

SOCIALIZATION OF PRODUCT PACKAGING TECHNIQUES TO SMALL, MICRO AND MEDIUM ENTERPRISES IN KRENENG MARKET

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ABSTRAK

The increasing number of UMKM in Indonesia is increasingly high accompanied by the demand for safe delivery of goods at the destination location. UMKM have now also penetrated into the digital world so that it makes it easier to provide delivery services. In shipping goods, a useful packaging of goods is needed to maintain the quality of goods. Packaging can also protect the goods to be sent safely and avoid damage caused by impact. Community Service with the title "Socialization of Goods Packaging Techniques for UMKM in Kreneng Market" is carried out by making booklets containing general knowledge about packaging techniques for UMKM products such as food and beverages, general knowledge about packaging, and how to handle or material handling during the delivery of goods by paying attention to the labels listed on the products. Then door-to-door socialization was carried out on online delivery services and UMKM business actors around Kreneng Market. The result of this community service activity is to be able to convey information about the importance of proper packaging techniques to improve service, comfort and security for users of warehousing and shipping services.

Keywords: community service; dangerous goods; packaging techniques

INTRODUCTION

According to data from the Ministry of Cooperatives and UMKM (Micro, Small and Medium Enterprises), the number of MSMEs in Indonesia in 2019 reached 65.47 million units. This will increase as time goes by. It is not surprising, if we compare the total number of businesses in Indonesia, MSMEs occupy 99.99% and large businesses only 0.01%. The number of MSMEs certainly has a big influence on the economic sector in Indonesia. MSMEs have also now penetrated the digital world. In 2022, 30.4% of MSME services will be present on e-commerce platforms. The application of digitalization to MSME services is getting better because it can reach consumers more easily. Consumers also get service quickly and easily too.

In providing services, MSMEs must also be able to keep up with the increasing demand from an increasingly diverse society. The provision of services is expected to increase community satisfaction. Services must be improved in various aspects, for example fast and easy delivery services, increasing delivery fleets, and goods packaging techniques. Goods packaging techniques are important because the product must reach the consumer in safe condition and avoid damage to the goods. Goods are packaged well to avoid various impacts during transit. Each type of material must be packaged in a different type of packaging. This is of course very important because packaging that is not suitable for the type of product will result in goods being damaged during transit and not being able to maintain the quality of the goods. Various packages also have special packaging techniques so they can function properly. Packaging can also increase buyer interest if it is packaged well and attractively.

METHOD

Community service activities related to the Socialization of Goods Packaging Techniques for MSMEs were carried out at Kreneng Market, Dangin Puri Kangin Village, North Denpasar on Tuesday 25 July 2023 from 09.00 to 09.00. 11.00 WITA. The Community Service Method with the title "Socialization of Goods Packaging Techniques for MSMEs at Kreneng Market" is carried out by making a booklet containing general knowledge about packaging techniques for MSME products such as food and drinks, general knowledge about packaging, and how to handle or material handling during delivery of goods by Pay attention to the label printed on the product. Then door-to-door outreach was carried out among online delivery service providers and MSME business actors around Kreneng Market.

Preparations are carried out in this PKM activity by determining the organizers and assigning tasks to each committee, such as the Public Relations and Documentation Department which is tasked with making brochure designs, banner designs and documenting from the beginning to the end of the activity event, the Consumption Section which is tasked with preparing consumption for event organizer, and Equipment Officer who is tasked with making banners marking the event and preparing merchandise that will be given to online delivery service couriers and MSME business actors around Kreneng Market.

RESULTS AND DISCUSSION

Team Building

The Socialization of Packaging Techniques for Various Goods led to PKM activities organized by P3M POLTRADA Bali in accordance with the Decree of the Director of the Bali Land Transportation Polytechnic Number: KP-Poltrada Bali 261 of 2023. The Implementation Team from the DIII Road Transportation Management Study Program consisted of 11 lecturers and 8 cadets.

Participant Identification

The socialization activity on packaging techniques for various goods targets MSME sellers and online motorcycle taxi drivers who deliver food around the Kreneng market in Denpasar, Bali.

Goal Formulation

The aim of this PKM activity is to help MSME sellers improve the quality of their products, increase product attractiveness, and comply with applicable regulations.

Preparation of Outreach Materials

The preparation stage is a key step in developing effective outreach materials for packaging and labeling techniques for MSME sellers. Outreach materials for packaging and labeling techniques for MSME sellers need to include comprehensive and useful information. The following is a description of the socialization materials used, namely:

1. Packaging Booklets for MSMEs

The booklet is presented in easy-to-understand language, using images to explain the material. The material contained in the booklet is: packaging explanation, packaging function, labeling and marking, packaging types, and packaging fun facts.



Figure 1. Packaging and Labeling for MSMEs

Based on Figure 1, it is known that the images in the booklet which are used to provide an understanding of packaging and labeling techniques that are easily accepted by MSME sellers are very important. With attractive designs and images, information can be conveyed more effectively. The following are several examples of image explanations that can be used in packaging booklets for MSMEs, namely: 1) The function of packaging is protection, prevention and presentation; 2) Examples of labeling and marking in the form of store in a cool place stickers, fragile items, top instructions, etc.; 3) type of packaging in the form of plastic packaging, cans, cartons, bottles, etc.

2. Labeling Stickers for MSMEs

In this outreach activity to MSME sellers, stickers were given to MSME sellers. There are several types of stickers with the aim of labeling products, conveying information that can help prevent risks, and promote awareness of relevant issues. These stickers can be attached to the products they sell. The sticker model is as shown in Figure 2.



Figure 2. Packaging Labeling Stickers for MSMEs

The sticker in Figure 2 can be used for MSME sellers to make the packaging safe and more attractive.

Implementation Stage

1. Direction is carried out by the lecturer
Before starting field activities, the head of the implementing team gave direction to the field team and cadets to always apply applicable norms and maintain ethics in providing understanding regarding packaging techniques as in Figure 3.

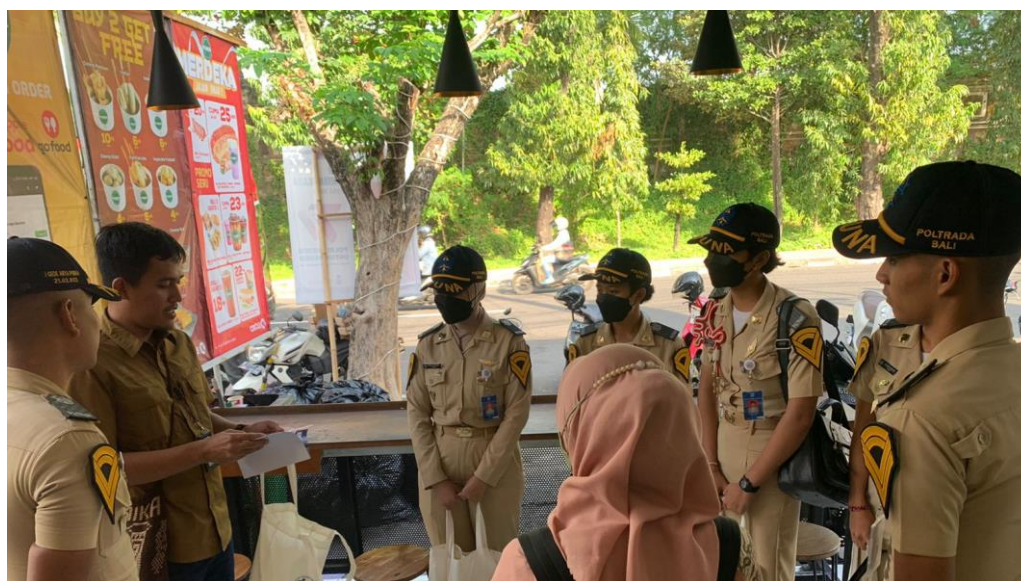


Figure 3. Technical direction for implementation is carried out by the Head of the Implementation Team

Counseling to MSME Business Actors and Delivery Service Couriers

The next activity provides socialization on packaging techniques for various goods as shown in Figure 4.



Figure 4. Outreach to MSME Business Actors and Delivery Service Couriers

Giving booklets and goodie bags

After providing the understanding, a booklet was given which contained packaging techniques for MSME products such as food and beverages, general knowledge about packaging, and how to handle materials during delivery of goods by paying attention to the labels printed on the products as shown in Figure 3.



Figure 5. Giving booklets and goodie bags

CONCLUSION

PKM activities carried out by lecturers and cadets of the D-III Logistics Management Study Program at the Bali Regional Police located at Kreneng Market, Denpasar, emphasize the importance of proper goods packaging techniques to improve service, comfort and security for users of warehousing and goods delivery services. Apart from that, it can also increase public satisfaction by increasing the number of purchases of goods. Using packaging that functions well can also prevent damage to goods.

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