

Assistance in Packaging Design RH (Reta Handycrafts) in the Central Banjar Titih Denpasar city

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ABSTRACT

Packaging design is fundamental for a company because it has a visual meaning that is implied both from the corporate culture, history, and positioning of a company. Every company has a packaging design, some are well-conceived and some are just perfunctory. Maintaining the consistency and quality of the brand image in the minds of consumers is very important so that it is easy to recognize the company in every communication. Products and services that are successful will be satisfying and easy to remember by consumers, as well as the company's brand. The packaging design in which there is a logo makes it the main identity for the launch of a newly established company or new organization. Without a visual identity, it will be difficult for consumers to identify the company. Micro, Small and Medium Enterprises or UMKM can be interpreted as businesses run by individuals, households, or small-scale business activities that drive the movement of development and the Indonesian economy. According to data from the Cooperatives and UKM Office of the City of Denpasar, for the type of Creative UMKM, the Micro scale is specifically in the creative field of knitwear craftsmen. RH (Reta Handycrafts) doesn't have a packaging design yet, of course this will cause problems when introducing a product. The results of this study are community service activities carried out for partner products basically to improve product performance and consumer acceptance of a number of aspects of these products. A product that is sold has more value if it can be packaged very well, but not a few partners ignore it, this is quite reasonable when compared to the income they earn, because for partners changing packaging designs will incur new costs and partners are less sure that changes in packaging design will be able to support their business income.

Keywords: Packaging Design, Product Branding, and Packaging Design Legality

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1. INTRODUCTION

Situation Analysis

Crafts are handicrafts that produce art-quality goods, so in the process they are made with a sense of beauty and with pure ideas so as to produce quality products that have beautiful and attractive shapes. There are many ways to introduce a product to the public, one of which is by creating a unique and different packaging design. Packaging design is fundamental for a company because it has a visual meaning that is implied both from the corporate culture, history, and positioning of a company. Every company has a packaging design, some are well-conceived and some are just perfunctory. Maintaining the consistency and quality of the brand image in the minds of consumers is very important so that it is easy to recognize the company in every communication. Products and services that are successful will be satisfying and easy to remember by consumers, as well as the company's brand. Packaging Design in which there is a Logo makes the main identity for the launch of a newly established company or new organization. Without a visual identity, it will be difficult for consumers to identify the company. Micro, Small and Medium Enterprises or UMKM can be interpreted as businesses run by individuals, households, or small-scale business activities that drive the movement of development and the Indonesian economy. According to data from the Cooperatives and UKM Office of the City of Denpasar, for the type of Creative UMKM, the Micro scale is specifically in the

creative field of knitwear craftsmen According to [Candraningrat, Yosef Richo Adrianto, \(2018\)](#), said that SMEs need to design product packaging that can create a high-quality product image, when looking at this packaging aspect, it can be said that in order to stand out in intense competition, product packaging can create its own identity for products offered.

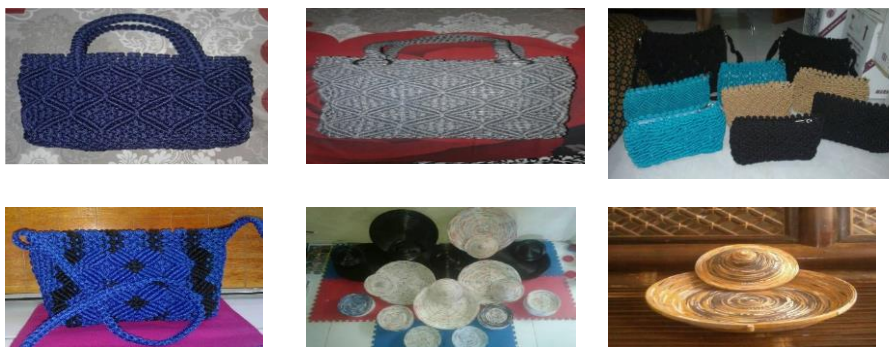
RH (Reta Handycrafts) doesn't have a packaging design yet, of course this will cause problems when introducing a product. A product that is sold has more value if it can be packaged very well, but not a few partners ignore it. packaging design will be able to support their business income. Therefore, mentoring for partners is very important because it is able to strengthen partner businesses where mentoring programs are able to have an impact on partner business development, especially when observed from indicators of increased partner turnover and income [Zuhroh, I, Br, A., & Kurniawati, \(2014\)](#). In line with packaging design as a visual element in introducing products, commercial photography can also attract consumers' attention [Huda, \(2021\)](#). Therefore photography assistance is needed as a medium for promoting RH products.

According to [Setyariningsih, E., & Hidayat, \(2019\)](#) that Packing is a process related to designing and manufacturing containers or wrappers. Packaging must be made as attractive as possible as a differentiator from other products. Packaging is a marker for consumers of a product, sometimes consumers find it difficult to remember the name of a product, so through packaging consumers can also remember the product.

RH (Reta Handycrafts) was founded by Mrs. Margareta Yudi Istiarini as well as a craftsman several years ago. RH (Reta Handycrafts) itself in its production activities still relies on being at home or alone without employees and in sales it still uses the COD (Cash on Delivery) system which is ordered through the WA (WhatsApp) application. RH (Reta Handycrafts) as a knitting business offers its products for all groups, from toddlers to adults. RH (Reta Handycrafts) continues to innovate in making various models that are quite in demand by its consumers. This causes an increase in the number of orders for goods so that in terms of quantity it increases the amount of production. RH (Reta Handycrafts) experienced a problem, namely when the sales activity did not have a packaging design as a visual identity so that consumers had difficulty recognizing, remembering and identifying an item or product. In conducting an interview session with the owner of RH (Reta Handycrafts) he said that he had difficulty showing the brand of RH (Reta Handycrafts) because he wanted to introduce his product to buyers so that there was no doubt that the product was original or not original and the absence of a packaging design impressed less professional and exclusive in a product.

Based on the problems above, the authors are interested in doing community service to help RH (Reta Handycrafts) make packaging designs that can describe their company from the vision, mission and brief given. There is one research that similar to the author's research. The research from [Ardian Jaya Prasetya, Yunanto Tri Laksono, \(2020\)](#) conduct research about Pengabdian Kepada Masyarakat (Pkm) Pengembangan Marketing Website Dan Desain Kemasan Pada Ukm Bumi Cipta Sejahtera Surabaya.

With the aim of assisting RH (Reta Handycrafts) in strengthening its image and business development, as well as creating the right promotional media so that RH (Reta Handycrafts) can exist and be remembered by consumers. Promotional media certainly requires product photos, therefore RH partners also need photography technique assistance which will later be applied to the promotional media platform, so that RH products can attract more consumer attention. In this case, commercial photos aim to convey a message to consumers, because photos are easily accepted by all levels of society. Commercial photography will visualize the advantages of RH products.



RH Partner Profile (Reta Handycrafts)

Partners in the Community Partnership Program with the following criteria:

Business Name: RH (Reta Handycrafts)

Business Field: Pengerajin Rajutan dan Dulang dari Kertas Bekas

Owner: Margareta Yudi Istiarini

Alamat: Jl. Gajah Mada Gg. I / 4, Banjar Titih Tengah, Denpasar.

Partner Problems

Priority issues that can be formulated based on the results of interviews and observations at partner locations. The issues agreed upon between the partners and the proposing team are as follows:

Aspects of Visual Branding

- a. In this aspect, the problems include the lack of knowledge of packaging design principles/visual identity, which is a way of forming perceptions and creating impressions through the visible elements of a brand. Pictures are a powerful form of communication, because they don't communicate through words. They speak on a basic, emotional and persuasive level. But with the power of good communication comes great responsibility too. Therefore, the designer must be careful not to send the wrong message.
- b. Product photos as a visual aspect of branding are lacking in partners with regard to the photos presented which do not display aesthetics so they do not visualize the superiority of RH products. Commercial photos as visual branding must be able to attract people's attention.

Marketing Aspect

- a. The marketing that was carried out was only limited to participating in bazaars and other events which hindered business progress. Partners tend to market their products through word of mouth, waiting for individual orders to come, causing the selling value of the product to be low and impacting the profits earned. The low willingness of partners to build a marketing network and the ability to find new market shares means that the business cannot grow significantly.
- b. Partners do not yet have product branding and digital marketing channels through e-commerce

Solutions Offered

The solutions offered to partners in this community service activity are:

1. Re-design RH (Reta Handycrafts) packaging to keep up with the times without changing the logo, packaging and product names that were previously known.
2. Redesigning RH (Rata Handicrafts) packaging with more practical stages
3. Calculating the performance of RH products and packaging (Reta Handycrafts).

OBJECTIVES

Purpose

Community Partnership Program (PKM) activities have the goal of focusing on community service activities that are comprehensive, meaningful and sustainable (sustainable) with the target of one of the group's businesses in the area. This PKM has the following objectives:

- a. To assist partners in generating ownership of visual branding through increased knowledge of packaging design principles/visual identity is a way of forming perceptions and creating impressions through the visible elements of a brand. Pictures are a powerful form of communication, because they don't communicate through words. They speak on a basic, emotional and persuasive level. But with the power of good communication comes great responsibility too. Therefore, the designer must be careful not to send the wrong message.
- b. To provide assistance and identify the completeness of product photos as one of the visual branding aspects, there is a shortage of partners with regard to the photos presented which do not display aesthetics so that they do not visualize the superiority of RH products. Commercial photos as visual branding must be able to attract people's attention.
- c. To develop assistance in the marketing process for products produced by partners by utilizing e-commerce-based digital marketing in an effort to expand marketing coverage.

Activity Target

Departing from the identification of problems and solutions offered to PKM RH Partners (Reta Handycrafts) in Banjar Titih, Denpasar City, namely, the goal of implementing this PKM is to be able to assist partners in bringing up visual branding through packaging design and increasing marketing coverage by optimizing digital marketing and partner income. be increasing.

2. IMPLEMENTATION METHOD

The implementation of the activity "PKM for Packaging Design Assistance in RH (Reta Handycrafts) at Banjar Titih Tengah, Denpasar City" involved a team of proposals consisting of five members, and involved 24

students. The implementation of this activity is planned within 2 months, from November to December 2022. The method for implementing this PKM activity has several stages that have been carried out as follows:

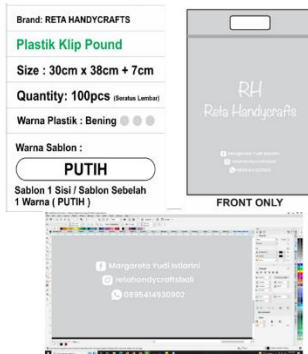
1. Implementation Stages that have been implemented

- a. This stage includes literature study, obtaining permits, observing, delivering solutions to partners, coordinating and dividing the tasks of the implementing team, determining the location of training activities, coordinating activity schedules with partners, preparing materials and tools needed according to the stages of activities in the field.
- b. Needs Analysis Stage At this stage what is done is to identify the scope that aims to maintain the consistency of this PKM activity in order to achieve the expected goals. Data collection is done directly in the form of photos of the situation. PKM partners in this case play an active role in providing the necessary data.



Picture 2: Data collection is done directly

- c. Design Stage At this stage the design of physical work drawings is carried out which is recommended as a solution to solving problems faced by PKM partners consisting of:
 1. The physical work of making / assisting in the form of a partner's product packaging design is as follows



Picture 3 : Assistance in the form of partner product packaging designs

2. Technology design for creating e-commerce accounts, Instagram and Facebook social media accounts.

2. Stages of implementation that have not been implemented

- a. Knitting business development assistance and training which is expected to provide and enrich models and designs of partner product.
- b. Evaluation Stage After providing assistance and implementing technology as a solution to the problems of RH partners (Reta Handycrafts), the proposing team conducts an evaluation to find out how far the implemented program can run effectively. The evaluation was carried out using pre-test and post-test through the distribution of designed evaluation questionnaires.

CONSTRAINT INHIBITING FACTOR

1. Factors that hinder / obstacle

- a. The existence of the Covid-19 pandemic has an impact on the sustainability of partner businesses that are being run, this is caused by a decrease in people's purchasing power and many people have lost their jobs, this is an obstacle in this development.
- b. Partners are still of the view that digital marketing is inefficient and will lead to many wrong orders and models desired by consumers.

2. Supporting factors

- a. Banjar officials and Banjar Titih Tengah residents are very open to carrying out this PKM activity in their area by providing recommendations for the implementation of activities.

- b. Partners are very enthusiastic and play an active role in implementing PKM activities, including by always attending meetings with the research team, providing input and preparing meeting infrastructure, and actively discussing.
3. **Solutions and follow-up**
 - a. Utilize existing facilities and infrastructure optimally and utilize social media as a means of digital marketing.
 - b. Utilize existing sustainable packaging designs to differentiate from similar products
 4. **The next plan**
 - a. Optimizing digital-based marketing for all types of businesses so that it is more effective and efficient in the use of facilities and infrastructure
 5. **Strategic Steps for further realization**
 - a. Providing digital-based product marketing assistance by utilizing social media and adswords as a means of business competition

3. RESULTS AND DISCUSSION

Results of Treatment Effectiveness Testing on RH Products and Packaging (Reta Handycrafts). Community service activities carried out for partner products are basically to improve product performance and consumer acceptance of a number of aspects of these products. In addition to making improvements to the production layout, this community service activity also provides certain treatments in order to improve product quality and the attractiveness of product packaging. In order to test the effectiveness of giving the treatment, it is necessary to carry out a statistical testing process to find out how significant changes occur in terms of product performance and consumer acceptance of partner products.

IV. CONCLUSION

The process of assisting packaging design as a visual identity is not an easy thing and requires quite a complex process. In carrying out the design, it is also necessary to consider what things must be considered to create a good and appropriate visual identity, consistency and represent the company concerned. In carrying out the process of making this visual identity, the author also experienced several obstacles. Constraints experienced, namely the time at the time of making the concept. From some of the processes above, the author was able to go through it, of course, with enthusiasm and perseverance in the process of making it from start to finish to create a logo and some supporting media. The author hopes that this logo and supporting media will be able to describe and represent RH (Reta Handycrafts) to the wider community and be able to help other UMKM partners to be able to develop their businesses so that they become better.

THANK YOU

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