

STRENGTHENING MSMEs THROUGH PACKAGING INNOVATION: A COMMUNITY SERVICE PROGRAM IN BAYAN VILLAGE

**Nurmiza Rahmatuddini¹, Isabella Muliawati Suryana², Dila Naldianti³,
Khairunnisa⁴, Minarti Indah⁵, Eldo Delamontano⁶, and Muh Arfah⁷**

^{1,2,3,4,5}Universitas Islam Negeri Sultan Thaha Saifuddin Jambi, Jl. Jambi Ma. Bulian KM.16
Simpang Sungai Duren Kab. Muaro Jambi, Jambi

⁶Satu Bumi Lestari, Jl. Pita Asri 14, Tatar Pitaloka, Kota Baru Parahyangan, Padalarang,
Kabupaten Bandung Barat, Jawa Barat

⁷Yayasan Barakarsa, Jl. Karakan No.06, Krandon, Kabupaten Sleman, DI Yogyakarta
⁶e-mail eldo.delamontano@gmail.com

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Abstract

MSMEs in Bayan Village, North Lombok, face significant challenges in expanding their market reach due to limited innovation in product packaging, which remains largely traditional and merely functional. This community service program aimed to enhance MSMEs' capacity by introducing packaging innovation as a strategic marketing tool. The primary partners involved 10 local entrepreneurs from the woven fabric, coffee, souvenir, snack, and traditional beverage sectors. The team included academics from UIN Sulthan Thaha Saifuddin Jambi, Barakarsa Foundation and regional volunteers. Employing Participatory Action Research (PAR), activities involved observation, pre-test, an interactive workshop utilizing real product examples, and post-test evaluation. Results demonstrated a 20% increase in participants' knowledge, with average scores rising from 2.00 to 2.40, particularly in branding strength and global market suitability indicators. This program demonstrates that participatory and example-based training can effectively shift the mindset of MSME actors toward a more strategic approach in managing their products' visual identity.

Keywords: MSMEs; product packaging innovation; social learning theory; marketing strategy

Abstrak

UMKM di Desa Bayan, Lombok Utara, menghadapi tantangan signifikan dalam memperluas jangkauan pasar akibat keterbatasan inovasi pada kemasan produk, yang sebagian besar masih bersifat tradisional dan sekadar fungsional. Program pengabdian masyarakat ini bertujuan untuk meningkatkan kapasitas UMKM dengan memperkenalkan inovasi kemasan sebagai alat pemasaran strategis. Mitra utama yang terlibat adalah 10 wirausahawan lokal dari sektor kain tenun, kopi, souvenir, camilan, dan minuman tradisional. Tim ini terdiri dari akademisi UIN Sulthan Thaha Saifuddin Jambi, Yayasan Barakarsa, dan relawan regional. Dengan menerapkan Participatory Action Research (PAR), kegiatan yang dilakukan meliputi observasi, pre-test, lokakarya interaktif menggunakan contoh produk nyata, dan evaluasi post-test. Hasil penelitian menunjukkan peningkatan pengetahuan peserta sebesar 20%, dengan kenaikan skor rata-rata dari 2,00 menjadi 2,40, terutama pada indikator kekuatan branding dan kesesuaian pasar global. Program ini membuktikan bahwa pelatihan partisipatif dan berbasis

contoh dapat secara efektif mengubah pola pikir pelaku UMKM menuju pendekatan yang lebih strategis dalam mengelola identitas visual produk mereka.

Kata Kunci: UMKM, inovasi kemasan produk, teori pembelajaran sosial, strategi marketing

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector is the backbone of the national economy, playing a significant role in job creation and economic growth. Home Industries play an important role in the local economy by creating jobs and increasing community income (Meirawati et al., 2025). However, MSMEs often face various challenges, one of which is limitations in product innovation (Maria et al., 2024) and marketing strategies (Kutschenreuter et al., 2019), especially in rural areas. In today's competitive market, product packaging is no longer merely a protective element but has evolved into a strategic marketing tool that can enhance product value and competitiveness (Rizkiyah & Faridi, 2022).

This condition is evident in Bayan Village, located in Bayan District, North Lombok Regency, West Nusa Tenggara Province, which possesses rich natural and cultural resources. As one of the traditional villages that preserves the customs of the Sasak-Bayan community (Masriyani et al., 2026), Bayan holds strong tourism potential. However, MSME actors in this area still face challenges in developing innovative product packaging, which limits their market reach and competitiveness. Therefore, community assistance and targeted training are essential to transform local potential into valuable economic products (Sunarni et al., 2025). Previous programs also highlight that product innovation, quality, and brand image significantly influence consumer behavior and overall MSMEs performance (Pratiwi, 2021), reinforcing the need for focused educational interventions to improve the capacity of MSME actors (Lazuardina et al., 2025).

This community service uses the framework of Social Learning Theory developed by Albert Bandura. This theory argues that individuals learn through observation, imitation, and modeling from their social environment (Boldureanu et al., 2020). In this context, the packaging innovation workshop serves as a platform

for participants to directly observe successful innovation practices and imitate that behavior. The activity was designed to create an active learning environment, where interactions among participants and modeling by facilitators can trigger cognitive and behavioral changes. This community service affirms the significance of community empowerment and the optimization of local potential, including through digital spaces (Delamontano et al., 2025), as a key driver for sustainable rural economic development (Aljabbar et al., 2025).

Based on this background, this Community Service (Pengabdian Kepada Masyarakat/PKM) activity aims to analyze the effectiveness of a workshop in introducing product packaging innovation to MSMEs actors in Bayan Village. The findings indicate that the integration of business management practices, packaging innovation, and digital marketing strategies plays a significant role in strengthening the competitiveness and increasing the revenue potential of MSMEs in a holistic manner. (Ariani et al., 2024). The community service employs a combined narrative and quantitative approach to capture the learning process experienced by participants and to assess the extent of knowledge improvement resulting from observational-based learning (Novianti et al., 2025; Rahma et al., 2022). This approach enables a more comprehensive evaluation of how educational interventions can drive the transformation of MSMEs. The expected outcomes of this program include a direct increase in the participants' knowledge regarding the product packaging. Furthermore, as an indirect long-term target, the MSME partners are expected to begin developing and upgrading their current product packaging based on the innovations introduced.

METHODS

The community service activity was conducted on July 14th, 2025 in Bayan Village, North Lombok, involving MSMEs actors as the primary partners. Community service represents an effort by academics to utilize local commodity potential in order to improve community welfare and economic resilience (Putra et al., 2025). This community service program applied a Participatory Action Research (PAR) approach to actively encourage community involvement through

collaborative problem-solving and direct engagement in identifying and addressing local challenges. Through this approach, MSMEs actors were positioned not only as recipients of knowledge but also as active participants in identifying challenges and implementing practical solutions to enhance their independence (Naria et al., 2021; Wulandari et al., 2024).

The activity involved 63 participants, consisting of 43 students from State Islamic University Sulthan Thaha Saifuddin Jambi and several collaborative partners from various institutions. While most participants came from Jambi, the program also attracted volunteers from different regions in Indonesia, including West Java, Central Java, East Java, East Nusa Tenggara (NTT), and South Sulawesi. The involvement of youth from diverse regions in such collaborative initiatives serves as a vital catalyst for community development (Krauss et al., 2020), as collective engagement in structured programs empowers young people to act as effective agents of social change (Swapan, 2016). Furthermore, the MSME sector was represented by 10 partners originating from 7 distinct local businesses, including traditional woven fabric (*kain tenun*) artisans, Bayan coffee producers, souvenir shops, snack and pastry vendors, and local *brem* beverage owners.

The implementation followed a structured sequence of activities. It began with field observation, where the team explored local MSME potentials while simultaneously inviting MSME actors to participate in the program. This initial stage aimed to identify existing products, packaging practices, and key challenges faced by local entrepreneurs. Following this, participants completed a pre-test consisting of seven questions (table 1) to measure their baseline knowledge of packaging functions, types, and their role in product branding.

Table 1 Questionnaire

No	Research Question	Answer Option
1	Which type of packaging strengthens product branding for snack/chips products?	a. Styrofoam b. Zipper plastic + Sticker c. Standing Pouch d. Paper box + Sticker
2	Which type of packaging is considered economical, flexible, and marketable for snack/chips	a. Styrofoam b. Zipper plastic + Sticker c. Standing Pouch

	products?	d. Paper box + Sticker
3	Which type of packaging is best suited for regional (inter-city) or international markets?	a. Styrofoam b. Zipper plastic + Sticker c. Standing Pouch d. Paper box + Sticker
4	What are the primary elements of packaging design, except?	a. MSME Name b. Logo c. Product Name d. Color
5	What essential product information must be included on the packaging, except?	a. Factory location b. Product ingredients/composition c. Expiration date d. P-IRT (Home Industry) number
6	What is the impact of product packaging innovation?	a. Increasing sales b. Increasing competition c. Enhancing consumer trust d. Expanding marketing channels
7	Which type of innovation should MSMEs prioritize during the early stages of development?	a. Distribution channels b. Product packaging design c. Raw material supply d. Digital marketing

The core activity was a workshop on “Packaging Innovation for MSMEs,” which combined theoretical explanation with interactive discussions and case-based learning. Participants were introduced to various packaging types, including flexible, rigid, and semi-rigid materials, as well as strategies to enhance product attractiveness and market competitiveness. After the workshop, a post-test identical to the pre-test was conducted to evaluate knowledge improvement. The program concluded with an informal session where participants were invited to taste traditional Jambi snacks, creating a more engaging and culturally enriching learning experience.

To ensure comprehensive evaluation, qualitative data such as participant interactions, feedback, and field observations were documented (Marwiyah & Fitria, 2022; Tumanggor et al., 2025). Meanwhile, quantitative data from pre-test and post-test results were analyzed using a basic statistical method. Narrative-descriptive analysis was used to interpret participant responses and learning dynamics, while statistical comparison of scores was applied to measure the level

of knowledge improvement, particularly in product branding and packaging (Oentoro et al., 2022).

RESULT AND DISCUSSION

This section presents the results of the community service activities based on the structured stages outlined in the method, namely field observation, pre-test, workshop implementation, post-test, and evaluation. The volunteering program was conducted over an eight-day period from July 9 to July 16, 2025, allowing sufficient time for preparation and community engagement (Figure 1). During the field observation stage, volunteers were accompanied by a local facilitator from Bayan Village who supported the observation process and assisted in inviting MSME actors to participate in the workshop. The integration of qualitative and quantitative findings provides a comprehensive understanding of the impact of the intervention on MSME actors in Bayan Village.



Figure 1 Volunteers Gathered at Desa Bayan Office, Kab. Lombok Utara

The initial stage of field observation revealed that most MSME actors had limited awareness of packaging as a strategic marketing tool. Packaging was primarily perceived as a functional container rather than a value-adding component. This finding aligns with previous studies highlighting that rural MSMEs often lack innovation in product presentation and branding (Maria et al., 2024). This baseline condition justified the need for targeted educational intervention.

The pre-test results further confirmed this condition, showing a relatively low level of understanding among participants regarding packaging types, functions, and branding strategies. This baseline data served as an important reference point to measure the effectiveness of the intervention. The core intervention was conducted through an interactive workshop on packaging innovation. The workshop emphasized on technical knowledge of packaging types such as flexible, rigid, and semi-rigid materials, and also the strategic role of packaging in enhancing product value and market competitiveness. Participants were also introduced to storytelling approaches by incorporating local identity into product labels, which is known to strengthen brand differentiation and consumer trust (Pratiwi, 2021). In addition, the integration of digital marketing strategies, including the use of e-commerce platforms, reflects current trends in MSMEs development (Ariani et al., 2024).

The workshop material (Figure 2) specifically addressed the strategic role of packaging as both a visual identity and a value-added asset for rural products. Participants were introduced to various packaging typologies, ranging from affordable Zipper Plastics with Stickers to more professional Full-Print Standing Pouches and Glass/Plastic Bottles suitable for liquid or premium products. Beyond physical containers, the session emphasized the Storytelling aspect such as encouraging producers to incorporate local icons, village symbols, and origin stories on their labels to build consumer trust and create a unique Village to the World narrative. The training also extended to digital readiness, providing a guide for MSMEs to transition into online sales channels through platforms like Shopee, Tokopedia, and TikTok, emphasizing the importance of high-quality product photography and responsive customer service for sustainable growth.





Figure 2 Workshop Presentation

From a qualitative perspective, the workshop generated a high level of participation and engagement. Participants actively interacted with facilitators and shared their experiences, indicating the effectiveness of the Participatory Action Research (PAR) approach in fostering collaborative learning. This finding is consistent with Social Learning Theory, which emphasizes that learning occurs through observation, interaction, and imitation within a social context (Boldureanu et al., 2020). The presence of peer discussion further strengthened participants' confidence (self-efficacy) in applying new knowledge, which is a key factor in behavioral change. Community participation is crucial in improving the economic value and this is reflected in the behavior change of the community (Robiani et al., 2025).

The post-test results demonstrate a measurable improvement in participants' understanding, with the average score increasing from 2.00 to 2.40. This 20% increase indicates that the workshop was effective in enhancing participants' knowledge, as evidenced by the individual progress across seven key indicators (P1-P7) shown in Figure 3. Significant improvements were observed in P1 regarding branding strength and P3 concerning packaging suitability for international markets, where the number of correct responses increased notably after the intervention. Meanwhile, participants maintained a high level of mastery in P2 (economic packaging) and P7 (initial innovation priorities), suggesting that the workshop successfully solidified their existing pragmatic knowledge while introducing more advanced marketing concepts.

This result is in line with previous community service studies, which show that structured training combined with interactive methods can significantly

improve MSMEs capacity (Nikita et al., 2025). The improvement also reflects the success of combining visual learning, practical examples, and participatory discussion, particularly in bridging technical gaps such as packaging design elements (P4) and mandatory legal information (P5). Although these technical areas showed steady results, the overall upward trend in the post-test data confirms that the intervention triggered a shift in literacy. This empirical evidence underscores the importance of targeted workshops in empowering village-level entrepreneurs to transition from traditional methods to more innovative, market-oriented packaging strategies.

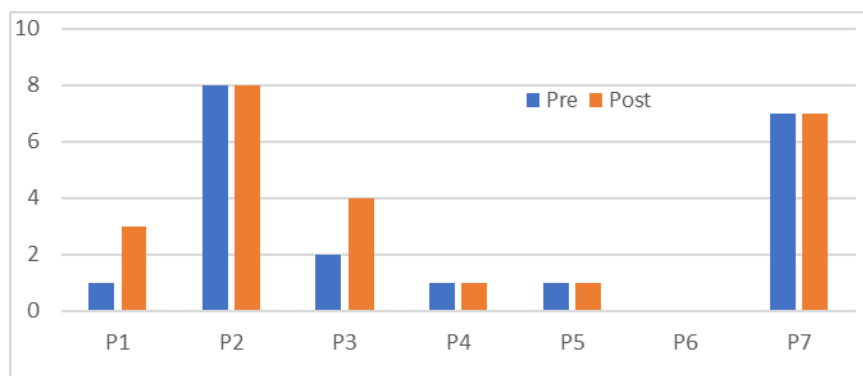


Figure 3 Correct Answer Frequency Across Knowledge Indicators

From an implication perspective, the findings suggest that packaging innovation training not only improves technical knowledge but also shifts the mindset of MSMEs actors toward more strategic thinking. Participants began to recognize packaging as a marketing instrument that can increase product attractiveness and expand market access. However, the impact of this intervention remains at the capacity-building level. To ensure long-term sustainability, continuous mentoring and integration with digital marketing ecosystems are required, as emphasized in previous studies (Rosita et al., 2025).

The effectiveness of the participatory method was further enhanced by the interactive role of the facilitators and the use of concrete visual aids. As illustrated in Figure 4, the facilitators engaged in discussion sessions with the participants interchangeably, ensuring a two-way flow of information rather than a mere one-way lecture. Crucially, the material presented was contextualized by bringing in authentic packaging examples from local Jambi MSMEs. These real-world,

localized samples allowed participants not only to observe the theoretical concepts but also to directly visualize the immediate applicability and potential of innovative design within their own regional market, thereby making the learning process highly relevant and motivating, consistent with the principles of vicarious learning.



Figure 4 The Presentation of Packaging Innovation

The program encountered a specific challenge regarding attendance, as the final number of participants fell slightly below the initial target of 15. This was primarily due to the morning schedule, which coincided with the peak hours when MSME owners were occupied with household responsibilities, particularly preparing their children for school. To optimize future initiatives involving local entrepreneurs, scheduling sessions during the afternoon or early evening would likely ensure higher participation. Nevertheless, the choice of the village office as the venue proved excellent, offering a strategic and accessible location for all attendees. The participants demonstrated remarkable enthusiasm, especially during the showcase of local products from Jambi; they engaged deeply with volunteers, inquiring about the items and even sampling the products. This high level of engagement was further supported by the appropriate duration of the event, with attendees arriving punctually and staying until the conclusion. To ensure sustainability, volunteers and MSME owners exchanged contact information, paving the way for ongoing discussions regarding packaging design and sourcing suppliers.

Overall, the results confirm that a structured, participatory, and context-based educational intervention can effectively enhance both knowledge and awareness of MSMEs actors. The combination of PAR and Social Learning Theory provides a strong framework for designing community service programs that are not only informative but also transformative.

CONCLUSION

This community service activity aimed to improve the understanding of MSME actors in Bayan Village regarding product packaging innovation, and the results show that this objective was successfully achieved. Through a structured process consisting of field observation, pre-test, interactive workshop, and post-test, participants experienced a measurable improvement in knowledge, as indicated by a 20% increase in average scores. The workshop effectively enhanced participants' awareness of packaging as a strategic marketing tool, while the use of real product examples from MSMEs in other regions helped participants better understand and visualize the application of the material. In addition, the participatory and interactive approach encouraged active engagement and supported the development of a more strategic mindset among MSME actors. These findings confirm that practical, example-based, and participatory community service interventions can effectively strengthen the capacity of rural MSMEs.

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