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INTRODUCTION TO PACKAGING LABEL DESIGN TECHNIQUES IN BALINGKA VILLAGE, AGAM REGENCY, WEST SUMATRA PROVINCE

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ABSTRACT

Background: the activity is carried out with the aim of introducing and training the Balingka village community regarding the design of android-based packaging labels that are suitable for the type of food, so that later they will be able to contribute to increasing the selling power of the product. **Method:** The packaging label design technique was explained orally by the team of the faculty of agricultural technology, Andalas University to the Balingka village community group while being practiced directly using their respective cellphones. **Conclusion:** the information conveyed can be implemented by community groups and they are very enthusiastic in the practice of packaging design through cellphones (android-based). Community groups have been able to produce attractive packaging label designs that comply with labeling regulations.

Keywords: introduction, technique, packaging, label, design

INTRODUCTION

In previous community service activities, an introduction to drying and packaging techniques was carried out for the balingka village community group. This activity was continued with packaging label design techniques. The packaging label is one of the important things that should not be missed for a product. The packaging label must be informative so that it can increase consumer confidence in the safety of the product. Packaging labels must be designed as attractive as possible or eye catching so that they can attract the attention of consumers. In its broadest and most conventional application, food labeling policies serve a dual purpose: protect consumers and ensure fair marketing. National laws, international norms and guidelines and personal standards prohibit labeling that misrepresents product quality and deceives consumers. Prevention of false claims protects businesses from unfair competition. These basic principles have been established for a long time and are still very relevant (Albert, 2010).

METHODS

This activity was held in February 2022 in Balingka Village, Agam Regency, West Sumatra Province. This community service begun with a discussion between the head of the village of Balingka and the

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Andalas University team. Furthermore, the activity continued with the introduction of packaging label design technology which was carried out orally and directly using handtrees (android-based) by a team from the faculty of agricultural technology at Andalas University and a community group from the village of Balingka. In addition, a discussion forum was also held between community groups and the agricultural technology team at Andalas University regarding the design for further packaging labels for their products.

RESULTS AND DISCUSSION

This community service activity began with the opening of the event by the Balingka village mayor with the agricultural technology faculty team, Andalas University as shown in Figure 1.



Fig 1. The opening of the event by the mayor of the village of balingka with a team from the faculty of agricultural technology, Andalas University.

The team from the faculty of agricultural technology, Andalas University started an introduction to the packaging label design technique orally. The design of the packaging label is something that must be included on the product packaging. According to Randell (2010), the principle of food labeling is that packaged food should not be described or presented on any label or label in a way that is incorrect, misleading or deceptive or may give rise to a false impression of its character in any way. Packaged food may not be described or presented on any label or in any labeling with words, pictures or other devices that refer or indicate either directly or indirectly, other products that may confuse the food, or in such a way, thus making buyers or consumers think that the food is related to these other products.

In designing packaging labels, food information must be accurate, clear and easily understood by consumers. Food information should not be associated with any food that has the property of preventing, treating or curing human disease, or referring to such properties (Berryman, 2015). This is so that consumers do not misinterpret the information on the packaging labels so as not to create misunderstandings between consumers and the labels that are read so that consumers feel safe and comfortable buying the product. It is universally recognized that food offered for sale to consumers must be safe to eat, at least if it is prepared and/or cooked according to household habits. In fact, people have the right to expect the food they eat to be safe and suitable for consumption (CAC, 2003).

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In this activity, training on packaging label design was also carried out using a cellphone (android based) as shown in Figure 2.



Fig 2. Introduction and training of packaging label design activities.

At this stage the service team of the faculty of agricultural technology, Andalas University conducted direct training to the Balinese village community group. The training begins with an explanation of general packaging label standards. Community groups were asked to record several rules in labeling and were asked to understand these standard rules. The Codex General Standards for Labeling of Packaged Foods are understood as the main Codex text for consumer protection in the sense of protecting consumers from fraud, fraud and economic loss, in other words 'ensuring fair practices in the food trade' (Randel, 2010). For certain foods, for which the Commission has outlined commodity standards, the General Standards are supplemented with special labeling provisions, including the Food Name and in this case the General Standards and commodity standards should be read together. The WTO has emphasized the importance of this labeling provision in the case of EC-Sardines (WTO, 2002). The extension of this concept has led to the development of guidelines in preventing the misuse of certain claims: health and nutrition claims, claims that food is 'organic' or 'Halal'.

Andorid-based packaging label design training is a new thing that is easy to implement for community groups who are still starting a business (micro scale). At this stage, the community group looks enthusiastic and begins to show their creativity in designing packaging labels for their products. Community groups seem to be able to use the design application (Canva) that is taught, and they have even made label designs for their respective products.

CONCLUSIONS

Packaging label design techniques are very important and crucial. The introduction and training of packaging label design techniques in Balingka village was carried out with the target group of people there. During the training activities, the community looked enthusiastic and were able to design their respective product packaging labels in accordance with applicable regulatory standards. Android-based packaging label design training activities can be used as a new alternative for community groups who have a business (micro scale) because it is easy to understand and implement and is cost effective.

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