

Assistance And Training Of Product Packaging Innovation For MSMEs In Bogor City

Arde Lindung Pambudi

Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia

Arde.pambudi@ibik.ac.id

Abstract

Packaging is one of the spearheads of selling a product. Packaging has a very important role because it will always be related to the packaged commodity and at the same time it is a selling point and product image. This selling value increases when the resulting product gets added value from attractive packaging. While the product image is related to the product image in the minds of consumers, it will be better if the product is packaged well, in other words the product can give a good impression to consumers. The general objective of this activity is to provide training on how MSME business actors in Bogor City can develop product packaging so that the products produced are in great demand by consumers so that they can develop their businesses well and be able to contribute to economic development in Bogor City.

Keywords: Packaging, MSME

References:

- Hayati, S. R., Amelia, S. dan Putri, M. (2020) "Inovasi Produk Dan Kemasan Pada Kecamatan Gamping Kabupaten Sleman," 1(2), hal. 87–100.
- Klimchuk, M. Rosner, Krasovec, & A. Sandra, *Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan*. Edisi pertama. Jakarta: Erlangga, 2007. S. Maryama, P. Yandri, & I. Istimal, "Pelatihan Pembuatan Packaging
- Rofieq, M. (Universitas M. M., Poerwanto, A. (Universitas M. M. dan Budiyanto, H. (Universitas M. M. (2017) "Pelatihan Desain Kemasan Produk Umkm," *Jurnal ABDIMAS Unmer Malang*, 1(2), hal. 1–6. Tersedia pada: <http://jurnal.unmer.ac.id/index.php/jpkm/issue/view/224>.
- Suhaeni, T. (2018). "Pengaruh Strategi Inovasi Terhadap Keunggulan Bersaing di Industri Kreatif (Studi Kasus UMKM Bidang Kerajinan Tangan di Kota Bandung)". *Jurnal Riset Bisnis dan Investasi*, Vol. 4, No. 1, h. 57 – 74.
- A.N.F.Mufreni, "Pengaruh Desain Produk, Bentuk Kemasan Dan Bahan Kemasan Terhadap Minat Beli Konsumen (Studi Kasus Teh Hijau Serbuk Tocha)," *Jurnal Ekonomi Manajemen*, vol. 2, no. 2, pp.48-54, November 2016.
- D. Indraswati, *Pengemasan Makanan*. Edisi Pertama. Ponorogo: Forum Ilmiah Kesehatan (FORIKES), 2017.
- Klimchuk, M. Rosner, Krasovec, & A. Sandra, *Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan*. Edisi pertama. Jakarta: Erlangga, 2007. S. Maryama, P. Yandri, & I. Istimal, "Pelatihan Pembuatan Packaging
- R. Nugrahani, "Peran Desain Grafis Pada Label dan Kemasan Produk Makanan UMKM" *Jurnal Imajinasi*, vol. 9, no. 2, pp. 127-136, Juli 2015.
- S. Mukhtar & M. Nurif, "Peranan Packaging Dalam Meningkatkan Hasil Produksi Terhadap Konsumen" *Jurnal Sosial Humaniora*, vol. 8, no. 2, pp. 181-191, November 2015.
- V. Dhamera, "Analisis Pengaruh Keunikan Desain Kemasan Produk, Kondusivitas Store Environment, Kualitas Display Produk Terhadap Keputusan Pembelian Impulsive (Studi pada Pasaraya Sri Ratu Pemuda Semarang)" *Jurnal Sains Pemasaran Indonesia*, vol. 13, no. 1, pp. 1-44, Mei 2014.
- Agustianawati, P., & Puspitasari, R. (2018). Stock Performance Analysis. In *International Conference On Accounting And Management Science 2018* (pp. 107-115).
- Ajmi, D. N., & Iriyadi, I. (2018). Analisis Penentuan Tarif Rawat Inap dan Perhitungan Harga Pokok Pada Klinik Utama Rawat Inap dr.
- Andrayani, I. P., & Nurendah, Y. (2013). *Prosedur Penjualan Sepeda Motor Pada Dealer Honda Pt. Sanprima Sentosa Bogor* (Doctoral dissertation, Institut Bisnis dan Informatika Kesatuan).

- Dewi, M. U., Mekaniwati, A., Nurendah, Y., Cakranegara, P., & Arief, A. S. (2020). Globalization challenges of micro small and medium enterprises. *Eur. J. Mol. Clin. Med*, 7(11), 1909-1915.
- Fauzi, R. C., Patriani, Y., Tiblola, J., & Munawar, A. (2020). Neo-Nepotism In Business Which Reduces the Quality Of Democracy. *European Journal of Molecular & Clinical Medicine*, 7(11), 1758-1763.
- Iriyadi, I., & Yadiati, W. (2017). The influence of Transformational Leadership. *Audit Committees' Role and Internal Control Toward Financial Reporting Quality and Its Implication on Investment Efficiency (Survey of Indonesia State Owned Companies of Non-Public Service and Non-Financial. International Journal of Applied Business and Economic Research*. Vol. 15. Number 6.
- Kurniawan, M., Munawar, A., & Amwila, A. Y. (2020). Analisis Pengaruh CAR, NPL, dan LDR Terhadap ROA. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 149-158.
- Marpaung, A. M., & Purba, J. H. V. (2017). Pengaruh Nilai Tukar Terhadap Ekspor Dan Dampaknya Terhadap Pertumbuhan Ekonomi Indonesia [The Effect of Exchange Rates on Exports and its Impact on Indonesia's Economic Growth]. *DeReMa (Development Research of Management): Jurnal Manajemen*, 12(2), 285-295.
- Muanas, M., & Mulia, I. (2020). Pendampingan Penguasaan Akuntansi Dasar Bagi Pegawai BPR Mitra Daya Mandiri Bogor. *Jurnal Abdimas Dedikasi Kesatuan*, 1(1), 51-56.
- Mulyana, M. (2012). Consumer Behaviour: Sukses Dengan Memahami Konsumen.
- Mulyana, M., & Puspitasari, R. (2014). Model Struktural Minat Berwirausaha Siswa SMK Di Kota Bogor. *SNIT 2014*, 1(1), 83-91.
- Munawar, A. (2009). Analisis Pengaruh Aset Tetap, Likuiditas, Ukuran, dan Profitabilitas Terhadap Struktur Kapital Perusahaan. *Jurnal Ilmiah Ranggagading*, 9(1), 24-33.
- Purba, J. H. V. (2018). Fundamental and Macroeconomic Analysis on Stock Price. In *International Conference On Accounting And Management Science 2018* (pp. 284-284).
- Purba, J. H. V. (2020). Does Chinese Vegetable Oil Consumption Have Positive Implications for the Indonesia-China Trade Balance. *Integrated Journal of Business and Economics*, 4(1), 36-44.
- Supriadi, Y. (2020). Peningkatan Kapabilitas UMKM Binaan Rumah Kreatif Bogor Dalam Melakukan Analisa Laporan. *Jurnal Abdimas*, 4(1), 51-60.
- Supriadi, Y. (2020). Pelatihan Layanan Urutan Dana (Equity Crowdfunding) Sebagai Alternative Sumber Pendanaan UMKM Untuk Naik Kelas. *Jurnal Abdimas*, 4(3), 231-240.