

The Importance of Packaging in Marketing Traditionally Processed Products in the Women Farming Group “KWT Sumber Rejeki”, Banjar Cengkilung Peguyangan Kangin Denpasar Bali

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ABSTRACT

The significance of packaging has increased significantly. The role of packaging has evolved beyond its traditional function of serving as a mere protective enclosure for food and beverage items, shielding them from potential contaminants such as dirt, dust, air, impact, and sunlight. Additionally, it serves as a promotional instrument to capture potential purchasers' attention. Livestock products that have undergone processing are typically utilized in customary rituals and festivities. Bali, a popular tourist destination, attracts domestic and international visitors who are keenly interested in the region's processed livestock products. Consequently, there is a pressing need to enhance the quality of these processed goods with advancements in science and technology. The augmentation of revenue derived from the selling process of processed livestock products is expected to catalyze motivating collectives of female farmers, who are seen as valuable assets, to enhance their production of traditional food products in larger volumes. Consumers have a preference for products that possess visually appealing packaging as opposed to packaging that is plain, simplistic, and lacking in aesthetic appeal. The Sumber Rejeki Women's Farmers Group produces several traditional food preparations, such as Benyah Lab-Lab, Pork Sausage, Chicken Sausage, and Tum. The marketing management process for conventionally processed food goods produced by collaborators is subject to significant limitations, particularly in product packaging, which plays a pivotal role in product promotion. The primary issue that will be the central focus of problem-solving is devising effective packaging strategies that may captivate consumers and stimulate product purchases. The employed methodologies encompass presentations and demonstration plots, hands-on training in producing traditional processed goods, and packaging processed products in collaboration with partners. The anticipated outcome of this endeavor is to enhance the women farmers' understanding of their role as purveyors of prosperity and empower them to effectively promote their goods, hence leading to an augmentation in the collective revenue of the group. The enlargement of group revenue can realize the attainment of group prosperity.

1. INTRODUCTION

1.1. Research Background

The Sumber Rejeki Women's Farming Group is situated in Banjar Cengkilung, within the Peguyangan Village of East Denpasar. The settlement is situated approximately 10 kilometers north of the city of Denpasar. The abovementioned group produces conventional processed food items extensively

utilized as culinary products to bolster the tourism industry. In addition to the diverse range of raw materials used, many processed food products are also manufactured [1]. Traditionally, processed cattle products are commonly employed in ceremonial contexts. Domestic and international visitors prefer processed animal products in the context of being a tourist destination.



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Consequently, it becomes imperative to enhance the quality of these processed goods with advancements in science and technology [2], [3]. Currently, there is commercial production and trade of processed cattle products in traditional and modern markets. To cater to consumer preferences, respond to market demands, and promote food diversification. The range of raw materials employed has expanded beyond pork, encompassing chicken, beef, goat, and eggs, diversifying traditional culinary products. In addition to its abundance of arts and culture, the island of Bali boasts a diverse array of traditional cuisine products. Indeed, some conventional Balinese culinary offerings have garnered significant popularity among international and local tourists due to their distinctive characteristics in terms of appearance and flavor [4]. It is incumbent upon us to support the preservation of conventional processed food. The significance of packaging has increased significantly. The primary purpose of packaging has evolved beyond its traditional role as a mere protective covering for food and beverage items, protecting them from potential contaminants such as dirt, dust, air, impact, and sunlight.

Additionally, it serves as a promotional instrument aimed at captivating the attention of potential buyers. Typically, processed cattle products are employed in customary rituals. Bali, a popular tourist destination, attracts domestic and international visitors who are keenly interested in the region's processed livestock products. Consequently, there is a pressing need to enhance the quality of these processed goods with advancements in science and technology.

The augmentation of revenue derived from the marketing process of processed animal products is expected to catalyze motivating collectives of female farmers, who are seen as valuable assets, to enhance their production of traditional food products through processing techniques. Consumers have a preference for products that possess visually appealing packaging as opposed to packaging that is plain, simplistic, and lacking in aesthetic appeal. The Sumber Rejeki Women's Farmers Group produces several traditional food preparations, such as Benyah Lab-Lab, Pork Sausage, Chicken Sausage, and Tum. The marketing management process for conventionally processed food goods produced by collaborators is subject to significant limitations, particularly in product packaging, which plays a critical role in product promotion. The primary issue that will be the central focus of problem-solving pertains to developing effective packaging strategies to entice consumers to make purchases. The employed methodologies encompass presentations and demonstration plots, hands-on training in producing traditional processed goods, and packaging processed products in collaboration with our partners. The anticipated outcome of this endeavor is to enhance the women farmers' understanding of their role as contributors to economic prosperity and empower them to effectively promote and sell their agricultural goods, thus increasing the group's overall revenue. The augmentation of group revenue can realize the attainment of group prosperity.

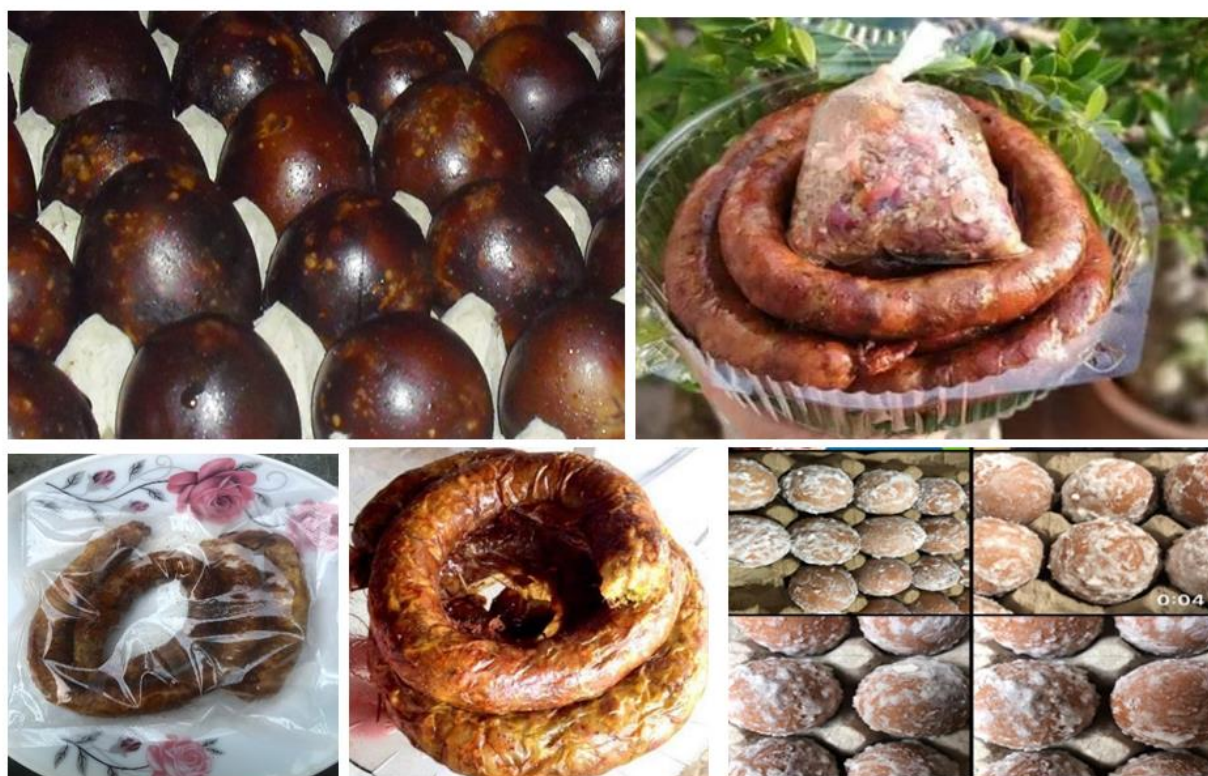


Figure 1. Displays a variety of processed items that have been manufactured by the Sumber Rejeki Women's Farming Group.

Traditional food processing is experiencing a positive trajectory with promising prospects and enough potential for growth and advancement. Standard food processing is characterized by its intricate nature and reliance on intergenerational knowledge transfer. The processing of

conventional food items involves significant variations in the type and quality of raw materials and auxiliary materials, as well as challenges in controlling ambient conditions and achieving a definite endpoint [5, 6, 7]. Women's maternal role includes using rural resources, which serves as an exemplar for their

children's attitudes and behaviors towards such resources. This is attributed to the imperative for mothers to be role models for their offspring. The effective execution of women's roles as wives and companions to their husbands is contingent upon the presence of openness and strong cooperation within the marital relationship. The societal role of women is closely tied to their function as conveyors of information, particularly regarding initiatives aimed at harnessing rural resources. The significance of women's involvement in the development era cannot be overstated, as they are deemed to be in their productive years and can contribute to various developmental endeavors across different educational sectors. However, it is worth noting that the current educational landscape does not adequately support and encourage homemakers to think innovatively and enhance their personal growth, hindering their potential to become empowered and accomplished individuals.

The government has tried to empower women by involving various parties such as the Ministry of Women, women's institutions, universities, and BUMN to facilitate training and financing for women's development [8,9,10]. The demand for high food safety guarantees needs to be anticipated by industry in Indonesia, not only to anticipate increasing food safety requirements that will be implemented by importing countries but especially to provide food safety guarantees for consumers [5]. By producing quality and safe processed food products, the image of Indonesia and the food processing industry in the international community will improve. This attracts foreign tourists so they can safely consume quality traditional food. Processed livestock products are expected to have a permit for food production from the Health Service through a PIRT certificate so that the products produced have legal output and a wider market reach. Partners are also given knowledge about work and business management to manage their time and run their business as well as possible, thereby increasing their income and family welfare [1]. This service activity supports Key Performance Indicator IKU 2, namely students gaining experience outside campus, and IKU 3, namely lecturers having activities outside the campus. The training will last for ten months, involving 2 students. This action research activity supports the Green Economy concept by increasing welfare, which supports ecotourism, which is the vision of Warmadewa University.

The direct observation conducted within the group of women engaged in agricultural activities reveals that the current food processing practices do not adhere to the fundamental principles of Good Manufacturing Practice (GMP), Good Food Production Methods (CPMB), and Sanitation Standard Operating Procedures (SSOP). Consequently, the production of traditional food of high quality is not being achieved.

Currently, there is a lack of diverse equipment available for processing, resulting in a limited range of food kinds that can be effectively processed. The individual now lacks proficiency in producing high-quality traditional cuisine and employing effective packaging methods. There is a lack of proper structured commercial and financial bookkeeping records. Extensive marketing efforts are necessary to effectively expand one's reach to a broader audience through digital marketing strategies.

The Sumber Rejeki Women's Farming Group is responsible for producing various processed products. Traditional food processing has promising prospects and opportunities for further

development. Standard food processing is characterized by its intricate nature and reliance on intergenerational knowledge transmission. The processing of conventional food items involves significant variations in the type and quality of raw materials and auxiliary materials, as well as challenges in controlling ambient conditions and achieving a definite end point [5, 6, 7]. Women's maternal role includes using rural resources, which serves as an exemplar for their children's attitudes and behaviors towards such resources. This is due to the imperative for mothers to be role models for their offspring. The effective execution of women's roles as wives and companions to their husbands is contingent upon the presence of openness and strong cooperation within the marital relationship. The societal role of women is intricately linked to their function as conveyors throughout society, particularly in elucidating problems about the utilization of agricultural resources. The significance of women's involvement in the development era cannot be overstated, as they are deemed to be in their productive years and can contribute to various developmental initiatives across educational sectors. However, it is worth noting that the current educational landscape does not adequately support and encourage housewives to think innovatively and foster personal growth, hindering their potential to become empowered and accomplished individuals.

1.2. Objective

This program aims to help the "Women's Farmers Group Sumber Rejeki" partners overcome their problems regarding processing traditional food products, packaging, and marketing. From the issues that have been identified, the solutions offered are:

- 1) Procurement of several equipment in the traditional food production process.
- 2) Processing livestock products such as chicken meat and eggs into high-quality processed products.
- 3) Packaging of processed products.

2. METHOD

Based on the identification of problems faced by partners and the solutions offered, the activity implementation method is:

- 1) Providing assistance and consultation regarding processing good, high-quality, hygienic, traditional food products.
- 2) Help and practice making chicken sausage using an artificial casing.
- 3) Counseling and assistance during the product manufacturing process.
- 4) Good product packaging practices.
- 5) Marketing processed products.

3. RESULT AND DISCUSSION

After holding several meetings with partners, a schedule of activities was agreed upon. Partners propose several activity schedules tailored to their actions so that training does not interfere with partner activities. Implement good and correct Community Service activities, assistance, and demonstrations on making traditional processed products from livestock products. These processed products are packaged to attract consumers to buy them and make it easy to carry the products.



Figure 2. Members of the Sumber Rejeki Farming Women's Group.

The stages of implementing the planned activities can be described as follows. The team explained the technology for making *lablabnyah eggs*, technology for making chicken sausages, and techniques for packaging traditional processed food products. In general, the forms of science and technology provided to partners of the Sumber Rejeki Women's Farmers Group are:

- Provide an understanding of the importance of packaging in marketing traditional Balinese processed food products.
- Providing training and practice in making *lablabnyah eggs* and chicken sausages/orders using artificial casings, one of Bali's traditional foods.
- Accompanying partners in making fertilizer and processing traditional Balinese food products.
- Assist partners in packaging the processed food products produced



Figure 3. The practice of making product

In the initial stage, the team leader explained the material provided, namely innovations in processing chicken and duck eggs by utilizing arak or palm wine waste, the product is known as *lab-labnyah eggs*; he also explained the importance of consuming eggs for family health because eggs are one of the functional foods. Poultry products have high nutritional value [11]. Next, participants were explained how to choose good eggs, including preservation techniques and the basics of egg processing, including laboratory egg production techniques (Figure 1 and Figure 2), followed by a demonstration; making *lab-lab eggs* starts with preparing the eggs, washing the eggs and boiling the eggs for 5 – 6 hours. Once cooked, coat the eggs with salt and tapioca flour. This was followed by discussing things people don't understand while tasting *lab-grown eggs* (Figure 3).



Figure 4. Lablabnyah Egg Products

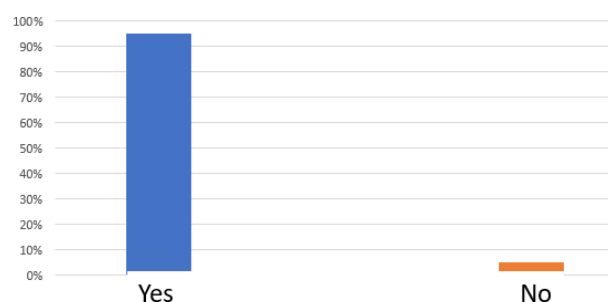


Figure 5. Increase in understanding after counseling

From Figure 5, out of 20 participants (95%) gave a favorable response to the texture and taste, while 5% gave a disliked response to the color of the *lablabnyah eggs*. This was because the group members had cholesterol and they were quite old. Besides, some had high blood pressure; because the eggs are covered in salt, they don't dare to consume them. Increased understanding of the function of eggs and how to make *lablabnyah eggs* has the same results. This is because when making *lab-lab eggs*, the eggs are boiled with bay leaves so that all the colors are the same.

In the era of globalization, competition between companies to reach consumers is very tight. Therefore, many companies are considering effective strategies to attract consumers to buy their products. One way for companies to attract consumers is by using attractive packaging [12]. In the past, packaging was not a major concern. Still, many food and beverage companies focus on a product's packaging's beauty, uniqueness, convenience, and attractiveness because this can influence consumer interest [13].

Nowadays, product packaging has become important. Packaging no longer functions as a container for wrapping food or beverage products to protect them from dirt, dust, air, impact, and sunlight. It is also a promotional tool to attract buyers' interest [14]. Attractive packaging will increase sales, increase

market share, and reduce promotional costs. Packaging can draw attention to a particular brand, improve its image, and stimulate consumer perceptions about the product. Packaging also conveys the unique value of a product. Packaging also acts as a tool for differentiation and helps consumers to decide on a product from a wide range of parallel products, and packaging also stimulates customer purchasing behavior. "Packaging attracts consumer attention to a specific brand, adds to the image, and influences consumer perceptions about the product" [15].

A product is composed of a series of identifiable benefits. These benefits include product variety, quality, design, characteristics, branding, packaging, service size, and warranties. Therefore, many marketers state that packaging is part of an element in product strategy that has an equally important role in increasing sales and adding to the product's image [16, 17].

4. CONCLUSION

It can be concluded that packaging has a very important role in the marketing of traditional processed food products produced by groups of women farmers who are a source of good fortune in Banjar Cengkilung, Peguyangan village, Denpasar, Bali. The group recommends that the implementation of this ACTION RESEARCH continue, especially in the marketing sector, because the group is not yet able to sell its products, it can only process, produce, and package the products it makes.

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