

SUITABLE PACKAGING CONCEPT FOR SUNGKAI LEAVE HERBAL TEA PRODUCED BY THE INDEPENDENT AGRICULTURAL AND RURAL TRAINING CENTRE “SUNGKAI PERMAI”

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ABSTRACT

Background: Sungkai leave herbal tea produced by The Independent Agricultural and Rural Training Centre “Sungkai Permai” need to be expanded by packaging improvement. **Methodology:** The concept of packaging for herbal tea has been developed by the team from Andalas University. The basic design and brand for the herbal tea has proposed and produced in order to enhance the satisfaction of consumers to existing tea. **Conclusion:** The Independent Agricultural and Rural Training Centre “Sungkai Permai) was impressed for the packaging concept of their Sungkai leave herbal tea. “Teh Sehat Sungkai” is the brand that was created for the herbal tea product. Moreover, the utilization of ivory box include with the design was also introduce to the The Independent Agricultural and Rural Training Centre “Sungkai Permai). Further development is needed for increasing the acceptance of consumers to the Sungkai leave herbal tea product.

Keywords: herbal tea, sungkai, box, design, packaging

INTRODUCTION

The location for the implementation of this community service activity is in the rural area of the Andalas University, which is precisely at The Independent Agricultural and Rural Training Centre “Sungkai Permai” in Sungkai Village, Lambung Bukit Village, Pauh District, Padang City. The majority of the people in Sungkai Village make a living in the agricultural sector, including the food crops, livestock, smallholder plantations, community forestry, fisheries, and horticulture sub-sectors. The activities carried out move from upstream to downstream, both in cultivation, processing, and marketing of agricultural products. However, the efforts made by the community on their land have not, in fact, been able to raise the standard of living of the community, especially farmers.

One of the efforts being developed by The Independent Agricultural and Rural Training Centre “Sungkai Permai” is to make tea products made from dried sungkai leaves as the main raw material. This product is also combined with other raw materials for spices such as red ginger, lemongrass and pandan. This product has been tried to be marketed internally to every guest who visited the The Independent Agricultural and Rural Training Centre “Sungkai Permai” and got a pretty good sensory response. For this reason, it is necessary to develop products that can increase sales of these products. Currently, this product does not have a packaging

design that can fully represent the product. Therefore, it is necessary to provide assistance related to the development of packaging designs from existing tea products. Packaging is very important for product development that make the market improvement of the product (Ivankovic et al., 2017; Shaikh et al., 2021; Gary and Audhesh, 2012)

METHODOLOGY

Based on information on the problems faced by partners in developing label and packaging designs for herbal tea products, the mentoring process for partners will discuss several things, including in-depth knowledge of the design process, food product packaging techniques, skills to package products into processed products that are economically feasible higher and product promotion.

The mentoring process will be carried out continuously starting in November 2021 until a good ability is obtained from partners to be able to work independently.

RESULTS AND DISCUSSION

The herbal tea product that has been developed by The Independent Agricultural and Rural Training Center "Sungkai Permai" is a phenomenal breakthrough during the current COVID-19 pandemic. Sungkai plants are known to have very good chemical components to help increase the body's immunity (Prasiwi et al., 2018; Pratiwi et al., 2021; Latief et al, 2021). The dried Sungkai leaves which are then added with some spice powders are believed to have good properties for maintaining a healthy body during the current COVID-19 pandemic. This herbal tea product has been introduced by The Independent Agricultural and Rural Training Center "Sungkai Permai" to the public through direct promotions and indirect promotions. The existing tea products still use very simple packaging and do not yet have a brand.

In the current mentoring activity, it is trying to make branding for existing tea products and also trying to introduce good and correct herbal tea product packaging techniques to The Independent Agricultural and Rural Training Center "Sungkai Permai". The use of the name "Sungkai Healthy Tea" has been agreed to be used from now on.

The use of packaging material from ivory paper and equipped with aluminum foil packaging is trying to be introduced to The Independent Agricultural and Rural Training Center "Sungkai Permai" at this time. It is hoped that the use of this packaging can improve the quality of the tea products produced. Previously, tea products only used primary packaging. My use of the primer packaging is not good aesthetically nor can it maintain the character of the product for a long period of time.

The assistance in improving the quality of the packaging has received a good appreciation from The Independent Agricultural and Rural Training Center "Sungkai Permai". The developed packaging complete with the label will make the promotion of Sungkai herbal tea products even better which is expected to increase the selling value of the product. Figure 1 shows the mentoring activities that have been carried out. Figure 2 shows the design for packaging label that being developed.



Fig 1. Community service activity on The Independent Agricultural and Rural Training Center "Sungkai Permai".



Fig 2. The basic design of packaging label of herbal tea

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