

PRODUCT INNOVATION TRAINING AND ASSISTANCE AS WELL AS PACKAGING FOR MICRO SMALL MEDIUM ENTERPRISES (MSMEs) TO INCREASE ENTREPRENEURSHIP SALES VOLUME IN SIMALUNGUN DISTRICT

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Abstract

Micro, Small and Medium Enterprises (MSMEs) are the driving force of the economy which is expected to improve people's welfare. Community creativity and the ability to utilize existing natural resources to guide ideas and creations are embodied in various MSME products. There are many MSMEs in Simalungun Regency with various MSME products. The purpose of this service program is to provide training and mentoring for MSMEs in Simalungun Regency through a virtual marketing strategy. This product and packaging innovation training and mentoring activity is expected to provide a good solution for MSMEs in Simalungun Regency Village.

Keywords: Training, Mentoring and Sales Volume

INTRODUCTION

Consuming snacks or snacks has become a separate culture for Indonesian people today. This makes food entrepreneurs grow rapidly. Evidenced by the many food stalls and snacks such as chips with various flavors. With more and more businesses popping up, competition in the food business world is getting tougher. This requires entrepreneurs to continue to innovate so that their businesses can compete in the market. The attractiveness of the product is not only seen from the taste but also from the product packaging. Packaging is also called packaging, container or packaging for products that aims to provide protection and plays an important role in the handling, distribution and preservation of food. Packaging aims to protect the product from the outside environment. Packaging is made as attractive as possible in order to attract buyers. With the sophistication of technology, packaging can be done with various media ranging from plastic with stickers on the outside, using aluminum foil, to printed packaging. The packaging of various chips is still very traditional, using wax to package them, so product leakage often occurs. This can cause the product to become rancid and soggy. To improve packaging, better tools are needed and provide labels as product identity. The packaging of various chips is still very traditional, using wax to package them, so product leakage often occurs. This can cause the product to become rancid and soggy. To improve packaging, better tools are needed and provide labels as product identity. The packaging of various chips is still very traditional, using wax to package them, so product leakage often occurs. This can cause the product to become rancid and soggy. To improve packaging, better tools are needed and provide labels as product identity.

Based on these problems, it is necessary to hold training and mentoring activities for MSMEs in terms of marketing management, especially product innovation and packaging innovation as well as labeling on packages using marketing management as a booster for progress and increasing sales volume. The training and mentoring programs offered are in the form of product innovation training, packaging innovation and correct labeling for

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MSMEs. Product innovation and packaging innovation that is taught is a marketing strategy in increasing sales volume in MSMEs. This training and assistance is intended for MSMEs in Simalungun Regency. With this training and assistance, it is hoped that MSME actors can find out about business developments in order to support the progress of their MSMEs.

METHOD

The limitations of MSMEs in Simalungun Regency Village in their knowledge of innovating products and the right packaging and the desire to progress and develop are their main priority to solve this problem. By asking for assistance from the Efarina Siantar University college through lecturers as a fulfillment of the duties and responsibilities of lecturers towards the Tri Dharma of Higher Education, training and fostering product and packaging innovation for MSMEs in Simalungun Regency Village was carried out on an ongoing basis. Through training and fostering product innovation and packaging, UMKM in Simalungun Regency Village are expected to be able to solve and provide solutions to problems that exist in UMKM in Simalungun Regency Village.

There are several steps to solving the problems that exist in UMKM Kelampok Arum Village, including:

1. Seek solutions to existing problems by providing training and coaching as well as assistance during the product and packaging innovation process.
2. Providing complete assistance in innovating products and packaging as well as funds to help improve MSME products and packaging.
3. Assist in the process of product innovation and MSME packaging to make it better. This assistance and coaching does not stop at the time of training, but until MSMEs can actually run well.

All the steps above require quite serious and painstaking training, because this training requires creativity in product innovation and packaging uniquely into marketing strategies. It's not easy to change or teach people about innovating products and doing unique things. But with seriousness and patience in accompanying it will produce maximum and good results.

The next step is to provide training to members of UMKM in the Simalungun Regency Village on product and packaging innovation by Efarina University lecturers. This training is expected so that MSME members can add insight into product innovation and correct packaging.

The next step after being given the training was assistance to members of the Pasar Bengkulu Village UMKM. It is hoped that after training and continuing with assistance. MSME members understand even more, because this assistance is intended so that MSME members can innovate products and packaging more often in accordance with training.

The next step is to provide financial support for MSME members in Simalungun Regency Village. With the hope that the funds will be allocated to be able to innovate more

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products and packaging in order to expedite sales in MSMEs in Simalungun Regency Village to make it even better.

The next step is to monitor the results of the work of members of the Simalungun Village UMKM Village, especially regarding product innovation and packaging for the UMKM Village Simalungun Regency. So that the community service of Efarina University lecturers is not wasted, due to lack of or not utilizing marketing management knowledge for a long time.

Furthermore, the Efarina University lecturer provided the results of a report on the training activities and product and packaging innovation assistance, into the draft report and report on the results of community service to Efarina University. The final step of this community service will be seminarized and journalized in the Efarina University community service journal.

RESULTS AND DISCUSSION

This community service activity was carried out based on problem identification with MSME partners in Simalungun Regency Village which resulted in an agreement to conduct training and mentoring for MSME product innovation and packaging in Simalungun Regency Village. As a measure of the success of community service, related to product innovation and packaging for UMKM in Simalungun Regency Village, Deli Serdang Regency are as follows:

1. Increasing the skills of MSME members in Simalungun Regency Village in product innovation and MSME packaging.
2. You can see an increase in sales at MSMEs in the Village of Simalungun Regency, from the MSME sales records.
3. Making decisions for MSMEs in Simalungun Regency Village is wiser by first looking at MSME sales records.

CLOSING

Conclusion

1. MSME Partners in the Simalungun Regency Village have a strong will to advance their MSME, by first innovating MSME products and packaging that is not good and correct. So that from the sales records of MSMEs in the Village of Simalungun Regency, MSMEs can make good and correct decisions.
2. It is hoped that the implementation of product and packaging innovation training and assistance will provide a good solution for MSMEs in Simalungun Regency Village.
3. Achievement of the desire of MSMEs in Simalungun Regency Village to improve product and packaging innovation properly and correctly through the collaboration of Efarina Siantar University lecturers as a form of community service for lecturers in fulfilling the duties and obligations of the Tri Dharma of Higher Education.

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4. This community service activity can produce the outputs that are expected by UMKM Simalungun Regency Village, namely:
 - a. Skilled human resources in innovating MSME products and packaging.
 - b. Can manage MSME marketing management properly and correctly.

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