



MODERNIZATION AND THE ROLE OF PACKAGING IN INCREASING THE MARKETING OF GIPANG PRODUCTS IN MAWAR MICRO SMALL MEDIUM ENTERPRISES (UMKM) IN BANYUWANGI PULO AMPEL VILLAGE

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Abstract

Gipang is a typical Banten food, one of which is made by residents of Banyuwangi Village, Pulo Ampel District, Serang and Gipang Regencies. Digital technology is currently developing Gipang Rice and Cassava production based on orders. MSMEs are the backbone of the national economy. This sector is able to drive the community's economy and absorb a large number of workers. Unfortunately, the packaging for Gipang Rice and cassava products in Banyuwangi Village still uses non-standard jars and plastic, therefore packaging modernization is the solution. Standard packaging modernization can make gipang products durable and not easily destroyed and can attract the attention of buyers so that they can increase the marketing of Gipang Rice and Cassava products. By improving MSME packaging it is proven to be able to increase marketing, the market segment is increasing, and marketing turnover is increasing so that MSME can be upgraded.

Keywords: Packaging, Products, SMEs, Marketing

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the national economy. This sector is able to drive the community's economy and absorb a large number of workers. For this reason, the Government through the 2014 National Entrepreneurship Movement is increasingly focusing on increasing guidance to MSMEs, especially helping overcome the problems faced by MSMEs. One of the problems that is often faced by micro, small and medium enterprises (MSMEs) is marketing and packaging which is still simple. It should be admitted that the products produced by SMEs are very tasty and good, not inferior to the products produced by manufacturers. However, because these MSME products have simple packaging, their appearance is less attractive. This is what causes MSME products to have a limited market reach, making it difficult to compete in the market, especially the modern market.

According to the State Ministry for Cooperatives and Small and Medium Enterprises (2009) that Food Small and Medium Enterprises Cooperatives (KUKM) is one of the KUKM that has the potential to develop the national economy. As time goes by, Indonesian food and beverage SMEs will be crushed by imported food and beverages if they do not improve the quality of their production and packaging.

Gipang is a typical Banten food, one of which is made by residents of Banyuwangi Village, Pulo Ampel District, Serang Regency and Gipang is usually only produced during Hari Raya or certain moments, but since the existence of the Mawar Micro, Small and Medium Enterprises (UMKM) group and Digital technology is currently developing Gipang Rice and Cassava production based on orders.

Packaging modernization is a solution so that Gipang Rice and Cassava packaging as one of the MSME products appears more attractive and dares to compete with similar MSME products. Therefore, in designing a package, it should be made with attractive and unique shapes, colors, and writing so that it looks different from the others. Unique packaging will steal the attention of consumers to pay attention to these Gipang Rice and cassava products and then potential buyers will consider buying them. It could happen that a consumer does not know about gipang products at first, but because Gipang Rice and cassava products have attractive packaging, he becomes interested so he buys them.



Figure 1. Packaging Modernization

Basically, the packaging design can affect what's in it. Therefore, the influence of packaging form, packaging design, packaging color and packaging materials can influence consumers to buy. Today's consumer behavior is increasingly critical of product packaging, especially for food product packaging such as gipang which requires special attention. Using materials that are environmentally friendly, easy to carry, and safe and does not cause contamination of food, as well as packaging that provides clear product information will be the choice of consumers.

In addition to these factors, we must also pay attention to what is the trend in today's society. It could be that packaging that is not up-to-date will give consumers the impression that your product is outdated, unless indeed these gipang rice and cassava products are widely known and have a strong brand. Good packaging will of course be able to influence the price of a product, therefore MSME actors must have a marketing strategy to work around this so that the price offered can provide many benefits. However, for some consumers who prioritize quality, price is not a problem if the product offered is really of good quality.



Figure 2 The Community Service Team and the Mawar MSME Actors

METHODS OF IMPLEMENTING ACTIVITIES

The method of implementing community service activities regarding modernization and the role of packaging in increasing the marketing of Gipang products to Mawar micro, small and medium enterprises (MSMEs) in Banyuwangi Pulo Ampel Village can be organized in the following steps:

1. Introduction and Preparation

- a. Identification of the objectives of the community service activities, namely increasing the understanding and skills of Mawar UMKM in utilizing modernization and packaging to increase the marketing of Gipang products.
- b. Coordination with UMKM Mawar to gather initial information and understanding of the current situation.
- c. Prepare presentation materials, guidelines, and training materials that are relevant to the theme of the activity.

2. Counseling and Training

- a. Organized counseling and training sessions at the UMKM Mawar location in Banyuwangi Pulo Ampel Village.
- b. The counseling session included an introduction to the concept of modernization and the role of packaging in marketing, its benefits, and successful case examples.
- c. The training sessions involve hands-on practice in designing and creating attractive and functional packaging.

3. Discussion and Question and Answer

After counseling and training, conduct a discussion and question and answer session to ensure participants understand the material and can ask questions regarding application in their business context.

4. Field practice

- a. After the theory session, conduct field practice at the Mawar UMKM location.

- b. Teach participants how to design attractive packaging, paying attention to aesthetics, functionality, and ease of use.
 - c. Help them apply the packaging concept to their Gipang products.
5. Assistance
- a. Provide assistance to UMKM Mawar in implementing the packaging that has been designed.
 - b. Assist in the process of production and arrangement of products on packaging.
 - c. Provide constructive feedback and suggestions for improvement.
6. Evaluation and Dissemination of Results
- a. Evaluate the implementation of activities, such as how effectively participants understand and apply modernization and packaging concepts.
 - b. Collect feedback from UMKM Mawar about the benefits derived from this activity and potential future improvements.
 - c. Share the results of activities in the form of articles, presentations, or workshops to involve other interested parties.

This method will help Mawar UMKM to understand and implement modernization and the role of packaging in increasing the marketing of their Gipang products. It is important to collaborate with Mawar UMKM, accommodate their needs, and ensure continuous improvement.



Figure 3 The process of making Gipang in UMKM Mawar

This activity was held in the last week of July 2023, we carried out community service activities in Banyuwangi Pulo Ampel Village. This activity began on July 29 and lasted until July 31, 2023. Our implementation method includes counseling, training, discussions, and field practice regarding modernization and the role of packaging in increasing the marketing of Gipang products. We will work closely with Mawar UMKM to ensure that the concept is implemented effectively and has a positive impact on their business."

RESULTS AND DISCUSSION

Packaging on UMKM Mawar Products

According to the State Ministry for Small and Medium Enterprises Cooperatives (2009) Packaging or packaging is a science, art and technology that aims to protect a product when it is sent, stored or sold. Packaging in simple terms can be interpreted as a way or effort to deliver goods to consumers in the best and profitable conditions. In the current era of globalization, packaging has a very important role because it is always related to the commodity to be packaged and is at the same time a selling point and product image. Packaging is a silent salesman. The product is a combination of content and packaging. Many people also say that packaging is only waste and can also add to the burden of selling costs. But this is not the case, standard packaging can lift the image of a product, provide added value in sales activities and can also protect the product properly. Packaging must be able to meet consumer expectations. Packaging can provide good product protection from weather, light/light, temperature changes, falls, piles, dirt, insects, bacteria and others. The packaging structure is easy to open, easy to close and easy to carry (ergonomics). Attractive shapes and sizes according to needs create visual appeal for consumers/buyers. The physical form of the packaging is determined by the nature of the product itself, the sales system, mechanical, display, distribution and market segments. Labeling must also be clear and complete; the packaging design is designed to be unique and distinctive so that it looks different from other products.

The modernization and role of packaging for products are as follows: 1) As a container that allows a product or goods to be transported from one place to another, from producers to consumers or from sellers to buyers. 2) Protect the product in the packaging from the effects of weather, impact, piles and others. 3) Providing information to consumers/buyers, brand image and as a promotional medium with consideration of being easy to see, understand and remember. So the need for packaging to provide information is the most important part. Labeling and branding of food and other products is very important as a differentiator against competitors. In order for the packaging design to appear attractive, you can consult the packaging designer.

Packaging design must be a clear medium of communication between producers and potential consumers, so that in the product packaging design several things need to be included, namely 1) Product name 2) Composition of 30 contents/net. Attractive standard packaging can be said to sell itself. So that it can increase sales because it can enter into other market segments.

The Directorate General of Processing and Marketing of Agricultural Products, Ministry of Agriculture of the Republic of Indonesia (2012) informs that the function of packaging is as follows:

1. Protecting and preserving the product, such as protecting it from ultraviolet light, heat, humidity, impact and dirt and microbial contamination that can damage and reduce product quality

2. As a product identity, in this case packaging can be used as a means of communication and information to consumers through the brand printed on the packaging
3. Increasing efficiency, such as facilitating the process of calculating, shipping and storing products

There are several types of packaging, namely as follows 1) Primary packaging (consumer pack) is packaging that is in direct contact with the product, usually relatively small in size and also called retail packaging. For example, snack, sachet packaging for soy sauce, tomato sauce, detergent, instant noodles, plastic cups and others. 2) Secondary packaging (transport pack) is a second package containing a number of secondary packages. This type of packaging is not related/direct contact with the packaged product. As an example of packaging, namely cartons/cardboards of packaged drinking water, instant noodle cartons/cardboards and others. 3) Tertiary packaging is the third packaging which contains a number of secondary packages. This packaging works for both local, inter-island or inter-country shipments. Has a condition of being resistant to impact, resistant to weather and has a large capacity. For example, containers and corrugated cardboard boxes.

Some of the packaging materials that are usually used are in the form of rigid packaging materials, namely metal, wood, iron, metas, glass and bottles. Meanwhile, flexible/flexible packaging materials are usually made of plastic, paper, nylon/vacuum, multilayer, metalized and aluminum foil. The use of these packaging materials is adjusted to the characteristics of the product. For snack products that are of a nature such as cassava chips, banana chips, fruit chips, amplang usually use metalized or aluminum foil. Structurally, packaging made from aluminum foil has three layers, namely a printed layer (OPP) as moisture protection, a protective layer (Alu Foil) as air, oxygen/gas, light protection and the next layer is the inner layer (PE) as a wrapper and seal layer. The molecular structure of the aluminum foil layers chemically, physically, hinders the transmission of light, O₂ candy, gas and water vapor through the walls of the packaging. For semi-wet products such as nuggets, meatballs, sausages, presto milkfish and others, you can use packaging made of nylon/vacuum. Packaging made of nylon/vacuum consists of two layers, namely the inner layer (PE) and an air or light protective layer as a seal and wrapper.

In general, gipang product packaging should be informative, clearly identified, convey benefits and uses, have clear labels and comply with labeling and advertising regulations, be effective, attractive and provide convenience. Product packaging design is determined by its characteristics, production processes, distribution channels, market segments, competing products, target markets and promotions. Packaging is also a medium for marking goods, the color of the packaging reflects the contents, is environmentally friendly and can also be recycled. In order to appear attractive, the packaging needs to be designed so that it matches the product being packaged, matches the intended marketing level, is up to date, attractive and acceptable, easy to display, communicative and different from competing products. Packaging design includes shape design and graphic design. On the packaging there is also a need for labeling as identification, to help sell products and to comply with

statutory regulations. Branding is also very important as an identity, a differentiator against competing products and as a guarantee of quality.

According to the Republic of Indonesia Ministry of Cooperatives and SMEs (2009) there are several things that must be listed in a package, namely the product name, brand or mark, logo, information about food additives, information about ingredients used (composition), information about expiration dates, Information on Net Weight or Net Content, Information on Name and Address, Information on Nutritional Content, Information on Food Production Codes, Food Registration Numbers, Halal Claims and Barcodes

According to Rhina Uchyani and Heru irianto (2015) packaging is a "trigger" because its function is directly dealing with consumers. Thus, packaging must be able to provide a spontaneous impression that influences positive consumer actions at the point of sale. With the increasingly fierce competition, aesthetics is an added value that can function as a very powerful "emotional trap" to attract consumers. By knowing the basic knowledge about standard packaging, it is hoped that Micro, Small and Medium Enterprises (MSMEs) can design and manufacture standard packaging so that the appearance of their products can be more attractive, besides that MSME products can also be more hygienic and healthier. MSMEs can also come to the packaging designer for consultation if this is necessary. So it is hoped that with packaging that is standard for MSME product marketing it will be wider and it is hoped that profits will also increase.

There are several things that need to be done to create the best product packaging so that it can captivate consumers, namely 1) Unique and creative, it looks different from other product packaging even though the product is the same. 2) Adjusting the packaging design to the product being made, for example a banana chip product, the packaging design and appearance are in the form of a picture of a banana or fruit animation and creativity in the design. 3) Making packages of various sizes and shapes, the goal is to make it easy for consumers to buy products according to their needs. 4) Making packaging that can be recycled, the goal is to keep costs low, be environmentally friendly and play a role in preserving the environment.

Modernization and the role of packaging in increasing the marketing of gipang products from UMKM Mawar, Banyuwangi Village, Pulo Ampel District, Serang Regency. The definition of marketing according to the American Marketing Association (AMA) as quoted by Rhenald Kasali in the book Ita Nurcholifah (2012) is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy individuals and their institutions.

Marketing of UMKM Gipang Village, Banyuwangi Pulo Ampel

According to Boyd, Walker and Larreche (2000) Marketing is a social process that involves important activities that enable individuals and companies to get what they need and want through exchanges with other parties and to develop exchange relationships.

Marketing according to Thamrin Abdullah and Francis Tantri (2016) is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy wants and services to both current and potential consumers. The marketing that has been carried out at the Mawar Desa Banyuwangi UMKM is as follows:

1. Through social media such as face book, whats App, instagram, line
2. Through market places like OLX. It was done via OLX but now it's no longer because it's not up to date.
3. Through packaging training for SMEs. Provide product standard packaging training to privately assisted MSMEs and the MSME community. Through direct marketing to MSME production sites

Offering packaging to MSMEs according to their needs and visiting UMKM places. This can increase sales and make it easier for consumers to choose product packaging. The existence of standard packaging for MSMEs can increase marketing and sales to consumers. This has been done by UMKM Mawar Desa Banyuwangi on gipang products which have improved their packaging. The modernization and role of packaging in increasing the marketing of UMKM Mawar products are:

1. Uplifting the image and added value of the product

A product will have more selling points if the packaging is more attractive. For example, gipang products (typical Banten food), gipangs are packaged using ordinary jar packaging, of course the price is standard, but if the gipangs are packed in small pieces with aluminum foil and then wrapped again using punch, of course, they have a high selling value and the market segment is also different by using packaging. ordinary jar and ordinary plastic (polypropylene).

2. Extend product shelf life

Extending the shelf life, for example gipang products using ordinary packaging (polypropylene) have a shelf life of only two months but using standard packaging (aluminum foil) the shelf life can be up to more than 6 months.

3. Can realize MSMEs class up

The purpose of upgrading is that those whose businesses are still micro can become small businesses. Then from a small business can become a medium business. From medium-sized businesses to large businesses. Of course, by expanding marketing, the market segment will increase so that sales turnover will increase



Figure 4 Products from MSMEs Mawar in Banyuwangi Pulo Ampel Village

CONCLUSION

The presence of packaging has significant relevance for Micro, Small and Medium Enterprises (MSMEs), especially in situations where there are still many MSMEs using packaging that does not follow standards. Packaging is not just a means of delivering products to consumers, but also an important element in providing the best experience for consumers and bringing benefits to the MSMEs themselves. Packaging is defined as a strategic process to deliver products to consumers in optimal conditions, both in terms of appearance and safety. This is where the role of packaging in increasing the marketing of MSME products is clearly revealed.

The role of packaging has a broad positive impact on the marketing of MSME products. By designing attractive and appropriate packaging, MSMEs have the opportunity to improve the image of their products in the market. Good packaging not only provides physical protection for the product, but also creates a professional impression and enhances the aesthetic value of the product. Furthermore, effective packaging can extend product shelf life, reduce the risk of damage, and maintain product quality. In the context of MSMEs, the role of packaging can also be a driving force to improve the quality of the product itself, by prioritizing the principles of cleanliness, safety and affordability. By investing in good packaging design, SMEs may see an opportunity to elevate themselves to a higher level, increase product value, and have a positive impact on increasing sales results and the overall development of these SMEs.

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