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Article

Application Of Packaging And Labeling Technology For Oyster Mushroom Rendang In A Group of Women Farmers Cultivating Oyster Mushroom Limau Manis Sejahtera

Risa Meutia Fiana^{1*}, Reni Koja², and Shalati Febjislami³, Dina Chairina¹, Dwi Kirana Ariani¹

¹Department of Agricultural Industry Technology, Universitas Andalas, Padang, Indonesia

²Department of Agricultural Product Technology, Universitas Andalas, Padang, Indonesia

³Department of Agrotechnology, Universitas Andalas, Padang, Indonesia

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*Corresponding Author

risameutiafiana@ae.unand.ac.id

Abstract

The Limau Manis Sejahtera Farming Women's Group (KWT LMS) produces processed oyster mushroom products, namely oyster mushroom rendang, which is packaged using transparent plastic and simple labels. The packaging technique and design are still simple and not yet equipped with labels containing complete product information due to the lack of information KWT LMS members possess regarding product shelf life, technique, design and type of packaging. Increasing the knowledge possessed by KWT LMS members is necessary so that the processed mushroom products' packaging has good quality in maintaining the product's shelf life and attracting consumers' attention. The service activities include counselling regarding the importance of product packaging and labelling, providing assistance with packaging tools and practices, improving existing packaging designs, coaching in packaging aspects and further guidance regarding marketing. Extension activities and packaging practices affect increasing KWT LMS members' knowledge about the shelf life of products that have been produced and will be produced, packaging requirements, colour and packaging design requirements and techniques for choosing packaging from those who don't know (average score 1.24-1.29) to be quite knowledgeable (average score 1.24-3.43). The mushroom rendang packaging design with product information labels such as composition, expiry date, benefits, attractive visual appearance, and more suitable materials was also produced to improve the previously used packaging.

INTRODUCTION

The Prosperous Sweet Lime Oyster Mushroom Cultivation Farmer Women's Group (KWT LMS) has been cultivating oyster mushrooms since 2019. The number of group members who are members of KWT LMS until 2022 is 44 group members. The capacity of each group's barn is around 1000-2000 baglogs and the oyster mushroom harvest capacity is 3-6 kg / day / member. If the harvest is abundant KWT LMS will do fresh oyster mushroom processing (Meutia, R., PK Dewi H., Shalati, F., 2022). One of the products produced is oyster mushroom rendang. The packaging of oyster mushroom rendang that has been done uses transparent plastic. Improving packaging is one way that can be done to increase the selling value of oyster mushroom rendang products.

Packaging plays a crucial role in product marketing strategy. Packaging oyster mushroom rending products is important because packaging can increase the shelf life of the product. Packaging rending products with aluminum foil packaging can extend the shelf life up to 613 days (Meutia Risa

and Wenny M, 2022). In addition to extending shelf life, packaging is a powerful marketing tool. An attractive packaging design can differentiate the product from competitors and can attract consumers to buy the product. The overall first impression received by consumers of a product is often determined by its packaging design. Packaging includes not only the main container of the product, but also additional packaging that is discarded when the product is used as well as shipping packaging that serves to store, identify, and ship the product (Meutia Risa Fiana, et al., 2023). While previously packaging decisions tended to be influenced by cost and production factors, today various fundamental aspects make packaging an important tool in marketing strategy. In addition to providing protection and a container for the product, the main function of packaging today also focuses on giving a deep impression to consumers. Hence, today's packaging designs are more focused on ease of handling, storage and display on supermarket shelves to gain greater appeal.

Packaging design is an important consideration, not only in the selection of packaging but also in the arrangement of illustrations contained therein. Aesthetic values are carefully considered to match the characteristics of the packaged product. Desain kemasan products are also used to attract consumers secara emosional ketika mengakan products. Therefore, the packaging design should be customized according to the consumer's target calon which is expected (Diah, AK and Supriyono, 2017). The purpose of packaging design is not only to ensure suitability to the intended consumer market, but also to generate emotional stimuli for consumers. One solution to improve their business is to redesign logos and changes to product packaging to increase the value of their products (Tri, N P., et al., 2023).

The solution provided in partner problems is to provide attractive packaging designs and provide packaging that is in accordance with the nature of the product. The initial stage of this activity is to provide knowledge to the KWT LMS group about packaging. packaging also serves to protect the environment around the product. The packaging material to be selected depends on the nature of the product and its ability to protect the product to be packaged. Packaging is an important step in the product production and distribution cycle. It involves the use of specialized materials to wrap, protect, and present the product to the consumer. The main objectives of packaging are to protect products from damage, create brand identity, provide information to consumers, and meet the requirements of related laws and regulations (Azis, A, 2016).The second stage of this activity is to provide packaging design and provide recommendations for the right packaging for oyster mushroom rendang products.

The purpose of this activity is to assist the mushroom farming community in overcoming the problems faced through: (1) Increase the knowledge and skills of mushroom farmers about packaging technology, labeling and product shelf life. With the increasing knowledge of mushroom farmers, various processed products from mushrooms will grow in Limau Manis Village, so that it will provide benefits for farming families. (2) Provide the right packaging design and packaging recommendations for oyster mushroom rendang products so that the selling value of the product will increase.

METHOD

Activity Location

This community service activity was carried out at KWT Limau manis Sejahtera in Limau Manis Village, Pauh District, Padang City.

Activity method

Methods of Community Service activities for the Helping Businesses Grow Scheme:

1. First stage: Initial Counseling on the Importance of Product Packaging and Labeling

Understanding the importance of packaging in accordance with product characteristics, especially in the case of oyster mushroom rendang, is the main focus of this counseling. This effort aims to increase community awareness about the importance of labeling as a product identity. In addition, this counseling not only provides knowledge but also provides tools and hands-on experience in packaging oyster mushroom rendang products with the tools that have been prepared. Furthermore, we will introduce proper labeling techniques with sample labels that we will provide through this service team.

2. Phase Two: Oyster Mushroom Rendang Packaging Design

In an effort to increase product attractiveness and recognition, we are committed to providing a unique and attractive packaging design for the Oyster Mushroom Rendang Product. By bringing in professionals in the field of packaging design, our main goal is to create a distinctive visual identity, facilitate product recognition, and increase a memorable impression for consumers.

3. Stage Three: Coaching in Packaging Aspects

The main focus is on packaging compliance with applicable regulations. However, more than that, the program aims to equip participants with knowledge about product innovation that can trigger their enthusiasm and skills in exploring new business opportunities and capturing existing business potential. The material presented also includes techniques for product introduction in the market, ranging from exhibitions, product displays at kiosks and hotels around Padang city, to online marketing through internet platforms.

4. Stage Four: Further guidance

Developing processed oyster mushroom products, constraints in packaging and marketing will be an inevitable challenge. Therefore, after counseling and training is conducted, further guidance will be provided to participants in order to overcome these obstacles. This is expected to increase the capacity of participants in producing and marketing processed oyster mushroom products more widely.

Data Collection and Processing Method

The data collected in this study are primary data in the form of data obtained from interviews and questionnaires. The questionnaires were distributed to members of KWT LMS. The questionnaire used in this study is a closed questionnaire. Stages in processing quantitative questionnaire data in the form of checking data that meets the needs and is relevant. The next stage is tabulating the data into Microsoft excel 2016. The data that has been processed can then be descriptively analyzed by describing the data that has been collected objectively.

RESULT AND DISCUSSION

The problem of limited knowledge of mushroom farmers in packaging technology needs to be improved through counseling activities on Packaging Technology and packaging practices. The results of the extension activities showed an increase in mushroom farmers' knowledge about good product packaging. Mushroom farmers initially did not know the score about the shelf life of products that had been produced (score 1.24), the shelf life of new products, namely nuggets and flavoring (score 1.43), did not know about packaging requirements (score 1.29), not the color and packaging design requirements (score 1.24) and the technique of choosing packaging (score 1.29), after attending the extension of mushroom farmers became quite knowledgeable (score 3.24 -3.43). In full, can be seen in Figure 3

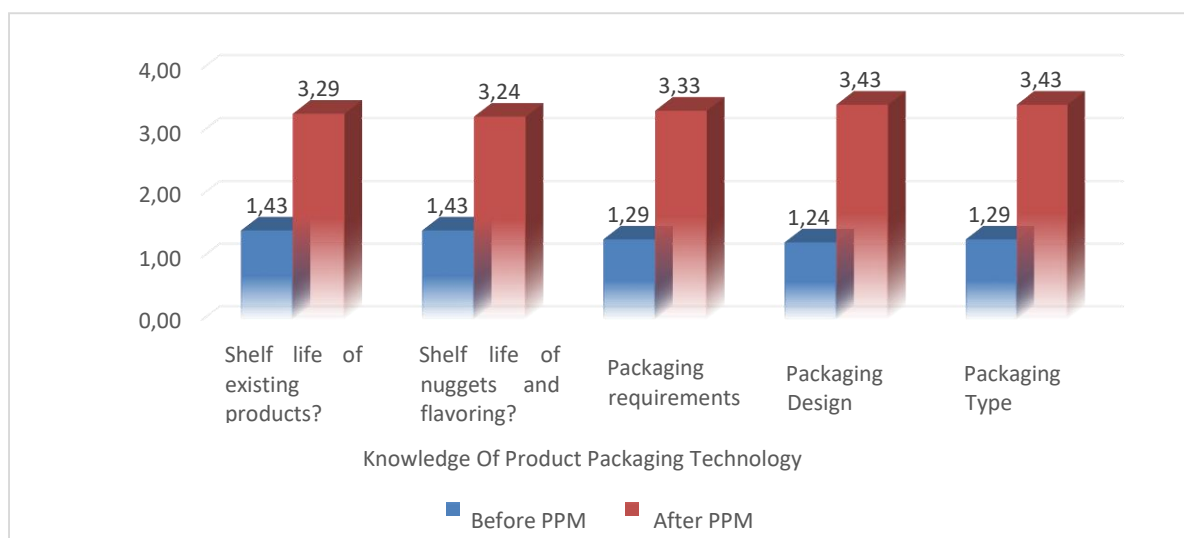


Figure 1. Improved Knowledge and Skills of Mushroom Farmers on Packaging Technology

Oyster mushroom farmers' knowledge about the shelf life of products that have been produced

and will be produced (nuggets and natural flavoring), has increased through this activity. From not knowing to 4.76% slightly knowing, 61.90% moderately knowing and 4.76% very knowing. 66% moderately knowing. Oyster mushroom farmers' knowledge of packaging requirements has increased to 52.38% know enough and 42.86% know very well and only 4.76% do not know. Oyster mushroom farmers were very enthusiastic about participating in this service activity, so that their knowledge and understanding of packaging design and selection of packaging types also increased.

Oyster mushroom rendang packaging is packed with transparent plastic and labeled. The packaging of oyster mushroom rendang by KWT LMS at this time is not attractive. The following is the label and packaging design of oyster mushroom rendang by KWT LMS.



Figure 2: Initial Packaging of KWT LMS Oyster Mushroom Rendang

The importance of attractive packaging design cannot be ignored in an effort to increase the selling value of KWT LMS products. The impact of increased knowledge and understanding related to packaging is a better understanding of the design and use of appropriate packaging, MSMEs can improve the appearance of their products. Attractive packaging can increase a product's appeal in the market and make it more competitive. Simple packaging may seem trivial, but it has a huge impact on the appeal of the product in the eyes of consumers. This is especially true for MSME products, which often have the same quality as large industrial products, but the perfection of taste and quality is hampered by unappealing packaging design. In an increasingly competitive market, simple packaging can be a major obstacle for MSME products, limiting their market reach even in modern markets that demand strong visual appeal (Widiati, A., 2019). The oyster mushroom rendang packaging design that has been designed by the team can be utilized by KWT LMS in packaging the rendang. The use of this packaging design can increase the market reach of mushroom rendang. The packaging design is beneficial for the development of distribution of mushroom rending products produced by KWT LMS, including ease of handling, storage, and display on supermarket shelves to gain greater appeal. The success of the business of selling goods is not solely determined by the good quality of the goods but also the product packaging design that has an aesthetic impression so that it can attract consumers to buy it (Sudjana, 2020).



Figure 3. Packaging Design Provided by the PKM Team

The role of packaging in lifting sales turnover cannot be underestimated. Packaging is not only a container for the product, but also the first image given to consumers. As one of the main forms of

promotion, packaging plays a role in conveying the character, value, and benefits of the product to consumers. By being a form of visual communication, packaging has a strategic role in influencing consumer purchasing decisions. Therefore, the process of making packaging must pay attention to various aspects that are key in creating a strong impression.

The importance of packaging design in creating a product image and its influence on consumer emotions and purchasing decisions. Packaging design does play a key role in attracting consumer attention and creating rapid product recognition. Packaging design is not just a container for products, but also a key element in communicating brand identity and attracting consumer interest. The uniqueness of the design can be a distinctive feature that distinguishes a product from others. Visually appealing packaging can evoke consumer emotions and interest, especially when the product is displayed at the point of sale. It is important for the packaging design to be easily recognizable and instantly display the identity of the product without requiring in-depth observation. In some cases, the shape, color, or image of the packaging can instantly make consumers remember the product just by mentioning its type. The key to successful packaging design is the appeal that is able to influence consumers' decision to buy the product. Attractive packaging can create a positive first impression on consumers and provide encouragement to continue the buying process (Stanton, 2006 and Widiawati, 2019).

CONCLUSION

The problem of limited knowledge of mushroom farmers in packaging technology needs to be improved through counseling activities on Packaging Technology and packaging practices. The results of the extension activities showed an increase in the knowledge of mushroom farmers about good product packaging. The increase through this activity from not knowing to 4.76% slightly knowing, 61.90% quite knowing and 4.76% very knowing, 66% quite knowing. Oyster mushroom farmers' knowledge of packaging requirements has increased to 52.38% know enough and 42.86% know very well and only 4.76% do not know. This increase in knowledge opens the awareness of KWT LMS members regarding the importance of packaging, realized by the use of packaging designs that have been designed by the team, so that KWT LMS members in the market increase. Packaging design is one of the efforts to increase the selling value of the product and become a characteristic that affects the emotional consumers of mushroom rendang produced by KWT LMS. Well-designed packaging can help MSMEs differentiate their products from competitors. By highlighting the unique value of the product through packaging, MSMEs can attract the attention of potential customers and build a strong brand image. Activities that will be developed to increase the market reach of this oyster mushroom rendang are providing training to KWT LMS members on e-commerce and establishing cooperation with souvenir centers in the West Sumatra region.

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