

## COMMUNITY SERVICE TO TANDES VILLAGE RESIDENTS IN THE FORM OF MAKING LOGO AND PACKAGING DESIGNS FOR FERMENTED GLUTINOUS RICE PRODUCTS

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### Abstract

*Small Medium Enterprise (MSME) is a productive business owned by individuals or business entities that meets the criteria for being a micro enterprise. MSME, because it is still a microbusiness, has many obstacles to develop. During COVID-19 pandemic, many MSMEs in Tandes Village were forced to close their business. The level of demand also decreased significantly and thus led them near to bankruptcy. Through this program, we, Ciputra University students, are trying to contribute to solutions to problems in society. This program aims to help Tandes village Fermented Glutinous Rice Products to be more attractive and viable in various ways, that supports culinary tourism in Tandes village including marketing, trust, health and safety guarantees, and various other small product details. A visit to Tandes Village to provide support to MSMEs was carried out on December 13, 2023. We all went there to handover the logo and packaging design. We also help promote their products through our social media. From the results of our promotion, more than 20 product sales have been successfully carried out and purchased by our relatives and friends.*

**Keywords:** Community Service, Logo and Design, Fermented Glutinous Rice

### INTRODUCTION

This service program aims to develop students in improving their abilities, skills and independence in carrying out community service. This independent service activity can be carried out in groups consisting of students. This Community Service Program is motivated by various problems that exist in society, including, among other things, the lack of stability of the majority of society in developing personal, family and community life in the era of

globalization, higher education science and technology has not been deliberately aimed at community welfare, community potential or natural resources in the environment that has not been utilized properly and wisely, as well as regional physical management that is not yet proportional and professional.

Through this program, we, Ciputra Univ students, are trying to contribute to solutions to problems in society. The priority PKM object for this activity is Tandes village which needs help creating logo and packaging designs for their MSME products. This program aims to help Tandes village Fermented Glutinous Rice Products to be more attractive and viable in various ways, that supports culinary tourism in Tandes village including marketing, trust, health and safety guarantees, and various other small product details.

We intend to help Tandes Village Residents to develop their MSMEs by creating a logo and packaging design for fermented glutinous rice products. Not only does it act as a symbol consisting of text and images that identifies a business, a good logo shows what the company does and reveals the value of a brand. Meaningful logo design means creating the perfect visual brand mark for a company. Apart from that, the shape of the packaging is also important because it can accommodate and protect the contents when distributed. In addition, packaging also functions as a marketing tool because packaging can be an attraction that can increase sales of a product. With a good logo and packaging, it is hoped that fermented glutinous rice products from Tandes Village Residents can increase sales and awareness of the product based on the uniqueness/characteristics of the region and can even be exported overseas.

## **METODE**

After the team has determined the scope, budget, and timeline for a project, it's time to put that plan into action. Project implementation involves directly managing a project to ensure it meets the objectives outlined in the planning phase. Project managers must implement a project effectively so that the team can produce the deliverables required to satisfy the people of Tandes village or key stakeholders of the project.

Project implementation is the process of putting a project plan into action to produce the deliverables, otherwise known as the products or services, for the people of Tandes Village. It takes place after the planning phase, during which a team determines the key objectives for the project, as well as the timeline and budget. Implementation involves coordinating

resources and measuring performance to ensure the project remains within its expected scope and budget. It also involves handling any unforeseen issues in a way that keeps a project running smoothly.

To implement this social innovation project effectively, we must consistently communicate with the team to set and adjust priorities as needed while maintaining transparency about the project's status. Project implementation that relies on strategic planning outlined earlier in the process can help our team achieve the project objectives while staying within budget and meeting relevant deadlines. Implementation is the part of the project cycle that bridges the planning process and the project outcomes. This step of the process, and how well it's executed, can ultimately determine the success of a project.

During the implementation phase, Mr Owen, the project manager establishes how closely the team is meeting the project objectives namely improving knowledge and skills both the team and the people of Tande village, expanding the community, developing reach on domestic market, and creating a chance to penetrate overseas market, and improving the Tandes people's economy level, making changes as necessary to keep the project on track. Implementation allows project managers to take control of a project and empower the team to reach common goals, building trust and transparency among those directly involved with the project.

## RESULTS AND DISCUSSION

Based on the program we created the proposal and logo that were approved, everything ran smoothly according to the specified timeline. The image below is the final logo design that we gave to MSMEs in Tandes Village for Fermented Glutinous Rice Products:



A visit to Tandes Village to provide support to MSMEs was carried out on December 13, 2023. We all went there to hand over the logo and packaging design. When we got there, we also asked about the problems and challenges in their MSME. 80% of them have said they are close to bankruptcy due to the COVID-19 pandemic. Apart from the fact that many producers were forced to close during the pandemic, the level of demand for their products also decreased significantly due to difficulties in transportation, so product prices were forced to increase. According to them, it would be better if we could help in the form of promotions to increase public awareness. From that feedback, we promote their products and help sell them to our friends through social media and posters. From the results of our promotion, more than 20 products have been successfully carried out and purchased by our relatives and friends.

## CONCLUSION

This independent service activity can be carried out in groups consisting of students. This Community Service Program is motivated by various problems that exist in society, including, among other things, the lack of stability of the majority of society in developing personal, family and community life in the era of globalization, higher education science and technology has not been deliberately aimed at community welfare, community potential or natural resources in the environment that has not been utilized properly and wisely, as well as regional physical management that is not yet proportional and professional.

Small Medium Enterprise (MSME) is a productive business owned by individuals or business entities that meets the criteria for being a micro enterprise. MSME, because it is still a micro business, has many obstacles to develop. Some of them are minimal business capital, minimum knowledge about how business could run for a long time, and lack of product innovation. During COVID-19 pandemic, many MSMEs in Tandes Village were forced to close their business. The level of demand also decreased significantly and thus led them near to bankruptcy.

This project aims to increase knowledge and skills of cooperatives, community business groups, helping MSMEs which play a role in spurring the growth of superior regional products/services for the domestic market and the potential for domestic culinary tourism, improve the quality and quantity of products/services so that they are highly competitive. A visit to Tandes Village to provide support to MSMEs was carried out on December 13 2023.

We all went there to hand over the logo and packaging design. 60% of them said that the packaging and logo will definitely help them to sell better. Yet 40% of them said that their problems are mostly related to their marketing strategies, that is why they ask us to help promote their product to reach a greater public awareness. From the results of our promotion, more than 20 product sales have been successfully carried out and purchased by our relatives and friends.

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