

EDUCATION ON PACKAGING AND BRANDING STRATEGIES TO IMPROVE THE PERFORMANCE OF MSMEs IN CEMPAKA PUTIH DISTRICT IN THE AL NISHAM MOSQUE HALL

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ABSTRACT

One of the causes of MSME performance problems is determining inappropriate packaging and branding strategies. This is due to a lack of knowledge regarding packaging and branding strategies. Based on this, the aim of this Community Service is to provide training and consultation regarding packaging and branding strategies. It is hoped that this PKM will provide benefits for participants, namely MSMEs in Cempaka Putih District, in the form of knowledge and application of packaging and branding strategies so that their performance can be improved, for MSMEs that are starting their business to increase their brand value so that they are known, as well as for MSMEs that are maintaining their brand. has been known to achieve increased performance and business sustainability. PKM participants are MSMEs who live in Cempaka Putih District and its surroundings, where the training that is part of PKM was held on July 27, 2023, in the Al Nisham Mosque Hall, Rawasari, Central Jakarta.

Keywords: brand, packaging, MSMEs, community-services.

1. INTRODUCTION

Packaging and branding are some of the factors that influence increasing business performance (Okwuse et al., 2020; Herawati & Muslikah, 2019). Packaging is the initial identity of a product. As an initial identity, it can attract consumers to make purchases. However, there needs to be synchronization between the packaging and the contents of the packaged product. Without synchronization, a unique and attractive packaging design cannot attract consumers to make repeat purchases if the product quality does not match consumer expectations and the perception that the price is worth it. Likewise, if it is not packaged well, it will not attract buyers to make a purchase (Wulandari & Setyaningrum, 2020).

The brand is an integral part of the packaging. Brand elements include product names, logos, tag lines, and jingles. Thus, the brand is the content on the packaging. Apart from the brand, packaging contents include, among other things, the composition of the product's raw materials, the product manufacturing process, the expiry date (if the product is for consumption), and the producing company's name. Brand elements which are an important part of packaging need to be designed appropriately by paying attention to various things, including being attractive, containing the product's vision and mission, distinguishing it from other products, and being easy to remember. Likewise, the conditions for brand creation.

The reality is that several companies, especially MSMEs, do not design brands and packaging appropriately due to several factors, including a lack of understanding about brand management so that their product brands are not unique, not easy to remember, do not differentiate them from competitors, and do not contain a vision and mission. to be conveyed to consumers. Thus, this is one of the reasons why repeat purchases do not occur even though the product quality meets consumer expectations because it is difficult to remember the product name and logo. The absence of repeat purchases causes the product brand to not last long. Likewise, packaging not designed attractively cannot attract consumers, causing the product brand's value to not increase, as is the case with product brands with high brand value, causing resonance, including Holland Bakery, Bank Rakyat Indonesia, Nike, etc.

The description above is a problem experienced by MSMEs whose brand value is still low in consumer perception. Another problem is maintaining product brands whose brand value is already high. Maintaining a product brand whose brand value is already high for MSMEs is a problem, and is often encountered in MSMEs, where the inability to maintain

the brand is the cause of decreased performance. For example, the Bilqista fashion product brand, several years ago was a product brand that had high brand value, especially in the Tanah Abang market. Sales are selling well. However, the owner of the Bilqista product brand, Mrs. Junita, who mobilizes women around her house in Cempaka Putih Barat Subdistrict to produce her fashion, was unable to maintain the brand because the good quality products attached to the Bilqista brand were slowly taken over and given a new brand. which later became a strong competitor. This was done by competitors by purchasing Balqista products without the Balqista brand, and the competitor gave the product a new brand. Not long after, the Balqista brand disappeared from the market and was replaced by a stronger competitor brand. This is learning material that the importance of brand and packaging management is to increase sales by maintaining the brand value of a brand.

1.1 Formulation of the problem

Based on this, the problem formulation is prepared as follows.

- a. What factors are considered in designing a brand strategy for products to be marketed?
- b. What factors are considered in maintaining a product brand with high brand value?
- c. What factors are considered in designing a product packaging strategy?
- d. How to improve MSME performance by implementing packaging and branding strategies?

1.2 Solution

Based on the problems described in the situation analysis above, the solution that will be implemented is to provide training to MSMEs in Cempaka Putih District regarding packaging and branding strategies and provide assistance for a month, so that one of the selected MSMEs can improve its performance. by implementing branding and branding strategies. packaging that suits the target market. Research results (Wulandari & Uno, 20210) show that training and consulting influence the performance of MSMEs. Thus, the training and assistance provided to MSMEs is expected to improve MSME performance according to research results.

This training was carried out, apart from involving Mercu Buana University lecturers, from various points of view in the field of management, including marketing, finance, and human resources. The expected output target from this activity is that MSMEs in Cempaka Putih District who take part in training and consulting can improve their performance, by understanding and implementing packaging and branding strategies.

Thus, this community service activity aims to provide training on branding and packaging strategies to increase sales and business sustainability, as well as providing assistance on packaging and branding strategies, so that MSMEs are able to improve their performance and maintain business continuity.

2. METHODS

2.1 Target Goals and Time

The targets for this activity are Micro, Small, and Medium Enterprises domiciled in Cempaka Putih District, Central Jakarta. The selection of MSME locations was based on the existence of the Employee Class at the Faculty of Economics and Business, Mercu Buana University in Central Jakarta. The day and date of implementation is Thursday, July 27, 2023, at the Al Nisham Mosque Hall, Rawasari, Cempaka Putih, Central Jakarta.

The implementation method used in this activity is in the form of training and consulting. This training involves all participants who are registered and present. From several participants, several MSMEs were selected for assistance, for one month. However, assistance is not limited to just one month or ends when the report is prepared but is carried out on an ongoing basis.

2.2 The Material

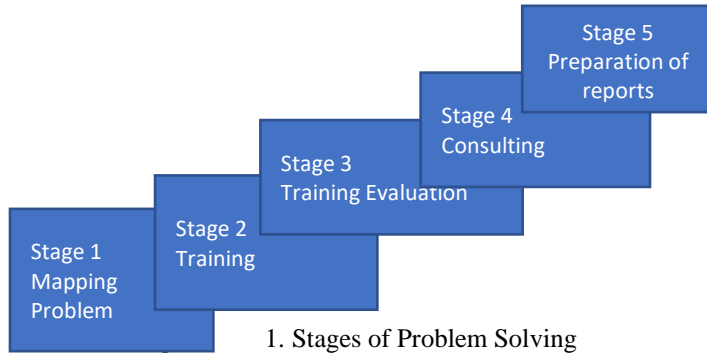
The material that will be provided is:

1. Benefits of Packaging and Branding
2. Factors to consider in designing brands and packaging
3. Factors to consider in maintaining and developing brands and packaging
4. Discussion and Q&A
4. Evaluation

2.3 Framework for Problem Solving

Packaging and Branding Strategy is a strategy to increase the brand value of MSMEs so that their performance increases, namely by understanding and applying packaging and branding factors.

There are 5 stages carried out to achieve this. The first stage is to identify the extent of participants' understanding of packaging and branding strategies. The second stage is providing training. The third stage evaluates the results of the training, the fourth stage provides consulting for one month, and the fifth stage prepares a report. The following is an overview of the stages of solving problems that occur in MSMEs related to packaging and branding strategies.



Community Service (PKM) was carried out in the Jami Al Nisham Rawasari Mosque Hall, in collaboration with the Rawasari Jami Mosque Foundation. The Foundation's activities are in line with Mercu Buana University PKM activities, Management Sector, namely improving the performance of MSMEs. In this way, cooperation is established to organize PKM. The hall and its contents (Tables and Chairs, AC, Sound System, stage decoration garden, etc.), as well as good appreciation from the Chair of the Foundation, Chair of Trustees and Members, as well as the Chair of the Mosque, are In-kind donations from the Foundation as a form of collaboration that contributes to make the PKM in Management at Mercu Buana University a success. This PKM includes Training and consultation. Training and consultations are held at the same time, both during the training event, before and after, namely on Thursday, 27 July 2023, from 09.00-12.00 WIB. Consulting is carried out at and after the training event within a time period mutually agreed between the mentor and mentee.

3. Results And Discussion

The training in the Jami Al Nisham Mosque Hall was carried out by 6 Lecturers in Management at Mercu Buana University from various perspectives who were expected to provide knowledge to MSMEs as Participants, which could then be applied to improve their performance. This PKM involved 2 students, namely Rifdah Afaf Ufairroh /43119010256 and Nur Aisyah Alawiyah/43119010250. The following is presented training material regarding Packaging and Brand Management (Figure 2)



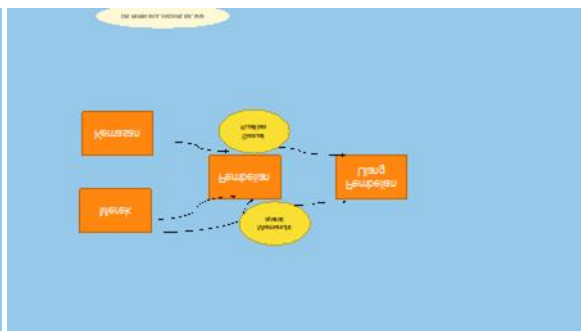
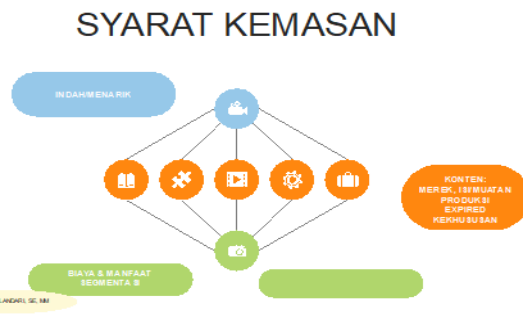
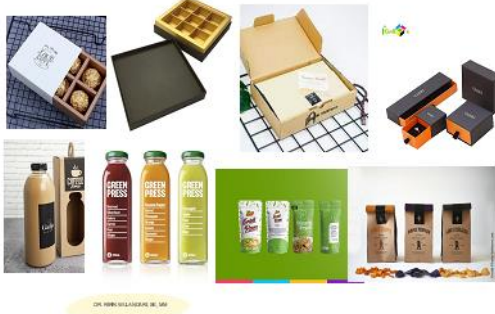
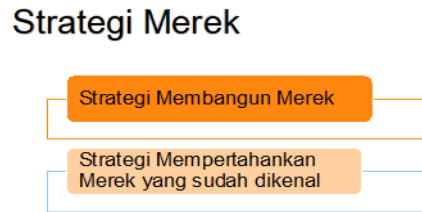
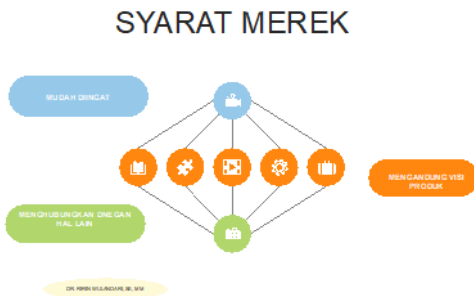
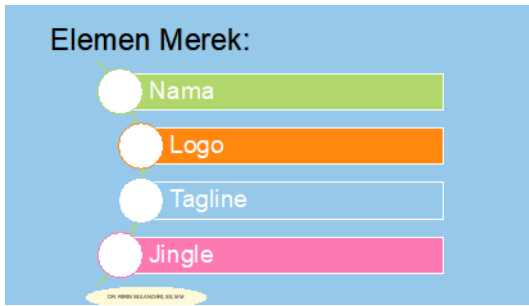


Figure 2. Packaging and Brand Management

Community service participants (MSMEs) enthusiastically took part in training and consultations. The knowledge received from training and consultation provides solutions to the problems faced, namely how to maintain a brand that already has high brand value so that it remains sustainable, and how to start designing brands and packaging so that repeat purchases occur and increase the performance of MSMEs, namely by understanding the requirements needs to be fulfilled in creating brands and packaging. Packaging and branding are attractive, especially in online sales, which create initial interest for consumers to make purchasing decisions. MSMEs better understand the required packaging content, including materials used, expiration date, brand consisting of name and logo, and cellphone number). Regarding cellphone numbers, one participant complained that he could not include his cellphone number because of the reseller's request. In fact, the inclusion of cellphone numbers makes it easier for consumers to repurchase and make complaints if necessary. For MSMEs who have experienced brands that have high value, the training and consultation they receive opens up their insight to revive themselves in building their brand, with an understanding of the brand management and packaging materials they receive. Below are photos of the activities (Figure 3)



Figure 3. The Photos of Activities

3.2 Participant (MSMEs) Profile

Participants who attended this Community Service were 57 MSME actors. Participant profiles are presented below (Table 1)

Table 1. Participant Profile

No	Gender	Frequency	Percentage
1	Male	19	33
2	Female	38	67
Total		57	100
No	Ages	Frequency	Percentage
1	25 - 30 Years	10	18
2	30 - 35 Years	14	25
3	35 - 40 Years	15	26
4	> 40 Years	18	32
Total		57	100
No	Type of Business	Frequency	Percentage
1	Culinary	27	47
2	Fashion	10	18
3	Others	20	35
Total		57	100

Sources: Data processing results

Based on the table above, it can be said that the profile of the participants is mostly women with an age range of over 40 years. The types of business community service (PKM) participants in the Jami Al Nisham Rawasari Mosque Hall are

dominated by food businesses at 47%, Others (including services) at 35%, and fashion businesses at 18%. The largest age group is over 40 years old, while those aged between 18 and 30 are only 18%. This shows the lack of enthusiasm of Gen Z and Gen Millennial MSME actors in participating in training.

3.3 Evaluation of Training and Consultation

Based on the results of questionnaires and question and answer sessions and consultations, MSME business owners in Cempaka Putih District have several obstacles in developing their businesses, including:

1. Difficulty in maintaining the brand and business continuity due to being tempted to buy in large quantities without branding and packaging. So over time the brand value declines and disappears from the market in the industry. Meanwhile, if you refuse sales and large units without a brand, it can reduce sales turnover
2. Weaknesses in accessing the market
3. Weaknesses in creating Social Media content
4. Weaknesses in human resource management

From the obstacles above, MSME Owners (Participant) have the following hopes:

1. Business is increasingly advancing and developing by strengthening brands and packaging
2. Product sales increase
3. Has many branches/outlets in several cities
4. Increase online sales throughout Indonesia
5. Can employ many people

3.4 Comprehensive Evaluation of PKM Activities

Based on the results of the questionnaire, it can be concluded that the Community Service activities went well, where participants felt comfortable with the training location including event facilities. Regarding the duration of the event, some participants wanted a longer duration so that participants could better understand the material presented by the speakers. Most participants stated that the resource person had mastered the material presented and according to the participants, the material presented was interesting and useful. Henceforth, if further training activities are held, they are willing to take part again. Participants also provided suggestions for improving activities as follows:

1. Further coaching activities need to be held in the form of practice in the next training
2. The delivery time of the material needs to be extended so that it is easy to understand
3. The material presented must be more detailed and in-depth
4. For subsequent activities, the event must be held on time
5. There is further assistance for MSME participants, especially in product marketing

4. CONCLUSION

4.1 Conclusion

Based on the results of implementing community service activities carried out by the Mercubuana University Lecturer Team, the following conclusions were obtained:

- The UMB community service program which was carried out in Cempaka Putih District, Central Jakarta on July 27 2023 was carried out well and successfully.
- Based on the profile of the training participants, the majority are women over 40 years old. The types of MSME businesses in Rancabungur District are dominated by food and beverage businesses and service businesses
- MSME business actors in Cempaka Putih District have several obstacles in building and maintaining their brand value. By providing training and consultation, participants have more insight and are ready to apply the material and directions provided.
- Based on the questionnaire results, they believed that the training and consultation received from the PKM Management Midwife at Mercu Buana University went well, where participants felt comfortable with the training venue, including the event facilities. Most of the participants stated that the resource persons had mastered the material presented and according to the participant, the material presented was interesting and useful. Participants hope for assistance in running a business, especially product marketing issues.
- In the future, if further training activities are held, they are willing to take part again.

4.2. Suggestion

1. Academic Advice

- Business consultations need to be carried out using more time, or followed by communication between lecturers and participants (UMKM actors).
- Continuous training activities are needed so that consulting can run optimally between UMB and partners through community service activities.
- There is a need for further training regarding sustainable business management and expansion of marketing and digital marketing.

2. Practitioner suggestions for the Central and Regional Governments, where collaboration with various educational institutions is very necessary to provide knowledge and skills development training for MSMEs.

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