



LOGO AND PACKAGING CREATION FOR SELLING VALUE DEVELOPMENT FOR BREAD, MSME (LIA BAKERY) IN KEDUNG VILLAGE, GUNUNG KALER, TANGERANG

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Abstract

This community service activity is aimed at the "Lia Bakery" MSME located in Kedung Village, Gunung Kaler District of Tangerang. The problems faced by this MSME are the lack of understanding in marketing and the lack of selling value, so the business has not developed significantly; thus, this is the main reason for implementing this activity.

The assistance in logo and packaging creation for Bread MSME "Lia Bakery" in Kedung Village, Gunung Kaler, Tangerang, aims to increase product competitiveness and added value through more attractive and professional packaging design and brand identity. This program is implemented through several stages, starting from needs analysis and design planning to implementation of the agreed design. A participatory approach is used to work with the business owner to understand product characteristics, target markets, and desired visual preferences.

The result of this assistance is the creation of a packaging design that protects the product optimally and has a visual appeal that can increase consumer interest. In addition, the logo design reflects Lia Bakery's unique identity, making it easier for consumers to recognize and remember the product. The impact of this assistance program is expected to increase sales, expand the market, and strengthen the position of the Lia Bakery brand in the local bakery industry.

Keywords: Logo, Packaging, Added Value of Lia bakery at Kedung Village, MSME

INTRODUCTION

Micro, small, and medium enterprises, abbreviated as MSMEs (UMKM), are productive economic businesses owned by individuals or business entities (Law of the Republic of Indonesia Number 20 of 2008). As one of society's roles in national development, MSMEs can participate in economic growth. Many MSMEs are growing and developing in Indonesia. However, it differs from the bread MSMEs in Kedung village, which have yet to experience significant development. Although the products are very high quality, they still need to be stronger in terms of marketing because this bread is known only locally or in the area around Kedung village. Another area for improvement in this bread business, MSMEs, is the absence of packaging and a product logo. Therefore, the products cannot be recognized by the wider community. Logos and packaging are identities that can be used to recognize products and businesses. Using logos and packaging, you must pay attention to the elements in graphic design to produce an attractive logo and packaging. Graphic design has several essential elements, such as color, line, typography, shape, scale, and layout. These elements must be balanced and have the right proportions (Hananto, 2019) (Rasyid, 2019).

Balancing these elements requires good skills and competencies. These efforts were made in the community to provide knowledge about the importance of using logos and packaging to increase economic value and can also be developed into a brand (Valentino & Yudiansyah, 2020) (Eko Valentino, 2018). MSMEs can also use attractive packaging as silent sellers (Agustina et al., 2021). However, to be more attractive in making packaging, we must follow the rules in accordance with Law No. 18 of 2012, which states that packaging does not endanger human health or release contaminants that endanger human health.

Attractive packaging and a strong logo are essential in product marketing because they can increase visual appeal, build brand awareness, and influence consumer purchasing decisions. In this context, assistance in making packaging and logos for Lia Bakery is critical. This assistance program is expected to help Lia Bakery improve the quality of packaging and strengthen its brand identity, which can increase sales and expand market share.

Based on the conditions above and discussions with bread MSME, the problems are formulated. Firstly, Bread MSME Lia Bakery does not have a logo. Secondly, Lia Bakery needs to have attractive packaging. Lastly, Lia Bakery needs to understand product marketing strategies utilizing the latest technology. Based on the problems faced by Lia Bakery, the assisting service team has the goal of helping partners, namely, first, the assistance and creation of a logo as an identity for Lia Bakery. The next one should be the assistance and creation of attractive packaging according to the provisions. Lastly, we will teach marketing strategies for Lia Bakery to get high selling value.

IMPLEMENTATION METHOD

The implementation method for mentoring and making packaging and logo is described in the following table:

Table 1 Implementation Schedule

| No. | Activities | Method | Problem Solution |
|-----|---|--|---|
| 1 | Socialization with Lia Bakery | Discussion and Q&A session with Lia Bakery | Implementation Agreement for Mentoring |
| 2 | Logo and packaging sketch design | Discussion and Q&A session with lecturers and students | Prepare several logo sketch options and product packaging |
| 3 | Choosing the material and type of product packaging | Discussion and Q&A session with lecturers and students | Provide some packaging examples |
| 4 | Assistance in creating logos and packaging | Carrying out logo and packaging installation | Logo and packaging assignment to Lia |

| | | | |
|--|--|--|--------|
| | | | Bakery |
|--|--|--|--------|

1. Socialization with Lia Bakery

In this activity, we conducted a data collection process by means of surveys, observations, and interviews to obtain detailed information regarding the background of the business's establishment, the quality of the product, and how it is marketed. Hence, we agreed with Lia Bakery to create a joint logo that would later become an identity or trademark.

2. Logo and packaging sketch design

In this activity, we designed logo sketches and packaging to determine the design elements used in the sketch and prototype.

3. Selection of materials and types of packaging for products

In this activity, we chose materials and types of packaging as print media to get satisfactory results and have a selling value.

4. Making and providing logos

In the last activity, we assisted, created logos and packaging, and handed them to Lia Bakery.

IMPLEMENTATION AND DISCUSSION

This service benefits the community, especially Lia Bakery in Kedung Village, Gunung Kaler, and Tangerang. Lia Bakery can understand what a logo and product packaging are. The discussion of the results obtained from each of these activities is as follows:

1. On Wednesday, July 17th, 2024, an interview was conducted in the Kedung village office.

This activity began with a gathering at the Kedung village office, Gunung Kaler, Tangerang. During this visit, we received information from several MSMEs, including Lia Bakery.



Table 1. Interview was conducted in the Kedung village office

2. On Friday, July 19th, 2024, the interview was held while observing and participating in making bread.

The next activity was to survey, observe, and discuss while asking questions with Lia Bakery owner.



Table 2. Interview was held while observing and participating in making bread

3. Create a business logo and packaging design on Monday, July 29th, 2024.

The next activity is creating a logo and packaging based on direct discussions with business actors to adjust the logo to their business. It all begins with designing packaging and a logo based on the results of identifying needs and market research, then compiling an initial design prototype and making a presentation to the business owner to get input and approval.





Table 3. Create a business logo and packaging design

4. On Wednesday, July 31st, 2024, the new logo and product packaging were handed over to the business owner.



Table 4. The new logo and product packaging were handed over to the business owner

CONCLUSION

From the results of the community service entitled "Logo and Packaging Creation for Selling Value Development for Bread MSME (Lia Bakery) in Kedung Village, Gunung Kaler, Tangerang," several conclusions can be drawn, including:

1. Lia Bakery gets a lot of information and knowledge about logos, packaging, and their impact and development on their business.
2. Lia Bakery learns more about the various types of logos they can use.
3. Lia Bakery can improve packaging quality. With more attractive and functional packaging, Lia Bakery products become more attractive in the eyes of consumers.

4. Lia Bakery owners become more creative in creating unique packaging and logo designs that reflect their business identity.
5. There was an increase in sales after implementing new packaging and logos, indicating a positive impact of this assisting activity.

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