

## Assistance In Brand Design And Product Packaging Of Msmes In Segunung Hamlet, Carang Wulung Village, Wonosalam District

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### **Abstract.**

*Packaging and brand design are essential factors that can help MSME businesses compete in an increasingly competitive market. Attractive packaging and brand design can differentiate a product from competitors. For this reason, it is necessary to pay attention to the packaging of MSME products in Segunung Hamlet, Wonosalam sub-district. Community service has been carried out to assess the understanding of MSME entrepreneurs' understanding of the importance of packaging design and product branding in the MSMEs of Dusun Segunung. Mentoring and training are used by choosing one of the superior products, Tahu Walik Shrimp, produced by MSMEs in Segunung Hamlet. The results of community service in packaging design and product branding include shapes, materials, colors, images, and product information. The packaging design changes the old packaging (plastic bags) into new, more attractive packaging, not only to wrap, protect and prolong the life of shrimp tofu but also to identify the brand and differentiate it from other products on the market.*

**Keywords:** Brand, Packaging, Service, Training, MSME

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## **I. INTRODUCTION**

A brand is an essential factor, especially a differentiator between products and businesses [3]. The choice of the name of a product cannot be separated from the marketing component because the brand name is deeply embedded in the minds of consumers. Keeping this in mind, the title serves as the first expression of the distinct voice that resonates in the minds and hearts of consumers. As a result, the name should be as attractive as possible, as this will help increase sales value and strengthen the brand. In addition, manufacturers should consider packaging to maintain their products' quality or avoid undesirable events occurring during product transportation. Product packaging design is also one that is no less important in improving MSME business branding in an era of increasingly fierce business competition. Attractive packaging design and high quality is a competitive advantage. Packaging can convey information about the brand, logo, and quality through the packaging design of the resulting product [2]. This will also attract the attention of potential consumers to MSME products so that they will fall in love.

Indeed, attractive packaging need not be expensive or overly ornate; it just needs to have creative thinking and strike a balance between functionality and

pleasing forms. Of course, this will help MSME merchandise stand out and attract consumers' attention. That is, consumers will be compelled to remember the product forever. An attractive and distinctive packaging design must have a personality that distinguishes it from other products [5]. Beautiful packaging design reflects the product and the nature of the business being run [6]. This is very important for business owners, especially SMEs, because it can help in the marketing process. Based on the description above, a packaging design must pay attention to the aesthetic value, namely the placement and function of each material attached to the packaging design. For this reason, the idea of packaging for MSME products in Dusun Segunung needs attention to redesign each product to be marketed. So, community service was carried out to determine the extent of understanding of the owners of the Segunung Hamlet SMEs regarding the importance of Product Packaging Design and increasing brand awareness to become superior products.

## II. METHODS

The method of implementing this community service program is divided into four stages, namely as follows:

- a. To overcome the problem of limited understanding of business actors on MSMEs in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency, the team planned an approach in the form of socialization at the hamlet head's house in the first stage.
- b. The second stage is to increase knowledge and skills on how to design attractive packaging, which is carried out through hands-on practice and simulations.
- c. The third stage is to develop a respectful attitude among MSME business actors in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency through discussion, question and answer, and problem-solving from various obstacles and challenges on how to design product packaging that they often face.
- d. The fourth stage is choosing one of the top MSME products in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency to help design product packaging, namely Tahu Walik Shrimp.

## III. RESULT AND DISCUSSION

This service activity was carried out in two meetings with 40 participants who were members of MSMEs in Segunung Hamlet, Karang Wulung Village, and Wonosalam Regency. This meeting lasted for 5 hours and was divided into three sessions for material delivery. The first and second meetings were held by inviting MSME members to the Segunung Hamlet meeting building, Karang Wulung Village, Wonosalam Regency, and then to the hamlet, Mr. Ma'arif's house. This activity will occur on January 14, 2021, and February 15, 2021. In table 1, it can be seen that the types of food and snack production are superior, and the majority are produced and marketed by SMEs in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency, each with 17 and 9 people. In addition, cosmetic products are less popular

among MSME actors because they require a large amount of capital.

**Tabel 1.** Types of MSME Products

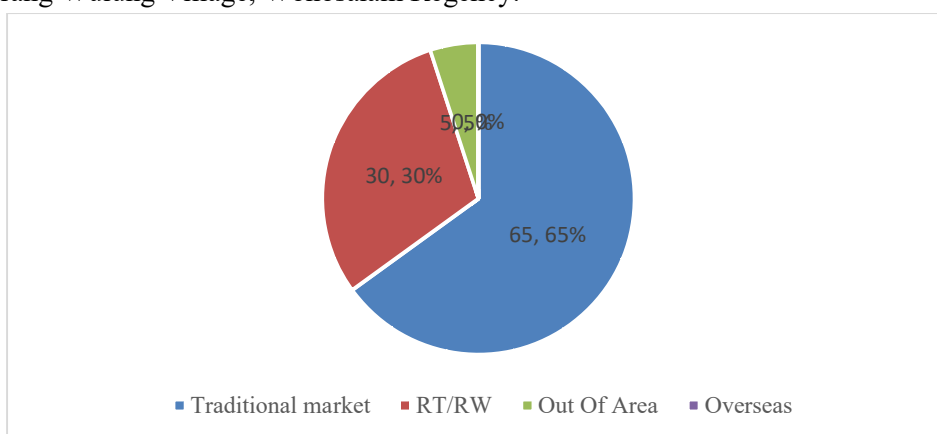
Category	People
Food	17
Beverage	7
Souvenirs and Accessories	4
Snack	9
Cosmetics	3
<b>Total</b>	<b>40</b>

These products have been successfully marketed in traditional markets around Segunung Hamlet and Wonosalam Regency, and even some members of MSMEs can sell their products outside the region.

**Tabel 2.** MSME product sales area

Area	People
Traditional market	26
RT/RW	12
Out of Area	2
Overseas	0
<b>Total</b>	<b>40</b>

Based on diagram 1, 65.65% of MSME products in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency are famous in traditional markets. Then followed by-products known by RT/RW around 30.3%. This shows that the product being marketed can become the flagship product of the MSMEs in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency.



**Diagram 1.** Percentage of Circular Area

All owners of MSME products in Segunung Hamlet, Karang Wulung Village, Wonosalam Regency want their business to develop, both in production and marketing outside Indonesia. Furthermore, product owners want to increase the brand value of their products so that people can easily recognize them (increase brand awareness

through their products and identity).The majority of MSME product owners in Segunung Hamlet, Carang Wulung Village, Wonosalam Regency do not see the need to plan the packaging design. This is because the product owner considers the budget factor spent to make product packaging so far. In addition, they assume that the product being marketed is well known to the broader community.Packaging, or packaging design, is one of many factors that must be considered strategically in the three elements of product positioning, differentiation, and branding [1].

The visual appeal of their products, which includes color, shape, illustrations, and, of course, branding, can influence consumers. Packaging functions as a means of wrapping a product, protecting, releasing, protecting, storing, identifying, and distinguishing it in the market [4]. Giving recommendations for packaging design designs and the Tahu Walik Udang brand, one of the leading MSME products in Segunung Hamlet, Carang Wulung Village, Wonosalam Regency, is one of the results of this community service activity. Even though MSMEs in Segunung Hamlet, Carang Wulung Village, Wonosalam Regency have succeeded in producing Shrimp Tofu in various flavors, they still appear conventional to capture the potential of the millennial market. Therefore, assistance is needed to make tofu walik prawns in more attractive packaging.



**Fig 1.** Students conduct demonstrations that are noticed by MSME members



**Fig 2.** Tofu Walik Shrimp Packaging

#### IV. CONCLUSION

The results of this community service can be seen in brand planning and packaging design regarding shape, structure, materials, colors, images, typography, and design elements with product information so that products can be marketed more broadly. This is shown by the results of the flagship UMKM product of Dusun Segunung, Tahu Walik Udang, which now has a more attractive packaging design, so that it has a maximum function not only for wrapping but also protecting, extending storage life, brand identification, and distinguishing a product In the market.

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