

**TRAINING ON FOOD PACKAGING FOR MSMEs SENDEN VILLAGE
TRENGGALEK BY UNAIR TEAM & PARTNER UNIVERSITIES**

**LATIHAN PENGEMASAN MAKANAN OLAHAN KEPADA UMKM DESA
SENDEN TRENGGALEK OLEH TIM UNAIR & UNIVERSITAS PARTNER**

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Abstract

The International Community Services program (ICS) at Universitas Airlangga, part of the Tri Dharma of the university focusing on community service, aims to enhance human resource capacities within communities. In 2024, the program targeted Senden Village, Kampak sub-District, Trenggalek District, East Java, Indonesia, to assist its MSMEs in overcoming packaging challenges that hinder market interest. Collaborating with domestic and international universities, including Universitas Mayjen Sungkono, SMBBMU University Larkana Pakistan, UiTM Negeri Sembilan Malaysia, UM Malaysia, and Meijo University Japan, the program provided intensive training on innovative and functional packaging techniques. This program was chosen and considered urgent because processed food products produced by local MSMEs are still sold in bulk and packaged haphazardly. Therefore, a touch of hygienic and "eye-catching" packaging technology is needed. Attractive and hygienic packaging technology is expected to increase the selling power of these processed food products. The training included theoretical sessions, focus group discussion (FGD) demonstrations, and the introduction of plastic vacuum sealers to improve product packaging and branding. Food packaging workshop held on July 15, 2024, where participants engaged in hands-on training, group discussions, and label design, resulting in tangible improvements in product marketability. The initiative of this activity is not only to increase the visibility and attractiveness of Senden Village products but also to introduce the natural exotism of the village and local products to the national and international community, encouraging cultural and knowledge exchange. The collaboration of this program strengthens international collaboration and provides invaluable experience for students and lecturers. The successful implementation of this program confirms Airlangga University's commitment to community service and its goal of creating a sustainable positive impact on the village community, which ultimately contributes to the development of better human resources. The training has been carried out very well and each training participant has their own brand with an attractive logo

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and is hygienically packaged with vacuum technology. All training participants were satisfied with this activity as well as head of village, head of PKK, and all the team involved. They hope that next year's activities can be carried out with other innovations for the progress of Senden village.

Keywords: *Processed Food; Packaging; SMEs; Senden; Kampak; Trenggalek.*

Abstrak

Program International Community Service Universitas Airlangga (ICS-2024) merupakan bagian dari Tri Dharma perguruan tinggi yang berfokus pada pengabdian kepada masyarakat dan bertujuan untuk meningkatkan kapasitas sumber daya manusia di dalam masyarakat. Pada tahun 2024, program ini menargetkan Desa Senden, Kecamatan Kampak, Trenggalek, Jawa Timur, Indonesia, untuk membantu para pelaku UMKM dalam mengatasi tantangan pengemasan yang menghambat minat pasar. Bekerja sama dengan universitas dalam dan luar negeri, termasuk Universitas Mayjen Sungkono, Universitas SMBBMU Larkana Pakistan, UiTM Negeri Sembilan Malaysia, UM Malaysia, dan Universitas Meijo Jepang, program ini memberikan pelatihan intensif tentang teknik pengemasan yang inovatif dan fungsional. Program ini dipilih dan dianggap urgen karena produk olahan makanan yang dihasilkan oleh UMKM setempat masih dijual dalam bentuk curah serta dibungkus ala kadarnya. Oleh karena itu perlu sentuhan teknologi pengemasan yang higienis dan “eye catching”. Teknologi pengemasan yang menarik dan higienis diharapkan akan meningkatkan daya jual produk olahan makanan tersebut. Pelatihan yang dilakukan meliputi sesi teori, fokus grup diskusi (FGD), demonstrasi, dan pengenalan mesin vakum plastik untuk meningkatkan pengemasan dan branding produk. Kegiatan pengemasan makanan diadakan pada tanggal 15 Juli 2024, dimana para peserta terlibat dalam pelatihan langsung, diskusi kelompok, dan desain label, yang menghasilkan peningkatan nyata dalam daya jual produk. Inisiatif kegiatan ini tidak hanya untuk meningkatkan visibilitas dan daya tarik produk Desa Senden tetapi juga untuk memperkenalkan keindahan alam desa dan produk lokal kepada masyarakat nasional maupun internasional, mendorong pertukaran budaya dan pengetahuan. Kolaborasi program ini memperkuat kerja sama internasional dan memberikan pengalaman yang tak ternilai bagi mahasiswa dan dosen. Keberhasilan pelaksanaan program ini menegaskan komitmen Universitas Airlangga terhadap pengabdian kepada masyarakat dan tujuannya untuk menciptakan dampak positif yang berkelanjutan bagi masyarakat desa, yang pada akhirnya berkontribusi pada pengembangan sumber daya manusia yang lebih baik. Pelatihan telah dapat dilaksanakan dengan sangat baik dan setiap peserta pelatihan telah memiliki brand sendiri dengan logo yang menarik dan dikemas secara higienis dengan teknologi vakum. Semua peserta pelatihan merasa puas dengan kegiatan ini demikian pula kepala desa, ketua PKK dan seluruh perangkat yang terlibat. Mereka berharap kegiatan tahun berikutnya dapat dilaksanakan dengan inovasi lain untuk kemajuan desan Senden.

Kata kunci: *Makanan Olahan; Pengemasan; Pelaku UMKM; Senden; Kampak; Trenggalek.*

INTRODUCTION

International Community Services (ICS) is a program that aims to help communities improve their human resource capacity (Yuliani, S., & Yulianto. (2023). This program is part of one of the pillars of the Tri Dharma of higher education in Indonesia, especially community service, which is highly emphasized at Universitas Airlangga. Therefore, this program must continue to be carried out by all academicians of Universitas Airlangga in order to make a real contribution to the wider community.

One of the main activities in International Community Services (ICS) is village development, which provides opportunities for students and lecturers to be directly

involved in helping to develop selected villages. In 2024, Senden Village located in Kampak, Trenggalek, East Java, Indonesia, was selected as a partner village for this program. Senden Village is known as a creative and productive village that produces various MSME products. However, these products face challenges in terms of packaging, so they are less in demand by the market.

To address these challenges, Universitas Airlangga is collaborating with various other universities, both domestic and international. Participating institutions include Universitas Mayjen Sungkono Mojokerto Indonesia, SMBBM University Larkana Pakistan, UiTM Negeri Sembilan Malaysia, University of Malaya Malaysia, and Meijo University Japan. Together, they will conduct intensive training for MSMEs in Senden Village on attractive and functional product packaging techniques. The training will include demonstrations of effective packaging methods and practical sessions tailored to each MSME's specific products, ensuring that participants can apply the techniques directly to their products. The aim is to increase the visibility and appeal of Senden Village products, the program will also focus on innovative packaging that highlights the authenticity and craftsmanship of each item. Thoughtful and sustainable packaging design will not only protect products during shipping but also serve as an engaging part of the brand story, appealing to consumers who value quality and hygiene.

In addition to providing practical solutions to packaging challenges, the program aims to introduce the natural beauty and rich local products of Senden Village to the international community. With collaboration from partner universities across various countries, it is hoped that the products from this village will gain wider recognition, open export opportunities, and improve the local community's welfare. The program also serves as a platform for cultural and knowledge exchange, where students and faculty from different countries can learn and work together in a mutually beneficial and enriching environment.

Through International Community Services (ICS), Universitas Airlangga aims to create a sustainable positive impact on village communities while strengthening its international cooperation network and making community service an integral part of university life. Besides, creating long-lasting relationships between the participating universities and the communities they serve. By engaging in these projects, students and faculty members not only contribute their knowledge and skills but also gain invaluable real-world experience and cultural insights. The program's collaborative nature strengthens the bonds between institutions and communities across borders, fostering a network of mutual support and shared learning. This program is a concrete way to demonstrate the university's commitment to fulfilling the Tri Dharma of University, particularly in community service, and to contribute meaningfully to the development of better human resources.

Identification of Problem

Most MSME local business owners in Senden Village, Kampak District, Trenggalek Regency, focus on the culinary sector, specifically the production of wet food products or snacks. However, they face challenges in marketing and product design. Currently, these residents mainly sell their products through direct selling or consignment with local shops and stalls in the village. Nevertheless, they aspire to receive training that would allow them to digitally market their products and expand their distribution to larger supermarkets. Data collected from MSME local resistant indicates that most have not yet established a brand and only use basic plastic packaging for their products. This lack of understanding of branding and packaging strategies is the primary reason. Packaging is

the process of designing and producing materials to protect the product and maintain its quality (Kolter, *et al.*, 2012). Good packaging can also enhance brand equity and drive sales (Kolter, *et al.*, 2014). In product manufacturing, packaging serves several purposes: (1) Beautifying the product by using appropriate packaging for its category. 2. Ensuring product safety during display in stores. (3) Providing safety during product distribution. (4) Communicating product information through labeling. (5) Showcasing the product through its design (Wijayanti, 2012).

The variables of packaging design consist of three dimensions: graphic design, design structure, and product information (Nilson, 2005). Branding is an essential effort aimed at enhancing the value of a brand. When it comes to specific products, branding can be applied to packaging in order to add value and attract consumer interest (Mubarok, 2018). However, many MSME business owners prioritize product quality and marketing methods over branding and packaging when it comes to increasing sales. It's important to acknowledge that various elements, including product quality, service, marketing, branding, and packaging, all play a role in driving sales. Therefore, these aspects should be considered as part of a comprehensive marketing strategy to boost income and expand the business. The attitude of MSME business owners towards branding and packaging can be influenced by several factors, such as 1) a lack of understanding about branding and packaging; 2) a lack of positive entrepreneurial traits; and 3) a lack of access to assistance.

COMMUNITY SERVICE METHOD

Community Service Activities in Senden Village are carried out in the following stages:

- a. Selection of Community Service Activity Location
Senden Village located in Kampak, Trenggalek, East Java, Indonesia, was selected as the partner village for this program. Senden Village is known as a creative and productive village that produces various MSME products. However, these products are still sold in bulk so that their economic value is not optimal.
- b. Preparation of activities is carried out with the following stages:
 1. Communication with the Village Head and PKK Chairperson of Senden Village.
Communication with the Village Head and PKK Chairperson of Senden Village was carried out to (1) Explore the number of MSMEs in Senden Village and the products produced by these MSMEs. (2) Explore the readiness of Senden Village residents to receive the ICS-2024 team, which is quite large in number and from several countries, even though they will only stay in Senden Village for three days.
 2. Discussion with the PKK Chairperson and team and the Chairperson of Bhayangkari Kampak District as activity partners.
Discussions with the PKK Chairperson as the mentor of MSMEs in Senden Village and the Chairperson of Bhayangkari Kampak District were carried out to determine the number of MSMEs to be mentored and to record the products they make to decide the type of training to be provided.
 3. Selection of training materials.
The training materials chosen are two things, namely: (1) product

packaging with vacuum technology to make products safer and more hygienic. (2) labelling products that have been vacuum packaged with eye-catching images and writing to attract buyers. Implementation of Activities.

4. Preparation of the ICS-2024 Team Delegation.

The ICS-2024 delegation consisting of teams from Airlangga University and Partner Universities was well coordinated by the UNAIR student committee guided by a team of lecturers. Coordination of activity preparation was carried out online using Zoom meetings.

c. Implementation of Activities in several stages, namely:

1. Arrival of ICS-2024 delegates from abroad to the city of Surabaya.
2. Opening of Activities at Airlangga University.
3. Departure of the ICS-2024 team to Senden Village, Kampak District, Trenggalek Regency and Welcoming by the Head of Senden Village and all Village Apparatus.

d. Implementation of Training.

e. Evaluation Activities.

RESULT AND DISCUSSIONS

International Community Services 2024 (ICS-2024) is a program initiated by Universitas Airlangga, collaborating with other universities such as Universitas Mayjen Sungkono, SMBBM University Larkana Pakistan, UiTM Negeri Sembilan Malaysia, UM Malaysia, and Meijo University Japan. This program is implemented in Senden Village, located in Kampak, Trenggalek, East Java, Indonesia, designed to help communities enhance their human resource capacities through various developmental activities. Senden Village was chosen for its creative and productive community that produces a variety of MSMEs products and the diversity of natural resources. The activities we carry out consist of three activities, including packaging, selling and ethnobotanical activities.

Preparation for the ICS-2024 activity starts from 20-05-2024 to 05-08-2024 including: (1) coordination of the core implementing lecturer team for PkM, (2) selection of FST Universitas Airlangga student participants as part of the team, (3) selection of partner university students both domestically and abroad, (4) Field survey and coordination with partners at the activity location (Bhayangkari Ranting Kampak, Head of Senden Village, Head of PKK Senden Village), (5) selection of MSMEs who will take part in the training, (6) offline and online coordination, (7) processing invitation letters, activity permits, contacting the mass media that will cover the activity, and preparing various equipment that will be used in the training activities. Based on the preparations that have been made, it was agreed that the number of lecturers and students involved in the activity would be 40 people and 30 MSMEs would be ready to take part in the packaging and selling product training which would be held on August 10-11, 2024. The delegation from SMBBMU Larkana Pakistan, came on Saturday, 06-08-2024. While the delegation from Malaysia and Japan on Sunday, 07-08-2024. Monday, 08-08-2024.

The opening ceremony of the ICS-2024 activity by the Vice Chancellor on Research and International Community Development Universitas Airlangga. At the event, the Dean of

FST UNAIR was also present. The opening activity continued with a briefing on the ICS-2024 activities and guest lectures by three international lecturers who were part of the ICS-2024 team, they are: Dr. Yoshiaki Takaya, Dr. Siti Nor Atika Baharin, and Dr. Mir Hassan Koso. Students and lecturers who participated in this activity wore traditional clothes from their respective countries and regions, so that the diversity looked very beautiful. They looked different but united to carry out a common activity, namely ICS-2024.



Figure 1. The delegation of the ICS-2024, Vice Rector Research, Innovation, and Community Development Universitas Airlangga, and Faculty of Science and Technology Dean Universitas Airlangga in the opening ceremony of the ICS-2024.

The entire ICS-2024 team departed for Senden Village, Kampak District, Trenggalek Regency on Tuesday, 09-08-2024. Upon arrival at the Senden Village Hall, Kampak District, Trenggalek Regency, a welcoming ceremony was held by the Kampak District Head, Village Head and community leaders of Senden Village as well as the opening of the event at the activity location.

On July 15, 2024, a packaging training workshop was held at the Senden village hall and was attended by 31 residents who have MSMEs (Micro, Small, and Medium Enterprises) in the village. This training focused on innovative packaging techniques that emphasize the authenticity and craftsmanship of each product. We employed a multi-faceted approach, including training sessions about packaging, focus group discussion label product creation, and the introduction of plastic sealers to optimize product packaging. Through this community service initiative, we aimed to enhance the competitiveness of MSME products from Senden Village by providing comprehensive training on packaging and label product creation to improve both the practical aspects of packaging and the branding of local products (Kusnandar, *et al.*, 2021).



Figure 2. The opening of ICS-2024 at the Senden Village Hall was attended by, in turn, from left to right, Head of Kampak Sub-district, Head of Senden Village, Coordinator of ICS-2024, and Komandan KODIM Kampak.

The first session is the delivery of theoretical material about packaging. Several materials were presented to increase knowledge and raise awareness regarding the importance of packaging. The materials including introduction of packaging delivered by Ikhtafia as team leader, the importance of product packaging delivered by Rico Ramadhan, S.Si., M.P., Ph.D. and a briefing on making product labels by Ailul. In this session, all residents were very enthusiastic about listening to the material and were active in responding to every statement made.



Figure 3. Product Packaging Training with Vacuum Technology Process (a) Dr. Rico Ramadhan explains about hygienic food products, (b) Ikhtafia, a student representative, explains how to use a vacuum sealer, (c) Ikhtafia and Axl guide to practice using a vacuum sealer, (d) UMKM participants try using a vacuum sealer directly.

The team ICS-2024 also introduced and provided plastic vacuum sealer to the residents of Senden Village to optimize the quality of their packaging. Plastic vacuum sealer is a tool used to seal or close packaging to make it neater and more airtight (Ainia, 2020). This process helps ensure that the packaged products remain fresh, crispy, and enjoyable because it prevents air from easily entering the packaging. Until now, many residents of Senden Village have been using staplers or sealing their packages with candles, which sometimes leaves gaps that allow air to enter the plastic. The ICS team demonstrated how to use the Plastic sealer, including the necessary maintenance procedures before and after use. This introduction aims to improve the packaging process, ensuring better preservation of the products. Below is an image of the Plastic sealer introduced to the residents of Senden Village.



Figure 4. Focus group discussion to create product labels for each MSMEs guided by a group of students (a) Iktafia, a student representative, (b) explains how to use a vacuum sealer, (c) Iktafia and Axl practice using a vacuum sealer, (d) UMKM participants try using a vacuum sealer directly.

Next session is a focus group discussion between college students and villagers. During the focus group discussion, participants were divided into 6 groups. Each participant was required to bring samples of their products and engage in an in-depth analysis of their current packaging. The groups discussed closely with the committee members about the packaging of citizens' products and design new labels that would make their products more attractive. The groups also ensured the labels were informative and aligned with market standards. This collaborative and interactive approach allowed participants to directly apply the knowledge gained and make tangible improvements to their product packaging, ultimately aiming to increase the market value and appeal of their MSMEs

products. Figure 1 shows an example of processed food packaging before and after training.

The last session, we also introduced and provided plastic vacuum sealer to the residents of Senden Village to optimize the quality of their packaging. Plastic vacuum sealer is a tool used to seal or close packaging to make it neater and more airtight (Yuliani, 2023). This process helps ensure that the packaged products remain fresh, crispy, and enjoyable because it prevents air from easily entering the packaging. Until now, many residents of Senden Village have been using staplers or sealing their packages with candles, which sometimes leaves gaps that allow air to enter the plastic. The ICS team demonstrated how to use the Plastic sealer, including the necessary maintenance procedures before and after use. This introduction aims to improve the packaging process, ensuring better preservation of the products.



Figure 5. Product of MSMEs Labels and Packaging

(a) Previous product label and the rest are updated product labels; (b) *Balung Kuwuk*, (c) *Krupuk Beras*, (d) *Miranda Grip Sayur*, (e) *Dapoer Cindy*, & (f) *Kukis Mak Jum*.

From the packaging training, participants gained a better understanding of the importance of attractive and functional packaging in enhancing product appeal and marketability. Through group discussions and hands-on assistance from committee members, participants identified and addressed the shortcomings in their existing packaging. The overall feedback from participants was positive. Moving forward, it is anticipated that these improvements will result in increased marketability and potential export opportunities for the MSMEs products, thereby enhancing the economic well-being of the Senden Village community.

The evaluation that needs to be considered from this packaging training is the way of

providing information to participants who are village people who have more limited understanding and facilities than city people. During the training, the participants, mostly mothers, were a little confused because they did not understand the information provided by the committee. This can be overcome by providing a deeper understanding before the training and suggestions that are more accessible to them so that participants can understand the information in the training well.

CLOSING

Conclusion. The international community service 2024 (ICS-2024) in Senden Village, Trenggalek Regency, East Java, on July 9-11, 2024, was successfully conducted. The ICS-2024 Team consists of a combined team from Universitas Airlangga and Partner Universities, both from within and outside the country, namely Mayjen Sungkono University-Mojokerto-Indonesia, SMBBMU Larkana Pakistan, Meijo University Japan, University of Malaya and UiTM Negeri Sembilan-Malaysia. There were 30 local MSMEs who participated in the training activities enthusiastically and diligently. The activity included the creation of logos and food packaging, and vacuum food packaging technique both theory and practical sessions. Local MSMEs successfully absorbed the knowledge given, as evidenced by their satisfaction with the logos created according to their preferences and their ability to package the food products they made. It is hoped that the theory and practice conducted will enhance the credibility of the food products made by the local residents of Senden Village and help them gain wider recognition. Overall, the local residents responded positively to the activities and frequently asked questions about things they wanted to know.

Suggestions. MSMEs from Senden Village are very enthusiastic about taking part in the processed food packaging training that they have created. After training has been provided, monitoring by the Universitas Airlangga Community Service team is still very necessary. So that activities continue to be carried out and the economic quality of MSME players will improve.

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