

# Science And Technology For Communities: Marketing Strategic Development and Packaging Design for Kelompok Tani Elok Mekarsari Surabaya

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**Abstract** - SMEs need to design their product packaging that can create a high quality product image. When looking at this packaging aspect, it can be said that in order to stand out in a tight market competition, the product packaging should create its own identity on the products offered. Competition in competing and expanding market share today is becoming increasingly complex, where technological developments make product parity increase. The advantages and added value of the product are becoming increasingly similar between the offer given by a company and a competitor. The purpose of this program is to provide technology in the form of comprehensive packaging design and increase the ability of SMEs in improving their marketing. The method used in this program is the training on marketing strategy and the making of comprehensive packaging design. Furthermore, assistance is done by the team in making the packaging design that is attractive and provides added value, so that the partner may actually be able to produce the output of five products that will change the packaging and label the packaging. The team also makes the attributes of marketing in the form of x- banner, designs, stickers and attribute of marketing tools to partners. The result of this activity is the availability of nine designs for five different products: Crickets Crispy, Aloe Vera Drink, Potato Donut, Meatball Tofu, and Mushroom Satay. In addition to the packaging design, this program also provides marketing attributes that can be used at the exhibition which is usually followed by Elek Mekarsari Surabaya in order to increase sales of products managed by Kelompok Tani Elok Mekarsari Surabaya in order to have a good business continuity.

**Keyword** – Marketing, Packaging Design, and SME's sustainability

## I. INTRODUCTION

Competition in competing and expanding market share today is becoming increasingly complex where technological developments make product parity increase. The advantages and added value of the product are becoming increasingly similar between the offer given by a company and a competitor. In line with the demand for prominence in the market competition, the company needs to ensure an increase in consumer buying interest. Increased buying interest from consumers requires a strong appeal of a product offered through integrated marketing communication such as advertisements and promos. This is also a fundamental demand for a company or a producer of a product to be able to stimulate the emergence of buying interest from consumers in order to increase sales of products offered. One way to realize

these demands is to create a distinctive attraction of the products offered in order to be different from competing products.

Companies can create product attractiveness through product quality improvement that can lead to customer satisfaction. But in addition to good product quality, the company also needs to design product packaging that can give high quality product image. When looking at this packaging aspect, it can be said that in order to stand out in a tight market competition, the product packaging should create its own identity on the product offered. The effort is done with the purpose, other than short-term utilization that is to wrap a product, is also aiming for long term *branding* that requires a comprehensive process in the design. Packaging design and marketing attributes that is a creative process allows products marketed by uniting the shape, structure, color, image, typography, materials and other design elements with product quality information. The basic packaging function is to wrap, protect, store as well as identify and characterize a product in market competition. They play a role in marketing by communicating the personality or major use of the product in a specific and different way from a similar competitor.

For SMEs, packaging design should be able to be useful as an aesthetic tool in order to communicate with all people from various backgrounds and interests. SMEs need insight into the psychology of personality, sociology of society as well as anthropology of community structure and ethnography in order to expedite the design process and enrich the design options. Insights in terms of social diversity and power, human behavior outside the biological elements and cultural trends and cultural diversity can help SMEs in understanding the visual elements that can communicate a product as well as conduct market persuasion. In an effort to create competitive advantage for SMEs, packaging design should be done with a comprehensive method by using many tools to solve a complex set of problems. SMEs need to explore, *brainstorm* and do experiment as well as strategic thinking to transform visual and verbal information into concepts, ideas and design strategies. A comprehensive packaging design strategy can enable product information more easily delivered to consumers.

Packaging is not only important for companies with large scale and broad product diversification, but it is also important for SMEs that are certainly working very hard to get in into the market competition as newcomers and players on a small

scale. The view can be interpreted that SMEs need to design packaging that can provide identity for the product as well as improve the image. One of the business groups that oversees a variety of SMEs is Elok Mekar Sari Farmer Group.

According to the Decree of Lurah Semolowaru number 26/2011 that Elok Mekar Sari Farmer Group was established on December 14, 2011 which consist of 15 people. This group is used as a gathering place for citizens who also become environmental cadres in RW 08 Semolowaru Urban Village to manage the land behind RW 08 which has not been maximized. This group is driven by awareness and strong desire to help the government program to empower the community in to improveing their welfare. Elok Mekar Sari Farmer Group manages various cultivations such as cultivation of oyster mushroom, of catfish and crickets which initially got the seeds from the Agricultural Department. Results of the cultivation is made to become various kinds of preparations by the members of the group tersetbu.

The existence of various processed products from Elok Mekar Sari Farmer Group makes it one of the SME's which is considered quite successful in Surabaya. Superior product of Elok Mekar Sari Farmer Group is processed oyster mushroom such as mushroom nugget, mushroom satay, meatball tofu, mushroom crisp, mushroom siomay, and mushroom shredded. In addition Elok Mekar Sari also process a variety of superior products such as turmeric and tamarind, seaweed drink, sinom drinks and aloe beverages.



Fig. 1. The Prodducts from Elok Mekar Sari

The Surabaya Agricultural Department plays an important role in the progress of the Elok Mekar Sari Farmers Group which continuously provides guidance and assistance with various training and assistance in terms of aquaculture, agriculture as well as livestock. Agricultural Department on Surabaya also facilitates the marketing of agricultural products from Elok Mekar Sari by being involved in various exhibition such as Farm Market and Agricultural Product Performance held every once a month at Taman Surya Surabaya and Bazar or other exhibition.

It is in this aspect of marketing that the problems of Elok Mekar Sari Farmer Group emerged. The group faced low sales numbers and kept missing the target. Misses the sales target in the exhibition is due to Elok Mekar Sari Farmers Group is not able to attract exhibition visitors who attend the average number of visitors exhibition is relatively high. Lack of promotion aspect becomes the main cause of failure of Elok Mekar Sari Farmer Group in fulfilling its sales target specially in product packaging.

## II. PROBLEM STATEMENT

Elok Mekar Sari Farmer Group still uses a simple packaging without considering the principles of comprehensive packaging design so that there are some problems faced by them the problem are as follows:

1. The packaging used to wrap the product still uses a very simple visualization and is not based on a comprehensive design concept.
2. Packaging without a comprehensive visualization concept makes the product being sold is not able to attract buyers as evidenced by the low sales volume in various exhibition *events*.
3. There is no clear targeted consumer as the basis for formulating the packaging design.
4. The packaging design can not fulfill its function to create unique and distinct product identities from other competitors even though the products offered are of sufficiently high quality and durable.
5. The existing packaging design is presented with very simple visualization and not based on a comprehensive design concept, so that it is not able to create a quality and useful product image for consumers.
6. Elekt Group Elok Mekar Sari Farmer Group Element do not have the capability and insight on the comprehensive packaging design and do not have knowledge of how to manage targeted marketing strategy formulating.

Processed products from Elok Mekar Sari Farmer Group are actually superior products with good quality. But the quality is not able to attract consumers to buy a given product offerings. This is because the packaging that wraps the product is not able to create an identity for the product and can not cause the image and the superior impression that describes the product wrapped. Packaging designs that are not designed comprehensively can be viewed as the cause of failure to attract consumers. Therefore, it needs an assistance from other parties in this case are the program implementer of IbM PPM intitute of Business and Informatics Stikom Surabaya in the application of appropriate technology, enhancement of product image in packaging, strategy marketing reach wider market formulation through packaging.

### III. LITERATURE REVIEW

#### Marketing Strategic

Marketing is a social process in which individuals and groups exist, to get what they need and want by creating, offering and freely exchanging valuable products with others. [5]

The definition of marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers [8]. From the above definition, it can be deduced that marketing is an integrated effort to combine strategic plans directed to the effort to satisfying the needs and desires of consumers to obtain the expected profit through exchange or transaction process.

If the marketer has understood the market related to what it really needs and wants, then the next step is to design a customer-oriented marketing strategy. Marketing strategy is a long-term framework that guides all technical activities in marketing where based on passion to meet customer needs. Customer-oriented also means building the strategy on the customer. The customer is the only main determinant of marketing activities.

For that reason there are several activities that need to be done, namely choosing the market to be served, choosing customer value to be given, and choosing the orientation of marketing management used. marketing management is the art and science of choosing target markets and acquiring, maintaining, and growing customers by creating, delivering and communicating superior customer value. [5] Marketing management is planning, directing and supervising all marketing activities of the company or part of the company. [2]

So from these two concepts it can be concluded that the notion of marketing management is an art and science in planning, directing, overseeing all marketing activities both in selecting target markets and acquiring, maintaining and growing customers by creating, communicating superior customer value.

#### Product design

Product is everything that can be offered to the market to noticed, bought, used or consumed and which can satisfy the desire or needs. a product will not succeed if not supported by price, distribution, advertising, and the right sales [1]. Product design is the totality of features affecting products appearance, taste and function based on customer needs. The parameters are style, endurance, reliability, easy to repair. [5]

Product design is one of aspects in creating product image shaping products. Companies also increasingly mushrooming from product design, especially the design looks [8]. Two factors concerning product design are color and product quality [8]. The right color choice is a distinct advantage for marketing a product. The accuracy of management in choosing what colors that are suitable and when to change the color of the product. This can provide

more benefits for the company. If the company can utilize colors maximally. It's been long recognized time that the right color utilization can increase the sales of a product. Similarly, to properly popularize the image of product quality in accordance with the needs of consumers. Marketing executives should be able to make decisions about the quality of their products. For example the product must be able to achieve the level of quality in accordance with the function of its use.

### IV. METHODS

The proposed approach to offer solutions to the problems faced by Elok Mekar Sari Farmer Group by providing training and assistance the activities begin with : coordination between the implementation team of IbM program and and partners; technical planning of mentoring making packaging design and marketing; implementation of mentoring packaging design and marketing; implementation assistance in packagin design and marketing management on the products; implementation of marketing attribute creation; implementation of partner marketing management; reporting and monitoring evaluation.

### V. RESULTS

In this IbM Program the activity begins with Coordination with Kelompok Tani Elok Mekar Sari Farmer Group. Coordination is done to determine the activities to be undertaken and the developed technology as an effort to solve the problems raced by partners.

From the execution of the activities undertaken, the results achieved, first intensive training on marketing basics and ways of setting up targeted marketing strategies to be the basis for determining comprehensive packaging designs and training the basics of comprehensive packaging design as well as the empowerment of business units for farmer groups through the use of appropriate technology with packaging design. The implementation of training activities carried out for one day on July 18 2017, The composition of training as follows:

TABLE 1. SCHEDULE OF TRAINING

Tuesday, July 18, 2017	
Time	Activities
12am – 1pm	Registration and lunch
1pm – 1.30pm	<i>Opening</i>
1.30pm -3pm	<b>Session I</b> : Training of Marketing Management for SMEs
3pm – 4.30pm	<b>Session II</b> : Training of packaging koperhensif for product

The training is divided into 2 stages. The first stage is training activities On Tuesday July 18 2017 from 12am to 4.30pm has attended as many as 16 members of the Elok Mekar Sari Farmer Group and there are also representatives of

the agricultural Department of Surabaya city and head of the economic sector Sukolilo District Surabaya . The first event begins with registrasi and opening. Furthermore, continued with the first material grant by Candraningrat, SE, M.SM. with topic of Marketing Management of SMEs . This material is about how to market SMES products on online and offline activities . This first material ends at 3pm . the second sesion started at 3pm until 4.30pm. This second material is also submitted by Yosef Richo Adrianto, ST, M.SM with the topic Training of koperhensif packaging for product.



Fig. 2. Training Activities

While the second Mentoring the preparation of customer-oriented marketing strategy has been implemented by the team for 8 months. The function of the mentoring activities is for the marketing activities implemented to achieve the targets set and SMEs can be *sustainable* . In addition to mentoring in the program IBM has also implemented the manufacture of marketing attributes in the form of X baner and kartunama for Group Farmers Elok Mekar Sari that can be utilized in the exhibition activities are usually followed by the Kelompok Tani Elok Mekar Sari.



Fig. 3. Mentoring Activities On Competition on Agriculture Department

Third is the accompaniment of the basics of comprehensive product packaging design has been done to 5 food and beverage products produced by Elok Mekar Sari Farmer Group. Assistance activities have been implemented for approximately 8 months using 5 types of products with 9 types of models with different product variants, product packaging design that aims to increase product sales. This program can be felt directly by the Elek Group Mekar Sari who has won the Best Farmer Groups competition in Surabaya 1st winner, one of the determining factors of packaging design and partnership with IBM activities.



Fig. 4. Development Assistance Package

## VI. CONCLUSION

This activity is carried out by procuring Appropriate Technology in the form of packaging design and marketing attribute in order to increase the sales of SMEs products. However Elok Mekar Sari Farmer Group who becomes the partners in this program is also provided with training on marketing management and training on how to create a comprehensive packaging design .

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