

STRENGTHENING SME FOOD PRODUCTS THROUGH PRODUCT PACKAGING TRAINING

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ABSTRACT

The training includes introducing the concept of packaging, the benefits of packaging, packaging design, and making packaging product. Kemplang crackers, Rengginang, Chips, and Pempek are commodities produced by the SMEs assisted by the PPMK in Prabumulih City. However, the packaging is inadequate so that it is not feasible to be marketed to a wider market such as minimarkets, hotels, or other modern markets. The result of this training is that participants understand the importance of adequate packaging so the product has value-added and can increase product competitiveness. Participants become skilled in packaging after packaging practice. We recommend that the training program for packaging craft products be continued by providing packaging tools so that more groups of craftsmen can experience the benefits. The training participants are expected to be able to take an active role in improving the quality of the product and pass the knowledge they have gained to other craftsmen in their area.

Keywords: *Packaging; SME's; Value added.*

INTRODUCTION

In this era of globalization, the development of science and technology makes people's lifestyles also change even in terms of consuming something. Therefore, business people must be able to make innovations, so that their products can fulfill diverse market demands and compete with other products from well-known brands.

In Indonesia, SME's have a large enough effect in improving the country's economy. So, we must do something to make SMEs' ability to develop their products and increase competitiveness with the same products from big companies. How to attract buyers' attention and build

consumer confidence to consume their products regularly is one of the important things in the business strategy.

One of the factors that attract consumers' attention and directly influence the purchasing process is the packaging. Almost all retail products sold today are packaged in various forms. Although the main function of packaging is to reduce the risk of product damage, the color scheme is also important because the product must appear visually attractive to attract consumers' attention.

Based on several previous research results such as Pesoth (2015); (Ananggadipa, 2015); (Liman, Alfani, &

Sulastini, 2016) concludes that simultaneously packaging has a positive effect and partially has a significant effect on customer satisfaction. Christy (2015) show that packaging has a significant and positive effect on impulsive buying, and Mufreni (2016) said that packaging of the product can increase consumer buying interest.

One of the popular marketing strategies is the 5P marketing strategy i.e Product, Price, Promotion, Place, and People. Packaging is the fifth P in the marketing strategy. It is because consumers form a first impression in the first 30 seconds when they look at the product. Small developments in the packaging or the outer appearance of a product or service from your company can react very differently from consumers. According to research, more than 50% of buyers make purchasing decisions in front of the shelves where products are displayed. It explains that consumers trust the quality of the packaging more than low prices or other factors. Therefore, the design of a package plays an important role in the success of your product line.

Kemplang Crackers, Rengginang, Chips, and Pempek are commodities products produced by the SME's assisted by the PPMK Program in Prabumulih City. Based on the survey results, various food products of SMEs assisted by PPMK in Prabumulih City have inadequate packaging so that they are still not suitable to be marketed to wider markets such as minimarkets, hotels, or other modern markets. A product with unique packaging can give a different appearance so that it is more visible on the shelf and can differentiate your product from competitors' products. If packaging also improves product functionality, packaging

can also increase convenience which in turn results in greater consumer satisfaction.

The Role of Packaging:

1. Packaging can have various roles in marketing which vary depending on the particular brand and category: Packaging fulfills the role of an internal function to accommodate and protect the contents of a product, both in the store and at the buyer's home. In many markets, the function of packaging has evolved into a link between packaging and experience, for example, the cap on a beverage bottle for sports drinks.
2. Packaging has an important role as a means of information that contains details of the composition, use, storage method, nutrition, and price
3. Shoppers will pass through hundreds of brands as they tour the store. The aesthetic factor is critical to making a brand stand out, attracting new buyers, and ensuring customers can find products easily
4. Packaging also can influence consumers at the point of sale and also acts as a form of brand communication, instilling personality, positioning, value, and benefits to the brand.
5. To fulfill its role in marketing, packaging needs to have a design that can sell its products. The packaging design is very important to support it as a seller who advertises the benefits and attributes of the product. Packaging design is a place where the identity of the brand is highlighted and packaging design can also contribute to the overall product experience.
6. Packaging has other functions, for example, to build consumer trust,

strengthen product characteristics, provide comfort when consuming, and indirect communication tools.

The important thing that must have in good packaging design is its ability to sell products. Nearly 75% of purchasing decisions are made at the time of the actual

METHODOLOGY

This Community Service activity is carried out using several methods that involve two-way communication such as presentations, tutorials, and discussions. This method is full of assistance to participants (Satori, 2011). The systematic of this service activity is carried out with the following explanation:

Presentation

This method aims to provide information in the form of knowledge that must be known and understood by the participants. The materials provided include: the concept of packaging and the benefits of packaging.

RESULTS AND DISCUSSION

The number of training participants was 60 people consisting of 7 men and 53 women. Figure 1 shows that training participant is very enthusiastic following this activity. The training participants were SME's assisted by the Community Livelihood Improvement Program based on Towns without Slums in Prabumulih City. The training participants came from Majasari, Patih Galung, Karang Raja, Sukajadi, Prabu Jaya and MuaraDua

purchase. Most people are impulse buyers who often decide to buy based on impulse (Semuel, 2007). Therefore, this training aims to provide an understanding of the concept of packaging, the benefits of packaging, packaging design, and making packaging product.

Tutorial

This Methodology gives an explanation of the basics of packaging design and labeling as well as product packaging procedures.

Packaging Practices

The practice starts from weighing the product appropriately using an electric scale, then packing it according to the type of product.

Interactive Discussion

To sharpen the concepts and ideas that will be carried out, an interactive discussion is needed that involves all training participants (Amaliah, Fadhil, & Narulita, 2014); (Destri Nugria Bunga, 2016).

Families.

The community service activity began with an opening by speaker from the Prabumulih government. Then, a speaker explains some materials by presentation. the materials are about the knowledge of the importance of packaging and the skills in making packaging for handicraft products for Kemplang, Rengginang, Chips, and Pempek.



Figure 1 Training Participants

Source: Primary Data



Figure 3 Demonstration of product packaging

Source: Primary Data

Figure 3 shows the demonstration of Product Packaging. The packaging demonstration carried out by resource persons aims to provide examples of good packaging. Several types of equipment must be owned by entrepreneurs of Kemplang food products, chips, fried peanuts, pastries, peanut shells, and others, such as electric scales, adequate plastic packaging, attractive packaging designs, plastic adhesive siller machines, brands or product stickers that are adequate and can stick firmly to the packaging.

The packaging practice by participants is carried out so that participants are skilled in packaging properly. Most of the participants did not have adequate packaging tools such as sillers, electric scales, and adequate plastic packaging. Most of the participants pack their products such as chips, kemplang, fried peanuts, pastries, and others still manually.



Figure 2 Training Participants

Source: Primary Data



Figure 4 Participants fill the product into the packaging

Source: Primary Data

Here are some tips for good packaging design: Communicate the key benefits of the product as quickly as possible. It means prices, innovations, product functions, and etc.

1. Does a package need to be part of the product experience? For example in milk packaging, which needs to be easy to grip and easy to pour without spilling. In contrast, too expensive soap packaging. Expensive soap packs can sell the product, but once opened, they are not part of the continuing product experience. As for milk packaging, the packaging will continue to be part of the product experience until the product runs out
 2. Make sure all the writing on the package can be read. Think about your target market when deciding on the size of the post concerning space for vital information. For example, if the target market is people over the age of 50, it will need to be larger in writing on the packaging.
 3. Recently, environmental issues have become more widespread, and packaging can play a role in this. You can generate a competitive advantage with environmentally friendly packaging. According to research, 66% of consumers feel that products are over-packaged and assume that all packaging is bad for the environment. If your packaging is environmentally friendly, you can promote it too.
 4. Consumers have short attention spans, changing trend and colors also occurs continuously. Therefore, it is recommended that the packaging design be renewed within two years. Naturally, consumers like newer products. Even though you already have an old product and a loyal customer base, make a packaging design that has a fresh impression.
 5. The appearance of the packaging and the design of the packaging label is an investment. High-quality packaging can make your product value for money and also add to the perception of value. Be careful not to overpromise with your packaging.
 6. Research your competitors, because your product may later be on the same shelf as competitors' products. You also need to make sure that your product packaging stands out and doesn't get lost among other packages.
 7. For some products, visible packaging can be used to reduce trust issues. For example, by using transparent plastic on the packaging to show the product inside. Or if it's not practical, a good photo of the product can be part of the packaging design.
 8. Be careful when using celebrity endorsement in your products. Because, according to this research, the effect is small and even does not affect all product sales
 9. The packaging of a product needs to be treated the same as any other form of marketing, that is, with great care. Test it before the packaging design is complete and take a look at the response in the market to see how this packaging design can play a role.
 10. Another thing that needs to be considered in making packaging is the selection of quality materials and the right shape.
- Sometimes, packaging that is made for certain consumers looks more attractive

and has proven to be successful in alluring a larger number of consumers. For example, the product packaging is made to attract buyers from among teenagers, so it

CONCLUSION

Participants understand the importance of adequate packaging so that products have added value to the product and increase product competitiveness. Participants become skilled in packaging after packaging practice. This training is very useful to increase the value of handicraft products through adequate packaging, which in turn is expected to be able to increase added value and increase

can be designed with a color that is currently popular or something that is being discussed by them.

product sales. We recommend that the training program for packaging craft products be continued by providing packaging tools so that more groups of craftsmen can experience the benefits. The training participants are expected to be able to take an active role in improving the quality of the products and pass the knowledge they have obtained to other craftsmen in their area.

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