

COMMUNITY AWARENESS WITH ENVIRONMENTALLY FRIENDLY PACKAGING

Tafiprios TAFIPRIOS¹, Nurul Komara FAJRIN², Anees Janee ALI³, and Mochamad SOELTON^{4*}

^{1,2,4}*Universitas Mercu Buana - Indonesia*

³*Universiti Sains Malaysia SOM - Malaysia*

**Email: soelton@mercubuana.ac.id*

ABSTRACT

Currently, people are more concerned about their consumption patterns and are starting to reduce waste from these consumption patterns as much as possible. Therefore, many choose to buy products with environmentally friendly packaging. Many people avoid products with packaging that has a bad impact on the environment. While on the other hand, there are still many MSME entrepreneurs who still use non-biodegradable or environmentally unfriendly packaging. The increasing number of MSMEs in the food and beverage sector has an impact on the environment by increasing the use of plastic-based packaging. Plastic is considered as packaging that is easily available and has an affordable price, although this plastic waste takes a long time to decompose so it can hurt the environment. Based on the results, it was found that around 95 percent of MSMEs expressed interest in environmentally friendly business practices, belonging to women showed stronger interest. Meanwhile, when viewed from the consumer's point of view, based on the results of research stated that 86 percent of Indonesian consumers consciously buy goods with environmentally friendly packaging or reduce the use of packaging. Based on this background, it is necessary to continuously improve the understanding of Culinary MSME entrepreneurs regarding the implementation of zero-plastic packaging as a way to reduce environmental pollution while increasing the performance and competitiveness of culinary MSMEs.

Keywords: environmentally friendly packaging, zero single use plastic, culinary MSMEs.

1. BACKGROUND

The use of plastic often causes problems because it becomes waste that is difficult to decompose and tends not to be environmentally friendly. This waste pollutes the environment and increases the risk of ecosystem damage that threatens the survival of marine life (www.wwf.or.id). WWF does various things to solve the problem of plastic waste in the sea, including campaigns on the use of plastic. One of the campaigns that use a social marketing communication strategy is "Zero Single Use Plastic" promoted by WWF (World Wide Fund). This activity is intended to reduce the amount of plastic used by the community to protect ecosystems, especially marine ecosystems so that they are not polluted and experience a worse impact. Referring to the records of the Indonesia Packaging Federation in 2020, it is known that the use of packaging materials in Indonesia is dominated by plastic, which is 44%. The remaining 28% use paperboard and 14% use rigid plastic packaging.

The amount of plastic waste in Indonesia is also reflected in data from the Indonesian Ministry of Environment and Forestry (2020), where the production of plastic waste reaches up to 5.4 million tons per year, of which the food and beverage (culinary) sector rank first for the use of plastic bags. Ironically, the culinary industry, especially the culinary MSMEs, is a type of MSME that is in great demand and is increasing in number, because it is one of the basic human needs. Although trends often change in a short time, however, many businesses can adapt to them. The increasing number of MSMEs in the food and beverage sector has an impact on the environment by increasing the use of plastic-based packaging. Plastic is considered as packaging that is easily available and has an affordable price, although this plastic waste takes a long time to decompose so it can hurt the environment.

Although there have been many campaigns to reduce the use of single-use plastic, it cannot be denied that there are still many entrepreneurs who use plastic in their business activities. Moreover, in this pandemic period, where online shopping trends are increasingly widespread, realizing it creates a new problem, where consumers tend to shop for food online that is delivered using plastic. Based on the results of a survey conducted by the United Nations Development Program (UNDP), the Indonesian Ministry of Cooperatives and SMEs, and Indosat Ooredoo regarding the pandemic and environmentally friendly business practices in 2021, it was found that around 95 percent of MSMEs expressed interest in environmentally friendly business practices, belonging to women showed stronger interest. Meanwhile, when viewed from the consumer's point of view, based on the results of research conducted by PwC Global Consumer Insights (2020) it is stated that 86 percent of Indonesian consumers consciously buy goods with environmentally friendly packaging or reduce the use of packaging, which is higher than other countries such as Vietnam (74 percent), the Philippines (74 percent), and Egypt (68 percent). The research results give a signal that for the business to continue to grow, currently awareness of protecting the environment has become one of the important

foundations. Given the current market conditions and regulations, MSME entrepreneurs are required to have a role in environmental awareness. Although eco-accepted by the market because their products have participated in the 'go green campaign. This needs to be emphasized, considering that consumers are now literate and concerned about the environment, so environmentally friendly products will have special added value.

Environmentally friendly products are also one of the requirements for SMEs to penetrate the export market. Moreover, destination countries already have strict rules regarding incoming products, for example in countries in Europe. Based on this background, it is necessary to continuously improve the understanding of Culinary MSME entrepreneurs regarding the implementation of zero-plastic packaging as a way to reduce environmental pollution while increasing the performance and competitiveness of culinary MSMEs. There are still many culinary MSMEs who perceive that environmentally friendly packaging does not need to be implemented, even though people's orientation is increasingly turning to environmentally friendly packaging, especially for food and beverage packaging. Culinary MSME entrepreneurs do not understand the creativity and technology of making environmentally friendly packaging, because they consider environmentally friendly packaging technology to be expensive. Culinary MSME actors do not understand comprehensively sustainable business strategies related to the use of environmentally friendly packaging

2. METHOD

These problems occur to culinary MSME entrepreneurs because of their lack of understanding and knowledge about environmentally friendly packaging, and how creativity and environmentally friendly packaging technology, and environmentally friendly packaging opportunities increase the competitiveness of their culinary business. Therefore, it is necessary to carry out community service activities for culinary MSME entrepreneurs as one of the solutions to their problems, by taking the form of several activities, such as Webinars/Seminars/Learning on environmentally friendly packaging, Introduction of creativity and environmentally friendly packaging technology, Assistance in the preparation of sustainable strategies related to the use of environmentally friendly packaging (compiling a SWOT analysis, etc.)

The partner for this overseas collaboration in community service is Universiti Sains Malaysia. The form of partner participation in community service is as a resource for counseling/seminars and assistance for culinary MSME entrepreneurs. With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it can be concluded that it is following the expectations and needs of the participants. So that the majority of participants considered this event very good and satisfying Human activities are carried out arbitrarily in utilizing and managing natural resources without paying attention to the environment. Individuals who are responsible for environmental damage are difficult to determine because they are cross-sectoral, between actors, between institutions, between regions, and even between countries. As we know, the earth is currently experiencing problems that are currently facing a crisis of natural disasters caused by human carelessness. The consequences of this carelessness include natural disasters such as floods, landslides, drought, and erratic weather, as well as the destruction of protected areas.

The targets in this activity are Micro, Small, and Medium Enterprises domiciled in West Jakarta, Central or North Jakarta, and South Jakarta. The selection of MSME locations is based on the existence of the Mercu Buana University campus, namely in West Jakarta, Central Jakarta, and South Jakarta. Purpose of Activities This community service aims to provide webinars/seminars/training, mentoring, and monitoring on product innovation, distribution strategies, maximizing online marketing, and branding to MSME entrepreneurs as an effort to increase business competitiveness. Benefits of Activities, Webinars/seminars/training can increase the knowledge and understanding of MSME entrepreneurs regarding product innovation, distribution strategies, online marketing, and branding. Meanwhile, mentoring and monitoring are useful for providing opportunities for MSME entrepreneurs to discuss the advantages and disadvantages in the process of implementing a sustainable marketing strategy. Framework For Troubleshooting This Community Service activity will be carried out by the community service team at Mercu Buana University together with Foreign Cooperation partners to provide solutions to the problems of Culinary MSMEs through the following stages: Webinar/Seminar/College Stage At this stage the community service team at Mercu Buana University together with foreign cooperation partners will provide seminars/counseling on product innovation, distribution strategy, online marketing, and branding strategy in detail and thoroughly so that MSME entrepreneurs can understand more comprehensively. Assist with how to do good branding

At this stage, MSME entrepreneurs will be asked to properly brand their products according to what was discussed at the time of the webinar/seminar/training, which will then be reviewed by the UMB community service team, and further input will be given. Assist in improving online marketing strategies. At this stage, MSME entrepreneurs will be asked to re-check their online marketing strategies, see the effectiveness of these strategies, and then reformulate a more

appropriate online marketing strategy. The implementation of this community service will be evaluated in stages as follows:

- a. At the seminar/counseling stage, the culinary MSME entrepreneurs who are participants will be given a pre-test and post-test to find out their initial understanding and understanding after the seminar/counseling.
- b. At the stage of introducing creativity and technology, culinary UMKM entrepreneurs will be asked to submit a kind of proposal for environmentally friendly packaging creativity to be discussed with the community service team at Mercu Buana University and the possibility that it can be applied.
- c. At the strategy formulation stage, culinary MSME entrepreneurs will be asked to develop new business strategies related to the implementation of environmentally friendly packaging.
- d. At the monitoring stage, the Community Service team at Mercu Buana University will monitor the implementation of new business strategies that have been created by Culinary MSME entrepreneurs.

3. RESULT AND DISCUSSION

Results

This community service activity with the topic Strategic Steps in Literacy Of Environmentally Friendly Packaging For Culinary SMES with Universiti Sains Malaysia. This event was held through a zoom meeting interestingly and communicatively. The event starts at 13.00 WIB and until 16.00 WIB.

The number of participants was 73 people. This shows the high interest of the participants to gain knowledge about Literacy Of Environmentally Friendly Packaging For Culinary SMEs. With the method of delivering the material presented by the resource persons, participants can clearly understand the material because the material is delivered in a structured, well-systematic manner so that it is very easy to understand. From the results of the implementation of this training activity, it can be concluded that it is following the expectations and needs of the participants. So the majority of participants considered this event very good and satisfying.

Delivery of Training Materials

First, the team conducted a feasibility survey of the service location, licensing coordination for the implementation of activities, and a good response from locals for the implementation of activities at the start of the implementation of community service activities. The goal of this first step is to give convenience in terms of exposure to the target audience and surroundings, as well as technical assistance if necessary. This activity was done to give an overview before the team discussed the desired exposure to ensure that everything ran smoothly and that the knowledge-sharing process was well received by the community.

Discussion

The socialization process continued with active interaction with participants in the form of questions and answers and discussions where this interaction was important to build a focused professional attitude of the community, which could later be used to describe the importance of Extension Assistance in the management of green and green products. The team paid attention to the differences in people's education levels and tried to explain them in simple language while at the same time trying to create emotional intimacy so that the process of delivering material was conveyed. This condition must be anticipated by providing a kind of counseling with a higher percentage of practice by showing a harmonious implementation during lectures. SME members must also understand the value and use of the importance of halal labels and use environmentally friendly product materials.

4. CONCLUSION

Conclusion

The UMB community service program which was carried out in Meruya Selatan Village, West Jakarta on 24th February 2022, has been carried out well and successfully. This event was attended by 73 participants. The event was interesting and communicative. According to the participants, this program was very useful because the resource persons could convey the material in simple sentences so that it was easy to understand. The material discussed by the speakers was training on the concept of Literacy Of Environmentally Friendly Packaging for Culinary SMEs so that it has a competitive advantage and added value and can participate in protecting the environment.

Recommendation

Continuous training activities are needed so that mentoring can run more optimally. Assistance activities are needed for participants who can take advantage of the routine schedule of community activities in the South Meruya area.



Figure 1. Activities Documentation (1)

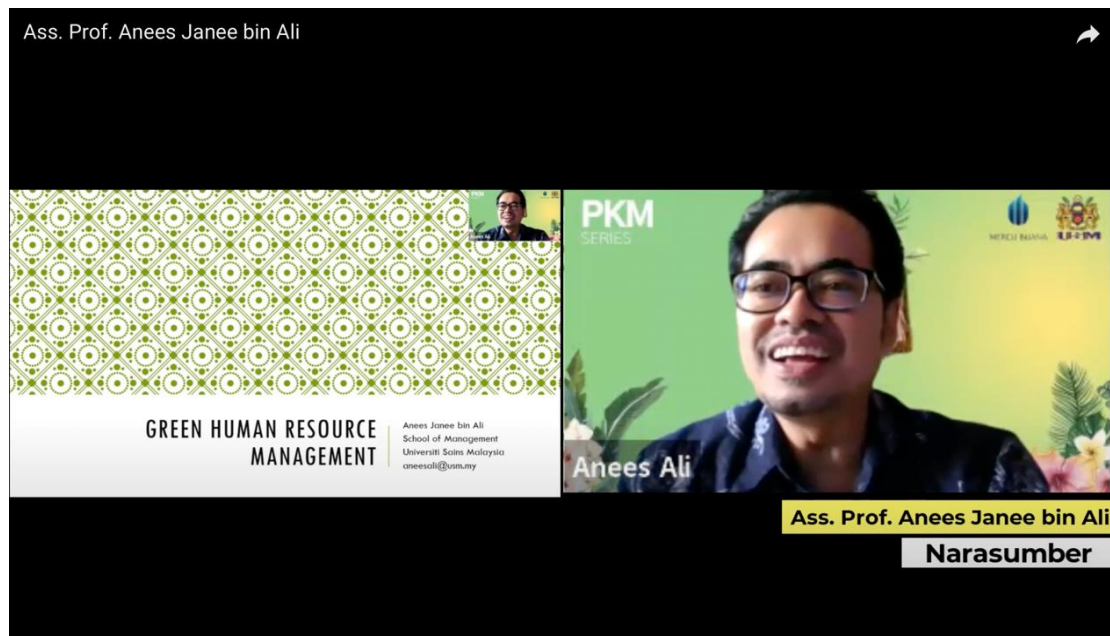


Figure 2. Activities Documentation (2)

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