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APPROPRIATE PACKAGING INNOVATION TO INCREASE THE COMPETITIVENESS AND SELLING VALUE OF LOCAL FOOD IN BOJONGKUNCI VILLAGE, BANDUNG REGENCY

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Abstract

Local food is one of the economic potentials of the village that has high cultural and sustainable value. However, the lack of innovation in the packaging aspect is the main obstacle in increasing the competitiveness and selling value of these products. This research aims to design and implement appropriate packaging innovations that are in accordance with the characteristics of local food products in Bojongkunci Village, Bandung Regency. The methods used include a participatory approach through training, group discussions, and packaging design trials with local business actors. The results of the activity show that the use of ergonomic, informative, and aesthetic packaging is able to increase consumer buying interest, expand market reach, and strengthen the identity of local products. This packaging innovation also contributes to increasing the income of micro business actors and supports the sustainable development of the village economy.

Keywords: Innovative Packaging, Local Food, Klontong, Opak, Village Empowerment.

Abstrak

Pangan lokal merupakan salah satu potensi ekonomi desa yang memiliki nilai budaya dan berkelanjutan yang tinggi. Namun, kurangnya inovasi dalam aspek kemasan menjadi kendala utama dalam meningkatkan daya saing dan nilai jual produk tersebut. Penelitian ini bertujuan untuk merancang dan menerapkan inovasi kemasan tepat guna yang sesuai dengan karakteristik produk pangan lokal di Desa Bojongkunci, Kabupaten Bandung. Metode yang digunakan antara lain pendekatan partisipatif melalui pelatihan, diskusi kelompok, dan uji coba desain kemasan dengan pelaku usaha lokal. Hasil kegiatan menunjukkan bahwa penggunaan kemasan ergonomis, informatif, dan estetika mampu meningkatkan minat beli konsumen, memperluas jangkauan pasar, dan memperkuat identitas produk lokal. Inovasi pengemasan ini juga berkontribusi dalam meningkatkan pendapatan pelaku usaha mikro dan mendukung pembangunan ekonomi desa yang berkelanjutan.

Kata Kunci: Kemasan Inovatif, Pangan Lokal, Klontong, Opak, Pemberdayaan Desa.

I. INTRODUCTION

Bojongkunci Village, located in Bandung Regency, is one of the villages with abundant local food resource potential, such as opak, klontong, rengginang, as well as various types of processed agricultural products and home farms. The people in this village mostly work as farmers, micro business actors, and housewives who contribute to



traditional local food production. These products are generally still packaged simply using makeshift materials and without a strong brand identity.

The main problem faced by the public is the low selling value of products due to packaging that is less attractive, not informative, and does not meet modern market safety and aesthetic standards. This has an impact on limited access to a wider market, especially retail markets, souvenir shops, or digital platforms. In addition, the limitation of knowledge and skills in designing and producing the right packaging is an obstacle in developing local food products competitively.



Gambar 1. Produk Klontong dan Opak Desa Bojong Kunci Sumber : Hasil kegiatan, 2025

Therefore, an innovation is needed in the form of packaging development that is not only functional, but also able to improve product image, strengthen local identity, and boost competitiveness in the midst of increasingly fierce competition in the food industry. Interventions through educational and collaborative approaches with the people of Bojongkunci are expected to encourage local economic independence while strengthening the position of traditional foods in the modern market in a sustainable manner. Community empowerment through appropriate packaging innovation training will open up great opportunities for improving the quality of local products. With attractive, functional, and

food safety packaging designs, local products will have a higher selling value and stronger competitiveness. This program also has the opportunity to involve various elements of society, ranging from housewives, village youth, to local MSME actors, to be involved in the design, production, and development process. In addition to the technical aspect, this program can also encourage the birth of new business units in the fields of packaging printing, graphic design, and local branding services. This will create an independent creative economy ecosystem at the village level and strengthen local identity through more professional and representative product visualization. Thus, packaging innovation not only improves the image of the product, but also becomes a means of empowering the community's economy as a whole and sustainably in Bojongkunci Village.

III. THEORETICAL STUDIES

The implementation of this program is designed in a systematic and participatory manner by involving various elements of the Bojongkunci Village community, especially local food business actors. The main goal is to develop appropriate packaging innovations to increase the competitiveness and selling value of local food products. This method consists of six main stages, namely potential identification, socialization, training, prototyping, mentoring, and monitoring and evaluation.

The first stage begins with identification and mapping activities of local potential. The implementation team will conduct surveys and direct observations to identify potential types of local food products such as opak, klontong, and chips. Interviews with small business actors and households will also be conducted to explore the needs and challenges in product packaging that they have faced so far.

Furthermore, socialization activities and discussion forums were held as a dialogue space between the service team, the village government, MSME actors, and the general public. In this session, the urgency of packaging in modern marketing strategies and the benefits of using packaging that is functional, hygienic, and has aesthetic value was explained. Input from the community will be an important foothold to ensure that this program is truly in line with their needs.

The next stage is training and workshop on packaging design innovation. In this activity, MSME actors will be equipped with practical knowledge about packaging graphic design, selection of environmentally friendly and economical materials, and modern packaging techniques. The training will involve speakers from creative industry practitioners and local designers, who will guide participants in creating packaging that is not only attractive, but also relevant to product characteristics and local identity.

After the training, the process of making packaging prototypes was carried out based on the results of the design developed with the participants. The prototype will be tested through limited sales at local markets and village bazaars. Feedback from consumers will be the basis for refining the packaging design before it is widely implemented. The fifth stage is business assistance and business incubation. Business actors who have implemented packaging innovations will receive continuous guidance in terms of product branding, digital marketing techniques, and access to market networks such as online marketplaces or souvenir shops. This assistance aims to ensure that the resulting innovations do not stop at training alone, but are actually adopted as part of a sustainable business strategy. As the final stage, this program will carry out monitoring and evaluation activities to measure the effectiveness of the program on increasing sales and competitiveness of local products. This process includes the collection of quantitative and qualitative data, documentation of best practices, and the preparation of development recommendations for future development. The results of the evaluation will be used as the basis for replicating the program in other villages with similar potential. With a needs-based, empowerment, and collaboration approach, it is hoped that this program can create.

IV. RESEARCH METHODS

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V. RESEARCH RESULTS

Pelaksanaan program inovasi kemasan tepat guna di Desa Bojongkunci telah menunjukkan hasil yang signifikan, baik dari aspek peningkatan kapasitas pelaku usaha maupun peningkatan daya tarik produk pangan lokal di pasar. Program ini berhasil melibatkan lebih dari 30 pelaku UMKM yang mayoritas merupakan produsen pangan rumahan seperti opak, klontong, keripik singkong, dan makanan ringan tradisional lainnya.





Figure 2. Community Service Activities in Bojongkunci Village Source: Activity Results, 2025

The first result achieved is an increase in the knowledge and skills of participants in the field of packaging design and function. Through a series of trainings and workshops, participants understood the importance of packaging not only as a product protector, but also as a marketing element that reflects the identity and quality of the product. Business actors learn about visual elements such as colors, typography, logos, as well as the importance of including nutritional value information and expiration dates. The second result is the creation of a number of innovative packaging prototypes that are more attractive, hygienic, and economical. These packaging uses environmentally friendly materials that are easy to obtain around the village, such as food-grade plastic, kraft paper, as well as additional design elements based on local culture such as Sundanese motifs. Some local food products that were previously packaged in clear plastic without labels now have professional packaging designs and are suitable for entering the modern market.





Figure 3. Prototype of Klontong and Opak Product Packaging in Bojong Village
Key Source: Research Results, 2025

The direct impact of the use of this new packaging can be seen from the increase in consumer buying interest during market trials in village bazaars and school cooperatives. Some MSME players even reported an increase in sales of 15-30% in two weeks after the use of new packaging. Consumers admit that they are more interested in buying well-packaged products because they look cleaner, attractive, and give a sense of trust in the quality of their products.



Figure 4. Submission of Product Packaging to Bojong Village Representatives
Key Source: Research Results, 2025

In terms of empowerment, this activity also encourages collaboration between business actors in forming simple packaging design and production working groups. This group began to design joint business models such as packaging services or local label printing that could serve the needs of other MSMEs in the village. This shows the growth of the collective spirit and the potential of a new sustainable economy. Overall, this activity proves that appropriate packaging innovation not only increases the aesthetic value of products, but also becomes a strategic key in the development of

village MSMEs. With a locally-based and participatory approach, the program has succeeded in building awareness, skills, and business networks that will continue to grow even after the formal program has been completed.

V. KESIMPULAN

The "Appropriate Packaging Innovation" program in Bojongkunci Village, Bandung Regency has had a real positive impact in increasing the competitiveness and selling value of local food products. Through a community participation-based approach and intensive mentoring, MSME actors are able to understand the importance of packaging as a strategic element in marketing and strengthening product identity. This activity not only produces attractive, functional, and economical packaging designs, but also encourages community capacity building in entrepreneurship in a more professional manner. The implementation of new packaging has been proven to increase consumer interest, expand market potential, and create new economic opportunities through the collaboration of local business communities. Thus, appropriate packaging innovation has proven to be one of the effective solutions to encourage village economic independence and strengthen the position of local products in increasingly competitive market competition. This program can be replicated in other regions with similar potential as a model of community empowerment based on local potential.

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