

**TRAINING AND GUIDANCE ON PACKAGING DUWET POLINEMA SWEET
TOMATO JAM FOR RESIDENTS OF DUWET VILLAGE,
TUMPANG SUBDISTRICT, MALANG DISTRICT**

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Abstract

The primary objective of this service activity is to enhance the value of products through effective packaging and product promotion. The community involved in the production of Duwet Polinema Sweet Tomato Jam in Duwet Village, Tumpang Sub-district, Malang Regency, faces a weakness in terms of promoting their products, resulting in limited consumer awareness. Duwet Polinema Sweet Tomato Jam is currently packaged in a very simplistic manner, which fails to capture public attention. To address these challenges, it is crucial to provide assistance and support in terms of packaging and labeling for the Duwet villagers who produce this jam. This intervention will contribute to increased visibility and appeal among potential consumers. To ensure consumer recognition of the Duwet Polinema Sweet Tomato Jam product, it is essential to convey information through branding and labeling. Additionally, to support the sustainability of the Duwet Polinema Sweet Tomato Jam business, it is highly recommended to offer comprehensive assistance in marketing and financial management to the company partners. This issue arises from the partners' lack of knowledge about product packaging. Furthermore, it is imperative for the growth and sustainability of the business to obtain government certifications such as P-IRT licenses and food safety certifications, as these certifications guarantee the quality and safety of the Sweet Tomato Jam.

Keywords: *Promotion, Packaging, Sweet Tomato Jam*

INTRODUCTION

Duwet Village is situated in the administrative region of Malang Regency, specifically in Tumpang Subdistrict. It is located on the western slopes of the foothills of Mount Bromo, Semeru, and Tengger. Duwet Village covers an area of 799.216 hectares. The village is approximately 5 kilometers away from the subdistrict capital, which can be reached in about 10 minutes. In contrast, the distance to the regency capital is roughly 45 kilometers, necessitating a longer journey of approximately 1 hour to reach it.

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The overall topography of Duwet Village is dominated by fertile black soil, making the area very conducive to agricultural and plantation activities. According to the latest information released by the Central Bureau of Statistics of Malang Regency in 2022, 80.96% of the local population in Duwet Village make a living from farming (Central Bureau of Statistics of Malang Regency, 2022). Duwet Village, located in the eastern part of Tumpang Subdistrict, with its mountainous landscape, is ideal for coffee cultivation, as well as the growth of various fruits such as apples, durians, avocados, longans, and bananas. Moreover, the fertile soil in this region enables the cultivation of a variety of vegetables, including potatoes, cabbage, onions, tomatoes, carrots, leeks, and more. The majority of the villagers work as farmers. Additionally, Duwet villagers attempt to supplement their household income by setting up small businesses in their homes, utilizing local resources such as tomatoes. Tomatoes are one of the vegetable crops cultivated by the people of Duwet Village.

According to BPS statistics, Duwet Village is categorized as impoverished, with a very high poverty rate of 42.26% (BPS, 2020). Furthermore, the most recent BPS statistics reveal that Tumpang Sub-district was the third-largest contributor to tomato production in 2021 (Badan Pusat Statistik Kabupaten Malang, 2022). The bountiful harvest during the peak season consistently results in the lowest prices for tomatoes among all fruits and vegetables cultivated by the community.

This situation leads to neglect, and many tomatoes are left to rot without any intervention. Additionally, as a fruit-bearing crop, tomatoes have a high water content, making them susceptible to damage with a relatively short shelf life. Microorganisms easily attack them, causing physical damage (Ernawati et al., 2016). Therefore, if not stored properly, tomatoes quickly become rotten and damaged.

One alternative to overcome this challenge is to process tomatoes into various products, such as tomato sauce, tomato syrup, candied tomatoes, and more (Ernawati et al., 2016). According to research conducted by Saputra et al. (2020), tomato-based jam is created by cooking the pulp and thickening it with the addition of sugar and acid. This jam is rich in essential vitamins and minerals, making it a nutritious addition to any meal (Kusmayadi, 2014 in Ernawati et al., 2016). Tomatoes contain a variety of nutrients, including 40 mg of vitamin C, 1500 SI of vitamin A, iron, calcium, and more. Additionally, the vitamin and mineral content in tomatoes can be beneficial for individuals looking to lose weight (Ernawati et al., 2016).

Food is a daily necessity for families, meeting the body's nutritional requirements and providing a source of energy (Saputri et al., 2016). More and more people are realizing the importance of consuming foods that not only fulfill nutritional needs but also satisfy hunger. Those involved in food production face numerous obstacles. The food production landscape has become increasingly complex, particularly in terms of adding value to products. Over time, the absence of financial benefits for the community can lead to a decrease in purchasing power, impacting the overall income of an area. In such circumstances, it is crucial to develop various strategies aimed at enhancing the added value of the products.

In situations like this, a variety of approaches should be employed to enhance the added value of a product. According to Yuliani & Riyadi (2015), improving the appearance of product packaging can increase the product's added value. This not only helps maintain product quality but also serves as a promotional tool (Rosalina et al., 2012). When it comes to packaging a product, several considerations must be taken into account, including unique packaging, designs that complement the product, variations in shape or size, recyclable packaging, and packaging tailored to customer preferences (Apriyanti, 2018). In many cases, local home product producers face a common challenge: their product packaging lacks visual appeal (Yuliani & Widyakanti, 2020). Effective product packaging techniques need not always involve high costs. As Tanjung and Maury (2018) point out, there are numerous cost-effective methods to enhance the quality of product packaging. One such example is the sealing method for packaging closure.

After conducting observations and interviews with the Duwet Village community, it was discovered that the Duwet Polinema Sweet tomato jam product was still being packaged in plain plastic without any labeling. Nevertheless, the Duwet Village community aspires for the tomato jam they produce to serve as an additional source of income for villagers by utilizing tomatoes that are often discarded during the main harvest due to their low selling price and susceptibility to damage. Therefore, the Duwet Village community group must actively collaborate with academics to engage in community service.

Hence, academics play a pivotal role in advancing the development of community businesses in Duwet Village by actively participating in community service activities. The problems faced by the Duwet Village Community can be attributed to the following factors:

1. The knowledge and skills of Duwet Village residents in packaging and labeling Duwet Polinema Sweet tomato jam are still limited.
2. The promotion of Duwet Polinema Sweet tomato jam products, produced by the community of Duwet Village in Tumpang District, Malang Regency, is currently limited and not optimized. This is evident in the lack of awareness about the product among the general population.
3. The community producing Duwet Polinema Sweet tomato jam lacks the necessary equipment to package their products properly.

RESEARCH METHOD

In this Community service activity, the following methods were used:

1. Knowledge Transfer

This activity is carried out in the form of providing training and support to Duwet Polinema Sweet tomato jam producers in persuasive packaging design. The purpose of this activity is to educate the community about the importance of packaging in influencing consumer choices in buying a product. In addition, it is important for the community to get guidance and assistance on effective promotion strategies for Duwet Polinema Sweet tomato jam. The main objective of this activity is to introduce the community to the diversity of Duwet Village products, especially the delicious Duwet Polinema Sweet tomato jam.

2. Discussion and Q&A

Discussion and question and answer activities allow the target community to explore the material presented. In addition, fostering this interaction will facilitate a stronger bond between the party implementing the PPM strategy and the intended recipients.

3. Problem Discussion

PPM implementers actively interacted with the Duwet Village community, especially the Duwet Polinema Sweet tomato jam producers. The aim of this initiative is to address the financial challenges faced by the community. An important aspect of this effort is to prioritize the hygiene of the Duwet Polinema Sweet tomato jam packaging to ensure human welfare and environmental sustainability. It is important to maintain a formal approach during these discussions and use firm but respectful language. In addition, the methods used should aim to positively influence the community without appearing

condescending. In addition, the community producing Duwet Polinema Sweet tomato jam also receives training and mentoring on promotional strategies that must be carried out.

4. Grant of Packing Equipment

At the end of the activity, PPM practitioners will provide simple packaging materials in the form of jam containers that have been labeled. This device serves to help the community apply the knowledge gained through knowledge transfer activities provided by PPM practitioners into practice. Thus, the Duwet Polinema Sweet tomato jam product can be packaged properly and recognized by the community.

The evaluation model carried out in this activity is:

1. Pre-evaluation of PPM Activities.

This activity begins with a situation analysis by conducting interviews/discussions and questions and answers to the community of Duwet Polinema Sweet tomato jam producers with the implementation team. This activity uses an interview guide to facilitate data and information collection. The interview guide contains questions related to difficulties and problems in the packaging and promotion process of Duwet Polinema Sweet tomato jam and the solutions needed. In this activity, the benchmark lies in the ability of the Duwet Village community to produce Duwet Polinema Sweet tomato jam in hygienic packaging.

2. Evaluation in PkM activities.

Evaluation at this stage includes:

- a. Absorption of the material presented.
- b. Perceptions formed by the target audience to form positive or negative opinions on PPM practitioner recommendations.
- c. The attitude of accepting and supporting the proposed material. Thus, the capacity and willingness of the Duwet village community of Duwet Polinema Sweet tomato jam producers to implement the proposed material will be formed.

The basis of this step is to ask the target audience to answer the questionnaire that has been prepared. Based on the responses, conclusions can be drawn about the perceptions and attitudes of the target audience, especially whether they support or oppose the proposed PPM implementation.

3. Evaluation of PPM Performance Final Assessment

The results of PPM activities as a whole are then analyzed to determine which PPM items or practitioner proposals are approved and rejected. The context, reasons, and factors that support the perceptions and attitudes formed by the target audience are sought. Based on the data and information collected, it can be concluded whether PPM activities bring contributions and benefits and are suitable for the community where PPM activities are carried out.

RESULT AND DISCUSSION

1. Procurement of Equipment for Packaging Sweet tomato jam

Based on the results of a survey conducted at the beginning of the service activity, it was discovered that the sweet tomato jam products were packaged in plain plastic without any labeling. Therefore, there is a need for more appealing packaging to attract consumer interest. In this service activity, training and guidance are provided for creating packaging designs. The packaging design process has been explained previously. As for the training, participants are given materials on designing packaging labels using the Canva application. Canva is chosen for its user-friendly interface, making it the easiest application for understanding and using in the design process.



Figure 1. Canva Training for Packaging Label Creation



Figure 2. New jam packaging

2. Sweet tomato jam packaging assistance

The next step in the service activity involves providing assistance for packaging. This assistance is intended to give sweet tomato jam producers a clear understanding of proper packaging and labeling procedures. The assistance activities are conducted by offering guidance on effective packaging techniques and how to attach labels created by the Service Team. Labeling is essential for promoting the products they manufacture. This step was necessary because the initial packaging of sweet tomato jam products lacked labels, as shown in Figure 3. The results of the new product packaging are depicted in Figure 3.



Figure 3. Products that have been packaged

3. Evaluation Results Before and After Assistance in Product Packaging

The results of assistance at the service location show an increase in packaging results before and after assistance. Tables 1 and 2 show the results of these changes.

**Table 1. Evaluation Results of Sweet tomato jam Packaging
Before Assistance Activities**

Tools for packaging	Activity	Result
Plastic	Packaging sweet tomato jam in plastic packaging.	The packaging is very simple and the label is made of paper, so potential customers are less interested in buying.

**Table 2. Evaluation Results of Sweet tomato jam Packaging
After Assistance Activities**

Tools for packaging	Activity	Result
1. Plastic jam container 2. Label	Packaging sweet tomato jam using packaging prepared by the Service Team. Before packaging, weighed first	The packaging has begun to be neat, labeled and weighed. Thus, the sweet tomato jam that will be marketed has a uniform weight. Potential customers began to be interested in buying sweet tomato jam products.

The results of observations and evaluations conducted by the community service team during the mentoring activities indicate that the provision of plastic containers for jam products has led to an improvement in the quality of jam produced by the residents of Duwet Village, Tumpang District, Malang Regency. This demonstrates that using the provided packaging containers enhances the quality of the sweet tomato jam products. Moreover, potential consumers are becoming increasingly familiar with the sweet tomato jam products produced by the residents of Duwet Village. This aligns with Wheeler's

opinion (2018), which emphasizes that brands have the ability to convey why consumers should choose their products over those of competitors.

Moreover, product packaging should be capable of capturing the attention of potential consumers visually, emotionally, and aesthetically. Effective and appealing packaging can add significant value to the product within (Cenadi, 2000 in Apriyanti, 2018). Therefore, it can be affirmed that packaging plays a crucial role in shaping the consumer's inclination to purchase a product. As a result, the sweet tomato jam produced by our service partners in Duwet Village, Tumpang District, Malang Regency, should be packaged attractively.

However, not all producers can create visually appealing packaging due to various limiting factors. Inadequate financial resources are often allocated for promotional programs, and some product producers may not fully comprehend the importance of packaging aesthetics for their products. Additionally, the lack of creativity and innovation among promotion and marketing management staff is another contributing factor (Apriyanti, 2018). Manufacturers may simply choose to display their products without making any changes. However, it is essential for manufacturers to regularly update their packaging to ensure it remains the best and captivating. This is because packaging significantly influences consumer purchase intentions in various ways.

In a highly competitive business landscape, manufacturers must rise to the challenge of boosting sales. This necessitates embracing creativity in various dimensions, not just in production but also in attracting consumers. One effective tactic is to showcase products through physical packaging, electronic advertising, and print media. This holds true for sweet tomato jam producers in Duwet Village, Tumpang District, Malang Regency. In reality, packaging is more than just a wrapper; it leaves a lasting impression at first glance, enticing consumers to fall in love with a product and make a purchase decision. By creating labels and providing training and mentoring in packaging, our partners can produce products with attractive and cost-effective packaging, ultimately enhancing the quality of the sweet tomato jam products they produce.

CONCLUSION

In conclusion, the results presented in the previous chapter highlight several key findings. Firstly, partners involved in the production of sweet tomato jam products have limited knowledge of effective packaging techniques, which has led to these products having limited public awareness. Additionally, partners predominantly employ simple

packaging methods, restricting their market share to the local community. Furthermore, the branding and labeling of sweet tomato jam products produced by partners are not particularly attractive, potentially hindering their marketing efforts, as consumers tend to recognize products through their brands and labels. To address these challenges and ensure the sustainability of sweet tomato jam products, it is recommended that partners receive intensive support in marketing and financial management. Moreover, obtaining necessary certifications like P-IRT licenses and food safety certifications from the government is crucial to assure the quality and safety of sweet tomato jam, instilling confidence in potential consumers.

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