

## Strategy to Increase Sales Through Packaging Labels and *Banner* on Mushroom UMKM “MBAH MI”

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### **Abstract**

Micro, Small and Medium Enterprises (MSMEs) play a central role in the national economy, influencing economic growth and being the main driver of national development. The general definition of MSMEs includes three categories of businesses with specific assets and turnover that play an important role in Indonesia's economic development. In the snack food sector, MSMEs such as Mbah Mi Krispi Mushrooms, which focus on the production of crispy mushrooms, are a clear example. However, observations of this business showed a lack of packaging labels without contact information for the business owner and the absence of promotional media such as banners. This condition limits sales potential. Therefore, this activity aims to redesign packaging labels with additional contact information and design banners as promotional media. This step is expected to increase the selling power of products and raise the profile of MSMEs so that they are better known to the wider public.

**Keywords :** MSMEs, packaging labels, business development

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### **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) have an important and strategic role in the national economy. Economic growth is one of the indicators of national development and society is the main actor in national development. As explained by Sarfiah, et al., 2019, who said that society has a role in national development, especially in economic development is Micro, Small, and Medium Enterprises (MSMEs). The general definition of MSMEs is a business that is divided into three categories, namely micro, small, and medium, carried out by individuals or a business entity, storing certain assets and turnover, and playing an important role in the development of the Indonesian economy (OCBC Editorial, 2023). MSMEs have 5 functions, namely; meeting various community needs, creating prosperous and equitable economic conditions, opening up new opportunities and jobs, and increasing the country's foreign exchange.

One of the business sectors that are of interest to MSME owners is snacks, namely the industry of crackers, chips, peyek, and the like. According to the Decree of the Head of the Food and Drug Supervisory Agency of the Republic of Indonesia No. HK.00.05.52.4040 dated October 9, 2006 concerning the food category, all snacks made from potatoes, tubers, cereals, flour or starch (from tubers and nuts) in the form of chips, crackers, jipang.

Mbah Mi's Crispy Mushroom UMKM is one of the UMKM located in Jetis Village, Karangnongko District, Klaten Regency which produces crispy mushroom snacks. The UMKM business was initiated by Mbah Mi and run by his grandson since 2018. Mbah Mi's Crispy Mushroom Business is a home business with a sales system that is based on orders and sales through wholesale stores.

Based on business analysis and observation, it was obtained that there was no information regarding the business owner's contact on the packaging label and there was no banner as a business identity at the business premises and also as a promotional media. Incomplete information can hinder the increase in business sales. Contacts that can be contacted that are not listed on the packaging label can cause potential buyers difficulty if they want to buy in large quantities. In addition, banners are needed to make it easier for potential buyers to find the business premises and as promotional material to the public.

There were previous community service activities that raised similar topics, namely regarding product packaging label design to increase business sales and as a business promotion media through banners.

From the description above, the purpose of this activity is to help redesign the packaging label by adding contactable contacts and banner designs as promotional media. Both of these goals are considered important in order to increase the selling power of products and MSMEs that are increasingly widely known by the public.

## **METHOD**

Judging from the objects and results obtained, the method used in writing this... This is qualitative methods . Qualitative research is research that produces and processes descriptive data, such as interview transcriptions, field notes, images, photos, video recordings and so on (Poerwandari, 1998:29).

This writing is said to be qualitative because it is basically writing This aiming For studying an object in a natural setting without any manipulation in it, and the expected results are not based on quantitative measurements, but rather the meaning or quality aspects of the observed phenomenon.

## **RESULTS AND DISCUSSION**

Community service activities entitled "Strategy to Increase Sales Through Packaging Labels and Banners at Mbah Mi Mushroom UMKM" went well. Upon arrival in Jetis Village, several members of the UNNES KKN conducted observations to seek information related to MSMEs in the village. After conducting observations and obtaining information, UNNES KKN members chose one MSME that is currently running, namely Mbah Mi Mushroom Chips. The process of implementing community service includes the following activities:

### **Activities of Making, Printing Packaging Labels, Banners, and Stamps**

On Thursday, November 2, 2023, the implementing team consisting of 11 members of the KKN group from Jetis Village, Karangnongko District, Klaten Regency from Semarang State University (UNNES) coordinated by Siti Nur Wulandari from the Faculty of Languages and Arts, Fine Arts Study Program (Visual Communication Design) visited the house of the owner of the mushroom chips business, Mr. Tono, to communicate regarding the updating of the packaging label and the creation of banners and stamps used as the identity of the product. Before the process of creating a product sample design, we provided an understanding of the identity of the crispy mushroom production house through the creation of banners, because it is important for business actors. Banners are graphic communication media made of paper or other materials and installed by stretching them in certain places. The purpose of making this banner is to introduce the crispy mushroom production house in Jetis Village. In addition to banners, we also make labels. Packaging labels are a source of information for consumers about a food product because consumers cannot meet the producer directly. After communicating with Mr. Tono, the UNNES KKN members began by providing design samples made on November 13-15, 2023 and submitted on November 17, 2023. From the submitted design samples, Mr. Tono chose one design to be used as a crispy mushroom packaging label, business banner, and packaging stamp. The packaging stamp is used to provide identity to the smallest crispy mushroom product packaging. Mbah Mi mushroom chips have four packages with different sizes, 1500 grams, 250 grams, 100 grams, and 15 grams. We made three sizes of packaging labels, for the 15 gram size using a stamp.

On November 22, 2023, UNNES KKN members processed the making and printing of packaging labels, banners, and stamps carried out by our coordinator. After the printing

process was complete, we submitted the results of the packaging labels, banners, and stamps to the business actors.



Figure 1. Label on 100 gram and 250 gram mushroom chips packaging



Figure 2. Label on 1500 gram mushroom chips packaging



Figure 3. Banner for the identity of the mushroom chips production house

Content components of packaging labels and banners:

1. Image of original mushroom chips produced by business actors
2. Product name

3. NIB (Business Identification Number) Identity
4. PIRT (Home Industry Food) Permit Certificate
5. Mushroom chips production site
6. MSME social media information
7. Order barcode that is directly connected to the UMKM owner's telephone number
8. halal certificate, no msg, no preservatives



Figure 4. Stamp on 15 gram mushroom chips packaging

#### **Activities to utilize social media to improve MSME marketing**

On Friday, November 24, 2023, the UNNES KKN team provided assistance to Mr. Tono as the owner of the Mbah Mi Crispy Mushroom UMKM in utilizing social media to improve UMKM marketing. Marketing of Mbah Mi Crispy Mushrooms is carried out conventionally. In this digital era, it is hoped that UMKM will be able to compete in the global market by increasing innovation in the marketing sector. Marketing using information technology is considered capable of increasing sales significantly.

The activity of utilizing social media to improve UMKM marketing begins with the introduction of the internet as a marketing tool. Partners are accustomed to using the internet as a means of communication via Whatsapp. This is enough to be a basis of knowledge in developing UMKM.

Next is the creation of a social media account, namely Instagram, by the UNNES KKN team. In addition, partners are provided with basic product photos and how to upload photos to social media. Partners are also given information on features available in social media such as groups, *followers* and hashtags.



Figure 5. Instagram social media account display  
(Source: personal documentation)

Next, partners are provided with how to optimize marketing using social media. We also help partners to get ideas in developing MSMEs such as creating partnerships and reaching other batik MSMEs in the Klaten area. Partners ask several questions related to creating interesting content and several Instagram features such as creating highlights and stories. Innovation in the field of information technology like this is important for developing a business.

The monitoring and evaluation process is also carried out by the UNNES KKN team so that partners start to get used to uploading products using social media and are more motivated in developing MSMEs digitally because partners will be more confident that the products owned by partners have a higher selling value.



Figure 6. Mbah Mi Mushroom Chips UMKM Partners show production results  
(Source: Personal Documentation)

## CONCLUSION

Based on the results of community service activities at the Mbah Mi Mushroom Chips UMKM, several conclusions can be drawn, namely:

1. The use of social media such as Instagram in marketing Mbah Mi Mushroom Chips aims to significantly increase MSME marketing in the digital era which is expected to be able to compete in the global market, in addition, the use of social media in selling Mushroom Chips is carried out so that partners can be more productive and innovative in marketing their products.
2. By implementing packaging labels, banners and stamps on Mbah Mi Mushroom Chips products, it will have a positive impact on partners in increasing sales and making them easily recognized or known by the general public. (NISP, 2023)

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