

PRINTING PACKAGING TRAINING AS EFFORTS TO IMPROVE PACKAGING QUALITY AS A MEDIA PROMOTION OF FOOD PRODUCTS IN KAMPUNG TENGAH, KRAMAT JATI

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ABSTRACT

Kampung Tengah, Kramat Jati was one of area have many small home industry base on their own resources. Businesses such as processing banana chips, spinach chips and other food products have been developed around the community in the area around the village of Kampung Tengah, and have also processed food into several food products such as chips, dodol, and so on. However, at present these activities have not been carried out again due to a decrease in community demand. Some of the obstacles that cause a decrease in demand from the aspect product marketing might be due to unattractive products compared to other competitors caused the unattractive packaging. Based on these activities community training was aim to conduct in the techniq of packaging labels to increase the selling products. Target participation in Kampung Tengah , Kramat Jati, East Jakarta was community organization youth and women in Kampung Tengah. The results of the training showed that the participants were quite enthusiastic in the training. Further training still needed to be continued, especially in the technique of designing labels using software.

Keywords: Decreased Demand Product , Kampung Tengah, Packaging Label, Packaging Printing Technology.

1. INTRODUCTION

The people of Kampung Tengah Village Office , especially in RW 10, Kramat Jati Sub District, East Jakarta, have activities in managing onion waste, which mostly comes from onion peeling skin workers from the Kramat Jati market. One of the pioneers of this activity was Mr. H. Ramin Saaman. In addition to his activities in composting, the waste of onion He is also a pioneer in the management of food proceesing products in RW 10, which comes from plants around the house or community. And its affected to his community with accelerated home industry in this area. The industry such as processing banana chips, spinach chips and other food products have been developed around the surrounding community his . Central Kampung Village , has also been processing food into several food products such as chips, dodol, and so on. However, at present these activities have not been carried out due to a decrease in demand. Some of the obstacles that cause a decrease in buying interest was aspect product marketing and unattractive products compared to other competitors, caused unattractiveness packaging. One effort to help improve the quality of packaging is in the technical aspects in the label production. Good packaging can influicing decision buyers to buy products. One of the simplest techniques in increasing selling power with making quality packaging by the labels . Labels can be used for media information on packaging about products and at the same time can be interesting to help attract the product on the market

The aims and objectives to be achieved in the community with the target audience's participation in Kampung Tengah Village office , Kramat Jati, East Jakarta in Improvig Marketing Sales with the Training of packaging label design techniques as a means of improving the quality of processed product packaging food.

2. METHODS

Community Service Activities (PKM) aims to improve soft skills and hard skills targets, namely residents of the Kampung Tengah Village Office, Kramat Jati , East Jakarta in a marketing improvement program with an understanding of screen printing techniques which aim to improving the quality of processed food product packaging. 1 (one) month is preceded by an initial survey to input detailed design data on activities. This PKM activity uses an educative persuasive approach to the lecture method. Discussion, and practice / discussion, through the following stages:

- a. The dedication team conducted a location survey in August 2018
- b. Preparation of Activities carried out by the service team to plan activities that include time, material and technical implementation of the activity
- c. Confirmation with the village government of Kramat Jati Village and BapK Haji Ramin Saaman as a place to carry out activities regarding technical implementation, place, infrastructure and participants.

- d. After obtaining the certainty of the time and place of implementation, the Dedication Team assisted by students invited the community specifically to become training participants with a target of 50 participants.
- e. The opening of the training was opened by the Kramat Jati Sub-District Head, East Jakarta.
- f. The first training activity is the lecture method used for equipping trainees with growing motivation for participants on the importance of packaging use in product promotion.
- g. The next activity was carried out screen printing practices and screen printing exercises used to provide knowledge and understanding of simple printing techniques to various media to improving the marketing of processed food products.
- h. Furthermore, in this training the participants were invited to practice together in printing on various media, hoped this could become additional knowledge used to improve product quality.

Screen Printing Technical Training on how to make food product packaging labels with screen printing techniques transfer by a team of lecturers based on needs based on initial needs and also looks at the readiness of human resources in the field. The training material and tools used are as follows: Screen printing practice using screen silk. Stages of screen printing: 1) Pour the medicine liquid on the screen surface and flatten it in one direction from the front to the back; 2) Dry the screen surface with a hair dryer to dry; 3) Prepare the design / model that has been made, then place it on the screen surface with an unreadable position; 4) Place the glass on top of the design / model, and place the black foam on the inside of the screen, irradiated using LED lights or sunlight for 3 minutes (until the layer of the color changes to brown); 5) After that, lift it, flush the design / model part with water and spray it on the hollow part according to the design with the sprayer; 6) Dry the screen by drying it outside the home, maximize drying by using a hair dryer; 7) Pour the ink and then prepare the print media or paper; 8) The final step is to scratch with a raket slowly with the ink put on the top then pull back and press with a little force; 9) Lift the screen move the print or paper median off the screen surface; 10) Dry and wash again for a moment if the paint or ink has dried.

3. RESULTS

In the early stages of the Community Service activity, we visited the home of Mr. H. Ramin Saaman in Kampung Tengah Village, Kramat Jati District, East Jakarta and PKK activists in the area. During the meeting a number of things were produced, among them, agreeing to conduct socialization activities on packaging label design techniques to help increase sales of processed food products in the Kampung Tengah Village Office, Kramat Jati, East Jakarta. Participants consisted of organization women and youth organizations, so that they will create synergies both in improving the aspect economy in the Kampung Tengah area.

The activity was carried out on November 9th , 2018 at the house of Mr. H. Ramin Saaman which was quite representative and was chosen because it was very strategic and could be reached by the trainees and participant. The material is delivered in the form of lectures with powerpoint aids that are presented via LCD. In the presentation of this material, directed at the introduction and understanding of the participants include: Introduction to packaging containing the function of packaging, packaging requirements and what information is contained in the packaging delivered by the Lecturer of Industrial Engineering Study Program, Faculty of Engineering, University of Sahid Jakarta, Engineering Designing how to design packaging so add selling value and Screen Printing Techniques on how to make food product packaging labels with screen printing techniques that are overall delivered by a team of Industrial Engineering lecturers at the University of Sahid Jakarta. The training participants around 50 people consisted of businessmen, youth elements, village government elements , elements of PKK mothers and besides this training involved TI_Usahid students who acted as facilitators.

The enthusiasm of the participants began to be seen in this session, where participants responded positively by asking various questions on the sidelines of the material presentation. Many interesting things that they did not know before with simple technology can make product packaging labels. Training is a reinforcement and provides a focus on the initial understanding of screen printing production techniques used to print packaging labels.



Picture 1. Training of overview technology of packaging



Picture 2. Training of screen printing packaging

The activity continued with joint practice in making product packaging labels. The community is quite enthusiastic about the practicing of screen printing techniques. A basic understanding of screen printing techniques for packaging labels is expected to be an initial capital to help improve the ability of business people in Kampung Tengah to improve their product marketing by improving the current label of processed food products.

In this session participants were also invited to discuss the importance of packaging in product sales and the minimum requirements that must be on the product label. Seen in this discussion the participants were enthusiastic about asking and asking more technical questions in designing the label and tips on making labels that attract prospective customers and are easy to use. Participants also began to show various problems in their environment specifically in making packaging labels or screen printing techniques in various media.

The final material is in the form of discussion and practice that emphasizes the ability of participants in screen printing. In general, the training participants were very enthusiastic in participating in this training activity, this could not be separated from the participants' interest after being given knowledge and understanding of the importance of packaging labels in product marketing.

4. CONCLUSION

After the implementation of PKM activities, the following conclusions are obtained:

1. In general, the participants of the training, namely the women organization and Youth Organization Kampung Tengah Village Office, Kramat Jati, East Jakarta, have increased their insights and knowledge about the importance of packaging in increasing product selling.
2. Increased understanding in screen printing techniques for packaging labels.
3. Similar training activities should be carried out by involving the wider community and the need for technical assistance in the next few periods
4. Need to hold further activities regarding other training such as screen printing training.

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