between 8 and 36 participants, there was an increase in knowledge regarding the significance of product labeling. In addition to having a deeper understanding of packaging and labeling, participants are also more adept at packing goods to make them seem better. This initiative will be carried out in the future with training and mentorship on digital marketing for product marketing.

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