



## Food Product Packaging Training for Entrepreneurs in OKI Regency

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**Abstract:** Processed foods are commercially prepared foods to optimize ease of consumption for examples Kemplang, Rengginang, and Pempek. This products produced by Entrepreneurs assisted by Korkot OKI, South Sumatra Province. The team will give training on introducing the concept of packaging, benefits of packaging, packaging design and making product packaging. This training is important because the processed food that is produced added value if it is properly packaged. This packaging aims to maintain product quality, facilitate product distribution, and attract consumer attention. In implementing this packaging, all business participants do not have adequate packaging and do not have a product brand, so they will further provide assistance to design the training participants' brands and product packaging. The participants of this training program are SME's assisted by the Community Livelihood Improvement Program based on Cities without Slums Area in OKI Regency. The training participants came from Kelurahan Paku, Cinta Raja, Kuta Raya, Arisan Buntal, and Kelurahan Cokro. The participants were very enthusiastic about taking part in the training. The participants also have skills in product packaging.

**Keywords:** Packaging; Processed foods; training program

**Abstrak:** Makanan olahan merupakan makanan yang disiapkan secara komersial untuk mengoptimalkan kemudahan konsumsi makanan misalnya Kemplang, Rengginang, dan Pempek. Produk ini dihasilkan oleh Pengusaha binaan Korkot OKI, Provinsi Sumatera Selatan. Tim Pengabdian akan memberikan pelatihan tentang pengenalan konsep pengemasan, manfaat pengemasan, desain pengemasan dan pembuatan pengemasan produk. Pelatihan ini penting karena pangan olahan yang dihasilkan memiliki nilai tambah jika dikemas dengan baik. Pengemasan ini bertujuan untuk menjaga kualitas produk, memperlancar distribusi produk, dan menarik perhatian konsumen. Dalam pelaksanaan pengemasan ini, seluruh pelaku usaha belum memiliki kemasan yang memadai dan belum memiliki merek produk, sehingga selanjutnya akan memberikan pendampingan untuk merancang merek dan kemasan produk peserta pelatihan. Peserta program pelatihan ini adalah UKM binaan Program Peningkatan Penghidupan Masyarakat Berbasis Kota Tanpa Kawasan Kumuh di Kabupaten OKI. Peserta pelatihan berasal dari Kelurahan Paku, Cinta Raja, Kuta Raya, Arisan Buntal, dan Kelurahan Cokro. Para peserta sangat antusias mengikuti pelatihan. Para peserta juga mendapatkan ketrampilan dalam mengemas produk makanan olahan.

**Kata Kunci:** Kemasan; Makanan olahan; Program pelatihan

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## 1. INTRODUCTION

Community service is one of the main tasks of Higher Education. Lecturers carry out community service as a form of application of the knowledge they master. This form of community service is community competency development training. One form of training is training and packaging manufacturing. This training is important because the processed food for example *kemplang*, *rengginang*, and *pempek*. This product is produced to have added value if it is properly packaged. This packaging aims to maintain product quality, facilitate product distribution, and attract consumer attention. Packaging training is useful so that packaged products become more attractive and can be more easily sold. With products that have added value, they can have an impact on society, especially the economic impact which can improve the welfare of the community.

The target of this activity is Entrepreneurs assisted by the OKI Korkot, South Sumatra Province. Processed foods such as *kemplang* crackers, various chips, *pempek* etc. are commodity products produced by Entrepreneurs assisted by Korkot OKI, South Sumatra Province. The training will include training on introducing the concept of packaging, benefits of packaging, packaging design and making product packaging.

To attract consumer interest, packaging is able to foster consumer interest in buying. Like the advertising language which states that: "the first impression should be seductive, then it's up to you" should be pondered (Wardoyo, Kusumaningrum, Fazlurrahman, Kautsar, & Hadi, 2020). There is an image that a good product is reflected in a good packaging too. Therefore, business actors should not only be salaries in designing packaging but also demand ideas that can convey the advantages of a brand or product.

According to Geueke, Groh, & Muncke (2018) packaging has a purpose and function in making products, namely: a. Beautify products with packaging that fits the product category. b. Provides product safety so that it is not damaged when displayed in stores. c. Provide product safety at the time of product distribution. d. Provide information to consumers about the product itself in the form of labeling. e. Is the result of a product design that shows the product.

According to Kotler & Keller (2012) good packaging can build brand equity and drive sales. Several factors have contributed to the use of packaging as a marketing tool:

1. Self-service, effective packaging does the job of selling: grabs attention, describes product features, creates consumer confidence, and makes a pleasant impression.
2. Consumer Wealth, the increase in consumer wealth makes them willing to pay more for comfort, appearance, reliability, and better packaging prestige.
3. Company and Brand Image, packaging has a role in immediate recognition of the company or brand.
4. Innovation opportunities, innovative packaging can bring great benefits to consumers and profits for producers.

Packaging or what is often called packaging is one of the spearheads of selling a product. At first, packaging only functions as a container or wrap that functions to protect or cover or to make it easier for a product to be carried, but over time, packaging is required to be able to foster consumer interest in buying. In packaging design, it is not only just a matter of designing, but it requires ideas that can convey the advantages of a brand or product so that the appearance of the design is able to "sell" and it is also important that the appearance of the packaging must be attractive and pleasing to the eye to attract the hearts of consumers (Wardoyo Putro & Sulistiyowati, 2020); (Irfandi, Hidayat, & Salman, 2018); (Hasan & Rizkiana, 2018).

The development of packaging finally makes the spearhead of the promotion of a product which ultimately serves to increase the product's selling value.

### a. Packaging function

The function of packaging according to (Pratiwi Octasyilva, Leonita, & Damang, 2020); (Riyadi & Mujanah, 2021) is:

1. The function of protecting the product, namely the packaging in the beginning, is to

protect the products in it so that it is not easily damaged, durable and long lasting.

2. The function of information and communication is that packaging functions as a product information function and serves as a communication tool about a product.
3. Product storage function, namely packaging can be easily stored and efficient in saving space, easy to organize, easy to place 4) Identification function, can be done by using strong design elements and can be marked by the presence of colors, lines, shapes, sizes, illustrations, typography and logos

b. Packaging considerations

Making packaging design also requires several considerations in order to become an effective packaging that is able to "sell", namely by considering the type of product, for example: food, crafts/souvenirs, toys, tools/utensils, electronic goods, cosmetic equipment. This concerns the determination of the supporting graphic design characters, colors, typography, illustrations, the nature of the products, etc. Market segment whether it is local/regional, rural, urban, international/foreign. This will affect the determination of graphic design and materials/materials for packaging, for example: from paper, wood, plastic, natural materials, fabrics, fibers, leather, etc. Product Selling Prices, cheap, medium, expensive. This relates to the market segment: lower-middle-upper-exclusive class. Product characteristics: consumptive, gifts/souvenirs, mass products, disposable products, and others. Product size: large, medium, small. Product Weight: heavy, medium, light. Construction: in terms of convenience(Wijaya & Annisa, 2020). In terms of strength, in terms of security. By knowing the things above, we can determine the shape, materials/materials, aesthetic elements, colors, typography, illustrations, etc., so that the packaging can match the product and at the same time can be a communication/promotion medium that boosts sales.

The main problem with SME products is in terms of packaging that is less attractive when compared to products from abroad. This also happens to business actors in Magetan Regency (Wardoyo Putro & Sulistiyowati, 2020). Most of the business actors we have met, especially the snack business operators, have simple packaging, even without a brand. Packaging is only used as a product protector so that it is easy to carry and durable. Therefore, the purpose of this community service implementation is to provide knowledge and skills in making product packaging starting from design making, pattern / design transfer, shaping, to finishing, to MSME business actors in Palembang City (Veronica, Febriani, & Sari, 2020).

## 2. METHODOLOGY

Activities carried out in the form of counseling through lectures. Then the training continued with a discussion of question and answer material and problems experienced by the community. The training ended with an evaluation through providing opportunities for participants to respond to the implementation of activities related to the activity material before the activity was carried out and after the activity was carried out. There are three methods used in this individually or in group activity. First, Presentation method is used to convey several things related to the meaning, function and advantages of attractive packaging. Second, Demonstration Method is used to demonstrate an example of how to make product packaging produced by SME's KORKOT OKI Regency. It is hoped that with this method the participants can practice directly making packaging according to the products produced by each SME. The last Practice Method Last, Tutorial method is used to train participants in making packaging. This method is carried out so that the MSME actors have direct experience of making product packaging.

## 3. RESULT AND DISCUSSION

Product packaging training has been held at the Korkot of Ogan Komering Ilir (OKI) Regency, South Sumatra Province, on September 3, 2016, the implementation starts at 09.00 to

17.00 WIB. The results expected from this activity are:

1. The public knows the importance of the product packaging design concept
2. The public knows the importance of labeling on product packaging
3. The public knows the importance of packaging in products
4. Community Skilled in product packaging.

The number of training participants was 50 people consisting of 2 men and 48 women. The training participants were SME's assisted by the Community Livelihood Improvement Program based on Cities without Slums in OKI Regency. The training participants came from Kelurahan Paku, Cinta Raja, Kuta Raya, Arisan Buntal, and Kelurahan Cokro. This community service activity is aimed at providing knowledge and skills in making food product packaging such as pempek, kemplang crackers, and others. The resource persons conveyed several things related to benefits, functions, materials for tools, how to make product packaging, from beginning to end.



**Figure 1.** Presentation of Training Objectives and Benefits

Figure 1 show that trainer explain about the objectives and benefits for participant that follow this training program. During the presentation of the material, the speaker provided material and direction on the strategy of expanding the product market share. One strategy for expanding the marketing reach is through media promotion. After that, the speaker also explained the steps to be taken in the product packaging process and introduced the tools needed in the product packaging activity. Furthermore, the training participants were given the opportunity to discuss problems related to product packaging that they might face. After that, all the participants have an opportunity to show the food packaging process. Trainers show how to manufacture small food industry product packaging. It is hoped that with this method the participants can practice directly making packaging according to food products produced by business actors. This tutorial of packaging food shows in figure 2.



**Figure 2.** Tutorial for Packaging

In order to provide packaging-making skills, participants were asked to practice how to do good packaging. Good packaging requires supporting tools such as electric scales, siller machines, adequate plastics, attractive brands etc (Han, Ruiz-Garcia, Qian, & Yang, 2018). To make attractive packaging for this food product, we provide equipment assistance in the form of two units of Hand Sealer / Impulse Sealer machines (large and small sizes). This machine is used to glue the plastic on the side so that the packaging can be tightly closed. With the help of this equipment, it is hoped that it can save time and make the packaging look tidier. Previously, this kemplang product home industry entrepreneur only used staples and ordinary ropes to glue the packaging.

The realization of the results obtained from the assistance activities in developing the food business with this packaging innovation is that the appearance of the packaging on foods products becomes tidier. Previously, the packaging of kemplang only used staples and ordinary rope ties to glue the packaging, but with the help of a gluing tool, the impulse sealer made the packaging look tidier and made the foods product more durable (not easily glued). Efforts to make food product packaging tidier and more attractive are not only done by using an impulse sealer adhesive but also adding a label to the food product packaging. In addition, the addition of labels on the packaging creates a certain identity for the kemplang products produced, making it easier for customers to repurchase these food products without being confused with other people's products. It is hoped that the transfer of knowledge regarding the strategy for expanding the marketing reach and packaging innovation can be applied in a sustainable manner. In addition, this process can be applied to various other products that can be produced, such as cakes, pastries and other processed food products that can increase the economic value of these products so that it is expected to increase additional income for partner families and communities (Andaiyani, Teguh, Roostartina, & Imelda, 2019).

#### **4. CONCLUSION**

In implementing this packaging, all business participants do not have adequate packaging and do not have a product brand, so they will further provide assistance to design the training participants' brands and product packaging. Community service activities that have been carried out by the implementation team from the Faculty Sriwijaya University's economy provide benefits to the people of OKI in training of food packaging. Participants already know how to pack Food Product like kemplang, rengginang and pempek by using a press machine to increase its economic value and product quality to make it more durable. The next activity can be practiced how to pack the kelempang, rengginang and pempek media sterilization training and practice as well as packaging training and practice attractive, durable kemplang. This activity requires the active

participation of both parties, the Faculty of Economics must be more active in empowering micro entrepreneurs and PKK in the village by carrying out a social process. As well, entrepreneurs and PKK must play an active role for the implementation of service to community in providing training facilities.

## 5. SUGGESTION

The business community should apply packaging and brand design to each product that is produced so as to produce a higher selling value and attractiveness. In addition, in the future further training is needed on brand design for business actors.

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