

Training and Assistance on Packaging, Labeling, and Online Marketing of Msmes

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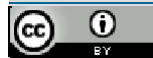
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ABSTRACT

Based on this problem, the purpose of implementing service activities is to increase the knowledge and skills (quality of human resources) of MSME actors through labeling training on packaging. The program of training and mentoring activities is carried out through five stages, namely socialization, preparation, implementation of activities, evaluation and reporting. The result of implementing this community service activity is increasing knowledge and creating product packaging labeling. The output targets to be achieved in community service this time are aspects of competency, increasing understanding and skills of human resources (HR) MSME actors and academic aspects, the results of activities will be reported and published in one of the national journals.

INTRODUCTION

The packaging of a product can be used as a medium of communication between producers and consumers to form an image (Indrihastuti et al., 2019). Herawati & Listyawati (2017) revealed that through labels on packaging manufacturers can provide information regarding quality, brand, production code, legality, instructions for use or presentation. So that the label can be used as the identity of a product even though there are several products on the same market. Government Regulation Number 69 of 1999 has regulated the obligation to include labels on food packaging. However, MSME players give top priority to their product marketing strategies and ignore supporting factors such as labeling. In fact, good packaging accompanied by informative labels can be a supporting factor in implementing marketing strategies and generating consumer satisfaction and loyalty. Packaging equipped with informative labels can also increase the selling value of a product (Khoirianingrum et al., 2018). Thus, MSME actors need to give priority in terms of product management, especially labeling on product packaging.

Given the important role of labeling in packaging, the community service program will focus on packaging, labeling and online marketing training and mentoring programs for MSMEs. Existing problems need to be handled in collaboration with universities. Based on this, this community service activity will take the form of training accompanied by ongoing assistance regarding product packaging labels in accordance with applicable regulatory standards. This program aims to increase the understanding and skills of human resources (HR) for MSME actors. Based on the problems previously described, namely the label on the packaging is often neglected by Micro, Small and Medium Enterprises (MSMEs). However, MSME players give top priority to their product marketing strategies and ignore supporting factors such as labeling. In fact, good packaging accompanied by informative labels can be a supporting factor in implementing marketing strategies and generating consumer satisfaction and loyalty. Given the important role of labeling in packaging, the community service program will focus on enrichment programs for MSME actors.

IMPLEMENTATION AND METHODS

The implementation method chosen for problem solving is in an effort to increase the knowledge and skills of housewives from RT residents. 005/RW. 001 Ex. Marga Mulya, Kec. Bekasi Utara Bekasi City can be carried out through collaboration with universities which will be held on 20-21 May 2023 with a total of 30 participants. This service is carried out through training supported by mentoring.

In the implementation of this activity there will be five stages of activity.

1. Socialization from the university and the RT residents. 005/RW. 001 Ex. Marga Mulya, Kec. North Bekasi City of Bekasi discussed agreeing on a schedule for Training and Assistance for Packaging, Labeling and Online Marketing for MSMEs. With this socialization, activity participants know the time schedule of activities.
2. Preparation for Training Activities The preparatory stage for tertiary institutions is preparing materials for conducting training and supporting equipment for direct practice activities. Furthermore, the partners are tasked with preparing the completeness of the venue and other supporting tools needed. Meanwhile, activity participants were asked to prepare products to be used for practice.
3. Implementation of Training Activities. The implementation of this activity will be carried out by delivering material and followed by the practice of making product packaging labels.
4. Evaluation. From the results of the empowerment and development of these activities, an evaluation of the activities is carried out. To see if there are any obstacles encountered, so that a solution/handling is quickly found.
5. Reporting. The participants consisting of students and lecturers made activity reports and articles in the form of community service articles.

Implementation of Community Service

The implementation of this program of activities for the community was carried out starting on May 20-21 2023. This community service activity was attended by +/- 30 participants with the theme of the community service program "Training and Assistance for Packaging, Labeling and Online Marketing of MSMEs". Before the team carried out socialization activities, interviews were conducted with the local community regarding the community service implementation plan. In this activity the Abdimas team provided counseling on Packaging, Labeling and Online Marketing for MSMEs. Each participant was given the opportunity to participate actively. So that after the counseling, the team held a question and answer session to evaluate how far the participants' understanding of Community Service activities was so that it could be used as knowledge information about a marketable product. From the results of the Abdimas implementation, the extension participants responded positively and seemed satisfied. Participants have also shown their understanding in looking for deficiencies in the products they already have.

RESULTS AND DISCUSSION

Service program activities with training and mentoring activities can be said to be successful. This is based on the evaluation results on the labels that the participants managed to make. Participants try to make product packaging labeling which contains information about the product. Overall activities run according to plans and targets that have been determined. In addition, the activity participants also showed enthusiasm for participating during the training because they saw the importance of product labeling, especially for MSME food products. However, the participants who already had their business products in the culinary field did not include labels and packaging which were still very simple. Thus, it is deemed necessary to make changes to the appearance of the product it has.

Based on the problems previously described, namely the label on the packaging is often neglected by Micro, Small and Medium Enterprises (MSMEs). However, MSME players give top priority to their product marketing strategies and ignore supporting factors such as labeling. In fact, good packaging accompanied by informative labels can be a supporting factor in implementing marketing strategies and generating consumer satisfaction and loyalty. Given the important role of labeling in packaging, the community service program will focus on enrichment programs for MSME actors.

The output targets to be achieved in community service this time are:

1. From the competency aspect, improve the understanding and skills of the human resources (HR) of MSME actors.
2. From an academic perspective, the results of the activities will be reported and published in a national journal.

CONCLUSIONS AND RECOMMENDATIONS

Based on the implementation of the community service activity program initiated by the Faculty of Economics and Business, Bhayangkara Jakarta Raya University as a whole, it can be concluded that it ran smoothly. Training and mentoring activities product packaging labeling received a good response from partners and participants. Partners in this case are women from RT. 005/RW. 001 Ex. Marga Mulya, Kec. North Bekasi Bekasi City in increasing knowledge and skills regarding labeling. Product labeling will be more perfect if it can be equipped with halal legality and production permits, it is necessary to provide education through training and assistance regarding this matter, especially for MSME actors whose business is in the culinary field.

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