

TRAINING OF INDONESIAN USE IN PACKAGING SMALL PRODUCTS IN VILLAGES OF LEMBANG DISTRICT DEVELOPMENT DISTRICT BANDUNG BARAT

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Abstract. The attractiveness of a product, in addition to the result of product recognition through advertising and promos also arises from the attractiveness of the product packaging itself. The ability to design packaging becomes a demand for the company. This is based on the notion that advertising and promos work only for publication, but when products are lined up on the ground or on an attractive packing market shelf is a smart solution to enhance consumer appeal. To create buyers' appeal, creative breakthroughs are needed for products other than product quality, one of them through packaging that attracts buying interest. Packaging on a product imitates itself in the marketplace and tries to offer itself in the middle of another product crush. So if we look at it we can say that the communication effort of the product required a characteristic of the product as an identitas, simply we need a design on the packaging of the product or need the packaging design on the product

Keyword: Attractiveness, Product, Packaging, Training

I. INTRODUCTION

Nowadays so many small businesses and home industries. All compete and strive to seize the market, so that consumers are faced with many options that exist. The condition has an impact on the company can no longer compete by simply relying on the quality of the resulting product. The company must think about the identity of the product homemade so that has a characteristic to then be widely known and in the end can attract consumers to buy the product.

The attractiveness of a product, in addition to the result of product recognition through advertising and promos, also arises from the attractiveness of the product packaging itself. The ability to design packaging becomes a demand for the company. It is based on the notion that advertising and promos work only for publication, but when the product is lined up on the ground or on an attractive packing market shelf is a smart solution to enhance the appeal of konoamen.

To create buyers' appeal, creative breakthroughs are needed for products other than product quality, one of them through packaging that attracts buying interest. Packaging on a product imitates itself in the marketplace and tries to offer itself in the middle of another product crush. So if we look at it we can say that the communication effort of the product required a characteristic of the product as an identitas, simply we need a design on the packaging of the product or need the packaging design on the product.

Based on this, then through training activities in the use of language in the packaging is important to give, especially for the perpetrators of SMEs in the village of Lembang Bandung. Dengan, through this activity is expected the SMEs can increase the selling power of its products.

Based on the background of the problem that has been proposed, the author summarizes the problem as follows.



a. How is the packaging of SME products in the Village Lembang Kec Lembang West Bandung regency?

b. How is the use of Indonesian language and skills in determining words, composing sentences, and absorbing the persuasive elements of packaging of SME products in Lembang Kec Lembang village, West Bandung regency?

Purpose of Service

The purpose of community service is as follows:

a. Knowing the packaging of SME products in the Village Lembang Kec Lembang West Bandung regency?

b. Providing an understanding of the use of Indonesian language and skills in determining words, composing sentences, and absorbing the persuasive elements of packaging SME products in the Village Lembang Kec Lembang West Bandung regency?

II. METHODOLOGY

The method used in carrying out this activity is through training that will be done periodically with the final result in the form of packaging products from business actors in the village of Lembang.

The method of implementation of activities in detail is as follows.

1. Stage of Preparation. Stages of preparation for community service are:

- a. Coordination with RT, RW and local village.
- b. Coordinate with SMEs.
- c. Conducting community service implementation plan.
- d. Prepare the tools and materials needed for implementation.
- e. Prepare the worksheet
- f. Questionnaire instrument / questionnaire

2. Implementation Phase

a. Pretest

Pretest done to determine the level of difficulty experienced by the community in making packaging. This is very useful

for the determination of the solution / next step.

b. Analysis of pretest results

Analysis of pretest results is done with the team. This analysis is done as a form of evaluation of the pretest that has been done.

c. Scheduling

Scheduling is done through the coordination of leisure time of business actors in the village of Lembang, so that the implementation of activities will not be clashed by marketing the product.

d. Implementation of activities (training)

Implementation of activities (training) will be done if the schedule has been fixed and the implementation of this activity carried out for three months on a regular basis. The training consists of the following series of activities.

- 1) Giving linguistic material
- 2) Preparation of persuasion sentences
- 3) How to make sentences in the packaging
- 4) How to design packaging
- 5) Creation of creative packaging

3. Evaluation Stage

This stage is the final stage of community service to see the response given by SME business actor in Lembang village, which has been given training of packaging manufacture. The result of the training can be seen from the product they have made from the training result.

III. RESULTS

The results of the devotion carried out motivated the participants to make the packaging well so that the impact on the sale value of the product.



IV. DISCUSSION

1. Packaging and Product Presentations

Packaging is a coordinated system for preparing the goods to be ready for use. The presence of containers or wrappers can help prevent or reduce damage, protect the products contained therein, protect from the dangers of pollution as well as physical disorders. There are several opinions on the meaning of packaging, firstly; according to Kotler (1995: 200) packaging is the activity of designing and producing container or wrap as a product. Swatha interpret (1980: 139) packaging is the general activities and planning of goods involving the determination of the design of wrapping or packaging of a good. Meanwhile, according to Saladin (1996: 28) the packaging is a container or bungkus. So some opinions of experts can be concluded packaging is an activity of designing and producing a package of suatu barang which includes the packaging design and manufacture of the product wrap.

The design process generally takes into account aspects of function, aesthetics and various other aspects. In designing or designing a product packaging we can pay attention to some basic aspects in determining the product packaging itself, including:

a. Packaging Attraction

The attractiveness of packaging is very important in order to capture stimulus by consumers who conveyed to producers so that consumers are expected to be interested in the product.

b. Important factors and packaging design requirements

1) Able to attract potential buyers

Packaging is expected to have an appealing appearance of all visual aspects, including form, special drawings, colors, illustrations, letters, trademarks, logos and other signs. The

packaging features describes the behavior of the company in directing its products. Lack of attention to product quality and unattractive packaging design will cause buyers to doubt the product. The appearance of a package may vary by color difference, shape, size, graphic illustrations, materials and prints.

2) Displays products that are ready to sell

When the consumer is interested in buying, the next consumer consideration to determine whether to buy or not is the contents of the packaging (the product in it). Therefore the packaging should be able to show to the buyer the contents or the product is packed. The advantages of the product should be highlighted on the packaging, as if the product is indeed presented to prospective buyers satisfactorily. The consumer targets of the products sold are shown through packaging designs, such as age groups (baby food, infant formula), sex and ethnic groups.

3) Informative and communicative

Failure of packaging function may cause the product to be sold will never move from its place. Packaging

2. Rules of Packaging and the Use of Language in Packaging

a. Labeling Regulations

The regulation on labeling of food products though in Indonesia is regulated in the Minister of Health RI Regulation no. 79 / Menkes / PER / III / 1978. In the regulation of the label and advertising of this food is regulated on the procedures of labeling and the accompanying conditions. This regulation has been supplemented by the Decree of the Director General of Food



and Drug Control (Dirjen POM) No.02240 / B / S / SK // VII / 1991 issued on July 2, 1996. In accordance with applicable regulations, the label must be able to provide information that is not misleading about the nature, substance, origin, duration, value or usefulness. Labels and advertising must be clear and complete and readable. Therefore, in the regulations, especially in the decree of the Director General of POM. There are detailed procedures to be followed by label makers. For food products for export purposes, labeling must also take into account the applicable labeling regulations in export destination countries.

Labels can be simple hangers attached to a product, or drawings that are intricately designed and part of the packaging. Label can bring only brand, or a large amount of information. Even if the seller selects a simple label, the law may require more. More performing some functions:

- 1) The label identifies the product or brand, such as the sunburst name attached to the orange, etc.
- 2) Labels can promote products through attractive graphics. The new technology enables the 360 degrees-wrapped furniture to wrap the container with bright graphics and accommodate more product information to consumers, replace paper letters attached to cans and bottles.

b. Language Packaging Design

Graphic design elements or language ie visual language or symbol language expressed through shapes, illustrations, colors and letters.

- 1) Form of Packaging

Different packaging forms of a product with a competitor's product can remind consumers of the product, even though they themselves may not be reminded again. Packaging of different sizes allows buyers from different income levels to purchase the same product. With different combinations of shapes, colors, and packaging sizes, the company can increase sales of its products. Form of packaging must be related to the product.

- 2) Illustration and decoration

Graphic and photographic illustrations allow manufacturers to solidify the image of a product. The main function of illustration is for visual information about a packaged product, text support, emphasis of a particular impression and an eye catcher to attract a potential buyer. The image can be a full or detailed product image, and can also be decoration (decoration). Should the picture not mess up the message to be delivered. Pictures and symbols can attract attention and direct buyers' attention to remember them for as long as possible.

- 3) Color

Packaging colors are the first thing consumers see (eye catching) and may have the greatest impact on attracting consumers. The main effect of color is to create certain psychological and physiological reactions, which can be used as the appeal of the packaging design. Colors on the packaging can work for:

- a) Shows the product features

The color of the packaging can show the characteristics of the packaged product. Pink or pink



color is often used for cosmetic products, the green color that is integrated in the candy packaging shows the presence of mint flavor. The combination of blue and white in mineral water or toothpaste gives the impression of clean and hygienic.

b) Product differentiation

Color can be the most important factor in establishing a company's product identity.

c) Shows the quality of the product

Colors can be socialized with the quality of a product, such as gold, maroon and purple often associated with expensive products and status symbols, while cheap products or consumer products are often shown in yellow.

4) Packaging Molds

On the packaging is often written the contents of the packaging and how to use it. Prints are simple, clear, easy to read and arranged interesting on the packaging design can help market the product, Things to note in showing the mold on the packaging are:

a) Layout (lay out).

Writing on the packaging surface should be easy to read. The basic information displayed on the face includes company or brand identity, product name and description, benefits to consumers, and legal requirements. The back or inside of the packaging can be used more freely.

b) Letter.

Capital letters make it easier to read than lowercase letters, and the letters that are written are easier to read than the letters written together. The use of letters to inform the packaging label should be clear enough. The words and sentences should be short to be easy to understand. Forms and typography not only serve as a medium of communication, but also a packaging decoration. Therefore the letters used must be harmonious. In some cases, the sale of goods is not self-service, the nature of readability is negligible.

c) Color composition

The standard compositions and proportions of each product component should be displayed in easy-to-read colors, such as not using yellow or white on a bright base.

d) Surface shape.

Prints on flat surfaces are easier to read than prints on wavy surfaces.

c. Packaging Making Strategy

1) Do Survey

Conduct a survey to get to know the design concepts of competitors, how influence competitor design to product sales. Buat Panelists and polls to know sebarapa strong competition between your product design concepts with competitors. From the results of this survey designers will be able to create packaging design concepts that can compete.

2) Create packaging design concept in some alternatives.

Make at least 2 packaging design concepts as a comparison material between two design concepts that have



been made. The most choice of one of the concepts becomes an indication of the character of the consumer to the product to be packed later.

- 3) Create unique and interesting and characteristic packaging designs

Try to create product packaging design that has not been used by other products. So the products offered give the impression of more interesting and more unique than other products with the same type of business.

- 4) Customize the packaging design with product contents

Design packaging that should be designed should refer to the type and character of the product to be packaged. So do not happen that the packaging design does not give the product pattern. For example, the design of bath soap is certainly different from the concept of motor engine lubricant design, so the designer's obligations strengthen this perception

- 5) Customize packaging design with consumer character

A packing designer must be good at analyzing the product segment groups that will be packaged so that the great reference to a packaging design is not only good or bad in terms of graphics, but how the design is created in harmony with targeted target market, so that potential customers do not feel foreign to the packaging design which are made. Creating product packaging design according to its target market, can be distinguished by consumer age, consumer gender, sales price class, and regional culture.

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