
Entrepreneurship Training : "Strategy To Increase Sales Through Attractive Product Packaging" At Umkm Desa Gumukrejo Teras Boyolali"

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Abstract

Many MSME products are still difficult to compete due to the many obstacles faced by SMEs. One of them is the lack of information about the importance of packaging to product marketing. The Mindset of MSME actors in Gumukrejo Village Teras Boyolali most still do not consider that the packaging of the products produced is important to increase sales. Changing the mindset about the importance of attractive Packaging is very necessary for MSME actors in Gumukrejo Village today. So that the results of this training are expected to be able to change the Mindset for MSMEs to be able to do attractive packaging for the products they produce to increase sales turnover.

Keywords: Packaging, MSME

INTRODUCTION

Packaging can be interpreted as his clothes products. Like clothes for humans, packaging is intended to wrap the product in order to keep the product from weather, shocks and collisions, against other objects. The growing market of packaging functions not only serves to protect the security of the product, but more to aesthetics.

To attract the attention of potential consumers, packaging or packaging that is able to foster consumer interest to buy. Like the language of advertising that says that: "the first impression must be tempting, the next is up to you" is worth pondering. There is an image that a good product is reflected in good packaging as well. Therefore, business actors should not only be sal in designing packaging but also required the existence of ideas that are able to pour the advantages of a brand or product.

The products produced by MSMEs in Gumukrejo Village are mostly in their sales still using makeshift packaging. This is more dkarena minimal knowledge of the MSME actors regarding the variation of attractive packaging. There are still many MSME actors in this village who do not know about, what information should be included in the packaging, as well as how interesting packaging techniques and designs,. So changing the mindset of MSME actors on the importance of packaging in optimizing sales is very necessary to do.

RESEARCH METHODS

Activities offered

This community service activity is aimed at building a mindset of the importance of packaging in an effort to increase sales and provide product packaging manufacturing skills for MSMEs in Gumukrejo Teras Boyolali Village. The methods used in this activity are presentations, demonstrations, and practices individually and in groups.

a. Presentation methods

This method is used to convey several things related to the understanding, function and advantages of attractive packaging.

b. Demonstration Method

This method is used to demonstrate an example of how to manufacture packaging products produced from SMEs Village Gumukrejo Teras Boyolali.. It is expected that with this method the participants can practice directly making packaging in accordance with the products produced by each SME

c. Practice Methods

This method is done to train MSME actors in Gumukrejo Teras Boyolali village in making packaging. This method is done so that the MSME actors have direct experience of making their product packaging.

Description Of The Program Implementation Activities

This service implementation Program is divided into 4 stages of implementation, namely:

a. Stage of analysis of the situation and problems

At this stage, an overview of the potential of Gumukrejo village MSMEs to be developed as well as explore the problems faced in increasing sales.

b. Stages Of Implementation.

In this stage, the presentation of the theory about the importance of packaging in increasing the sales of MSMEs was first done. This is intended to open the mindset of trainees will pnetingnya packaging that attract potential customers,

c. Paktik Stage

The participants were trained to do packaging on one of the products produced by UMKM Gumukrejo village as an example model. This is so that the MSME actors have direct experience of making their product packaging

Participation Of Partners In The Implementation Of The Program

The participation of partners in the implementation of the program was enthusiastic. This is evidenced by following the activities from beginning to end. Similarly, during practice, all participants do it eagerly.

RESULTS AND DISCUSSION

Implementation Of Activities

Preliminary activities were carried out at the beginning of April 2019 through an analysis of situations and problems. As for the implementation of the training on Sunday, August 04, 2019 at 12.00 to 15.00 at the meeting hall Gumukrejo Teras Boyolali. Activities attended by :

Documentation Of Activities



CONCLUSION

The products produced by MSMEs in Gumukrejo Village are mostly sold using makeshift packaging. This is more because of the lack of knowledge of MSME actors regarding attractive packaging variations. There are still many MSME actors in this village who do not know, information what should be included in the packaging, as well as how the technique and design of attractive packaging, it is necessary to training packaging/packaging of agaar products will be able to increase sales turnover. The Target of this activity is to change the mindset for MSMEs on the importance of attractive packaging in marketing.

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