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Vol. 5 No. 02 (2025)

Andalasian International Journal of Social and Entrepreneurial Development (AIJSED)

ISSN: 2808-6732 (Online)

Available at: http://aijsed.lppm.unand.ac.id/index.php/aijsed

DOI: https://doi.org/10.25077/aijsed.5.02.1-7.2025

Article

Strengthening the Existence of "Kacang Rendang" MSMEs in Nagari Tigo Balai through Packaging Design Assistance

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Article Information

Received : 2025-05-25
Revised : 2025-07-12
Accepted : 2025-08-28
Published: 2025-10-03

Keywords:

Existence, rendang peanuts, designs, MSMEs, packaging

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Abstract

Peanuts are one of the leading commodities of Nagari Tigo Balai, Matur District, Agam Regency, West Sumatra. Some people in Nagari Tigo Balai have processed peanuts into rendang peanuts and many still sell their raw peanuts directly from their harvest. The processed peanuts from Nagari Tigo Balai craftsmen are still packaged in ordinary packaging, namely using transparent plastic and makeshift labels. This activity aims to provide assistance to the peanut MSMEs of Nagari Tigo Balai to produce packaging according to the target market. This activity is carried out in several stages, namely socialization, packaging design, and assistance in the use of packaging. One of the productive peanut MSMEs in Nagari Tigo Balai is the LBM MSMEs. The assistance activity has produced three packaging designs, namely the PP standing pouch packaging design, the PP plastic packaging sticker label design, and the PP plastic packaging screen printing label design. The most suitable and needed packaging design for the rending peanut craftsmen of LBM MSME Nagari Tigo Balai is the sticker label on PP plastic packaging. The chosen design is consistent with the target market of rendang peanuts produced by LBM MSME Nagari Tigo Balai, which includes consignment system at souvenir outlets, direct sales in nearby markets, and distribution through local traders.

INTRODUCTION

Nagari Tigo Balai is one of the villages in Matur District, Agam Regency. The majority of the population of Nagari Tigo Balai work as farmers, gardeners, and livestock breeders. The largest agricultural land in Nagari Tigo Balai is rice/peanuts, covering an area of 379.30 ha (based on a 2023 survey). Rice and peanuts have the same area because the people of Nagari Tigo Balai always replace rice crops with peanuts after each harvest, a practice known as multiple cropping.

Peanuts are one of the leading commodities in Nagari Tigo Balai. In general, the community has land for planting peanuts. Based on the 2023 survey results, the land planted with peanuts covers an area of 15 hectares with a peanut production of 37.4 tons. From the data on the area and production of peanuts, there is a great opportunity to make peanuts a major source of income for the people of Nagari Tigo Balai.

The people of Nagari Tigo Balai have processed peanuts into rendang peanuts, and many still sell their raw peanuts directly from their harvest. The rendang peanuts produced by the artisans of Nagari Tigo Balai are still packaged in ordinary packaging, namely transparent plastic and simple labels. In running a business, product packaging is an important consideration. Business owners need to create anti-mainstream product packaging, because nowadays business owners are not only concerned with taste and price. (Yanti,

Permata, and Lendrawati 2022).

One of the keys for MSMEs to increase the selling value of their products is through labels and packaging. Even if the products are of high quality, if they are unable to communicate this to consumers, the selling value of the products will not be exposed (Nugrahani 2015). According to Ermawati (2019), a quality product can be seen from its packaging, which is designed with a good and well-thought-out concept.

There are several factors that make Nagari Tigo Balai rendang peanut craftsmen continue to package their products as they are, one of which is their market share. Currently, Nagari Tigo Balai rendang peanuts are marketed through a consignment system at souvenir outlets, direct sales at nearby markets, and sales to distributors.

In order to strengthen the existence of Nagari Tigo Balai peanut randang MSMEs, peanut randang craftsmen need to expand their marketing. One strategy for Nagari Tigo Balai peanut randang to be competitive is to renew the packaging in accordance with the target market. This activity aims to provide assistance to Nagari Tigo Balai peanut randang MSMEs to produce packaging in accordance with the target market.

EXPERIMENTAL SECTION

Materials

The materials used in the assistance activities include:

- Rendang peanut products from LBM Nagari Tigo Balai MSMEs.
- Packaging materials: PP (polypropylene) plastic, PP standing pouches, vinyl stickers (doft/glossy), and PP plastic for screen printing.
- Digital format packaging graphic design.
- Socialization equipment (banners, leaflets, and presentation materials)

Instrumentation

The equipment used includes:

- Laptops and graphic design software (CorelDRAW, Adobe Illustrator).
- Printers for printing label stickers.
- Screen printing machine for PP plastic packaging.
- Projector and screen for promotional activities.
- Camera for documenting activities.

Procedure

The activity was carried out in Nagari Tigo Balai, Matur District, Agam Regency from September to October 2024. This activity was carried out by the Andalas University community service team involving MBKM students from the Agricultural and Biosystem Engineering Undergraduate Program. The stages of the activity in implementing the solutions offered to overcome the partner's problems are:

1. Socialization

The team conducted an awareness campaign on the importance of packaging as a brand for Nagari Tigo Balai MSME products. The awareness campaign was carried out by providing detailed explanations (discussion method) with a persuasive approach.

2. Packaging Label Design

The team identified the market share of Nagari Tigo Balai randang nuts as the basis for the packaging design to be created. The team then designed several types of packaging according to the target market and printed the packaging.

3. Assistance in the use of packaging

   Assistance in the use of packaging was provided by:

   - Explaining the types of packaging that had been designed
   - Conducting trials of the use of packaging
   - Holding question and answer discussions between the community service team and partners.

RESULT AND DISCUSSION

Socialization of Product Packaging Design for Nagari Tigo Balai MSMEs

In this activity, socialization is an activity to convey information about the program being implemented to the community. With socialization, it is hoped that there will be an increase in public understanding of the importance of product packaging design. Packaging plays an important role in marketing products. According to Pesoth (2015), packaging is a container for storing goods so that they are attractive, safe, and appealing to consumers, so that consumers are interested in buying the product. Packaging can serve as a medium of communication between consumers and producers. Packaging designs aim to convey information about the packaged product. Socialization activities on the importance of packaging were conducted at the nagari office (Figure 1) and among rendang peanut craftsmen in Nagari Tigo Balai (Figure 2).



Figure 1. Socialization of Activities to Tigo Balai Village Officials



Figure 2. Socialization of Activities to MSME Kacang Rendang Nagari Tigo Balai

LBM MSME is one of the rendang peanut producers in Nagari Tigo Balai. The rendang peanuts produced by LBM MSME are marketed through various channels, including nearby local markets, souvenir outlets in tourist areas, and direct sales to distributors. The packaging currently used by rendang peanut producers consists of transparent plastic accompanied by product labels printed on paper, as shown in Figure 3.



Figure 3. Packaging of Rendang Peanuts produced by LBM Nagari Tigo Balai MSME

Labels on product packaging serve as clear identification for consumers. With good labels, consumers can easily recognize the brand and type of product they are buying. Product labels commonly used by MSMEs selling rendang peanuts are usually included in the packaging. Once the product has been opened, the label is discarded or thrown away, making it difficult for consumers to obtain information about the product, such as the manufacturer, place, and time of manufacture.

Rendang Peanut Packaging Design for LBM Nagari Tigo Balai MSMEs

In order to strengthen the existence of rendang peanut MSMEs, packaging design assistance was provided to LBM MSMEs. Several packaging designs were offered during the activity, as follows:

1. PP Standing Pouch Packaging Design

The PP standing pouch packaging design offered for LBM UMKM rendang peanuts is shown in Figure 4. Rendang peanuts are classified as snacks or light meals, which are usually not consumed in one sitting, so packaging that can be resealed is required. PP standing pouch packaging is equipped with a zipper lock so that consumers can reseal the packaging tightly after opening. Standing pouch packaging has an attractive and informative design. The design of the PP standing pouch packaging is intended for the marketing of LBM MSME rendang peanuts in supermarkets or hypermarkets.



Figure 4. Standing Pouch Packaging Design for Redang Peanuts from LBM Nagari Tigo Balai MSMEs (Yanti et al. 2024)

2. PP Plastic Packaging Sticker Label Design

Sticker labels are commonly used for product branding on plain packaging to enhance product appeal and provide product information. The sticker label design for LBM Nagari Tigo Balai's rendang peanuts is shown in Figure 5. The type of sticker used is a vinyl sticker, which is tear-resistant, oil- and water-resistant, and available in matte or glossy finishes.

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Figure 5. Label sticker for Redang Peanuts produced by the Nagari Tigo Balai LBM MSME.

3. Screen Printing/Sablon Label Design for PP Plastic Packaging

The screen printing/sablon labels offered for the plastic packaging of LBM Nagari Tigo Balai MSME rendang nuts come in three color options, as shown in Figure 6.



Figure 6. Screen Printing Label Design for Redang Peanuts from LBM Nagari Tigo Balai MSME

Assistance in the Use of Rendang Peanut Packaging for MSMEs in Nagari Tigo Balai

The assistance activity in the use of packaging (Figure 8) that has been designed aims to provide understanding to rendang peanut producers in Nagari Tigo Balai in the use of appropriate packaging. Product packaging that was initially general in nature will become more specific according to the target market. Rendang peanuts with various packaging are shown in Figure 7.



Figure 7. Assistance in the Use of Rendang Peanut Packaging by LBM Nagari Tigo Balai MSMEs

Traditionally, the decision to choose a type of packaging was mainly based on cost and production factors, with the primary function of packaging being to provide space and protect the product. However, nowadays packaging plays a role as a product marketing tool. Therefore, in this assistance activity, the design of the PP standing pouch packaging (Figure 8.a) was targeted at expanding the marketing network for Nagari Tigo Balai MSME rendang nuts.

The sticker label design for PP plastic packaging (Figure 8.b) designed in this assistance activity is an update to the paper label currently used by LBM Nagari Tigo Balai MSME craftsmen. The sticker label used is a glossy sticker, which has a shiny or glossy surface. The glossy coating makes the stickers more

resistant to sunlight, water, and dust. In addition, the glossy coating also makes the sticker colors brighter and more contrasting. With the label stickers attached to the packaging, the packaging will look more aesthetically pleasing. The artistic value will also be evident from the sticker design.

PP plastic packaging with screen printing labels (Figure 8.c) was designed because it is one of the most widely known and commonly used types of packaging. The design uses only one color, yellow, on the front of the packaging.

Packaging innovation will affect the production costs incurred by rendang peanut craftsmen. Nuryulia P et al. (2018) state that production costs are the most important factor in determining the selling price of a product, so it is necessary to calculate the cost of goods manufactured (COGM) before determining the selling price.



a. PP Standing Pouch Packaging



b. PP Plastic Packaging with Sticker Labels



c. PP Plastic Packaging with Screen Printing Labels

Figure 8. Rendang Peanuts from Nagari Tigo Balai LBM MSMEs in Various Packages

Every packaging material poses a risk to the product it contains, so packaging must be selected in accordance with regulations to ensure that packaging quality complies with safety standards or SNI. The current consideration for packaging design selection by LBM MSMEs is the most popular product marketing location. Of the three packaging designs produced in this program, PP plastic packaging with sticker labels is more suitable for use in accordance with the target market of Nagari Tigo Balai MSMEs, namely souvenir outlets, direct sales in nearby markets, and sales to distributors. However, PP standing pouch packaging will also be used for product marketing in supermarkets.

The most widely used plastic for food packaging is PP (polypropylene) plastic. PP plastic has a smooth surface, high flexibility and durability, can withstand chemicals, is easily recyclable, can reduce electricity consumption, and is relatively cheaper than other raw materials (Deglas 2023).

CONCLUSION

One of the productive rendang peanut MSMEs in Nagari Tigo Balai is LBM MSME. The assistance activities have produced three packaging designs, namely PP standing pouch packaging design, PP plastic packaging sticker label design, and PP plastic packaging screen printing label design. The most suitable and needed packaging design by the rendang peanut craftsmen of LBM MSME Nagari Tigo Balai is the sticker label on PP plastic packaging. The selected design aligns with the target market for the LBM Nagari Tigo Balai rendang peanut SME, which includes consignment sales at souvenir outlets, direct sales at nearby markets, and sales to distributors.

ACKNOWLEDGEMENTS

This Community Service Activity is funded by ANDALAS UNIVERSITY, with contract number: 43/UN16.19/PM.03.03/PKM-MUB/2024 Fiscal Year 2024 under the Community Partnership Program to Help Businesses Grow (PKM-MUB) Batch I. The community service team would also like to thank all parties who have helped in the implementation of this activity.

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