

Penguatan Kapasitas UMKM Pangan Lokal melalui Pelatihan Branding, Labeling, dan Packaging di Kecamatan Banjarsari, Jawa Barat

(Strengthening the Capacity of Local Food MSMEs through Training on Branding, Labeling, and Packaging in Banjarsari District, West Java)

**Yusalina^{1*}, Dwi Rachmina², Netti Tinaprilla³, Eva Yolynda Aviny⁴, Tursina Andita Putri⁵,
Muhammad Farhan MS⁶, Faiz Alfian Nazri⁷**
IPB University, Bogor, Jawa Barat, Indonesia 16680
*Penulis Korespondensi: yusalina@apps.ipb.ac.id

ABSTRAK

Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memperkuat kapasitas pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) pangan lokal dalam mengembangkan strategi pemasaran melalui pelatihan branding, labeling, dan packaging. Upaya ini dilakukan agar produk UMKM memiliki nilai tambah, berdaya saing, serta mampu menembus pasar yang lebih luas. Pelaksanaan kegiatan dilakukan melalui empat tahap utama, yaitu: (1) tahap persiapan, meliputi identifikasi kebutuhan dan permasalahan yang dihadapi pelaku UMKM melalui wawancara dan observasi; (2) tahap pelaksanaan, berupa pelatihan interaktif dan praktik langsung mengenai pembuatan identitas merek, penyusunan label yang sesuai ketentuan, serta perancangan kemasan yang menarik dan ekonomis; (3) tahap evaluasi, dengan penerapan pre-test dan post-test untuk mengukur peningkatan pengetahuan dan keterampilan peserta; dan (4) tahap pendampingan, yang berfokus pada penerapan hasil pelatihan terhadap produk nyata milik peserta. Hasil kegiatan menunjukkan peningkatan signifikan dalam pemahaman dan keterampilan peserta terkait pentingnya citra merek, label informatif, dan kemasan yang fungsional sekaligus estetis. Sebagian besar peserta berhasil menghasilkan rancangan merek, label, dan kemasan baru yang lebih sesuai dengan karakteristik produk dan target pasar. Secara keseluruhan, kegiatan ini berkontribusi nyata dalam memperkuat daya saing UMKM pangan lokal melalui peningkatan kapasitas pemasaran dan identitas produk yang lebih profesional.

Kata kunci: branding, capacity building, labeling, packaging, UMKM pangan lokal

ABSTRACT

This community service activity aims to strengthen the capacity of local food Micro, Small, and Medium Enterprises (MSMEs) in developing marketing strategies through training in branding, labeling, and packaging. The program seeks to enhance product value, competitiveness, and market reach. The implementation consists of four main stages: (1) preparation, which involves identifying the needs and challenges faced by MSME actors through interviews and observations; (2) implementation, in the form of interactive training and hands-on practice on brand identity creation, label design according to regulatory standards, and the development of attractive yet economical packaging; (3) evaluation, carried out through pre-test and post-test assessments to measure participants' improvement in knowledge and skills; and (4) mentoring, which focuses on assisting participants in applying the training outcomes to their real products. The results indicate a significant improvement in participants' understanding and skills regarding brand image development, informative labeling, and functional as well as aesthetic packaging design. Most participants successfully created new brand, label, and packaging designs that better reflect their product characteristics and target markets. Overall, this activity contributes to enhancing the competitiveness of local food MSMEs by strengthening their marketing capacity and developing more professional product identities.

Keywords: branding, capacity building, labeling, local food MSMEs, packaging