
Sharing Session Basic of MSME Packaging in Community Services for Business Sustainability

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Abstract. The sharing session program is carried out as a form of implementing the Tridharma of Higher Education. Focus training by sharing knowledge about product packaging with MSMEs. MSME actors are trained by the South Jakarta MSME Community with a total of 28 participants. The majority of participants came from the culinary sector, including regional foods, cakes and dry chips. This program starts from the planning, implementation and evaluation processes and can be carried out smoothly. At the end of the sharing session, participants filled out an evaluation questionnaire. The evaluation aspect is assessed on the components of the facilities, materials and expectations of the training participants. Most were considered satisfied and very satisfied with the implementation of the training program. This event can be continued with a different theme according to the needs of MSME players. Businesses can have high sustainability by forming consumer loyalty. The product or service being sold can always be remembered by the target market.

Keywords: MSME; product packaging; sharing session; small-medium enterprise;

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1. INTRODUCTION

Product packaging is one of the concerns of consumers when making purchasing decisions. Consumers as market objects need to be given special attention in product introduction by a new business entity. Entrepreneurs must have high sensitivity in product introduction through product packaging that attracts consumer attention. Some MSME products were found to be unable to attract consumer attention and therefore did not sell well on the market. This is a challenge for universities in providing business-related knowledge and product packaging introductions to entrepreneurs. Business owners do not have the knowledge base for MSME owners to become more aware and responsive to consumer needs. Packaging is not limited to wrapping products and maintaining quality. Packaging becomes a business identity and stimulates consumer interest.

Business competition is full of high complexity and risk of uncertainty (Fichter & Tiemann, 2020). Every business organization strives hard to gain positive perspectives from consumers. Various strategies are formulated to ensure marketing effectiveness to consumers (D'Andrea & Luce, 2021). Product packaging is one way to attract consumer attention (Louis et al., 2021). Attractive product appearance, complete information, and beautiful colors trigger consumer interest. Every packaging purchasing process is a factor to consider. Packaging functions as a promotional tool because packaging can protect and make it easier to use the product, so it adds to the selling and promotional value of the product (Turkcu et al., 2022). Good packaging is packaging that is able to invite consumers to find out more about what products are offered according to their needs and target market (Ankiel & Grzybowska-Brzezińska, 2020). Packaging is able to add value to consumers if it is in accordance with the function of the packaging itself, such as providing a place that suits the loading capacity of a product and also being a differentiating identity from other products, so that consumers are confident in buying.

The function of packaging is not just to wrap a product or service. Packaging must have complete information capabilities for consumers (Wikström et al., 2019). The quality of a product is determined by packaging to avoid dirt, dust, air, impact and sunlight (Boz et al., 2020). Promotion using packaging that can be used as a product profile makes it easier for every company to provide information to consumers. Packaging has an important philosophical meaning in the marketing mix (Rattanapun et al., 2020). The challenge for an entrepreneur is that the packaging that is the soul of the product must be able to reflect consumer expectations. Each packaging must be informative, educational and contain psychological aspects for consumers. The sustainability of the product and remaining in the minds of consumers can be seen from the quality of the packaging (Zhu et al., 2022).

The psychological aspect of packaging plays an important role in achieving the target market (Wang & Chang, 2022). Positive expressions from consumers can be seen in the quality of the packaging which is designed according to the product's character and target market. Promotions carried out through advertising are dominated by product packaging as a stimulator from the consumer's perspective. This explains the interrelationship and creates a close dependency between the product and the packaging. Every consumer has different behavior and habits in determining a product by evaluating the packaging (Dash, 2021). There are consumers who buy products because they are attracted to the packaging, there are also those who never bother with the packaging. Likewise, the role of packaging here is very important because an entrepreneur never knows what kind of consumers he will face, and it could be that packaging factors will influence consumer buying interest.

Packaging is an important factor in a competitive business product (Malešević & Stančić, 2021). The main function of packaging is product protection and quality assurance for consumers (Escursell et al., 2021). Packaging is a business founded by someone to maintain brand equity in order to promote sales (Deepak & Jeyakumar, 2019). Packaging becomes a medium or wrapper for a product. The main target of a packaging is to build brand loyalty, increase sales on the basis of competitive design, and consumer interest in the product as part of the purchasing decision. (Mills et al., 2022; Mostafa & Kasamani, 2021). Packaging must be able to influence consumers and make

quick decisions in purchasing a product. The company tries hard to give a good impression to consumers on product packaging, and tries to differentiate it from the packaging of other similar products. This causality allows consumers to differentiate between products produced by the company and those produced by competing companies (Chitroda & Patel, 2020; Nguyen et al., 2020). Attractive product packaging will be easier for consumers to remember and pay attention to.

Packaging is used as a strategy that starts from careful planning and careful selection of methods (Sadeghi et al., 2022). This aims to protect and provide ease of use of the product and provide appropriate packaging for the product for sales purposes. Efforts to determine a better product appearance have several packaging strategies that can be taken into consideration by companies (Orquin et al., 2020; Sucapane et al., 2021). Packaging is a promotional tool for business organizations. This promotional process is to stimulate consumer purchases by looking at the packaging which describes the quality, color, packaging and other packaging characteristics. Packaging is the entire package that becomes the main selling proposition, stimulating impulse buying behavior (Tanveer et al., 2022). Packaging increases sales and market share and reduces market and promotional costs.

A product image can be built with good packaging (Haitao, 2022). Packaging is a medium for conveying the specific value of a product to consumers. Packaging functions as a differentiation instrument and helps consumers to decide on a product from a variety of parallel products, accompanied by stimulating high frequency purchasing behavior (Wikström et al., 2019). Product packaging has multidimensional functions including offering product or organizational knowledge, communication techniques to consumers, and maintaining product quality. Good brand and packaging integration has high engagement. Packaging that is designed not according to the character of the product will result in information being biased and not understood by consumers. Packaging can be used to build trust in products in the business market. Consumer trust is formed from experience and knowledge while interacting with the product. Products that can last in the long term can be created through competitive packaging with designs that match the product's character. This can help build long-term trust. However, packaging must be built with an investment perspective and designed with analysis and adequate observation. Business owners are required to create packaging that is not just a personal perception, but looks at the character of consumers who are used as target markets.

Every entrepreneur's dream is to have a business with a high level of sustainability. The existence of a business must have benefits in terms of individual perception, the environment and society. Business sustainability is defined as a business that is operated in the long term. Some businesses that can be run for a long time come from the family and are continued by the first to third generations (Ferreira et al., 2021). Business failure can result from environmental, social factors, and the absence of family descendants as successors to the organization's legacy. This can be an important factor to see business capabilities broadly and be able to compete with high complexity.

Long-term business sustainability has important meaning and a positive image in the eyes of consumers. Every business that is built has expectations of achieving high profitability (Malicha, 2022). The goal of business sustainability can be interpreted as optimizing the welfare of the business entity, which is the current value of the business entity relative to its future prospects. The principle of business continuity assumes that the business entity will continue to carry out its operations throughout the process of completing ongoing projects, agreements and activities (Avesani, 2020). Business existence must be able to anticipate risks with preventive measures and reduce problems with quick solutions. Another definition of business sustainability is reflected in the condition of sufficient funds to operate simultaneously.

The main focus of business sustainability is to create long-term value, manage preventive-based risks, and look for business opportunities according to market needs. Fulfilling market needs becomes a new opportunity with a different business scope. Business opportunities must be created from problems faced by the market. Business implementation must be carefully planned and have a

high level of sustainability. The scope of business sustainability will cover many things in running a business comprehensively. A business entity must be able to translate a problem into an opportunity that must be taken quickly. Required business formulation with rapid responsiveness and managed market expectations according to each organization's business model. MSMEs must be able to have high business sustainability accompanied by the ability to compete in business with other entities. Business sustainability requires entrepreneurial action to improve the environment and advance social welfare, but also generate profits. Therefore, the aim is to initiate actions and processes that favorably develop opportunities and contribute to sustainable development. Businesses with high sustainability can realize the capitalization of structural socio-economic transformation.

Packaging problems are often found in Small & Medium Enterprises which are still starting out in the early stages of business. Packaging is unable to provide complete information about the product being sold to consumers. MSME players only focus on conventional packaging so that sometimes they are unable to describe the product completely. This will be a problem for consumers to remember the product in the long term. The skills that entrepreneurs must have to be able to make packaging according to the products sold to consumers. The Master of Management study program created a sharing session for packaging specifically for MSMEs. MSME players were invited to attend the event from South Jakarta Business Actor Communications.

This training program is planned to focus on MSMEs in South Jakarta. Product packaging becomes the spirit of a business to be introduced according to the target market. MSME players will be given a new perspective regarding product packaging. Business sustainability can last for a long time by forming consumer loyalty. Implementation of community service activities focuses on the Master of Management Study Program by empowering business and the economy. The implementation of this program not only fulfills aspects of the Tridharma of Higher Education obligations, but also improves business intelligence among business people.

2. METHOD

Sharing session activities became an integral part of the Packaging Training for MSMEs which was held on Tuesday, August 8 2023 at the Firmansyah Auditorium, Paramadina University. This event was formulated for MSME players who have problems related to product packaging. The four stages in implementing this training are as follows:

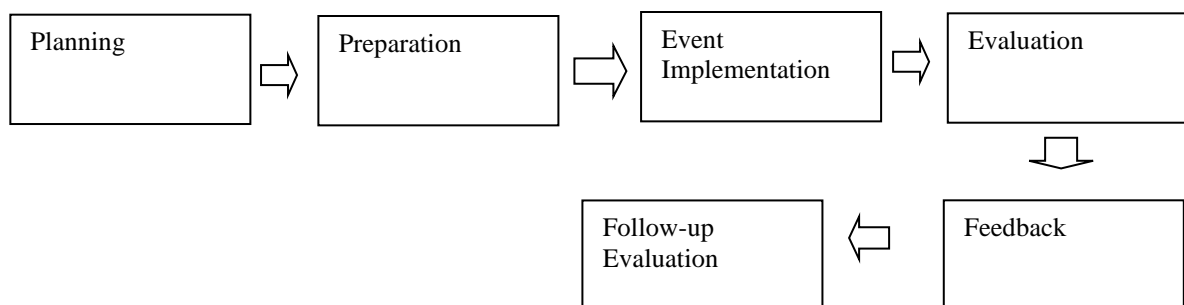


Figure 1. Training method cycle

Figure 1 explains that the event process begins with planning. Product packaging training is carried out by the Faculty of Economics and Business, Master of Management Study Program. The planning process prepares themes, rooms, food and accommodation by synergizing with the South Jakarta MSME Community regarding training needs for business actors. Preparation by forming a committee and the equipment needed to carry out the training. Implementation with execution of training plans. Implementation of resource person training to share knowledge and knowledge related to the basics of packaging accompanied by existing examples. Evaluation using an online

questionnaire based on Google Form regarding training participant satisfaction and event quality. Evaluation includes information, committee services, facilities, materials, and participant expectations. Feedback using evaluation data is used as a basis for further planning. Follow-up leads to the development of training themes with needs at intermediate and advanced levels. Finalize the program to collaborate with the MSME Community by establishing a coaching clinic specifically for MSME players.

3. RESULTS AND DISCUSSION

The training event was carried out smoothly and successfully. The training program aims to add business value through product packaging to business actors. Below is the training documentation as follows:



Figure 2. Event documentation

Figure 2 explains that the training event was attended by 27 people. The training participants are members of the South Jakarta MSME Community. The material provided is an introduction to entrepreneurs to recognize product packaging properly and correctly. In this article, the focus is on one material presented by the resource person regarding the introduction of product packaging. The resource person explained that product packaging is very important to help consumers' psychological aspects in introducing a business. Consumers are able to provide optimal assessments and comparisons with other product packaging according to market needs and tastes. The resource person explained the basics of product packaging starting from the concept and components that must be known as a business person. Product packaging becomes its own character and differentiates it from competitors. Packaging should be of greater concern, especially for business actors who are still starting a business at the initial level. Business actors must be sensitive and segment the market

according to target consumers. Packaging issues that business actors must be aware of. This will reflect the character of the product. Participants are given a questionnaire via a Google Form link to evaluate the implementation of the event. This evaluation is used to assess the implementation of events and input as part of improving the quality of the training program. The first part is an evaluation of the training facilities as follows:

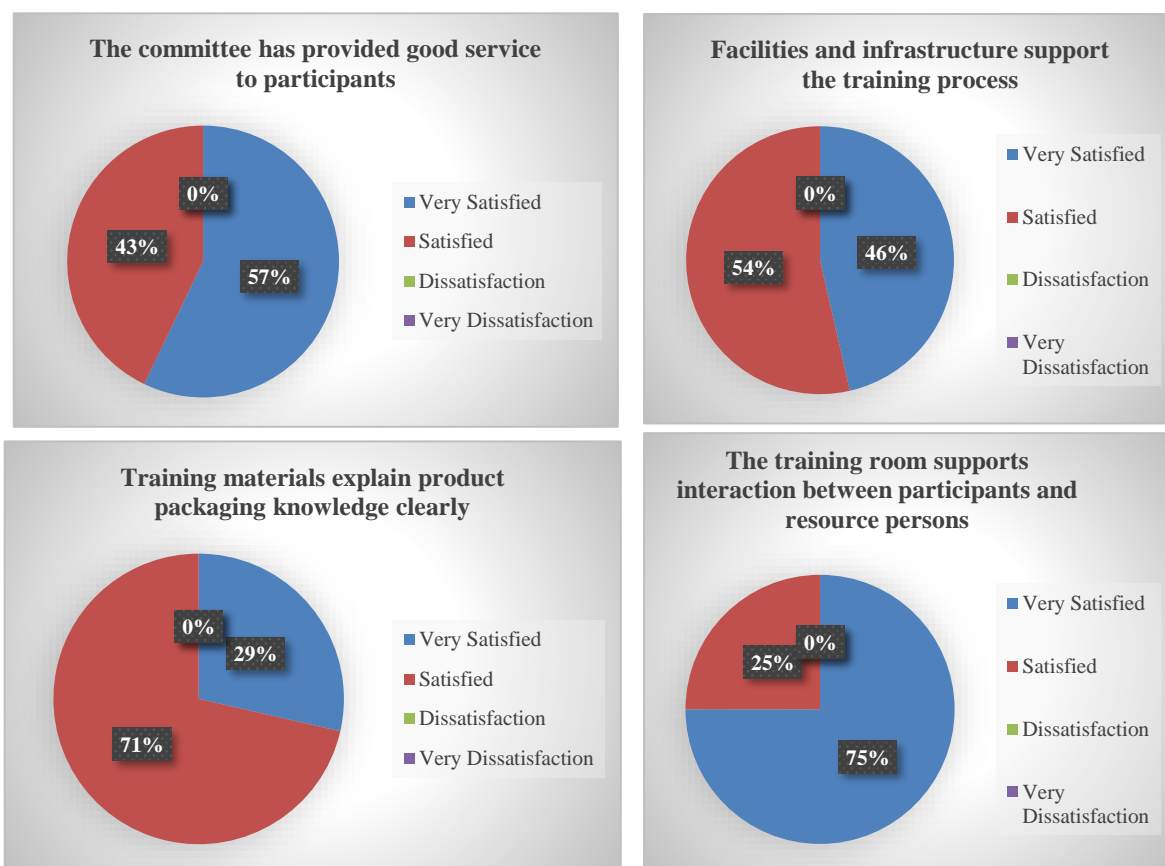


Figure 3. Evaluation of facilities aspect training

Figure 3 explains that the training participants gave a positive assessment of the facilities provided by the committee. Training participants felt very satisfied (57%) and satisfied (43%) with the services provided by the committee. The committee provides clear and precise information for the training program registration process. This training is provided to MSME players to continuously share knowledge about product packaging. Facilities and infrastructure were rated as very satisfied (46%) and satisfied (54%) by training participants. The committee prepared stationery, consumables, display media and sound equipment so that participants could focus on the training material. The university prepared an auditorium as part of its support in business empowerment for MSMEs. The preparation of training materials was rated as very satisfied (29%) and satisfied (71%). The committee distributed material via WhatsApp Group during the training session so that participants could read using smartphones or laptops. The training room was rated as very satisfied (75%) and satisfied (25%) by the training participants. The auditorium is considered to support conducive training implementation and participants feel comfortable so they are able to follow the training material to completion. Below is an assessment of aspects of the training topics and materials as follows:

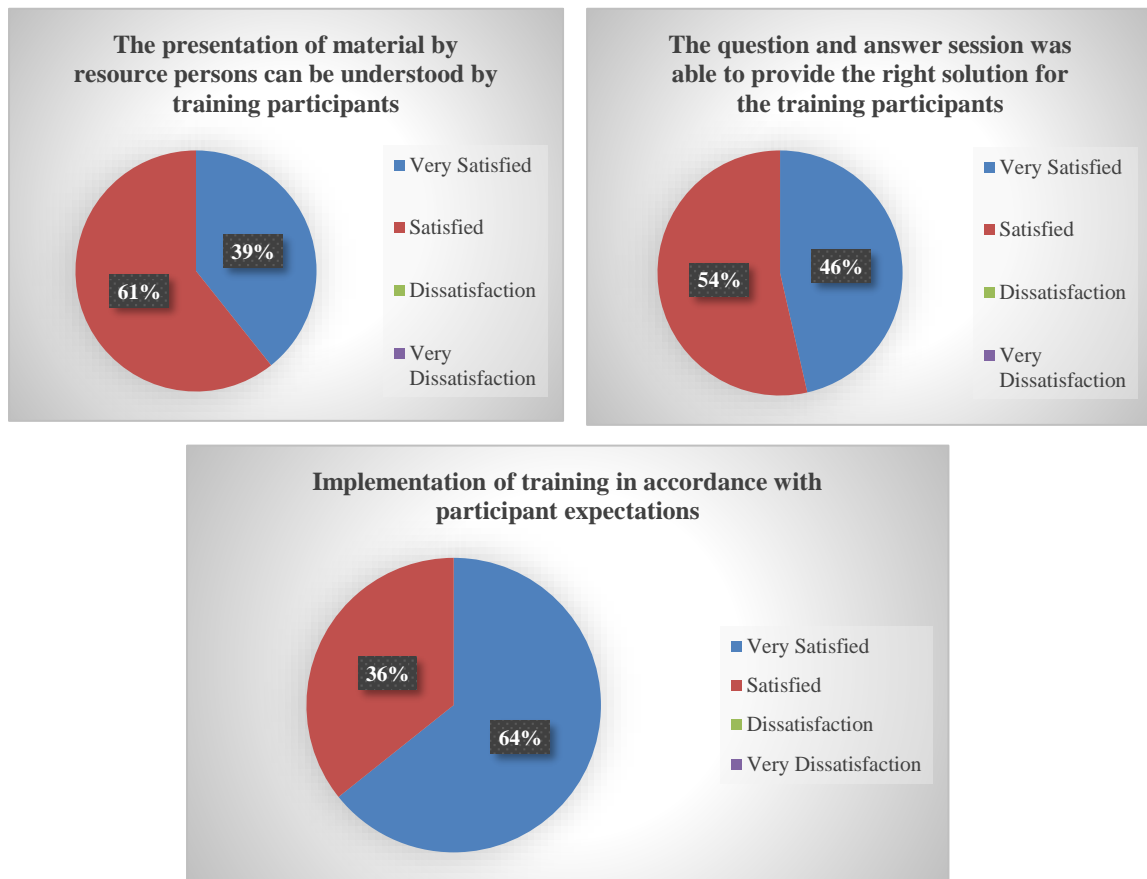


Figure 4. Training evaluation from the aspect of material and topic expectation

Figure 4 explains that participants assessed the delivery of training materials and topics that had been carried out by the committee and resource persons. The training presentation was rated positively by participants with a composition of very satisfied (39%) and satisfied (61%). Participants assessed that the resource person was able to explain material that was easy to understand during the training. The presentation is packaged with a variety of images and a discussion forum to discuss the packaging owned by training participants. The Q&A session was rated positively with a composition of very satisfied (46%) and satisfied (54%). The discussion forum provided is very helpful for participants to ask questions regarding the training material. The implementation of the training was assessed positively with a composition of very satisfied (64%) and satisfied (36%). Participants assessed that the resource person invited them to practice packaging knowledge on the products sold by the participants. Packaging must be able to describe the product to potential consumers. Below is an evaluation assessment of the training participants' expectations as follows:

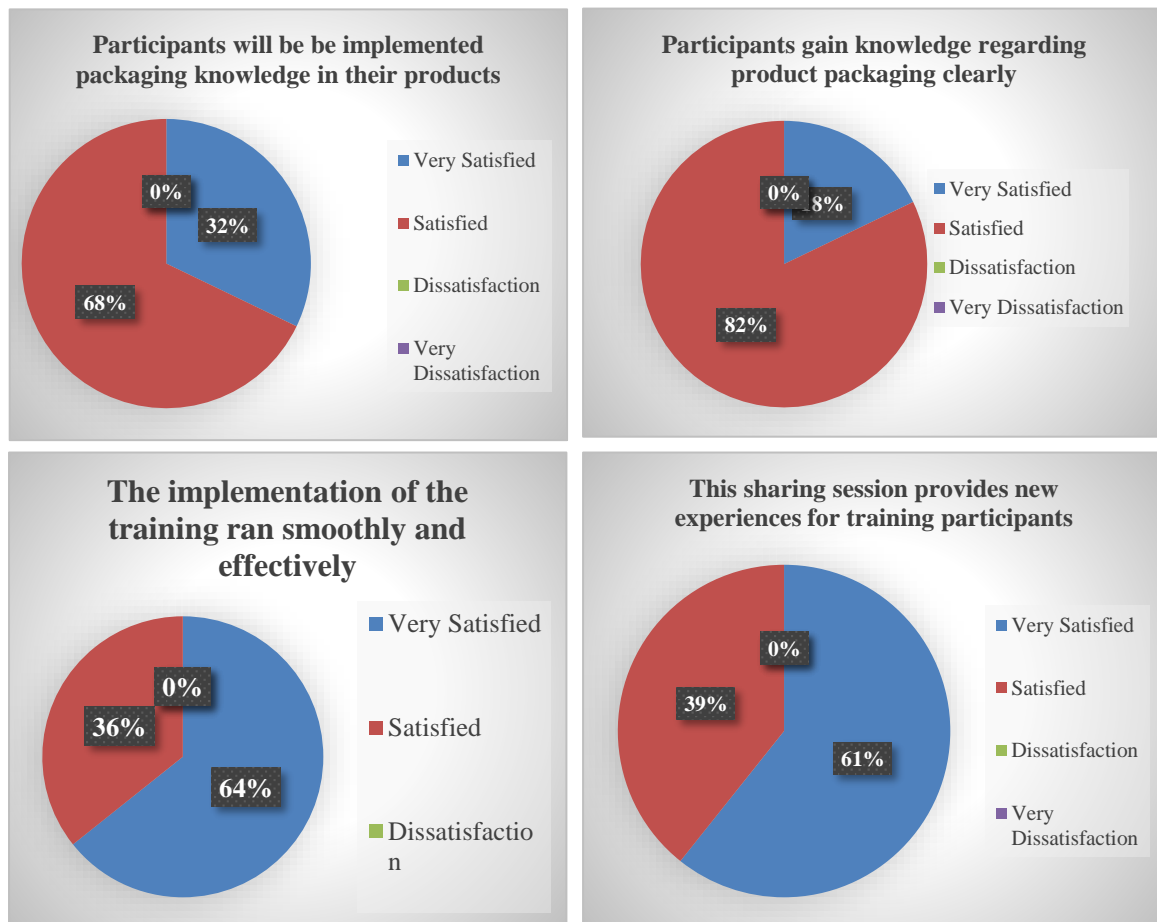


Figure 5. Training evaluation based on participants' expectations

Figure 5 explains that participants rated very satisfied and satisfied with training expectations in different proportions. Participants assessed that this training provided new knowledge regarding product packaging with the composition being satisfied (82%) and very satisfied (28%). The explanation given by the resource person provided a new perspective to the training participants. Participants are able to identify the packaging that has been made for their product. This aspect of knowledge is considered to be the basis for packaging renewal. This training was able to encourage participants to implement product packaging with very satisfied (68%) and satisfied (32%). Participants want to carry out a thorough evaluation of packaging that suits the target market. Product packaging can be well recognized by potential consumers. The implementation of the training program ran smoothly and effectively with satisfaction (36%) and very satisfaction (64%). The training program is well prepared in terms of facilities, food and quality of resource persons in line with participants' expectations. Sharing sessions were considered to provide new experiences by discussing with resource persons with very satisfied (61%) and satisfied (39%). In this session participants were given the opportunity to share stories and experiences with their product packaging. Resource persons can answer according to the level of problems experienced by MSME owners. This discussion forum found several problems such as incompatibility with the target market, prices that do not match the packaging, and colors that are less recognized by consumers.

The implementation of the training program has been assessed well by the participants. This program is based on one of the goals of higher education to share knowledge with the community according to expertise. The Faculty of Economics and Business is one of the educational entities that focuses on empowering MSMEs for the community. Business people in the household, industrial and medium sectors need product packaging to be recognized by potential consumers.

Products or services will always be remembered based on the product packaging so that consumers can easily find them. It is hoped that this training program will continue in the form of coaching clinics and consultations with MSMEs.

4. CONCLUSION

The training program can be implemented well. This training program can be formed in discussion sessions, seminars or workshops for MSME players. The 28 participants were represented by various types of businesses. The majority of business people are involved in the culinary and cake sectors, so packaging must be formulated according to product needs. The participants' assessment received extraordinary enthusiasm based on the evaluation questionnaire with an average rating of satisfied and very satisfied. The participants' suggestions for this event could be continued with different topics such as product brands, supply chains, and other themes that could support the business development of MSME players. This event is used as an actualization of community service. MSME players are invited to think critically regarding product packaging as a means of identifying consumers. This program is a relay to be applied to other business sectors such as arts, services or manufacturing. As a result of this program, a cooperation agreement was reached with the South Jakarta MSME community. This program can be implemented as an annual or quarterly event to assist in the form of consultative and business assistance.

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