

OPTIMIZING COMMUNITY ENTHUSIASM IN UMKM DEVELOPMENT THROUGH PACKAGING AND MARKETING WORKSHOPS IN PRINGWULUNG HAMLET, GUNUNGKIDUL

Sekar Amelia Putri^{1*}, Darojatin Baroroh, Devi Masilia, Putri Puji Astuti, Geri Septian²,
Indria Arifiani, Darojatin Baroroh, Muhammad Faza, Siti Hauraa Nafiisaa, Devi Masilia,
Ghaisa Madani

UIN Prof.K. H. Saifuddin Zuhri Purwokerto
UIN Sunan Kalijaga Yogyakarta
*2141104001052@mhs.uinsaizu.ac.id

Abstract -

The development of Micro, Small, and Medium Enterprises (MSMEs) is an important element in improving local economies, especially in rural areas. Pringwulung Hamlet, Krambilsawit Village, Saptosari Subdistrict, Gunungkidul Regency as an area rich in agricultural potential, especially cassava, in its efforts to develop MSMEs experiences challenges in the form of a lack of community awareness and understanding of the importance of product packaging and marketing. In order to increase community awareness and understanding of the importance of product packaging and marketing in the development of MSMEs, the Real Work Lecture (KKN) team collaborated between Sunan Kalijaga State Islamic University and Prof. K.H. Saifuddin Zuhri State Islamic University to carry out community service through the provision of packaging and marketing workshops with the aim of optimizing community enthusiasm in the development of MSMEs in Pringwulung Hamlet. the research method used is qualitative with a case study approach involving interviews and observations. The results showed that this training succeeded in increasing the community's knowledge and skills in packaging and marketing processed cassava products. In addition, the community began to utilize e-commerce platforms to expand the marketing reach of their products. Increased sales and community awareness of the importance of innovation and digital technology reflect the success of this program in encouraging the sustainable development of MSMEs in Pringwulung Hamlet.

Keywords: MSMEs, Packaging and Marketing, E-Commerce

Abstrak

Pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan elemen penting dalam meningkatkan perekonomian lokal, terutama di daerah

pedesaan. Dusun Pringwulung, Desa Krambilsawit, Kecamatan Saptosari, Kabupaten Gunungkidul sebagai daerah yang kaya akan potensi pertanian khususnya singkong, dalam upaya pengembangan UMKM mengalami tantangan berupa minimnya kesadaran dan pemahaman masyarakat akan pentingnya pengemasan dan pemasaran produk. Dalam rangka meningkatkan kesadaran dan pemahaman masyarakat terkait pentingnya pengemasan dan pemasaran produk dalam pengembangan UMKM, tim Kuliah Kerja Nyata (KKN) kolaborasi antara Universitas Islam Negeri Sunan Kalijaga dan Universitas Islam Negeri Prof. K.H. Saifuddin Zuhri melaksanakan pengabdian kepada masyarakat melalui pengadaan workshop pengemasan dan pemasaran dengan tujuan pengoptimalisasian antusiasme masyarakat dalam pengembangan UMKM di Dusun Pringwulung. Adapun metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus yang melibatkan wawancara dan observasi. Hasil penelitian menunjukkan bahwa pelatihan ini berhasil meningkatkan pengetahuan dan keterampilan masyarakat dalam pengemasan dan pemasaran produk olahan singkong. Selain itu, masyarakat mulai memanfaatkan platform e-commerce untuk memperluas jangkauan pemasaran produk mereka. Peningkatan penjualan dan kesadaran masyarakat akan pentingnya inovasi dan teknologi digital mencerminkan keberhasilan program ini dalam mendorong pengembangan UMKM yang berkelanjutan di Dusun Pringwulung.

Kata kunci: UMKM, Pengemasan dan Pemasaran, E-Commerce

INTRODUCTION

Economic development and growth in developing countries, including Indonesia, is strongly influenced by the existence of micro, small, and medium enterprises (MSMEs). This is due to their ability to absorb labor, which contributes to reducing the unemployment rate and increasing per capita income. In addition, the MSME sector also plays an important role in increasing a country's gross domestic product (GDP). (Aknolt Kristian, 2020).

Micro, small and medium enterprises (MSMEs) play a crucial role in Indonesia's economic growth. Some of the contributions of MSMEs include the ability to absorb labor, address poverty, and support the distribution of development outcomes. In Indonesia, business sectors such as fashion, culinary, and handicrafts are the most in demand. (Koeswandi & Primasakar, 2020). However, MSMEs in the service sector have attracted less attention due to the challenges in innovating to provide fast and efficient services, which require technological support. Despite its role as the "backbone" of the Indonesian economy, the growth of MSMEs does not show a significant increase every year, especially in the culinary and food industry, the growth is not surging. (Hardilawati, 2020).

Failure in the development of MSMEs is caused by non-optimal marketing channel functions. Effective marketing channels include all efforts to fulfill the needs of products or services, starting from producers, suppliers, distributors, to consumers by creating and offering value. To build effective distribution channels from upstream to downstream, trust and commitment are needed so that targets can be achieved. (Sugiri, 2020).

Another cause of MSME failure in marketing is the inability to identify and fulfill consumer needs. Many MSMEs do not have a clear marketing plan, so the products offered are not in line with market expectations. In addition, non-optimal distribution channels hinder the ability of MSMEs to reach consumers effectively (Prabowo & Wibowo, 2019, p. 127). (Prabowo & Wibowo, 2019, p. 127). Research shows that MSMEs often overlook the importance of market research and competitor analysis, resulting in difficulties in competing with larger companies. Limitations in resources, both financial and human, are also an inhibiting factor in developing effective marketing strategies. (Rahmawati, 2021).

In addition, inappropriate product packaging can have a significant impact on MSME sales. When packaging is unattractive or dysfunctional, consumers tend to ignore the product, despite its good quality. Poor packaging can create negative perceptions about the product, resulting in a decrease in purchase intention. In addition, packaging that is unable to protect the product from damage during distribution can cause the product to arrive at the consumer's hands in poor condition, thereby reducing the consumer's trust in the brand. Research shows that inappropriate packaging can result in a decrease in sales of up to 30% in some cases of MSMEs. (Sari & Wibowo, 2021).

Conversely, good and attractive packaging can increase product appeal and encourage sales. Well-designed packaging not only protects the product but also functions as an effective marketing tool. Creative and informative packaging design can attract consumers' attention and add value to the product. Research shows that attractive packaging can increase consumer purchase decisions by up to 50%, showing how important this aspect is in the marketing strategy of MSMEs. (Prabowo & Sari, 2020).

Pringwulung Hamlet, located in Krambilsawit Village, Saptosari Sub-district, Gunungkidul Regency, is an area rich in agricultural potential, especially in cassava production. Cassava, as one of the main agricultural commodities, has an important role in the economic life of the local community. However, despite the abundance of this crop, the people of Pringwulung Hamlet face various challenges that hinder their economic development. One of the main problems is the low selling price of cassava, which is not proportional to the efforts and costs incurred by the farmers. In addition, the cassava harvest is only done once a year, causing the income earned to be unstable and insufficient to meet the needs of daily life.

The people of Pringwulung Hamlet actually have the ability to process cassava into various value-added food products, such as chips, flour, and other traditional foods. However, the pragmatic attitude that dominates the community causes them to be reluctant to innovate and bother themselves in the processing process. Many of them prefer to sell cassava in its raw form, even though the potential profits from processed products are much greater. This reflects a lack of motivation and awareness of the importance of product diversification in increasing income.

In addition, the lack of knowledge about packaging and marketing techniques is a major factor hindering the competitiveness of processed cassava products. In the era of globalization and increasingly fierce market competition, the ability to package products well and market effectively is very important. Attractive packaging not only serves to protect the product but also plays a role in attracting consumer attention. Unfortunately,

many people in Pringwulung Hamlet do not have the knowledge or skills in this regard, so the products produced are less able to compete in the market.

In an effort to overcome these problems, a Collaborative Community Service Program (KKN) between Sunan Kalijaga State Islamic University and Prof. Saifuddin Zuhri State Islamic University has been implemented. This program aims to provide training and workshops on packaging and marketing techniques for processed cassava to the people of Pringwulung Hamlet. Through this activity, it is hoped that the community can increase their knowledge and skills in processing, packaging, and marketing cassava products. Thus, it is hoped that the community's economy can develop, and they can achieve greater benefits from the agricultural products they have.

This activity not only aims to increase community income but also to build awareness of the importance of innovation and creativity in managing existing resources. By optimally utilizing local potential, it is hoped that Pringwulung Hamlet can become an example for other regions in the development of sustainable and highly competitive MSMEs.

METHOD

This research is the result of community service or KKN that we conducted in Pringwulung Hamlet, Krambilsawit Village, Saptosari District, Gunung Kidul, DIY. In this study, we used method developed by Robert K. Yin focuses on case studies as a strategy for understanding complex phenomena in real-life contexts. Yin defines a case study as an approach that allows researchers to investigate a case in depth, be it an individual, group, organization, or event. By using this method, researchers can explore various aspects of the case under study, providing richer and more comprehensive insights compared to other research methods.(Yin, 2014).

One of the main strengths of Yin's case study method is the flexibility in research design. Researchers are required to formulate clear and specific research questions, as well as determine the appropriate unit of analysis. In addition, Yin emphasizes the importance of context in research, as context can influence the results and interpretation of data. With a systematic approach, the researcher can collect data through various techniques, such as interviews, observations, and document analysis, all of which contribute to a deeper understanding of the phenomenon being studied(Yin, 2014).

The method used to increase community enthusiasm regarding MSME development in Pringwulung Hamlet, Krambilsawit Village, Saptosari Sub-district, Gunung Kidul Regency is a qualitative method, which relies on interviews and observation as the main techniques. This approach aims to explore the perceptions of the community and MSME players regarding the implementation of effective marketing strategies. Interviews were used to obtain in-depth information about the experiences and feedback from MSME players as well as students of UIN Sunan Kalijaga and UIN Saizu who were involved in this program. Observations were conducted to monitor the implementation and effectiveness of the marketing strategy in increasing public understanding of MSME products in Pringwulung Hamlet. This activity began on August 3 and August 9, 2024, with the concept of marketing that involves active community participation, as well as the preparation of materials and promotional tools that have been determined. The target of

this program is the community, especially MSME practitioners in Pringwulung Hamlet, Krambilsawit Village, Saptosari Subdistrict, Gunung Kidul Regency, to increase interest and trust in their customers as well as to deepen their knowledge about packaging and marketing of MSMEs.

RESULTS AND DISCUSSION

The results and discussion of the KKN collaboration between Sunan Kalijaga State Islamic University and Prof. K.H. Saifuddin Zuhri State Islamic University in Pringwulung Hamlet, Krambil Sawit, Saptosari, Gunungkidul, show a positive impact on the development of MSMEs in the area. The activity, which was held on the evening of August 9, 2024, at the Pringwulung Hamlet Hall, aimed to improve the knowledge and skills of the community in packaging and marketing processed products.

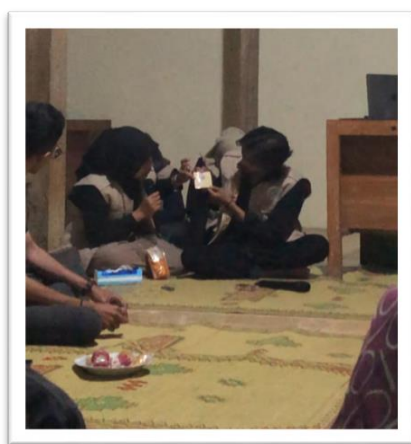


Figure 1. Packaging socialization

The activity began with the socialization of effective and hygienic packaging. In this session, participants were given an understanding of the importance of good packaging to maintain product quality and attract consumer attention. Hygienic packaging is one of the key factors in increasing product competitiveness in the market. The community was invited to understand various types of packaging that are suitable for processed cassava products, as well as techniques for maintaining cleanliness during the packaging process.

The enthusiasm of the community was evident from their large attendance. They showed high interest in learning and participating in this activity. This reflects the community's awareness of the importance of good packaging in improving the competitiveness of their products in the market. The active involvement of the community in this session shows that they are not only listeners but also contribute to the development of MSMEs in their area.



Figure 2. Community Enthusiasm in Product Packaging and Marketing Workshop Activities

One of the innovations introduced in the workshop was a new logo for manggleng products. The logo is designed to give the product a strong identity, making it more recognizable to consumers. The introduction of this new logo is expected to improve the product image and attract market attention. With an attractive logo, manggleng products are expected to compete better in local and regional markets.



Figure 3. Manggleng Product Logo on Product packaging sticker

During the interactive session, the community was invited to discuss and share experiences related to the packaging of their products. The active involvement of the community in this session shows that they are not only listeners but also contribute to the development of MSMEs in their area. This discussion provided an opportunity for the community to exchange ideas and strategies for developing processed cassava products.



Figure 4. Examples of simple manggleng product packaging offered

After the packaging session, the workshop continued with the socialization of e-commerce-based marketing techniques. In today's digital era, the utilization of online platforms has become very important to expand market reach. The community was given an understanding of how e-commerce can be a solution to market their products. By utilizing technology, it is hoped that processed cassava products can reach a wider range of consumers.

In explaining marketing techniques, the committee used a projector to provide clear visualization. The use of visual media in socialization proved effective in attracting attention and facilitating understanding. The community was invited to actively participate in this session, so they could understand the concepts better.

The community was invited to create e-commerce accounts in person. This process gives them practical experience in marketing their products online. By having their own accounts, they can more easily reach consumers outside their area. This is an important step in the market development of MSME products in Pringwulung Hamlet. In addition to account creation, the participants were also taught techniques for creating interesting and elegant sentences as product captions. The suggested caption is "manggleng Pringwulung with selected cassava flavors, guaranteed delicious, makes the day more cheerful". With a good caption, it is expected to increase product appeal on social media and e-commerce platforms. With the right technique, the community can attract the attention of consumers and increase sales of their products.

After the activity was completed, an evaluation was conducted to measure the success of the program. The community showed satisfaction with the material presented and hoped that similar activities could be continued in the future. This evaluation is important for future program improvement and development, so that KKN activities can have a greater impact on the community.



Figure 4. Socialization of e-commerce-based Marketing Techniques

A few days after the workshop, observations showed significant changes in the market for MSME products in Pringwulung Hamlet. One striking example is the increase in sales of products from Kripik Mbah Iyas, which was one of the MSME players that actively participated in the activity. The creation of an account on the e-commerce platform has provided wider access to their products, thereby increasing their visibility and appeal among consumers.

This improvement is not only evident from the sales aspect, but also from the community's enthusiasm towards the development of MSMEs in the area. Observations show that the community is increasingly aware of the importance of utilizing technology in marketing their products. This is reflected in their active participation in creating accounts on e-commerce platforms, which is a strategic step to expand market reach.

In our observation, there are six communities that have successfully created accounts on Shopee, one of the leading e-commerce platforms. This account creation is a crucial first step in marketing their products online. With the account, they can utilize the features provided by the platform to increase sales and introduce their products to a wider range of consumers.

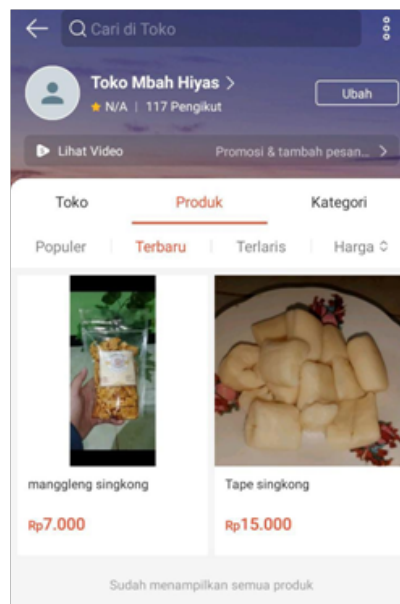


Figure 4. Online Store Sample

The involvement of the community in creating e-commerce accounts shows a positive change in mindset towards digital marketing. People are now more open to adopting technology as a tool to improve the competitiveness of their products. This reflects an increasing awareness of the importance of innovation in marketing strategies, especially in the ever-evolving digital era.

In addition, this increased enthusiasm can also be seen from the more active interaction between MSME players and consumers. The community is not only focusing on production but also starting to understand the importance of effective branding and marketing. With the training provided during the workshop, they are now more confident in marketing their products online.

From the observation, it can be concluded that this collaborative KKN activity has had a significant impact on the development of MSMEs in Pringwulung Hamlet. The increase in product sales and community participation in e-commerce shows that they have internalized the knowledge gained during the workshop. This is a positive indicator for the sustainability of local economic development.

This success shows that with the right training and mentoring, communities can adapt to market and technological changes. Therefore, it is important to continue to provide support and resources for MSME players so that they can maintain this momentum and continue to grow in the future.

CONCLUSION

MSMEs in Pringwulung Hamlet have implemented more attractive product packaging designs, which has contributed to increased consumer appeal. In addition, both MSMEs have utilized social media as a means to increase sales of their packaging products through online marketing strategies, which is very relevant in the current context. We hope that the work program that has been implemented in Pringwulung Village can continue and provide sustainable benefits to partners so that they can optimize their

product marketing strategies and continue to operate even though they are far from the city center.

REFERENCE

- Aknolt Kristian, P. (2020). COVID-19 and Implications for Micro, Small, and Medium Enterprises. *Scientific Journal of International Relations, Special Edition* (<https://journal.unpar.ac.id/index.php/JurnalIlmiahHubunganInternasiona/issue/view/393>)
- Hardilawati, W. L. (2020). MSME Survival Strategy in the Midst of Covid-19 Pandemic. *Journal of Accounting and Economics*, 10(1), 89-98. <https://doi.org/10.37859/jae.v10i1.1934>
- Koeswandi, T. A. L., & Primasakar, E. A. (2020). Analysis of Integrated Marketing Channels of UMKM Badii Farm Purwakarta in Increasing Sales Volume. *Journal of Management Science and Business*, 11(1), 75-80.
- Prabowo, H., & Sari, D. P. (2020). The Role of Packaging in Increasing Sales of MSME Products. *Journal of Economics and Business*, 22(2), 123-135.
- Prabowo, H., & Wibowo, A. (2019). Marketing Strategies of MSMEs in Facing Competition in the Digital Era. *Journal of Management and Entrepreneurship*, 7(2), 123-135.
- Rahmawati, N. (2021). The Effect of Digital Marketing on the Performance of MSMEs in Indonesia. *Journal of economics and management*, 10(3), 201-215.
- Sari, R. A., & Wibowo, A. (2021). The Effect of Packaging on Purchasing Decisions of MSME Products. *Journal of Management and Entrepreneurship*, 9(1), 45-58.
- Sugiri, D. (2020). Saving Micro, Small and Medium Enterprises from the Impact of the Covid-19 Pandemic. *Business Focus: Media for Management and Accounting Studies*, 19(1), 76-86. <https://doi.org/10.32639/fokusbisnis.v19i1.575>
- Yin, Robert. K. (2014). *Case Study Design & Methods*. Rajawali Press.