

## PROFICIENT Community Service

### Product And Packaging Selection In Housewife Msmes In Ligarmukti Village, Bogor

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#### **ABSTRACT**

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This article is written to describe the Community Service activities of Perbanas Institute Lecturers for 27 housewives in Ligarmukti Village, Bogor. Overall, the people of Ligarmukti Village are categorized as being in the lower socioeconomic class. The main livelihood is farming, with an average eleven-year-old girl being married off to reduce the family's economic burden, while the boys work outside the area due to limited livelihoods. Rice and cassava are abundant products in Ligarmukti Village. The quality of the rice produced is very good (fluffy), so it is sufficient for consumption and sale. Until now, rice has been offered only to the local community. To increase residents' income, cooperation is needed in the form of sharing knowledge about how to package and market rice. The packaging offered meets the elements of durability, quality, and packaging price. Another activity, an interactive knowledge sharing session on packaging selection for MSME products, such as *rengginang* and *opak*, was held at the Ligarmukti Village Hall. The event began with a presentation, followed by a question-and-answer session and discussion. Participants were enthusiastically and actively involved. In addition, cooperation is needed to expand the marketing of rice, *rengginang*, and *opak* by participating in MSME exhibitions.

## I. INTRODUCTION

On June 30, 2025, a Community Service activity was held for lecturers and students of Perbanas Institute. This activity is one of the Tri Dharma Perguruan Tinggi (Three Pillars of Higher Education). The goal of this activity is for lecturers and students to demonstrate real concern for the community by sharing knowledge and skills that balance academic knowledge on campus.

Product and packaging selection was chosen as one of the activity topics after observing, considering, and addressing the needs of the Ligarmukti Village community. This data was obtained during a visit by four lecturers and through direct interactions with residents previously. Geographically, Ligarmukti Village covers an area of 12.09 km<sup>2</sup> and is inhabited by 3,690 people, with 1,886 men and 1,804 women (BPS Bogor Regency, 2024). The primary livelihood of the village residents is farming, resulting in an abundant rice supply.

Potential agricultural products can be marketed to a wider community by considering packaging, pricing, and distribution. One of our group's activities involved selecting products and packaging for rice, *rengginang* (rice crackers), and *opak* (rice crackers).

The purpose of carrying out community service activities in Ligarmukti Village is to share knowledge about all things related to MSMEs, especially regarding selecting packaging types for MSME products in Ligarmukti Village, Bogor Regency. This is because product packaging is not just a protector for the goods inside, but more than that, packaging has various important functions that can influence product quality and attractiveness in the minds of consumers (Paxel.co, 2025). In addition, packaging is also a crucial element in product distribution and marketing because the packaging must be able to protect the product so that it reaches the hands of consumers safely and without defects. The elements of packaging, according to Kotler and Armstrong (2014), are size, color, material, shape, image, brand mark, and label. All of these elements must be considered in choosing the right product packaging.

## II. METHODS

The method used was interviews, presentations, and discussions at the Ligarmukti Village Hall. The activity was conducted in an interactive face-to-face setting, involving 27 housewives. The activity began with remarks from the DP2M Perbanas Institute, who explained the purpose of the activity and introduced themselves to the residents of Ligarmukti Village. This was followed by remarks from the Ligarmukti Village Head. The following is a breakdown of the activities conducted at the Ligarmukti Village Hall.

### A. Sharing Session

The sharing session was conducted by a lecturer on product and packaging selection. The lecturer explained the types of packaging suitable for rice and other MSME products in Ligarmukti Village. The residents listened enthusiastically and shared their opinions on the topics presented by the groups. The lecturer, who was part of the group, presented gifts to residents who asked questions and also gave souvenirs to those who attended the activity.

### B. Discussion by Providing a List of Questions to Villagers

The interaction that took place after the sharing session was by conducting a dialogue through direct questions and answers with the residents; some of the questions that we conveyed were as follows:

1. What is the main source of income for Ligarmukti Village residents?
2. How important is rice product positioning?
3. What challenges do they encounter in marketing rice?
4. What is the greatest need for funding?
5. Where is the rice produced and sold?
6. What are the current hopes of Ligarmukti Village residents?

After the residents have answered the above questions, the lecturer continues with a sharing session.

C. Closing

After the Q&A and sharing session, the lecturer team provided conclusions, academic perspectives that can be applied by the community, and several alternative solutions.

### III. RESULTS AND DISCUSSION

The residents' enthusiasm for participating in the activities was evident from their enthusiasm in answering the lecturer's questions, asking questions, and participating in the Q&A discussion. There were no obstacles during the sharing session; the residents were very cooperative. In addition, a strong desire emerged from the residents to be able to improve their family's economic condition. It is hoped that this ongoing PKM activity will continue to provide benefits and involve more participants, so that the knowledge provided can benefit as many residents of Ligarmukti Village as possible, especially those active in the MSME sector.

Activities that provide benefits include expanding the marketing of rice, *rengginang*, and *opak*, how participating in bazaar activities or MSME activities, and maximizing the potential of nature that can be empowered, namely Sodong Water Tourism.

The current packaging products are still very simple, namely as follows:



Figure 1 Current Packaging Products

Regarding packaging, the lecturer team suggested providing several examples of packaging that could be used by residents, ensuring that the packaging still maintains the quality of the product inside. Even though the quality of the packaging has been improved, it will have an impact on additional costs and will continue to affect the selling price. Therefore, we also recommend that the exclusive packaging be traded as souvenirs, sold outside the region, and, if possible, sold abroad with export quality.

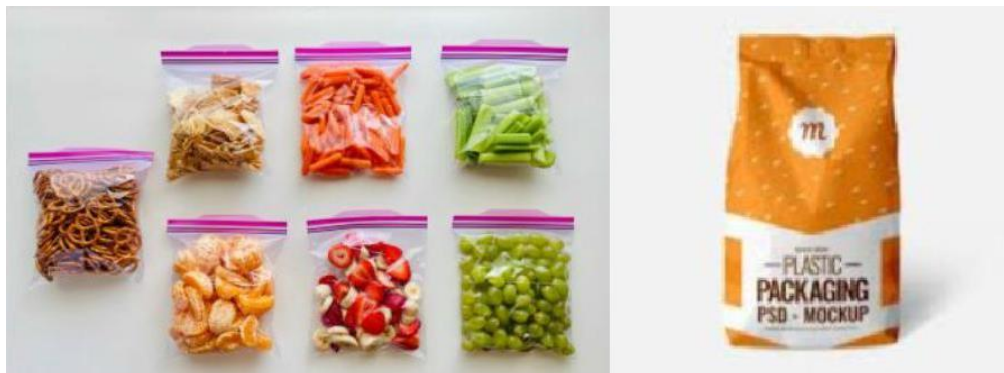




Figure 2 Recommendation Packaging Products







Figure 3 Community Service Activity Photos

## IV. CONCLUSION

This sustainable Community Service activity is beneficial for lecturers and residents of Ligarmukti Village because knowledge about product and packaging selection is very much needed in MSME businesses. By deepening this knowledge, residents can open up greater opportunities to start their MSME businesses by choosing packaging for the product that is appropriate and attractive to the product to be packaged.

In the selection process, here are some criteria that should be the basis for packaging decisions:

- a. **Function**  
Prioritize product protection, food safety, and shelf-life extension. Packaging must effectively protect against external factors such as humidity, temperature, and contamination.
- b. **Attractiveness**  
Attractive and informative packaging design is crucial for market differentiation. Prominent visuals and clear product information can capture consumer attention and increase sales.
- c. **Cost**  
Adapt packaging materials to your target selling price and market segment. Choosing the right materials ensures your product remains competitive without sacrificing quality or profit margins.
- d. **Sustainability**  
Consider recycled (rPET) or biodegradable (bioplastic) materials to reduce environmental impact. This can also improve brand image among environmentally conscious consumers.
- e. **Innovation**  
Leverage smart packaging opportunities (e.g., QR codes, freshness indicators) to add value and enhance consumer engagement with the product.

Given the urgency and the enthusiasm of Ligarmukti villagers, the recommendations include providing access for Ligarmukti Village MSMEs to contact or network with packaging vendors at

affordable prices, access to product distribution, and access to participate in MSME bazaars. One of these goals is to foster concrete collaboration with the local government.

## THANK-YOU NOTE

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1. DP2M Perbanas Institute, which enabled the realization of community service activities in Ligarmukti Village.
2. Mr. Samin, Head of Ligarmukti Village, Bogor Regency, for providing the opportunity for lecturers to share their knowledge and suggestions with the residents.
3. Our fellow lecturers for sharing their knowledge with the residents.

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