

Analysis of the Role of Packaging in Increasing Product Marketing for Family Berkah Micro, Small and Medium Enterprises (MSMEs)

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Abstract

This research was conducted at the UMKM Family Berkah. The aim of this research is to determine the role of packaging in improving the marketing of Family Berkah micro, small and medium enterprises (MSMEs) products. This study used descriptive qualitative method. Qualitative is the process of systematically searching and compiling data obtained from interviews, field notes and other materials so that they can be easily understood and the findings can be informed to others. The data collection methods used in this research are observation and interviews. Data analysis in this research uses the Miles and Huberman model method. During the data collection process, 3 important activities were carried out, namely data reduction, data presentation, verification. There are four stages in this research, namely the pre-field stage, field work stage, data analysis stage and report writing stage. Packaging that meets business criteria can increase marketing, sales and buying interest for consumers, then increase market power, increase consumer trust, and expand marketing reach. The results of this research are that packaging displays that are very attractive to consumers will increase sales of the company's products.

Keywords: *Packaging; Marketing; MSMEs*

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INTRODUCTION

Technological developments are increasingly rapid and the business world will always be faced with change. This is caused by many factors, the high level of public willingness to change products so that they can be more practical to use (Anastasia, 2022). A company can continue to be known if it is able to create various innovations in the products it produces, moreover, these innovations must be in accordance with the needs and desires of the community. Companies must be responsive to changing times, because they will face increasingly tight market competition. One strategy that can be done is to develop products.

Packaging is one of the keys to product sales. Initially, packaging only functioned as a container or wrapper to protect, cover, or facilitate the transportation of a product. However, as time goes by, packaging becomes necessary to motivate consumers to buy. Packaging design is not just about designing, but also requires ideas that convey the goodness of a brand or product so that it sells just by the appearance of the design, and the appearance of the packaging is also visually attractive and important. Attraction that captivates consumers (Anasrulloh, 2017) .

Businesspeople are no longer just innovating the core components of their products, but manufacturers are also innovating their product packaging. This means that packaging is the first thing consumers touch or see when they visit, so packaging is a key element in both increasing sales and displaying the company or brand image because producers recognize it. Product Selection If a product is good and attractive, consumers will automatically approach the product being offered and look at it more closely and in detail. Beautiful and attractive packaging stimulates purchase intentions (Astiti et al., 2023) . The importance of product packaging can be seen from its visual appeal. Attractive packaging can create a positive first impression for potential consumers. Creative designs, eye-catching colors, and eye-catching logos make products stand out on shelves and attract consumer interest. This visual appeal is the key to winning competition in a crowded market. Product packaging also functions as a channel for conveying information regarding the product, ingredients, uses, benefits, expiration date and other important information that must be communicated clearly to consumers. Packaging that provides complete and easy-to-understand information can increase consumer confidence in the product. One of the main functions of packaging is to protect products from damage, theft and other dangers. Good packaging not only maintains product quality during its journey from producer to consumer, but also ensures that the product reaches consumers in good condition. Product safety is an important factor that can influence consumer satisfaction and brand reputation.

Banana and cassava chips snack products are one of the products that is currently developing on the market. One of them is in Gunung Rintih village, Jln. Serasi, STM Hilir District, Deli Serdang Regency. There is only one producer of banana and cassava chips in the village, managed by Mrs. Rianda Astriyani and already has the name UMKM, namely Family Berkah. This business has been carried out since 2013 and the processing of banana and cassava chips is still carried out traditionally, from the process of cleaning raw materials, frying to packaging. In terms of packaging, it is still simple and does not use an attractive packaging design, namely only using plastic packaging and is called Family Berkah.

One of the problems faced by Micro, Small and Medium Enterprises (MSMEs) in Family Berkah is that the packaging of the products produced is still not optimal, of course this has a big impact on the level of sales and marketing of products because the design and packaging of existing products becomes less attractive and difficult. recognized. We must realize that the products produced by small and medium businesses are just as delicious and superior as those produced by manufacturers. However, because these MSME products are packaged simply, they are less aesthetic. As a result, the market coverage for MSME products is limited, making it difficult to compete in the market, especially in the modern market (Widiati, 2019) , (Siregar et al., 2023) .

Based on the above background , the formulation of the problem found in this research is, does packaging play an important role in improving the marketing of the products of the Berkah Family 's micro , small and medium enterprises (MSMEs) ? . The

aim of this research is to determine the role of packaging in improving the marketing of Family Berkah's micro, small and medium enterprises (MSMEs) products.

MSMEs are a form of small community business whose establishment is based on someone's initiative. Most people think that MSMEs only benefit certain parties. In fact, MSMEs play a very important role in reducing the unemployment rate in Indonesia. MSMEs can absorb many Indonesian workers who are still unemployed. Apart from that, MSMEs have contributed greatly to regional income and Indonesian state income (Saefullah et al., 2022).

Packaging is a container or wrapper that is useful for preventing or minimizing damage to the product or item being packaged or wrapped. Another opinion says that packaging is a product wrapping material that functions to protect, contain, provide identification and promote the product (Kusumawati et al., 2022).

What must be included in the packaging design (Mukhtar & Nurif, 2015) is as follows:

- Product Name/Food Name
- Composition/Ingredients List
- Contents/Net
- Name and Address of Factory/Importer
- BPOM/PIRT number
- Halal Info
- Production code
- Expired date
- Instructions for storage
- Instructions on how to use
- Nutritional Value

METHODOLOGY

This study used descriptive qualitative method. Qualitative is the process of systematically searching and compiling data obtained from interviews, field notes and other materials so that they can be easily understood and the findings can be informed to others (Sugiyono, 2013). The data collection methods used in this research are observation and interviews.

Data analysis in this research uses the Miles and Huberman model method quoted by (Rijali, 2018), namely that during the data collection process 3 important activities are carried out including:

Data Reduction

Data reduction means summarizing, focusing on important things, looking for themes and patterns. At this stage, summarizing activities will also take place. This process continues until the final research report is complete.

Data Presentation

After carrying out data reduction, the next step is to present the data. Presenting data is one of the activities in preparing reports on research results that have been carried out so that they can be understood and analyzed according to the desired objectives.

This presentation is carried out in the form of brief descriptions, charts and relationships between categories. The aim of presenting data is so that researchers can understand what happened in planning next actions.

Verify

The final step is to carry out verification. From the beginning of data collection, researchers look for relationships related to existing problems, take notes and draw conclusions. The initial conclusions are still temporary and will always change while the data collection process is still ongoing. If the conclusions made are supported by valid and consistent data found in the field, then the conclusions are reliable conclusions.

There are four stages in this research, namely:

1. Pre-field stage, the pre-field stage is the stage where the researcher looks for an overview of the problem and the background and references related to the theme before going into the field. Researchers have obtained an overview of the existing problems by raising the title "Analysis of the Role of Packaging in Improving Product Marketing in Family Berkah Micro, Small and Medium Enterprises (MSMEs). The stages carried out by researchers are as follows:
 - determine the research object
 - create permits
 - determine information
 - prepare research equipment.
2. Field work stage, in this stage of field work, researchers enter the field to view, monitor and inspect the research location in Gunung Rintih Village, Jl. Serasi, STM Hilir District, Deli Serang Regency. The author begins to carry out the research object and collects data using the tools that have been provided in writing. The data obtained will be immediately processed to obtain information about the research object.
3. Data analysis stage, this data analysis stage includes activities to process and organize data obtained through observation, interviews, then explain the data according to the problem being studied.
4. Report writing stage, this stage is the final stage carried out by the author. At this stage the author prepares the research results, consults the research results with the supervisor, improves the results of the consultation, makes a written report from the results of the research that has been carried out. This report will be written in the form of a scientific work.

RESULTS AND DISCUSSION

Packaging is a container or wrapper that is useful for preventing or minimizing damage to the product or item being packaged or wrapped. Another opinion says that packaging is a product wrapping material that functions to protect, contain, provide identification and promote the product (Kusumawati et al., 2022) .

What must be included in the packaging design (Mukhtar & Nurif, 2015) is as follows:

- Product Name/Food Name
- Composition/Ingredients List
- Contents/Net
- Name and Address of Factory/Importer
- BPOM/PIRT number
- Halal Info
- Production Codes
- Expired date
- Instructions for storage
- Instructions on how to use
- Nutritional Value

Meanwhile, according to the Indonesian Ministry of Cooperatives and SMEs (2009), there are several things that must be included in a packaging, namely the product name, brand, logo, information about food additives, information about the ingredients used (composition), information about net weight or net contents, information about expiry date, information about name and address, information about nutritional content, information about food production code, food registration number, halal claim, barcode.

Based on the data described above, it turns out that the results of interviews on the packaging of UMKM Family Berkah banana and cassava chips products still do not include information regarding several things which can be seen in the following table:

Table 1. Information That Does Not Yet Exist on the Packaging of UMKM Family Berkah Banana and Cassava Chips

No	Information	Information	
		There is	There isn't any yet
1.	Product name	√	
2.	Brand or Brand	√	
3.	Logos	√	
4.	Information about food additives		√
5.	Composition/ingredients list		√
6.	Contents/net		√
7.	Factory Name and Address	√	
8.	BPOM number	√	
9.	Halal Info	√	
10.	Food production code		√
11.	Expired date		√
12.	Storage instructions		√
13.	Barcodes		√

14.	Instructions for Use		√
15.	Nutritional Value		√

Source: (Mukhtar & Nurif, 2015) , (Ministry of State for Cooperatives and SMEs of the Republic of Indonesia, 2009), Author's data processing

Based on the results of interviews conducted by researchers, the results of the research can be seen in table 1. which shows that the packaging for the banana and cassava chips products belonging to UMKM Family Berkah still does not complete the standard criteria for product packaging based on the decision of the Indonesian Ministry of Cooperatives and SMEs (2009) regarding standards small and medium industrial product packaging. Where, based on research that has been carried out, the product packaging owned by UMKM Family Berkah only displays information in the form of product name, brand, logo, factory name and address as well as halal information, while there are several criteria that have not been included on the product packaging that is made, namely as the following:

Food Additives

Every food producer needs to include information regarding food additives (BTP) on the packaging of the business products they make because this information will provide an explanation to consumers about what additional ingredients are used in making the food product. Food additives are materials that influence the nature or shape of food products by adding something to the food that is used to make the product, such as antioxidants, preservatives or colorings (Aritonang et al., 2022) .

Every business owner is required to include information regarding BTP to maintain food safety and avoid poisoning or side effects for consumers because they do not know the ingredients in the products they consume. This statement is supported by previous research which states that information about food additives that is made informative and easy to understand on product packaging will help consumers choose products that are safe for consumption by consumers (Sari, RA, & Ulfah, 2023) .

Regarding this matter, Family Berkah MSMEs need to add BTP information to the packaging of their business products to maintain food safety for consumers who consume the products sold. Based on Food and Drug Supervisory Agency Regulation No. 11 of 2019 concerning food additives, producers must describe BTP information clearly, concisely and informatively (Food and Drug Monitoring Agency of the Republic of Indonesia, 2019) by paying attention to the following:

1. BTP name

Manufacturers must list the BTP name in accordance with the BTP list permitted by BPOM and must avoid using complicated trade names or chemical names. Examples: Sodium benzoate (preservative), guar gum (thickener), caramel coloring.

2. BTP function

In this case, the manufacturer must briefly explain the function of BTP in the product using words that are easily understood by consumers. Examples: "Preservative to maintain product freshness", "Thickener to give a thick texture", "Colorant to give color to the product".

3. Number of BTP

The packaging must state the amount of BTP used in the product in units that are easy to understand, such as milligrams per kilogram (mg/kg) or grams per liter (g/L). Example: "Contains a maximum of 100 mg/kg sodium benzoate preservative", "Uses 0.5 g/L guar gum thickener".

4. BTP description position

The BTP description must be placed on a part of the packaging that is easy to see and read and uses clear fonts and a large enough size.

Composition/list of ingredients

The packaging of the products owned by UMKM Family Berkah also does not include information regarding the composition/list of ingredients. The composition/ingredients list is a list of all raw materials and food additives used which must not be hidden. The composition/list of ingredients is one of the packaging criteria that is as important as the BTP that needs to be included on business product packaging because this information, apart from providing information for consumers, can also help to ensure food safety and increase industry transparency in order to build consumer trust in the products purchased (Verbeke, 2021). Therefore, Family Berkah MSMEs need to include information regarding the composition/ingredients of food ingredients used in the process of making banana and cassava chips which will be sold in the market to facilitate information on the use of food ingredients and attract consumer trust in banana and cassava chips products processed by Family Berkah MSMEs.

Net contents

Information related to the net content on product packaging is information that provides information regarding the net weight or net content of the product contained in each content in the product packaging being sold. Where usually this information is expressed in grams (g) for solid products, milliliters (ml) for liquid products, and liters (L). The function of including content/net information on packaging (BPOM, 2020) is as follows:

1. To provide information to consumers so they know how much is in the product they are buying.

2. Protect consumers from fraud, in this case the producer is obliged to include true and accurate net content information because, if the producer tries to commit fraud regarding the contents of the packaging being sold, he or she may be threatened with a fine or revocation of the business license as stated in the Law. Law Number 8 of 1999 Article 8 paragraph (1) (UUPK) concerning Consumer Protection which discusses the prohibition on business actors from

carrying out business practices that deceive and harm consumers (Maileni, 2019)

In this regard, Family Berkah MSMEs are expected to provide information regarding the net contents of packaged products sold so that consumers can find out the amount contained in each package of banana and cassava chips products sold in order to avoid fraud and be used as a basis for consumers' decisions about purchasing products.

Food production code

A food production code is a collection of numbers and letters printed on food product packaging that provides important information about the product being sold which serves to help track the product from the factory to the distributor, retailer and finally to the consumer. This is important for product recalls if food safety problems occur. The following is what is informed by the food production code (Jamrianti, 2021) :

1. Production date and time: This is important to know the product's freshness and expiration date.
2. Batch or lot number: This helps track the product in the event of a problem, such as contamination or product recall.
3. Information about the factory or production line: This can help trace the origin of the product and ensure food safety.
4. Other information: Some production codes may also include other information, such as shift codes or operator codes.

The following is an example of a food production code format:

1. YYYYMMDD: This format uses year, month and production date. For example: 20240610 (10 June 2024)
2. YYMMDD-L: This format is similar to the previous format, but with the addition of the letter "L" at the end to indicate the lot number. For example: 240610-L123 (10 June 2024, lot 123).
3. ABC123456: This format uses a combination of letters and numbers to indicate various information, such as production date, lot number, and manufacturer information.

Regarding this matter, Family Berkah MSMEs need to include a food production code because this is very important because it is a requirement to meet the standard criteria for product packaging to be sold and marketed. Apart from that, this production code will provide information for consumers of banana and cassava chips that the product is still worth eating by looking at the date code and year of production of the chips being sold.

Expired date

Expiration date is important information that must be considered to ensure food safety. Expiry date or expiration date/use-by date, is the deadline for the product to be consumed or used, this date will indicate the last time the product was no longer safe for consumption. Consumers really need to know the last time the product they purchased can be consumed or is still suitable for use,

therefore information regarding the expiration date is absolutely mandatory to be included on the packaging of every business product, including the banana and cassava chips production business at Family Berkah MSMEs because if consumers buy it products from UMKM Family Berkah. If you don't know when the chips are suitable for consumption, they will be dangerous for your health because they can cause food poisoning or other illnesses. Therefore, it is important for consumers to know the expiration date of food products before buying and before consuming them. This statement is also strengthened by Law NO.08 of 1999 concerning Consumer Protection Article 8 point 1 letter (g) which states that every business actor is prohibited from producing and selling goods that do not include a date (Sari, 2023) .

Storage instructions

It is very important that storage instructions are included in the product packaging, because storage instructions will provide information on how to store the product correctly to maintain food quality and safety and prevent product damage due to temperature, humidity, light and air factors (Nurul Asiah, et.al, 2020) . Therefore, Family Berkah MSMEs must also include information regarding storage instructions so that consumers can maintain the food quality and safety of the chips they buy and so that consumers can know how to store them properly through the instructions provided by the manufacturer on the packaging they make.

Barcodes

Entering the digital era, Barcodes will provide benefits and convenience for sellers, consumers and the industry as a whole. Barcodes are an important element in the digital world because barcodes will increase efficiency, accuracy, security and transparency in the supply of product sales. With Barcodes, consumers can scan Barcodes via cellphone to get product information, compare prices and even make purchases online. Family Berkah MSMEs can utilize Barcodes to increase efficiency in selling and facilitate the inventory management process and increase sales opportunities by utilizing today's increasingly sophisticated digital technology developments. This is supported by previous research which states that implementing a Barcode system on food products can increase efficiency and accuracy in various aspects such as product tracking, inventory management, sales transactions, and transparency in the supply chain (Raharjo, 2022) . Therefore, it can be seen that implementing the Barcode system in businesses will provide many benefits both in terms of efficiency, accuracy, transparency and accountability.

Instructions for Use

Instructions for use are important to include on the product packaging, but this must be adjusted to what product is being sold. Usually instructions for use must be included on packaging in the form of packaged food and drinks,

ready-to-eat products, dairy products, cosmetic products, medicines, electronics or other equipment (BPOM, 2020) . However, for banana and cassava chips products processed by UMKM Family Berkah, they are not required to include them on the packaging because in general the way to consume chips is simple and easy to understand because they can be eaten straight away.

Nutritional Value

Nutritional value on product packaging or nutritional value information (ING) is a table containing information on the nutritional content in one portion of a food or drink product which is useful for helping consumers make the right choices regarding the food they consume by providing information regarding the number of calories, fat, proteins, carbohydrates, vitamins and minerals contained in these products (Dewi Maya et., al., 2019) . Even though the banana and cassava chips processed by UMKM Family Berkah are snacks and not staple foods, including the nutritional value on the packaging of the chips is still important because consumers also have the right to know the nutritional content of the products they consume, with the nutritional value information listed helping consumers understand the number of calories. , fat, protein, carbohydrates and other nutrients contained in the chips they eat.

BPOM permission

A BPOM permit or BPOM distribution permit is an approval issued by the Food and Drug Supervisory Agency (BPOM) to companies/individuals to produce, import or distribute medicines, food, cosmetics and medical equipment products in Indonesia. Family Berkah MSMEs in this case do not yet have BPOM permission, so this means that Family Berkah's banana and cassava chips products do not yet have permission to distribute their products. Therefore, Family Berkah MSMEs are expected to immediately process this permit because this permit is very important for every business and is useful in increasing public confidence in the safety of chip products distributed on the market. Apart from that, legally the Family Berkah business also has the potential to receive sanctions from BPOM because it has not met the business distribution requirements. So Family Berkah MSMEs are required to obtain a BPOM permit for their business.

From the analysis of this discussion, it can be seen that product packaging is in accordance with the decision of the Indonesian Ministry of Cooperatives and SMEs (2009) regarding packaging standards for small and medium industrial products, packaging that is in accordance with existing standards has an important role in product marketing for every business, including for MSME Family Blessings, such as:

- a. Helps increase the selling value of the products to be marketed.
- b. Protecting products from various physical damage (such as crushing and crushing) and maintaining food security due to damage from environmental factors (such as light, air and humidity).
- c. Providing information about products sold to consumers.

- d. Increasing consumer confidence and buying interest in the products being sold.

Packaging that meets business criteria can increase marketing, sales and buying interest for consumers, then increase market power, increase consumer trust, and expand marketing reach. The results of this research are in line with previous research which states that packaging displays that are very attractive to consumers will increase sales of company products in line with previous research which states (Maulana & Hakim, 2023) .

CONCLUSION

Based on the research results, it can be concluded that the packaging of Umkm Family Berkah's banana and cassava chips products does not meet the standards set by the Indonesian Ministry of Cooperatives and SMEs (2009) regarding packaging for small and medium industrial products. Several important elements that have not been included in the MSME family Berkah product packaging include information regarding the food additives used in the product not yet listed, a list of all raw materials and food additives used not yet listed, information regarding the net weight or net content not yet listed, code food production which is important for product tracking has not been included, information on the expiration date has not been provided, information regarding the correct way to store the product has not been included, there has been no barcode that can increase efficiency and accuracy in product supply and sales, information on the nutritional content of the product has not been provided, the product does not yet have a BPOM distribution permit which guarantees product safety on the market. By not fulfilling these elements, Family Berkah MSME products are at risk of reducing consumer confidence and affecting sales.

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