ANDALASIAN INTERNATIONAL JOURNAL of
SOCIAL AND ENTREPRENEURIAL DEVELOPMENT
INSTITUTE OF RESEARCH AND COMMUNITY SERVICE, ANDALAS UNIVERSITY

IMPROVING GRAPHIC DESIGN SKILLS FOR HR CENTER FOR SELF-HELP AGRICULTURE AND RURAL TRAINING (P4S) "SUNGAI PERMAI" LAMBUNG BUKIT SUB-DISTRICT, PAUH DISTRICT, WEST SUMATRA

Daimon Syukri[1*], Rini[1], Muhammad Makky[2], Haniyatul Halwa[1] dan Mivtahul Dina[1]

[1]Department of Food Technology and Agricultural Products, Andalas University Agricultural
[2]Department of Agricultural Engineering and Biosystem, Andalas University

*Corresponding author: dsyukri@ae.unand.ac.id

ABSTRACT

In order to increase the promotion of activities and products resulting from the activities of the Self-Help Agriculture and Rural Training Center (P4S) “Sungai Permai” in the Lambung Bukit sub-district, Pauh District, West Sumatra, graphic design training was conducted for one of the members of the farmer group. The training carried out is an introduction and oreration of Corel Draw. The training was carried out for one month involving students from the Department of Food Technology and Agriculture at Andalas University. This training activity can increase the HR capacity of the "Sungai Permai" (P4S) group, which in the future it is hoped that this group will be more independent in terms of developing business and product promotion designs so that they can develop even better.

Keywords: promotion, Corel Draw, students, human resources

INTRODUCTION

This activity was chaired by Daimon Syukri, S.Si, M.Si, Ph.D and 2 lecturers, Dr. Ir. Rini B, MP and Muhammad Makky, Dr. Eng., S.TP, M.Si, also students from the Faculty of Agricultural Technology. This Community Service Activity (PKM) is a continuation of the PKM activities in 2021 in which the Faculty of Agricultural Technology lecturer team again held training at the "Sungai Permai" Agriculture and Rural Self-Help Training Center (P4S) Lambung Bukit sub-district, Pauh District, West Sumatra.

In 2021 the community service team majoring in Food Technology and Agricultural Products has carried out assistance activities for making packaging for Sungkai leaf tea products, which were originally only packaged traditionally with the introduction and manufacture of modern packaging to increase sales and the selling value of Sungkai tea. In addition to packaging, packaging design is one of the factors that can increase the selling value of a product. Mufreni (2016) quotes from Kottler and Armstrong that packaging involves the activities of designing and producing containers for products.

UMKM products in general will be inferior to manufactured products that have an extensive promotional network, especially since the products being marketed are new products that do not yet have a fixed market. In

addition to promotion with advertising, a method is also needed that has an impact on consumers, one of which is an attractive packaging design. One of the elements of an attractive packaging design is color. Color can play an important role in conveying cognitive messages to consumers. Mufreni (2016) citing the results of a study by Professor Jennifer Aaker concluded that there are 5 colors that dominate the market, namely light blue which represents sincerity, red represents interest, green represents competence, purple represents stability and yellow represents resilience.

Besides color, other colorful elements in packaging design are text and branding. All of these elements will be combined in a design. In today's electronic era, design activities are greatly facilitated by the many graphic design applications that can be used, even though human resources with graphic design skills are still low. In addition, graphic design services are quite expensive.

Therefore, skilled human resources are needed in making packaging designs using applications (Wirawan and Darmawiguna, 2014). Therefore this year's PKM activities will be focused on introducing, learning and making packaging designs using CorelDraw. CorelDraw itself is a graphic design application that is widely used in making designs, its simple appearance and easy-to-use tools make CorelDraw one of the choices in designing.

METHODOLOGY

The methodology used is 1-on-1 training with UMKM participants. This training uses a tool in the form of an Acer Aspire 3 laptop with R890 Ryzen 3-3250 processor specifications, 4GB RAM, 256GB ROM and OS Win11 + OHS. The application used is CorelDRAW Graphics Suite 2018 20.1.0.708. The training is carried out in 3 meetings, at the first meeting there will be an introduction to the CorelDraw application, the second meeting will explain how to use the tools and some shortkeys in CorelDraw and the last meeting will be the packaging design. In addition to the meeting, several assignments were also given to further deepen the participants' knowledge about making packaging designs.

RESULTS AND DISCUSSION

Human resource development can be done with informal training (Asroni and Setyawan, 2016). This training was attended by a member of UMKM. The first meeting was attended on 17, 18 and 25 September 2022. This training was conducted face to face



Figure 1. Graphic design training

E-ISSN: 2808-6732
https://doi.org/10.25077/aijsed.v2.i02.13-16.2023
aijsed.lppm.unand.ac.id

In the first meeting, the thing that needs to be done is an introduction to CorelDraw, such as a face-to-face display of basic objects and some of the tools used for designing. The basic objects commonly used in making designs are the pen or Bezier tool, rectangle tool, ellipse tool, polygon tool and text tool. Apart from objects, there are also several tools that make it easier to design, such as the shape tool, drop shadow tool, transparency tool and smart fill tool.

At the second meeting, after an introduction to tools and objects, we continued with learning how to use tools and objects as well as some shortkeys to make it easier to make designs later. At this second meeting the participants were taught more about how to use the tools in CorelDraw. One example is the pen tool, this tool is usually used to create irregular objects or for tracing. Another tool that is often used is the shape tool, this tool is used to edit the nodes on previously created objects.

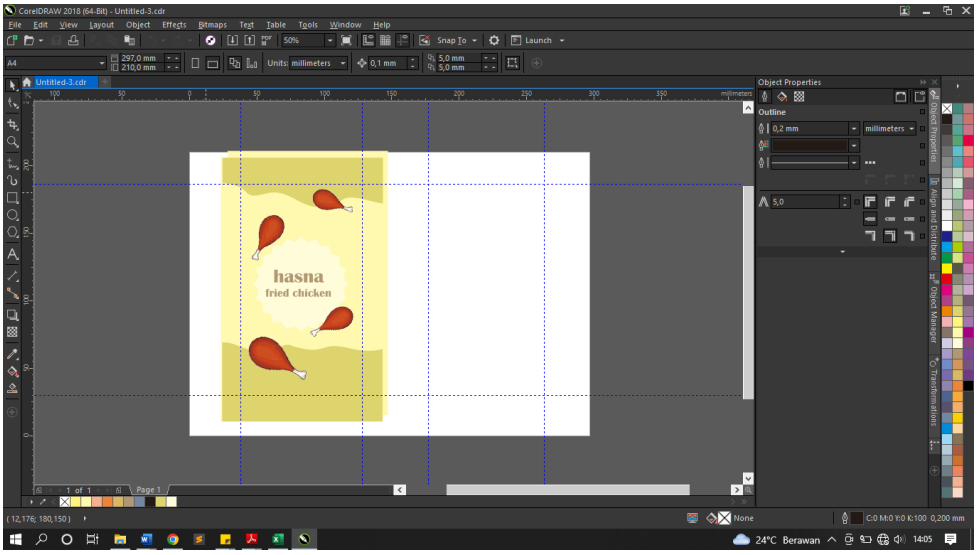


Figure 2. Display of Corel Draw and designs made by participants

The last day of the training continued with strengthening the things that had been learned on the first and second day of training by making packaging designs with examples on the internet. There are three ways to start designing a package, namely by tracing, OIM and making your own ideas without references. Tracing is a method of tracing a shape from a reference using the Bezier tool or the pen tool. the second way or OIM is an acronym for Observe, Imitate and Modify, this method uses a reference to be observed and then the observed components of the design are then modified into a new design. The last way is the idea itself depending on the creativity of each.

The training showed very satisfying results where there was an increase in understanding and ability of P4S Sungkai Permai members in operating one of the graphic design software. This is also in line with similar programs that have been carried out in previous PKM activities as reported in several PKM scientific journals (Agustina, 2017 and Rofieq et al, 2017).

E-ISSN: 2808-6732
https://doi.org/10.25077/aijsed.v2.i02.13-16.2023
aijsed.lppm.unand.ac.id

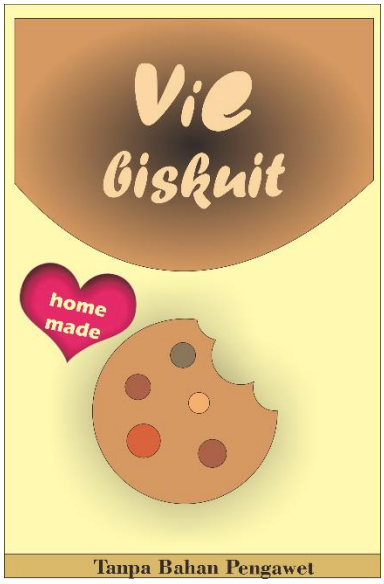


Figure 3. The packaging design made by the participants on the 3rd day

CONCLUSION

CorelDraw training for packaging design can increase the knowledge of PKM members and can add human resources in the field of design. By holding this PKM, PKM members can make their own packaging designs at a low cost so that the products are cheaper and easier to reach and can expand the marketing reach of Sungkai tea products. In the future, it is hoped that not only the packaging design for Sungkai tea, but all UMKM products that do not yet have a packaging design can have their own packaging and design so that they can be widely recognized by the market or consumers.

SUGGESTION

It is hoped that this training will be attended by more participants so that human resources who are good at packaging design will increase and continuous training is needed for maximum results.

REFERENCES

Agustina, R. 2017. Pelatihan Desain Grafis untuk Perangkat Desa Dalam Rangka Peningkatan sdm di Desa Ngawonggo Kecamatan tajinan kab. Malang. Jurnal ABDIMAS Unmer Malang. Vol. 2, Nomor 1, Juni 2017.

Asroni, Setyawan H. 2016. Pelatihan MS Office dan Pembuatan Blog di Dusun Kalitengah Lor, Glagaharjo, Cangkringan Sleman. (Laporan PKM). UMY. Yogyakarta.

Mufreni, A. N. (2016). Pengaruh Desain Produk, Bentuk Kemasan Dan Bahan Kemasan Terhadap Minat Beli Konsumen (Studi Kasus Teh Hijau Serbuk Tocha). *Jurnal Ekonomi Manajemen*, *2*(2), 48-54.

Rofieq, M. Poerwanto, A. Budiyanto, M. 2017. Pelatihan desain kemasan produk untuk umkm kerajinan, kuliner dan posdaya. Jurnal ABDIMAS Unmer Malang. Vol. 2, Nomor 2, Desember 2017.

Wirawan, I M A, Darmawiguna, I G M. 2014. Pelatihan Desain Grafis dengan Aplikasi Corel Draw untuk Anak-anak Panti Asuhan se-Kecamatan Buleleng. (Laporan PKM). Undiksha. Bali.