

## **ASSISTANCE FOR INCREASING THE SELLING VALUE OF PROCESSED NUTRITION FRUIT PRODUCTS THROUGH DISTRIBUTION LICENSE AND STRATEGY BRANDING AT TOURIST VILLAGE PASIR EURIH BOGOR**

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### **ABSTRACT**

Pasir Eurih Tourism Village is one of three tourist villages in Bogor Regency. In order to build community economic participation, a Tourism Village cooperative has been formed in Pasir Eurih Village. This cooperative operates on a non-governmental basis consisting of various business groups for nutmeg processing who also come from outside the village of Pasir Eurih. Nutmeg juice drink is the dominant product produced by cooperative members. The problems faced by partners are product quality that is still not good, label design does not meet the provisions, and packaging that is still not attractive and no efforts to increase product selling value have been implemented, either through obtaining marketing permits or product branding. This causes the product of nutmeg juice drink as an iconic tourist village product not widely known to the public as a souvenir product for the area which is also related to the low selling value of the product. The solution to this problem is to provide knowledge and assistance related to packaging selection and product branding knowledge on social media and distribution permit knowledge. The result of this activity is an increase in members' understanding of packaging, product distribution permits and how to brand nutmeg juice drink products through social media, as evidenced by creating photo content on participants' social media which will be carried out continuously as an effort to increase selling value.

**Keyword:** Distribution Permit, Packaging, Nutmeg Juice Drink, Branding Strategy

### **1. INTRODUCTION**

Pasir Eurih Tourism Village is located in Tamansari District, Bogor Regency. The geographical condition of Pasir Eurih Tourism Village is at an altitude of 500 to 700 meters above sea level, with a topography consisting of: 70% flat land and 30% hilly land. Pasir Eurih Tourism Village is one of three tourist villages in Bogor Regency. Pasir Eurih Village is included in the Tamansari tourism development zone which includes the Sindang Barang Cultural Village, Pura Parahyangan Agung Jagatkarta, Curug Nangka Waterfall, Sukamantri Campground, Silkworm Agrotourism, Mount Halimun Salak National Park Area. In addition, this zone also presents the unique culture of the Padjajaran period, a center for footwear crafts and traditional arts. As a tourism village, the people of Pasir Eurih Village have a strategic role in improving the economy, especially in the culinary aspect as souvenirs for the village.

Nutmeg is one of the most abundant agricultural commodities in Pasir Eurih Village. Therefore, through self-help, the community forms groups for processed food based on nutmeg. This food processing group was fostered by Mrs. Euis Roswati who became the driving force for the Nutmeg processed group. Various nutmeg products that have been produced include: syrup, nutmeg juice drink, wedang uwuh, lunkhead, nastar, essential oils. Through him, nutmeg juice drink products were developed and have outlets to market their products.

Furthermore, on 26 May 2015, as a forum for efforts to develop their businesses and support each other's marketing economic activities, these community groups established a business entity, namely the Pasir Eurih Tourism Village Cooperative with Deed of Establishment Number 518/417/BH/KPTS/DISKOPERINDAG/VI/2015. This cooperative is chaired by Mr. Deden Supandi. A total of 95 people are registered as members of the Cooperative. Cooperative members are not only from Pasir Eurih Village, but also from surrounding villages, so there are other types of business besides nutmeg juice drinks. Through this cooperative, marketing of products produced by food business groups and other businesses such as dance attractions and shoe making attractions is carried out which is one of the attractions of the Eurih sand tourist village. Until now, the entire management of cooperatives is still on the efforts of non-governmental organizations. This cooperative is one of the pillars of hope for the community, especially members in running their business. Through this cooperative, the community is helped to market their products and obtain loan funds when experiencing capital difficulties or in developing their businesses.

In terms of the marketing process for their products, the Pasir Eurih Tourism Village cooperative still relies on outlets in its closest community. This causes the product of nutmeg juice that is produced is only known by some

local people. Whereas the product produced by the community should be an iconic product in the tourism business process in Pasir Eurih Village. The impact of this is the low selling value of the product. Therefore, efforts must be made to increase the selling value of the product through product branding strategies and distribution permits. Branding is the most important aspect in a business because it is the strength of the brand that will determine whether a business will succeed or fail. Brand success also means business success. The most important point in a branding is to make a product or business look different from its competitors (Haig, 2004)<sup>2</sup>. Branding can also be used as a process to reconfirm the image and market position and relocate it to the most profitable position (Minamiyama, 2007)<sup>3</sup>. related to this, it is necessary to first improve the appearance of products related to product packaging and labeling. This is because the packaging and labels of nutmeg juice drink products produced by the craftsman group are still not attractive and in terms of label design they still do not meet the requirements as stipulated in the BPOM provisions stipulated in the Regulation of the Head of the Food and Drug Supervisory Agency (BPOM) Number 31 of 2018 concerning Labels. Food Drink fruit juice. Packaging, in addition to its main function as a container of protection for products/goods, also has promotional, symbolic, and aesthetic functions (Said, 2016)<sup>4</sup>. As for Sofjan (2018) states "Packaging is not only used as a protector of the product, but is also used to please and attract subscriptions<sup>5</sup>



Figure 1. The group of nutmeg processing business craftsmen carries out the production process

## 2. METHOD

Solutions to partner problems can be done using the following methods:

- a. Increasing the capacity and capability of partners in terms of the selection and packaging of food fruit juice products, licensing of product distribution and branding strategies.
- b. This program aims to make partners have skills in making product labels according to the provisions and understand the procedures for managing product distribution permits, how to do product branding. so that it can increase the selling value of the product and the image of the product in the market
- c. Assistance process
- d. Mentoring aims to demonstrate a commitment to the sustainability of the program to be carried out.
- e. Sustainability

This activity is a continuous activity and is part of the tri dharma of higher education and is a commitment between the proposer through the research and community service institutions of Sahid University and partners.

To implement the empowerment method, the stages of mentoring activities are carried out with the following steps:

- a. The first stage is to analyze problems more accurately by collecting data, facts and information related to the production process run by partners.
- b. The second stage is to develop a joint activity plan through focused discussions involving all stakeholders. Thus, the activity plan will receive support and agree on solutions to problems together.
- c. The third stage is to draw up a work plan. The activity plans that have been obtained in the second stage are then made in the matrix tables of the strategic plan which will include activity objectives, location, scope, roles of related parties, required cost plans, success indicators and post-mentoring sustainability processes.
- d. The fourth stage is the stage for making a technical implementation plan in a large table containing detailed time allocations. Thus, all interested parties can know the plan to be carried out by involving all resources in the management process which includes: planning, organizing, reporting and monitoring.
- e. The fifth stage is the implementation of activities that have been planned and agreed with partners.
- f. The sixth stage, evaluation of monitoring and content creation on social media. The proposer will report the results of the implementation of the activities and disseminate the results of the implementation, so that a

thorough evaluation can be carried out, discussing sustainability, and development efforts. The results of the dissemination will be a learning process in carrying out other activities. In addition, writing the results of activities in the form of scientific articles published at the national level will have a promotional impact on the business carried out by partners.

In an effort to realize the activity plan, the proposer received support both morally and materially. In this activity, partners, namely the builder of the nutmeg drink craftsman group in the Pasir Eurih tourist village and also the nutmeg juice drink craftsman group also supported the provision of the necessary facilities and had a high commitment to support the success of this program so that this activity became a program sustainable. This is reinforced by the existence of a Statement of Willingness to Cooperate from partners

### 3. RESULT AND DISSCUSSION

Community Service Activities were carried out on Sunday, August 14, 2022 and August 20, 2022, after previously in June and July conducting field observations and introducing friendships with groups of nutmeg craftsmen in the tourist village of Pasir Eurih, Bogor, West Java. The participants who attended were almost 30 participants consisting of elements of cooperative groups, nutmeg SMEs, craftsmen and youth groups as well as apprentices from the University of Indonesia.

The mentoring activity was preceded by learning presentations related to Branding Strategy material and knowledge about distribution permits for food and beverage products in order to increase selling value. This PKM theme was raised after receiving previous information from the chairman of the cooperative (Mr. Deden) who said that the marketing of nutmeg juice drinks was not widely known. Currently, marketing is being carried out only on a local scale or if there are orders for bazaars and special orders from the local community

Branding Strategy to Achieve Sales Increase and success must be done with the following things:

a. Using the appropriate logo

In product branding, it is mandatory to use a logo that is in accordance with the product image. This is important to do so that it sticks in the memory of consumers. A suitable logo can be placed on any prepared marketing material. This has been implemented on the packaging of nutmeg juice drink products, where there are photos of fruit juice bottles posted on Instagram social media accounts @terasciapus and @teras.ciapus

b. Have a brand message

The next branding strategy is to create a message from the brand. a short, but powerful tagline that conveys the message of the brand so that the marketing strategy is more effective.

In the product of nutmeg juice drinks, the brand message written is the content of nutmeg juice drinks, which consist of pure sugar and nutmeg juice.

c. Integrating brands

A brand will be conveyed effectively if it puts branding on every business activity that is carried out. The application for this nutmeg juice drink is by putting a logo on each packaged product, information submitted on Instagram social media. By integrating the brand, the product will be more widely known by consumers.

d. Creating a message that fits the brand

In branding, having a communication style that matches the brand is mandatory. The nutmeg juice has reflected a fresh and useful impression on the beverage product.

e. Doing Soft Campaign

Soft campaigns can be carried out in online and offline media. However, the craftsmen who are members of the nutmeg juice beverage product cooperative have carried out soft campaigns on social media because their reach is wider, measurable, and the cost is relatively affordable. In addition to branding on social media, this nutmeg juice drink is always present at every exhibition activity held by the Bogor Regional Government, especially the Bogor City Tourism Office.

f. Consistent

The last branding strategy is consistent. Cooperative members and craftsmen who make nutmeg juice and the community of Pasir Eurih tourism village in particular should follow this strategy consistently, so that the branding that you want to communicate is successful and successful.



Figure 2. Submission of Marketing Permit and Branding Strategy for Nutmeg Juice Drink Products



Figure 3. Nutmeg juice drink with several kinds of packaging



Figure 4. With the training participants in Branding Strategy and Distribution Permit of Nutmeg Juice Drinks



Figure 5. Youtube nutmeg juice drinker [https://youtu.be/3\\_Mw-BYrris](https://youtu.be/3_Mw-BYrris)



Figure 6. Bottled nutmeg juice packaging & branding labels and tagline label branding dan tagline

#### 4. CONCLUSION

The PKM activity entitled "Assistance to increase the selling value of processed nutmeg products through distribution permits and branding strategies in the tourist village of Pasir eurih, Bogor city" provides an understanding of product distribution permits and branding strategies that are directly applied by members of cooperatives that produce nutmeg juice. The branding strategy is the use of an appropriate logo on the packaging label, having a brand message, integrating the brand, creating a message that is in accordance with the brand, conducting soft campaigns and consistently creating content on social media. With this strategy, it is hoped that there will be an increase in the selling value so that the income of the local community will also increase

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