

**Research article**

# Strengthening the Tempe Souvenir Packaging Design in Sanan Village, Malang

**AAG Arimbawa\***, Sumarwahyudi, Alby Aruna, Nadiya Faydinda Putri Ishlah, Laila Inayah, Ulya Aziza Fitriya

Universitas Negeri Malang, Malang

**ORCID**

AAG Arimbawa: <https://orcid.org/0000-0002-8396-4723>

**Abstract.**

Sanan village is an area in Malang city that is strong in small and medium enterprises (SMEs), and its economy is growing because of the *Tempe* chips business. In the world of marketing, competition is normal and natural. In this regard, various efforts have been made on the part of Sanan village to get ahead of the competition. One of these has been to make an interesting product packaging design to attract potential consumers. With a large industrial scale, packaging is one of the important factors that must be considered to grab consumers' attention. Packaging can be an effective strategy in product marketing to attract consumer buying interest. Packaging can also give an overview of the product, both in terms of quality and value offered by the manufacturer. However, in the *Tempe* industry in the Sanan area, the researchers found that much of the packaging lacks any unique characteristics. Unattractive packaging will make this product less well-known, especially in terms of souvenir packaging. Based on these findings, the implementation team of the Sanan souvenir packaging design program carried out an asset-based community development (ABCD) approach, which consisted of the steps of discovery, brainstorm, design, define, and implement, to provide effective packaging for the regional industry.

**Keywords:** Sanan, packaging, design, featured products

Corresponding Author: AAG Arimbawa; email: anak.agung.fs@um.ac.id

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## 1. INTRODUCTION

Malang is not only known for its tourism potential but is also known for producing a variety of quality products ranging from food and beverage products, arts and crafts products, and agricultural products [1]. One of the problems faced by SME in Malang is creating attractive packaging, especially food products and typical Malang souvenirs. In fact, the role of packaging is very important because it creates the first impression even before the product is consumed [2]. The Sanan community has taken various ways to increase sales, one of which is being aware of the importance of packaging rebranding. This is also in line with which states that business competition, especially in small and medium enterprises, often fluctuates.


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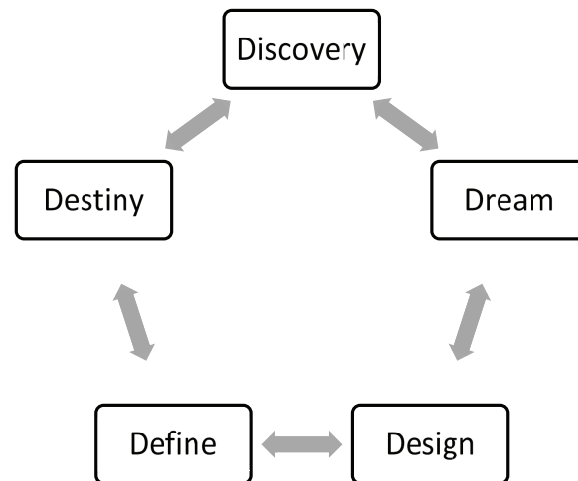
Kampung Sanan is one of the SME areas in Malang city, whose economy is growing because of its *Tempe* chips business. The Sanan people are aware that the world of competitive marketing is normal and natural. Therefore, various efforts were made to win this competition. In a priority business, producers are aware that packaging is one of the important factors that must be considered to grab consumers' attention because packaging can be an effective strategy in product marketing to attract consumer buying interest.. Packaging can also give an overview of the product, both in quality and value offered by the manufacturer. However, in the *Tempe* industrial areas of Kampung Sanan, the author finds many problems in industrial packaging that do not yet have a unique characteristic, tend to be abstract, monotonous, and do not have an identity to attract tourists.

The specific purpose of this service program is to provide the production of typical packaging for souvenirs from the Sanan *Tempe* industrial village from upstream to downstream as a whole and have a distinctive identity design. The Sanan souvenir packaging design program was followed by 30 industry players using the ABCD (asset-based community development) method to create a distinctive industrial souvenir packaging design that is easy to recognize and direct link technology to the online store Sanan village.

## 2. METHOD

In producing a good quality of community service, a relevant and structured method is needed. So, in implementing this community service, using the asset-based community development method is the suitable method for strengthening the educational tourism industry in Kampung Sanan through the Sanan souvenir packaging designs. According to Ahmad (2007), in [3] The asset-based community development method is an approach model that can be applied in community development. The asset-based community development method can be defined as the utilization of assets and potentials within the community, which can then be used or developed as empowerment materials [4]. The following is a chart of the asset-based community development method:

Community service activities in strengthening the educational tourism industry of Kampung Sanan through the typical Sanan Malang souvenir packaging designs were carried out with 30 partners and an incubation time of eight weeks. There was five steps in the process: (1) discovery of existing problems, Sanan did not yet have distinctive packaging, (2) dream, to plan targets with partners through consolidation. At this stage, it also conducts research for packaging design needs that are following the unique



**Figure 1:** Asset-based community development (ABCD).

characteristics of Kampung Sanan, (3) design souvenir packaging, 4) define, determining product dissemination, and 5) destiny, doing the process of socializing the design and mapping of human resources so that fast packaging can be used massively. The five steps are a strategy to fulfill the approach. The first stage is carried out by conducting on-site observations by paying attention to existing assets to determine needs. Next, look carefully at the hopes and dreams of the community and then proceed with designing activities to realize those dreams. Then, the action of change by creating a program to complete an expectation. The last is the action of the program design that has been made [5] through the Asset-based community development (ABCD) method, the service team can find a potential or what can be said with assets owned by the community in the village. [6].

### 3. RESULTS AND DISCUSSION

#### 3.1. Geography and potential of Kampung Sanan

Sanan village is one of the centers of the *Tempe* and *Tempe* chips industry in Malang city. Most of Sanan village people have *Tempe* and *Tempe* chips business. The location of Sanan Village is in Purwantoro Village, Blimbing District, Malang City. In [7] It was explained that as a producer of *Tempe*, Kampung Sanan had been known since around 1900. Starting in 1970, the residents of Kampung Sanan only produced *Tempe* and marketed it to all markets in Malang City and Malang Regency. Currently, the residents of Kampung Sanan are doing a variety of businesses by producing *Tempe* chips. The idea for making *Tempe* chips occurred because a lot of *Tempe* sold was wasted. After

all, it didn't sell well. Then, the remaining *Tempe* was innovated into chips which turned out to be sold in the market.

The *Tempe* Chips Industrial Center area of Kampung Sanan Malang is the target of the Malang city government to make it a thematic village, especially in the culinary field. Thematic Villages involve the community in building unique village characteristics so that the thematic village programs are called social innovations. With the existence of this *Tempe* chip industry center, the community of Sanan Village hopes that Sanan Village can be increasingly recognized by the wider community and become an additional opportunity for the community to improve the local economy [8]. One of the products that are superior to the typical Sanan area is souvenir products. In the souvenir production process, Sanan uses stone as a medium. Then, the stone was painted identical to the name of the ornamental stone.

### 3.2. Industry, Packaging, and Design

Most of the products from the culinary specialties of each region have been categorized in the form of micro, small, and medium enterprises (MSMEs). In the field conditions, competition for Indonesian MSME products, especially in the culinary field, is enlivened by local business actors and imported products. The number of MSMEs throughout Indonesia in the culinary field is around 12 million businesses. Indonesian products have a taste quality that can compete but does not attract attention in the eyes of consumers yet. This is supported by a study of MSME Product Marketing through large retail networks, which shows that most MSME culinary actors have not met packaging standards. Packaging is all activities of designing and producing containers in a product which includes three things: the packaging itself, the brand, and the label [9]. In a research by [10], Packaging is an important marketing tool that is essentially not just a wrapper but a process related to the design and manufacture of containers or wrappers. In a complete explanation, here is the design of Sanan's typical souvenir packaging as a result of the community service process:

In terms of the packaging design process, packaging can significantly influence maintaining and increasing sales. This is because the packaging has an important meaning in influencing consumers of typical Sanan souvenirs either directly or indirectly to determine the choice of the selected product. Four factors aim to improve the quality of Sanan's souvenir packaging: (a) more and more products are being sold independently in supermarkets and discount stores; (b) increasing consumer affluence which means consumers are willing to pay more for the convenience, appearance, and



**Figure 2:** Sanan's souvenir packaging design and label design.

reliability of better packaging; (c) Enterprises (MSMEs) recognize the power of well-designed packaging in delivering a real-time brand or company experience, and (d) Innovative packaging can have a huge impact on consumers and profit for producers. These four-goal factors align with Kotler in [10] Design is an applied art and creative design to involves internal and external factors. Internal factors include art, ideas, and creativity, while external factors are the results of research or community service from various fields of science such as technology and culture.

Based on this description, it can be concluded that to produce a design, a well-structured process and thought are needed to get maximum results. In this regard, the asset-based community development method with the main objective of adjusting the design results with human needs as the user, security, comfort, beauty, increasing efficiency, and productivity. In this souvenir package, there is a barcode scanner to provide a direct link to the official website of Kampung Sanan. The development of this technology is based on influencing lifestyles and the main function of packaging, which protects the products in it, but packaging also sells protected products. In other words, packaging has become a silent seller [11].

## 4. CONCLUSION

Departing from the crisis problem of Sanan's typical souvenir packaging design, the activity with the title of strengthening Sanan Village's educational tourism industry

through the design of Sanan Malang's typical souvenir packaging design has become a solution to the problem. The strengthening process is the development strategy, the development of superior products. Strengthening a superior product means a competitive, market-oriented, and environmentally friendly product, thus creating a superior and competitive product. This activity was attended by 30 business partners of Kampung Sanan, with a duration of eight weeks using the asset-based community development method with the output of product intellectual property rights and superior designs of typical Kampung Sanan souvenirs.

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