

KINARI TRADITIONAL FOOD PACKAGING DEVELOPMENT

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ABSTRACT

This community service activity carried out by the Faculty of Agricultural Technology, University of Andalas Padang, is in collaboration with Nagari Kinari, Bukit Sundi District, Solok City. The activity location is at the Nagari Kinari office which has been prepared very well. Nagari Kinari has many Micro, Small and Medium Enterprises (MSMEs) such as salamak pangekbanana, rendang aina and kalio baluik. In this era, packaging is very important to maintain the shelf life of food and is a trend and a great opportunity for doing business. This opportunity only applies to products that have good packaging and good sterilization. However, this opportunity has not been taken by several MSMEs in Nagari Kinari, so that this application is expected to arouse the enthusiasm of MSMEs to immediately carry out good packaging for their business.

Keywords: Packaging, Banana Pangek, Rendang Aina, Kalio Baluik, Nagari Kinari.

INTRODUCTION

This activity took place in Nagari Kinari, Bukit Sundi sub-district, Solok and was chaired by Dr. Ir. Aisman, M.Sc. Lecturers majoring in food technology and agricultural products also participate in community service through hybrid mode (Offline and online). This community service activity was attended by the Head of the Bukit Sundi Sub-District, the Wali Nagari, members of the community and MSME actors in traditional Nagari Kinari food. The intended target is for people who have problems with good packaging and storage of local food. The function of packaging at this time has changed in line with changes in consumer lifestyles that tend to be self-service. Packaging acts as a means of sales promotion that can stimulate consumer spending habits so as to reduce high promotional costs (Kuvykaite, Dovaliene, and Navickiene. 2009). Packaging becomes an attraction for consumers and influences their perceptions of the product (Rundh, 2005). To ensure the success of a food product in the market, the food industry must understand consumer acceptance of the sensory and non-sensory attributes of the food product. In several studies, sensory attributes are still the most important factor for evaluating consumer acceptance of food products. However, In fact, non-sensory attributes also have an equally important influence on consumer acceptance. Several studies on various products show that packaging has a major impact on consumer decisions to buy a product (Kuvykaite, Dovaliene, and Navickiene, 2009; Moreno, Parmar, and Amin, 2011; Ahmed, Parmar, and Amin, 2014; Ampuero and Vila , 2016). It has also been recognized recently that these nonsensory attributes are increasingly playing an important role in the development of food products. Apart from influencing consumer acceptance, sensory

attributes also seem to influence consumer expectations of sensory and hedonic (liking) attributes. These expectations are usually formed before consumers try food products.

In sensory expectations, consumers will have an idea of the sensory characteristics they might receive and in hedonic expectations, consumers will be able to know how much they will like the food product (Morenoet al., 2011). Furthermore, Varela et al. in Morenoet al. (2011) stated that these two expectations are formed after consumers see for themselves the appearance of the product, especially the packaging

ACTIVITY METHODOLOGY

The method that will be carried out in this activity is discussion, education, and generating motivation between the proposing team and partners regarding the application of the Food Industry Idea with good packaging in Nagari Kenari.

1. Meeting Media

The media that will be used in carrying out meetings between the activity team and partners and their members is offline. The team provides forums for discussion in the form of Whatsapp groups, audio and video calls, and Zoom meetings for smooth ongoing communication.

2. Participation of Partners in the Implementation of Activities

Partners, as the main target in this activity, have an important role for the implementation of the activity. Partners will state their willingness in writing to receive assistance from the service team, in terms of assistance in obtaining good packaging. MSME partners and actors are willing to take part in every stage of education or training that will be held when Andalas University students carry out KKN or community service here, without any reason not having enough time. Partners ensure the production process continues during the training activities held.

ACTIVITY RESULTS

This community service activity was attended by MSME actors from the Nagari Kenari community business group, lecturers, and students. This activity was held on July 2, 2022 at the Wali Nagari Kenari Office, Kec. Sundi Hill, Solok City, West Sumatra. This community service activity began with the implementation of good packaging, sterilization and hygiene by resource persons from the Department of Food Technology and Agricultural Products, Faculty of Agricultural Technology, Andalas University, Padang. According to Julianti and Nurminah, (2006) Packaging is one way to protect or preserve food and non-food products. Packaging is a container or place that is used to pack a product that is equipped with a label or description including some of the benefits of the contents of the package. Packaging has an important role and function in supporting the distribution of products, especially those that are easily damaged.



Figure 1. Tools and forms of food packaging

In this counseling activity, the resource person explained the steps of the good packaging process in sterilization as well as hygiene and good storage. Akbar *et al.*, (2022) mentions that one way that is usually done to maintain the sanitary hygiene of a product is sterilization. Sterilization is a treatment to make a material or object free from microorganisms by heating, irradiating, or using chemicals to kill living microorganisms and their spores



Figure 2. Packaging Material Submission Activities

This activity was directly accompanied by lecturers and students from the Department of Agricultural Product Technology.

CONCLUSION

1. Conclusion

In this community service activity, counseling or application activities have been carried out. Knowledge or transfer of knowledge about packaging that is both sterilized and hygienic. This community service activity is going well and smoothly, hopefully it can increase the knowledge and economy of MSME actors in traditional Nagari Kinari food.

2. Suggestion

It is hoped that the activities can be carried out on an ongoing basis and the main companion is assistance or stimulation of supporting equipment so that they can improve the quality and quantity of partner processed products.

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