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Logo and Packaging Creation Training as a Rebranding Effort for MSMEs to Increase Sales

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Abstract

The Covid-19 pandemic has impacted the sustainability of Micro, Small, and Medium Enterprise (MSMEs) in Tanjung Duren Village, Grogol District, West Jakarta. Due to the pandemic, several MSMEs suffered losses and were forced to close their businesses. After the pandemic, MSMEs activists began to improve themselves and adjust market developments. One of the strategies to attract market interest is rebranding with an attractive appearance through logos and packaging of MSMEs products. This condition became a concern for the community service team, Faculty of Art and Design (FSRD) Universitas Trisakti, so they provided training on creating logos with the Canva application and packaging design. This training aims to help MSME players rebrand through attractive logos and packaging so that the products sold become the community's choice. This PkM activity applies a mentoring method with a PAR (Participatory Action Research) approach that actively involves participants in implementing activities. A total of 10 (ten) food and beverage MSMEs players, all women, attended the training held on Friday, May 03, 2024, at the RW 007 secretariat office, Tanjung Duren Utara Village, West Jakarta. Through this training, the participants, who are MSME players, gained knowledge in designing attractive logos and product packaging so that they are expected to increase their product sales.

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INTRODUCTION

The COVID-19 pandemic, which occurred at the end of 2019 and ended in 2023, has impacted various sectors, including the sustainability of MSMEs. The tight social distancing of the region as a form of anticipation of the spread of the virus seriously impacts MSMEs, who have a special position in the Indonesian economy. Data from the Ministry of Cooperatives stated that 1,785 cooperatives and 163,713 MSME players were affected by the COVID-19 pandemic, and the most affected MSME sector was the food and beverage sector (Rosita, 2020). The impact of the pandemic has led to a decline in demand-side performance (consumption and purchasing power), which in turn has led to a decline in supply, leading to layoffs and the threat of credit default (Bahtiar & Saragih,

2020). This has caused many MSME players to experience bankruptcy and close their businesses.

In 2023, MSME players are trying to bounce back by adjusting to business patterns, such as the digital ecosystem, utilizing existing marketplaces in Indonesia, selling innovative products according to post-pandemic needs, and rebranding through logos and packaging to attract market interest. Rebrandingis one of the strategies companies use to survive in business competition and change their image. Rebranding is the practice of forming a new name that represents a change in position in the mindset of stakeholders and differentiating identity from its competitors (Alexandra & Jaelani, 2019; Muzellec et al., 2023). One of the steps that can be taken in rebranding is redesigning. Redesigning is creating a new design, including a logo and packaging. The most easily understood impression is to change a more attractive logo by paying attention to visual elements that stimulate vision (Swasty & Utama, 2017).

Based on the results of discussions during observations of several MSMEs in Tanjung Duren Utara Village, it is known that one of the obstacles entrepreneurs face is building a product image through logos and packaging design. So far, the products they sell do not use logos and do not prioritize the packaging design used. A logo has an important role because it becomes an image of a brand. People can recognize a product and associate it with certain associations through a logo. Therefore, the logo must represent the entity (Agustina et al., 2021). In addition to logos, product packaging is also an important part of marketing because it not only functions as a product wrapper but increases the product's selling value (Purnomo et al., 2013).

To assist MSME players in the Tanjung Duren area in changing the image of MSMEs with a more attractive appearance, the community service FSRD team across Trisakti University study programs held training activities to make logos and packaging. Logo making is done using the Canva application. Canva is an application used in graphic design that can increase creativity in creating poster designs, presentations, and other visual content (Sholeh et al., 2020). This training aims to assist post-pandemic MSME players in rebranding by creating attractive logos and packaging designs to attract the market to buy. This effort is expected to increase product sales so that MSME players in the Tanjung Duren Utara Village area become more enthusiastic about running a business.

METHOD

The logo and packaging training was held on Friday, May 03, 2024, from 09.00 - 12.00 WIB at Kator RW 007 secretariat, Jl. Dukuh II, RT 006, RW 07, Tanjung Duren Utara Village, Grogol Petamburan District, West Jakarta. The community service activity consisted of 3 sessions of material delivery, namely about (1) the function of packaging on products, (2) the importance of logos in product marketing, and (3) logo creation practice using the Canva application. After the training ended, the community service participants were asked to fill out a questionnaire to determine the effectiveness of the training implementation, which was also used as evaluation material for the community service team.

This training was attended by 10 MSME players in the Tanjung Duren area, all of whom were women aged between 35-50 years. The participants have a high school education background as many as five people, and a bachelor's degree, as many as five people. Their businesses are mostly in the culinary field, selling food and drinks. The community service implementation team consisted of 4 (four) lecturers across study programs who served as instructors and were assisted by 2 (two) students. The community service instructors involved in the training have a background in design

science and are tasked with accompanying participants while delivering materials and training (practice).

During the training, the community service activities are carried out using the PAR (Participatory Action Research) method. The PkM approach with the PAR model of the process aims at learning to solve problems and fulfil the practical needs of the community, as well as the production of science (Denzin & Lincoln, 2009). The work stages of the community service with the PAR approach are as follows: (1) to know the actual condition of the community); (2) to understand (understand community problems); (3) to plan (plan to solve community problems); (4) to act (carry out problem-solving action programs); and (5) to change (build awareness for change and sustainability) (Afandi et al., 2022). The mentoring method with the PAR approach in this community service is used to establish good interactions with the training participants to achieve the training objectives. The cycle of the community service work stages with the PAR approach can be seen in Figure 1.

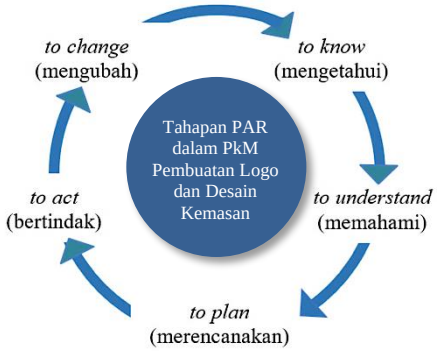

Figure 1 Stages of the PAR method

RESULTS AND DISCUSSION

The community service activity was carried out according to the predetermined time, Friday, May 03, 2024, starting at 09.00. Ten participants who had been previously recorded were all present and arrived on time. The participants' enthusiasm was an early indicator of their seriousness in participating in this training activity. In accordance with the predetermined schedule, the first session of the community service activities was filled with the delivery of material on the function of packaging on products. Packaging plays an important role in product sales in today's competitive business era. Packaging not only serves as a wrapper that protects the product, but also makes it possible for consumers to assess the product's character and image. Through packaging, producers can communicate the product's value, content, and benefits (Widiati, 2019). In designing packaging, it is important to pay attention to what the market is interested. The market is the purpose of selling a product. Therefore, in designing packaging, it is necessary to consider market behaviour, which includes consumer behaviour, consumer needs, and market segmentation. The product can be informed on the packaging design through these three elements. Packaging also influences consumer purchasing decisions. These were the materials presented by the instructors to the participants.

In the material delivery session about the function of packaging on products (Figure 2), the PCM instructor also explained the history of packaging and recommended materials for packaging. The selection of materials for packaging needs to consider several factors, such as using biodegradable materials (paper, bamboo, and other natural materials), using corrugated recycled paper, and reducing the use of ink and other chemical pigments that have the potential to damage the environment (Setiadi, 2018).

Figure 2 Instructor delivering a session on packaging design

In addition to delivering material on various matters related to packaging, the instructor also provided several examples of patterns (Figure 3) and packaging designs (Figure 4).

Figure 3 Samples of patterns for snack packaging

Figure 4 Examples of unique packaging designs as inspiration for MSMEs product packaging

The second session of this training focused on presenting material about the importance of logos in product marketing. During this session, the community service instructor explained that a logo represents a brand, making it easier for consumers to recognize the product. Therefore, MSMEs must establish their identity by including a logo on their products. According to Destrina et al. (2022), a logo is a graphic representation of a brand's identity in the form of an ideogram, symbol, emblem, or icon. The main observable physical characteristic of a brand is its logo. A logo is a specially designed symbol, pattern, or letter that portrays the image of a company or organization. It can also consist of one, two, or three letters representing a business, company, or organization.

Developing a logo for MSMEs impacts the product's market value. A logo helps buyers visualize, describe, and differentiate the products offered. Most MSMEs in the Tanjung Duren area began their businesses without using logos. In the intense post-pandemic competition, MSMEs owners need to be brave and try new strategies, including using logos on their products. During this session, the community service instructor emphasized the importance of logos for products.

The third session involved hands-on logo creation using the Canva application. Canva is a free online application that offers various formats or templates for designing graphics, such as posters, presentations, and other visual content. Its main advantage is its ease of use, enabling anyone without a design background to create graphic designs. For MSMEs owners, Canva is a helpful tool for creating logos independently. However, logo design requires creative thinking and ideas to ensure uniqueness and differentiation, which can become a brand hallmark.

The logo design training in the third session included practising how to download and use Canva. To operate Canva, users must first register as members via the website www.canva.com (Figure 5). Once registered, users can access various features of the application. These features include a collection of templates for content design, various fonts, animations, and other tools, including logo creation. Figures 6 showcase some logo designs created during the training, guided by the community service instructor.

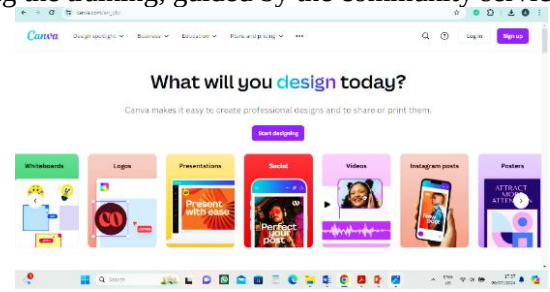

Figure 5 Canva website interface

Figure 6 example of a logo created with Canva

This community service activity was conducted within one day, with a densely packed agenda. Due to time constraints, participants could not fully master Canva for logo creation. Thus, future the community service activities should include longer training schedules to ensure the material is better understood and applied.

The third session was the final material presented during the training. The last stage of the community service activity was filling out a questionnaire to gather feedback from participants about the training's implementation. The community service team's ability to deliver the material effectively to participants was one of the indicators of this program's success (Hutama et al., 2022). The questionnaire results also served as an evaluation tool for the community service team (Ariani et al., 2023). According to the questionnaire results, most participants gave positive feedback on the materials presented, the delivery methods, and the overall implementation. The participants' assessments are shown in the diagram (Figure 7).

Figure 12 Participant feedback diagram

CONCLUSION

Implementing the community service activity on logo and packaging creation as a rebranding effort for MSMEs in Tanjung Duren, Grogol District, West Jakarta, was successfully carried out. The participants, consisting of MSMEs business owners, welcomed the activity enthusiastically, as demonstrated by their active participation throughout the training. The training's objective—helping MSMEs business owners rebrand their products through attractive logos and packaging—was achieved. The outcomes included increased knowledge about designing appealing logos and product packaging, as reflected in the creative designs produced by participants. Participants were also actively engaged in discussions about the logo and packaging design process with the instructors. Through this logo and packaging creation training as a rebranding effort, MSMEs product sales in Tanjung Duren are expected to improve. Future community service activities should include more intensive logo creation training, followed by packaging design tailored to the characteristics of the products being sold.

CONFLICTS OF INTEREST

There is no conflict of interest to declare in this article.

AUTHOR CONTRIBUTIONS STATEMENT

MTR and EFJ conceived the training, designed the experiments, and analyzed the data. EN, ASH, and Q contributed to data collection and analysis and assisted in the training implementation. A analyzed the data and wrote the manuscript. All authors discussed the results and contributed to the final manuscript.

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