

International Proceeding Community Services

Packaging Product Selection Training To Increase The Sales Attractiveness Of Wet Food

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ABSTRACT

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The food industry is a business that has the opportunity to meet the needs of households and the surrounding community. Micro, Small, and Medium Enterprises (MSMEs) snacks such as pudding, vegetable ketupat, and cooked food produced by residents of Situsari Village, Bogor, West Java. The use of packaging is very important in the marketing of food products, serves as a product protector, and also plays a role in increasing consumer attractiveness and product selling value. Well-packaged food will look more hygienic, attractive, and easy to market. Based on observations made when giving training materials on Wednesday, May 13, 2026 in the Situsari area of Bogor, attended by local women and teenagers, by delivering 4 materials by 4 resource persons, including, Product/Packaging Selection, Waste Bank Education, E-Commerce & Online Business, and Tourism Information Media Management. This marketing activity aims to promote MSME products from Situsari Village, through digital marketing, as well as promote products on social media platforms such as Instagram, Shopee, Tiktok and Facebook. So far, the production of cakes and cooked food has been going well, but with the increase in cake and food producers, it is necessary to change the appearance of products so that they have their own appeal for consumers. The resulting cake and food products have a taste, color, appearance, texture, aroma, and ingredients that have met the standards. The disadvantage is that they have not used attractive packaging and have not understood the provisions for using plastic that are safe for health. From these observations, the PKM team provided training on the use of packaging, packaging benefits, and packaging design. The result of PKM activities is an understanding of safe types of packaging, attractive packaging, and packaging designs that look more attractive.

I. INTRODUCTION

Product packaging is one of the important elements in marketing activities, especially in food products. Packaging not only serves as a product protector, but also as a medium of communication between producers and consumers. Good packaging enhances visual appeal, provides product identity, and influences consumer purchasing decisions. The food industry in Indonesia continues to grow rapidly, along with the increasing demand for diverse food products (Lawitani et al., 2024; Syafi'i et al., 2023). Micro, Small, and Medium Enterprises (MSMEs) have a very important role in the Indonesian economy, especially in the food sector (Aliyah, 2022). One of the MSMEs engaged in making wet cakes and food is mothers and teenagers residents of Situsari Village, Bogor, who are currently producing pudding, vegetable ketupat and other cooked foods.

Based on the results of the observation of the Community Service Team (PkM), it is known that the wet cakes and food produced have a taste, color, appearance, texture, and aroma that is liked by consumers, but they have not been packaged attractively so that the appearance and attractiveness of wet cakes and food still need to be developed. The packaging used still uses mica plastic and without information about the product. Although this business has been running well, the rapid development of the market requires innovation so that the products offered remain competitive (Mardikaningsih, 2023). In this case, the appearance and attractiveness of the product are important factors that can influence consumers' decisions in choosing products (Surajiyo et al., 2024). One aspect that needs special attention is product packaging. Attractive packaging not only serves as a product protector, but also as a means to attract consumer attention, provide clear information about the product, as well as improve brand image (Foster et al., 2020; Kusumawati et al., 2022; Setiawardhani, 2025).

Wet cake products need to be properly packaged and contain information in accordance with applicable regulations. According to Hutauruk et al. (2024), the packaging of wet cakes has a great influence on consumer interest, because the product will look visually attractive and hygienic. Wet cake manufacturers also need to package wisely and label their products so that the public knows the characteristics of the products they sell. In addition, the creation of attractive packaging and labels will make the products sold competitive and increase sales in the market. For this reason, the development of more attractive, safe, and informative packaging is a strategic step to increase the attractiveness and sales of wet cake products from MSMEs in Situsari Village.

The current development of business competition also requires MSME actors to be more creative in marketing their products. Packaging is one of the effective marketing strategies because it can increase the selling value of products. Food products with attractive packaging will look more hygienic, professional, and have higher competitiveness in the market. Therefore, home business actors need to have knowledge about choosing packaging that is safe, attractive, and in accordance with product characteristics. Based on these conditions, this Community Service (PKM) activity was carried out to provide education to the women of Situsari Bogor residents about the importance of choosing food packaging products, especially wet foods such as pudding. Through this activity, it is hoped that participants will be able to understand the function of packaging, choose the right packaging, and apply simple packaging techniques that can improve the quality and selling value of home food products so that they can help improve the family economy.

II. METHODS

PKM was carried out face-to-face by providing material on the importance of packaging in influencing product attractiveness and consumer purchase decisions. Participants were given an understanding of the types of plastic packaging that are safe for health. Labeling of foods such as halal, expiration date, nutritional information, and product composition. Designing packaging that can provide the attraction

of wet cake products produced by the residents of Situsari Village. The implementation of the activity is carried out in stages, first observation of the wet cakes produced, including the type, taste, color, appearance, texture, aroma, and packaging. Second, the introduction of types of plastic that are safe for health based on the code stated on plastic. Third, design attractive packaging that can attract consumers. Fourth, measuring the understanding of the material, questions and answers were carried out at the beginning and end of the pretest score comparison training before the training. The results show that food packaging will be labeled and safe plastic selection.

RUNDOWN OF PKM ACTIVITIES **PACKAGING PRODUCT SELECTION TRAINING** **WEDNESDAY, 13 MAY 2026**

Time (WIB)	Duration	Activities	Remarks
10.00 – 10.10	10 Minutes	Preparation by the committee	MC/moderator
10.10 – 10.25	10 Minutes	Speech and opening of the event	Mr. Arief Suratman (Chairman of Bumdes Situsari)
10.25 – 10.40	40 Minutes	Remarks from representatives of Perbanas Institute	Mrs. Pamela Magdalena
10.40 – 11.20	40 Minutes	Material Description	Mrs. Widiastuti Murtiningrum
11.20 – 12.00	40 Minutes	Product Packaging Practices	Participants
12.00 – 12.30	30 Minutes	Discussion and Q&A	Guided by MC/moderator
12.30 – 12.40	10 Minutes	Closing Statement	MC/moderator
12.40 – 12.45	5 Minutes	Cover and group photo	Guided by MC/moderator

Based on the rundown of the event above, this Community Service activity was carried out using lecture methods, hands-on practice, and questions and answers. The delivery of material is carried out through explanations accompanied by real examples so that participants can more easily understand the material given. After the material presentation session, the activity continued with direct practice of product packaging by participants, so that participants could apply the knowledge that had been obtained directly. In addition, discussion and question and answer sessions were also held to provide opportunities for participants to convey obstacles and problems they faced in the product packaging process. As a form of appreciation, the committee gave prizes to participants who actively asked questions and shared experiences during the activity.

III. RESULTS AND DISCUSSION

PKM activities regarding the selection of packaging products went smoothly and received a good response from the participants. The women of Situsari Bogor looked enthusiastic about participating in the entire series of activities, especially in the direct practice session of packaging pudding. The stages of implementing PKM activities are:

- First: observation of the wet cakes produced, including the type, taste, color, appearance, texture, and aroma, packaging, expiration date, and halal markings, seen in figure 1. Explain the importance of packaging in a food product. Packaging not only functions as a wrapper, but also as a protector for food so that it is not easily damaged, maintains product cleanliness, facilitates the storage and distribution process, and increases the attractiveness of buyers.
- Second: the introduction of types of plastics that are safe for health based on the code listed on the plastic, seen in figure 2. Provide some simple tips to make packaging more effective to attract buyers, namely the packaging must be easy to recognize, simple but attractive design, use color combinations that are comfortable to see, have product characteristics, display the contents of the product clearly and are easy to carry and store. The main secret of effective packaging is to be able to attract the

attention of buyers in a short time and give the impression that the product is safe and of high quality. Participants were also introduced to the symbols contained in plastic packaging so that they could choose packaging that was safe to use for food. PET or PETE: usually used for beverage bottles and only for single-use. HDPE: safe to use and stronger. PVC : not recommended for hot food. LDPE: flexible and safe enough for food. PP (Polypropylene): safe to use for food and heat resistant. PS (Polystyrene): should not be used for hot food.

- Third: designing attractive packaging that can attract consumers, as seen in figure 3. Providing an understanding that attractive packaging can increase consumer interest in buying products. Some of the ways to make packaging that sells are using attractive colors and in accordance with the product, choosing a packaging shape that is practical and easy to carry, using transparent packaging so that the contents of the product are visible, adding simple labels such as product names and tastes, maintaining cleanliness and neatness of packaging and using a simple but attention-grabbing design. Then participants were given an example of how pudding packaged with clear cups and the addition of simple stickers looks more attractive than using ordinary plastic.
- Fourth, measuring the understanding of the material, questions and answers were carried out at the beginning and end of the pretest score comparison training before the training. The results show that food packaging will be labeled and safe plastic selection, as seen in figure 4. Seeing participants' understanding of packaging safety is important to maintain food quality.



Figure 1 Reviewing the packaging that has been used so far

There are several common mistakes that are often made in making food product packaging, including using too many colors and writing, packaging that looks less clean, does not include the name of the product, uses packaging materials that are too thin, does not provide important information on the label and the packaging is difficult to open or impractical. The presenter explained that packaging that is too crowded actually makes consumers confused and reduces the attractiveness of the product.



Figure 2. Presentation on the types of plastics

It is explained that the PP symbol is one of the safest types of plastic to use for packaging wet food such as pudding. Food packaging safety is essential to maintain food quality. The criteria for safe packaging include using food-grade materials that do not leak or be damaged, do not contain harmful materials, are able to protect food from dust and dirt are safe to use for hot and cold food and are easy to close tightly so that food remains hygienic. Participants were also taught the importance of choosing packaging that is suitable for the type of food, especially wet foods such as pudding.



Figure 3. Creating attractive packaging designs

It shows how to package pudding with a more attractive and neat appearance. The pudding is placed in a clear plastic cup so that the contents of the product are clearly visible. Then a simple packaging cap and label are added to make the product look more professional. Participants then practiced directly packaging their own products. In this session, it was seen that participants began to understand how packaging can increase the selling value of food products. Many participants said that previously they only used ordinary plastic without paying attention to the appearance of the product.



Figure 4. Discussion and Q&A

Through this activity, participants gained new knowledge about the importance of packaging as a simple marketing strategy for home food businesses. In addition, participants were also motivated to try to sell food products with a more attractive appearance in order to increase family income.

IV. CONCLUSION

Based on the Community Service activities that have been carried out, it can be concluded that: The packaging product selection training activity went well and received high enthusiasm from the participants. Participants understand that packaging has an important function as a product protector and medium to increase sales appeal. Pudding packaging practice training helps participants understand how to make food products more attractive and has a higher selling value. This activity provides motivation to the women of Situsari Bogor residents to develop a home food business in a more creative way. Advanced training is needed on product marketing and packaging design so that community businesses can develop better. Based on the Community Service activities that have been carried out, it can be concluded that: The packaging product selection training activity went well and received high enthusiasm from the participants. Participants understand that packaging has an important function as a product protector and medium to increase sales appeal. Pudding packaging practice training helps participants understand how to make food products more attractive and has a higher selling value. This activity provides motivation to the women of Situsari Bogor residents to develop a home food business in a more creative way. Advanced training is needed on product marketing and packaging design so that community businesses can develop better. Discussion activities are active. Several participants asked about the types of packaging that are cheap but still attractive, how to keep food safe in the packaging, and how to make products more attractive to children and adult buyers.

ATTACHMENT OF PHOTOS OF THE ACTIVITY





THANK-YOU NOTE

Thank you for the motivation, advice, and support provided by my family, colleagues on the Proficient 2026 Perbanas Institute committee, and all those who have assisted in the creation of this journal. I sincerely hope to be able to perfect this writing. I hope this writing will be useful and increase the knowledge of its readers. Suggestions and constructive criticism are highly appreciated for further research. Hopefully, future writing will result in an even better journal.

LIST OF PARTICIPANTS

Table 1 Community Service Attendance List

Full name	Role in Community Service
Widiastuti Murtiningrum, S.E, M.M.	Lecturers/ Academics
Wuriy Handayani, S.S., M, Hum	Lecturers/ Academics
Pamela Magdalena, S.S., M.M	Lecturers/ Academics

Figure 2. Attendance List of Community Service Participants

No	NAMA LENGKAP	ALAMAT	NOHP/HP	PRAS
1	Ibu Saana	Situsari		
2	Ibu Sari	Situsari		
3	Ibu Sakri	EMPU		
4	M. A. R. N. I	Situsari		
5	Herni	Situsari		
6	Awin	EMPU		
7	Se. M. M. M. M. M.	EMPU		
8	Elasarah	EMPU		
9	Indah	EMPU		
10	Sekar-Syiso	EMPU		
11	El. M. M. M. M.	EMPU		
12	Sana	EMPU		
13	Dedeh / M. A. R. N. I	EMPU	0838.1537.0152	
14	Sawalia	EMPU		
15	Sari	EMPU	0895.3659.6509	
16	Winah/moh syiso	EMPU	0882.9780.8222	
17	Ibu Enung	EMPU		
18	Aan Anis. fani	EMPU		
19	Badan Komda	KP-EMPU	0812.841.4474	
20	Liana	Situsari	0813.1045.9852	
21	Amel	Situsari	0878.7377.3679	
22	Bu Yss	Situsari	0861.3399.0707	
23	Bu Diana	"	0815.460.75539	
24	Dedeh	"		

NO	NAMA LENGKAP	alamat	NO HP	PARAF
25	Edis	Kp. Empu	0858 8202 8301	Edis
26	Jannah	Kp. Empu	0856 3821 0918	Edis
27	Edah	Kp. Empu	0858 1148 6664	Edis
28	Mursih	Kp. Empu	0878 8728 0364	Edis
29	Rahmawati	Situsari	0858 853 73 70	Edis
30	Juni	Situsari	0896 1711 9387	Edis
31	Siti Widyawati	Situsari	0813 8658 4714	Edis

DAFTAR ABSENSI KEGIATAN PKM
PERBANAS INSTITUTE DAN DESA SITUSARI

KELOMPOK :

JUDUL : Pemilihan produk/kemasan

NO	NAMA LENGKAP	DOSEN / MAHASISWA	NIDN / NIM	PRODI	PARAF
1	Widiastuti Murtiningrum, S.E., M.M.	Dosen	0319037305	Manajemen	Edis
2	Wury Handayani, S.S., M.Hum.	Dosen	0315118002	Akuntansi	Edis
3	Pamela Magdalena, S.S., M.M.	Dosen	0303026401	PKP	Edis
4	Renoveri Rudi Gkmi Paradigma	Mahasiswa	2212 000 112	Manajemen	Edis
5	Siti Rozmah	Mahasiswa	2516090002	Ekonomi Syariah	Edis
6					
7					
8					
9					
10					

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