



IMPROVING THE MSME ECONOMY THROUGH TRAINING IN LOGO DESIGN AND PRODUCT PACKAGING

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Abstract

MSME packaging is an important part of attracting sales. But on the other hand, challenges that are not easy to face by MSMEs, there are many problems and obstacles for MSMEs in developing their role in competing and distinguishing products sold from other products. Therefore, it is necessary to carry out Community Service activities to overcome it. PKM activities have been carried out to MSME actors. This training on making packaging and logos uses simple design stages and relatively understands the components. There are six stages that must be done to be able to develop brand identity by creating a packaging and logo, this method stage among others. (1) recognize the characteristics of the product or the profile of one's own business; (2) Collection of information; (3) Design (4) Logo Making; (5) Testing; (6) Implementation. The methods of MSME logo making facilities are (1) providing material on logos (2) conducting product surveys, (3) determining various aspects of logo making, (4) the logo creation process which is carried out by discussing with business owners to produce product logos with product names, (5) making supporting media

Keywords: *MSME Economy, Logo, Packaging.*

INTRODUCTION

The rapid and unexpected development of technology has caused almost all activities in the world to be online. This phenomenon can be interpreted as digitalization and significantly impacts changing human habits, including buying and selling activities. Not only buying and selling activities, but even many entrepreneurs have emerged with their new products due to the digitization system so that entrepreneurs can continue to do their business without the need for significant capital.

A large number of business actors causes intense competition for economic activity and the market explosion of the same goods. Only with a brand can an entrepreneur distinguish and introduce his products to potential consumers. A brand is an intangible asset in the form of a summary of an entity's experience. Walter Landor, the founder of Landor Associates, said the brand was created. A successful brand can build an identity or personality that can establish a relationship between the company and customers. (Angela Oscario, 2013). Applying branding to MSME products can make it easier for consumers to choose products amidst the many choices and quality of products available. Using the right brand on MSME products will be easier to enter the national market, increasing penetration (Darmawan, 2019).

One of the efforts that can be taken to deal with increasingly high trade competition is through packaging. Packaging is an initial lure because it is not very much to deal with consumers. The attractiveness of a product is inseparable from its packaging. Packaging must influence consumers to

get a positive response, in this case, buying products, because the ultimate purpose of packaging is to create sales.

Packaging can be defined as the entire activity of designing and producing containers or wraps or packaging of a product. Packaging includes three things: the brand, the packaging itself, and the label. There are three main reasons for packaging, namely:

1. The packaging meets the requirements of safety and expediency. Packaging protects the product on the way from the manufacturer to the consumer. Packaged products are usually cleaner, more attractive, and resistant to damage caused by weather.
2. Packaging can carry out marketing programs. Through product identification, packaging becomes more effective and prevents exchange by competing products; packaging is the only way companies differentiate their products.
3. Packaging is a way to increase the company's profit. Therefore companies should try to make packaging as attractive as possible. Attractive packaging will attract and attract the attention of consumers.

The packaging problem is found in MSME, and production MSME has not used packaging, so it does not attract consumer interest. Low Purchasing Power triggers due to unattractive packaging.

In addition to these problems, MSME is still facing the low use of logos and color combinations in packing so that both of them are carried out; improvements are needed in terms of technology and are applied in packaging so that it is expected that consumers' purchasing power will also increase.

Based on the above problems, this service intends to provide training to a small group of MSME actors in order to get to know what branding is and make a logo on their products and packaging in the hope that it can help MSMEs so that their products can be known by the public more attached.

IMPLEMENTATION METHOD

Service activities are carried out with observations in each MSME by their respective service teams in their area, which begins with observing the process of making the product until packaging is carried out. From the results of these observations, steps can be taken to solve the problem of the target MSME by repairing the packaging on the MSME carried out packaging, which was initially not done, and then improvements are made to improve the quality and speed of packaging. In addition, at MSME, the target is given training via Zoom on good and correct production methods, improving business management, and forming attractive packaging and logos that are attractive and according to consumer tastes.

DISCUSSION OF SERVICE IMPLEMENTATION

The quality of a product, especially food products, is one of the influential factors in producing good and correct production. MSME partners, some production processes have not implemented a good

and correct production method. This condition encourages the Service Team to provide examples of using packaging and logos in production.

The business management implemented in the two SMEs is still sober because the current business has not determined the achievement target of the business being run. Therefore, the Service Team opens insights to MSME partners to make improvements to certain parts.

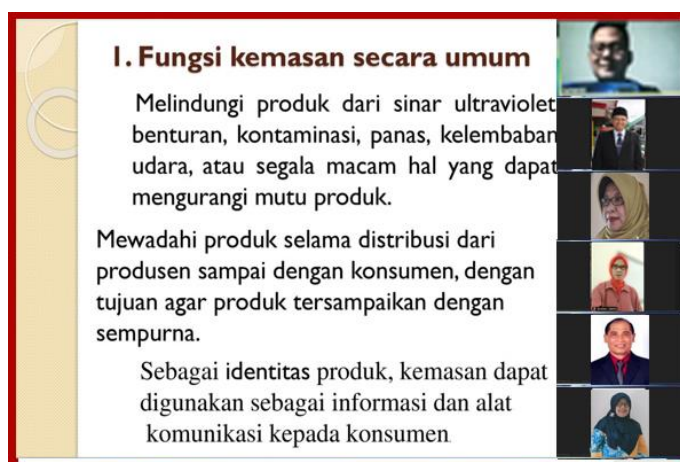
MSME partners maintain the quality and quantity of products they produce and maintain the brand of the products they produce. On the other hand, some of these orders are routinely requested every day in large quantities. Finally, the Service Team was given considerations that needed to be thought about in the long term. The consideration given by providing an understanding of the limited knowledge of MSME actors about product branding, especially the knowledge of MSME actors on how to make logos and labels for their products, The lack of awareness of the actors about the importance of having their logo.

Some of the treatments presented include making a logo by discussing with business owners to produce product logos with product names and making supporting media such as labels, banners, and packaging designs to beautify products when marketed. There are six stages that must be done to be able to develop a brand identity by creating a logo, this method stage among others. (1) recognize the characteristics of the product or the profile of one's own business; (2) Collection of information; (3) Design (4) Logo Creation; (5) Testing; (6) Implementation. Providing Material regarding the Material Logo that the service provider has prepared will be delivered to MSME actors by zoom.

Meanwhile, if you describe the Material presented as follows:

Material 1	Why a business should have Packaging and Logos
Material 2	Introduction to the meaning, benefits, and purpose of a logo created in the packaging
Material 3	Essential aspects that must be understood before creating a logo
Material 4	Procedures for making a good and correct logo

Table 1. Materials Provided to Participants



Picture. 1 Submission of Resource Person Material

CONCLUSION

From the activities carried out at the partner's MSME, it can be concluded that MSME Mitra has received and used its knowledge to improve the quality and quantity of products and packaging. MSME has been trying to improve the way production is excellent and correct. MSME has been trying to improve business management.

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