

## How to Develop Marketing Strategy, Packaging Designs, and Superior Product Processing Education?

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### ABSTRACT

Produce such as fruits and vegetables have the production potential on an industrial scale with a low price. Most residents in Sukawarna work as farmers of fruits, horticultural crops and vegetables. Farmers sell raw fruit and vegetable products without diversification. To compete with other economic actors, the government, community, and universities must support the development of high-quality commodity products. However, the community still faces some challenges, particularly their skills or expertise, but in this era, the main issues are knowledge when facing change (transformation) and a lack of creativity in managing superior product commodities to increase sales. The aim of this study is to help economic business actors in Sukawarna develop competitive knowledge and skills by referring to the partners' situation and issues. Community empowerment program facilitators were involved to conduct a participatory action research. It was found that there were several partner problem solutions. The first is the training of the economic actors in Sukawarna on how to manage raw commodity products into processed products with added value. Next is marketing assistance to help partners process vegetables from Sukawarna's main commodity through accurate marketing strategy in communicating the processed product. The last solution is the use of attractive packaging designs and product labels for processed main commodities in Sukawarna to attract potential consumers. The study results recommend the following: an educational program for the transformation of superior commodities into ready-to-use processed products, assistance with marketing strategies, and designing packaging and product labels to market the processed commodities.

**Keywords :** marketing strategy, packaging design, superior commodity processing education

## INTRODUCTION

The agricultural products of Indonesia have earned it a reputation as a nation rich in natural resources (Erdoğan et al., 2020). With a 14.7% contribution to GDP in 2021, agriculture plays a significant part in Indonesia's economic growth, ranking second only to manufacturing (Hossain et al., 2021). As a driving force for agricultural development in Indonesia, efforts to develop agro-industry are very important. Among these goals are the development of new agricultural businesses, the strengthening of the economy as a whole, the creation of higher-paying employment, and a more equitable distribution of income (Bennell, 2021). The industrial sector, especially the agricultural product processing industry, is a sector that provides added value to primary agricultural products. Nationally, the small industry sector is the largest absorber of labor based on business scale compared to the medium and large industrial sector, namely 78,994,872 workers in 2018 and 80,933,384 workers in 2019 (Atmojo & Fridayani, 2021).

Fruits and vegetables are examples of agricultural goods with the potential to be developed for industrial scale (Suhartini et al., 2021). Low costs and short shelf lives characterize the produce section. Farmers have traditionally only diversified into the raw fruit and vegetable product market. Up until now, farmers have had little say over market pricing and have been forced to passively accept whatever was offered. This allows middleman dealers to take advantage of farmers, particularly during bountiful harvests. In order to increase the economic worth of fruits and vegetables and so enhance farmers' living conditions, more effort and creativity are required in their processing (Johnson et al., 2019).

Sukawarna is one of the urban village in Sukajadi, Bandung. Sukawarna has an area of 80 km<sup>2</sup>, and was founded in 1985. The northern boundary is Sarijadi urban village, the eastern boundary is Sukagalih urban village, the southern boundary is Husein Sastranegara urban village, the western boundary is Pasirkaliki urban village, Cimahi. This Sukawarna has a population of 14,622 people with a population density of 183 people/ha, and has 45 RTs and 7 RWs. Most of the residents in this urban village work as farmers. The main agricultural products of this area are vegetables, apart from fruits and horticultural crops.

Caused by a number of innovations, Sukawarna has succeeded in occupying the top six positions in the 2022 Bandung City-level urban village competition. One of the innovations that this urban village has excelled at is gardening. The rows of hydroponic plants in front of the urban village building are proof that this innovation was well executed. This innovation has been implemented since the pandemic, namely gardening. The urban village administrators together with the residents also provided examples of miniature gardening at the urban village office. Not only that, this village also has roofs that are transformed into gardening areas where various plants grow with promising selling points. Figs, grapes, strawberries and mint are collections belonging to the Sukawarna. One of the plants, namely pineapple mint, was successfully spread throughout Indonesia because it only grows in this urban village.



**Figure 1.** Commodity Products in Sukawarna Urban Village

The community also plays an active role in this urban village competition, such as reprocessing organic waste into paintings that have a sale value. It did not go unnoticed, even inorganic waste can be transformed into a neat decoration that is exhibited around the urban village building. Collaboration is one of the efforts to develop the region (Surya et al., 2020). Innovation was born as a result of collaboration between administrators, youth (cadets), and all elements of society in the Sukawarna. The most important thing is that this innovation can have a positive impact on the community in Sukawarna, including fostering cohesiveness between officials and residents.

During the main harvest, vegetable production in this village is very abundant, causing the price of these vegetables to be very low. Farmers usually only sell these products in the form of raw vegetables without any processing. Considering that vegetables cannot last long, farmers have no other choice to sell the products they produce right away (Giller et al., 2021). So their get very low selling price. Farmers' dependence on middlemen is also very high. Most of the farmers sell their vegetable products to middlemen (Banerjee et al., 2019). Seeing this phenomenon requires an effort to overcome the problem. One effort that can be done is to diversify products such as chips so that the vegetables produced can last a long time and have a high selling value. In addition, fruit and vegetable salads also contain nutrients that are very good for health, so they are feasible to develop. With these efforts are expected to improve the economy.

In order to help small companies expand and strengthen their capacities and enable them to become strong, independent enterprises capable of evolving into medium-sized enterprises, the government, the business community, and society as a whole provide assistance and counselling (Suryawardani et al., 2022). MSME development is an activity that provides direction and strengthens support to help small and medium-sized businesses become more resilient and self-sufficient (Cahyani et al., 2023). Government and business community members all work individually and collectively to guide and develop small businesses (Wulandari et al., 2022). This work is done in a way that is directed, integrated, and sustainable, with the goal of producing strong, independent small businesses that have the potential to grow into medium-sized enterprises (Wulandari et al., 2021). The areas of manufacturing and processing, marketing, technology, human resources, and small company growth are all included in the program's purview (Sari et al., 2016). Through business development, a company may improve and grow until it achieves a certain threshold or level of success (Wetik et al., 2019). A company's growth and success in business development are measured by a rise in revenue, earnings, clients, products sold, and business expansion over a certain time frame (Wulandari et al., 2020). It will be simpler for all stakeholders to comprehend and accept the reality of a company's success if the standards for progress are more clearly defined (Harinie et al., 2020). Income obtained in the form of products and services during a certain time frame from a company or activity. Revenue growth leads to higher sales profits, and in this scenario, a firm is said to be developing (Syarifuddin et al., 2018).

The novelty of this research will help economic business actors in Sukawarna develop competitive knowledge and skills by referring to the partners' situation and issues. This research employs a community empowerment program facilitator to conduct participatory action research. Governments, communities, and academic institutions all need to invest heavily in the creation of competitively better commodities items in a region (Phale et al., 2021). However, various obstacles are still being faced by the community so far, usually related to the skills or expertise they have, but in this era the main problem also lies in knowledge when facing change (transformation), and the lack of creativity in managing existing superior product commodities to have more selling power (Pandey, 2022). From the results of the analysis of the partner's situation, as a form of implementing the Tri Dharma of Higher Education, the team intends to organize community service with the topics about implementation marketing strategy, packaging design, and education of superior commodity processing in Sukawarna.

Due to the community's poor understanding of marketing and business, Sukawarna region needs external motivation to move forward. Universities as a basis for the development of knowledge can exist as a catalyst to move and encourage superior product commodities to be more productive in helping to drive the economy of the surrounding community (Normal & Setini, 2022). Managerial activities (training and mentoring) are needed by this community business (Kania et al., 2021). Based on the above, the community service team will work with economic business players in the Sukawarna region to help them acquire more marketable skills and knowledge. Meanwhile, the following is a description of the issues partners experience as gleaned via interviews and data collection.

First, lack of knowledge or expertise of economic business actors (community and vegetable farmers) in Sukawarna area regarding ways to add value to the selling power of the main commodity products,

where so far vegetable products have only been sold directly without further processing so that they have value sell higher. Second, the lack of ability to manage operational and managerial business in terms of marketing, where the target community does not yet have the expertise and description of what kind of marketing strategy should be implemented to reach a wider target market of processed products from the main commodity of these vegetables. And last, there is no labeling and package design for finished goods derived from the primary commodities produced, meaning they lack the value and competitive edge necessary to survive in the marketplace.

## **METHODS**

This research employs a community empowerment program facilitator to conduct participatory action research. A participative approach is used to achieve community empowerment (Li et al., 2020). Combining qualitative and quantitative approaches to data analysis is a typical practice in qualitative research whose primary focus is on summarizing the data it gathers (Madondo, 2021). Since qualitative research is focused on both procedure and interpretation (subjective perspective), the theoretical underpinnings provide a map to keep the research rooted in reality (Aspers & Corte, 2019). Existing qualitative research was bolstered by quantitative analysis of survey data. To corroborate the findings of the qualitative research, a survey was conducted utilizing questionnaires sent to all community empowerment participants to assess the efficacy of extension efforts and collect quantitative data for analysis. Utilizing descriptive survey research methodologies, this study is quantitative in nature. Moisander et al. (2020) states that survey techniques are used to get information from specific groups in the wild; however, unlike in controlled trials, researchers in this kind of study simply hand out questionnaires to participants. Researchers do an analysis that is specific to the demands of creative businesses by way of in-depth interviews, surveys, and observations in the field. With this in mind, Sukawarna Urban Village in Sukajadi District, Bandung City, West Java was selected as the study's site to ensure a representative sample of residents. Information was gathered via participant observation, marketing campaigns, in-depth interviews with influential personalities, and focus group discussions (FGD).

This community service program involves stakeholders including the business group partners themselves, community service implementers according to their areas of expertise, and field assistants to assist in preparing program/activity equipment. Here are the phases or procedures involved in putting into action the proposed answers to the issues. In the first phase, namely pre-assistance or initial assessment of problems, identification of needs is carried out through site surveys, interviews with village heads, and FGDs with group members. The results will be used to identify problems and potential to find solutions to the most urgent needs, namely the opportunity to resell their products normally and hope to increase turnover (Kaushik & Walsh, 2019). In this first phase of aid, we seek and obtain information from the intended recipient group. This is done so that issues and limitations in regular company operations may be identified and addressed. The group offered advice on how to improve regional commodities goods via innovation and renewal. Planning community service activities in response to actual needs in the field follows raising public awareness of the need of incorporating innovation into business operations. To back up the implementation phase, a literature review and preliminary assessment of field requirements are required.

The following step, known as the "core stage," involves actually carrying out the help or execution of the community service activities that have been planned (Sumargiyani et al., 2020). There are several stages of activities in this second phase, including the following. First, increasing awareness and understanding of business creativity. Educating the public more thoroughly on the challenges of the transformation of industrial-era corporate management practices to help people see the value in properly coordinating the promotion of their products and services, whether online or off, we must disseminate version 4.0 to the general populace. In this phase, members of the target community get guidance in the form of discussion forums and training. The information presented here will help readers appreciate the significance of marketing techniques for distributing goods and the pressing necessity for originality and daring in business in the post-Covid-19 age. Second, operational assistance and technology implementation. At this operational assistance stage, it is a continuation of the training and mentoring that has been done before. Products that are continuously produced require new promotional media as well, so partners are starting to practice being able to independently create digital content and manage social media (Terho et al., 2022). Finally, the third is a packaging design workshop. This stage is filled

with making packing designs with various applicable programs, by attending this workshop partners are able to make their own packing designs.

After the second phase of mentoring has concluded, an assessment of the program's execution and sustainability is conducted based on the techniques and phases of community service activities. This is done so that the results may be observed right away and used as feedback for further changes. The following is an example of how the community service program will be assessed. In the first place, we'll assess how happy the people we're trying to help are with our community service efforts (in this example, the mentees and the workshop attendees). Participants filled out questionnaires designed to gauge their level of satisfaction with the program's execution (Barfoed, 2019). Then, assessing participants' pre- and post-activity comprehension of the presented mentorship materials and workshops.

## **RESULTS AND DISCUSSION**

The implementation has been carried out in two (2) stages, namely the first stage, namely teaching and mentoring with direct practical methods and carried out en masse, as well as providing information that has been prepared in the form of photocopy modules. Providing teaching to the people of Sukawarna, especially family welfare afloat members, on how to make salad variations from local superior products, namely organic vegetables. Based on the problems faced by the people in Sukawarna, the solutions that can be offered are as follows. Teaching about processing vegetables and fruits into food with more selling value, one of which is practiced in this community service activity is salad, as well as the storage and freshness of the salad packaging. Furthermore, the lecturer team also provided knowledge about packaging and labels that should be used for fresh vegetables and food, and helped develop packaging design plans. The community is expected to be able to prepare themselves for the digital transformation 4.0 marketing era. Therefore, the lecturer team took it upon themselves to instruct people in Sukawarna about the importance of using online marketplaces and social media for the purpose of promoting salad items. Teaching proper marketing methods using social media and the marketplace is carried out by selecting several participants who are able or able to use smartphone devices properly, then taught together where the selected person will become a mentor for other participants. In the final stage, a monitoring process will be carried out after the training activities. Whether the results of the material that has been given have been used in accordance with the expected results.

The service projects that have been completed in accordance with the planned timeline. Participants learn how to make hydroponic vegetable and fruit salad with five (5) types of hydroponic vegetable salad where the activities are carried out at the training table that has been prepared to become supervisors if there are participants who need help or additional information. After finishing making the product, the committee taught how to put hydroponic salad vegetables into plastic containers and taught how to make labels and how to store them in the refrigerator. After understanding, participants can taste the results of the training. Next, the committee presented material in bulk, then trained on proper marketing methods through social media and the marketplace. Many participants already have social media platforms, but not many know how to use them for commercial purposes, with that the committee provides knowledge on how to market products using social media and marketplaces and asks participants to fill out a questionnaire that the committee has prepared using a Likert scale of 1 (strongly disagree), 2 (disagree), 3 (neutral or quite agree), 4 (agree), and 5 (strongly agree) to 50 respondents. After conducting direct training as well as providing information about marketing using social media and marketplaces, the results obtained through collecting questionnaires were very good. Get a good response in the preparation and relevance of teaching to the needs of the Sukawarna Urban Village community. The provision of materials and teaching was considered good and in group work practices, training and teaching guides prepared were considered very good. Mass mentoring is very effective where in teaching, participants follow step by step in making it very cooperatively. In closing, the people of Sukawarna felt that this training motivated the community to apply it in their daily lives. The Sukawarna people have expressed a desire for perpetual education, which they believe would raise both the level of expertise within the group and the general quality of life in the region. The table below displays the evaluation and comments or input from the targeted community about the completed community service activities.

**Table 1.** Recap of Feedback Results

Assessment of Community Service Activities	Number of Each Important Factor				
	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. Adaptable content for activities to meet the requirements of collaborators and participants	0	0	0	3	47
2. The information, technology, and creativity on display provide significant societal benefits	0	0	0	5	45
3. There is a sufficient amount of time to do this task	0	0	0	12	38
4. The materials and exercises are well-organized and straightforward	0	0	0	9	41
5. Throughout the event, the committee staff was helpful and responsive	0	0	0	5	45
6. The neighborhood welcomes the prospect of such gatherings in the future	0	0	0	2	48
Amount	0	0	0	36	264
% (Amount of each / total)	0%	0%	0%	12%	88%
Total % agree+strongly agree	100%				

Participants enthusiastically took part in socialization activities from the beginning to the end of the event, especially during the discussion session. The discussion was interesting because there was a lot of interaction between the presenters and participants regarding sharing experiences, problems and questions and answers to deepen the material. The overall survey results showed that 88% of participants strongly agreed with the six survey statements, while the remaining 12% answered agree.

In the initial stage, a survey was conducted to participants regarding "Activity materials according to the needs of partners/participants". The results showed that 47 participants strongly agreed and said the community service material was very suitable and the remaining 3 participants said they agreed that the material provided was in line with the needs of target partners.

Based on the survey results and subsequent observations regarding "The material/technology/art presented is very useful for society" shows that 45 participants strongly agreed with the various technologies presented because they felt it was very useful for knowing the mechanisms of marketing strategies in business activities. Meanwhile, the remaining 5 participants answered that they agreed with the material on applying technology as a marketing strategy in their business activities, such as using electronic media to carry out promotions.

The next survey regarding "The time for implementing this activity is relatively suitable and sufficient" showed that 38 participants stated that they strongly agreed regarding the adequacy of the time for implementing community services, but the remaining 12 participants said they agreed with the time for implementing this service.

When presenting the material, it was conveyed that the marketing strategy mechanism begins with identifying consumer/market needs, selecting consumer/market targets, identifying competitors, means of competing, using electronic media for marketing. Based on the survey results regarding "The material/activities presented are clear and easy to understand" showed that 41 participants strongly agreed and were very familiar with the marketing strategy mechanisms in business activities after receiving community service material. Only 9 participants stated that they agreed to implement marketing strategies in their business activities, such as using electronic media to carry out promotions.

The survey regarding "The committee team provided good service during the activity" results showed that 45 participants said they strongly agreed that the service provided by the lecturer team was very good and the remaining 5 participants agreed regarding the good service during community service activities by the lecturer team.

The results of the latest survey regarding "The community hopes that activities like this will continue in the future" showed that 48 participants strongly agreed and really hoped that community service activities like this should be continued and continue to be implemented in the future, while the remaining 2 participants said they agreed with the activities Community services like this will continue in the future.

The community service team in Sukawarna makes a number of recommendations for how economic actors (the community) might profit from addressing the conditions and issues identified by the partners. Here are some potential alternatives to consider. First, provide education on how to manage raw commodity products into processed products that are ready for sale and have added value through training or workshops to economic actors in the Sukawarna area which aims to increase the selling value of the main commodity vegetables. Furthermore, by providing assistance activities regarding how to market products to assist partners in formulating the right marketing strategy when they want to promote processed products from the main commodities of vegetables in the Sukawarna area. It is hoped that the partners in communicating the marketing strategy regarding the processed products produced can be right on target. Finally, implementing packaging designs and labels for processed products from main commodities in the Sukawarna area, which is expected through the provision of attractive packaging designs can add added value and attract potential consumers to buy these products.

The corporate world relies heavily on people's ability to think creatively. Many of the world's most prosperous businesspeople owe their success to their ability to think outside the box when it comes to developing new products and services. Extreme rivalry in the corporate world forces entrepreneurs to think beyond the box (Razzaque et al., 2021). This innovative capacity has to be grounded in cutting-edge methods of thinking, fresh concepts, and distinctive offerings. The management team may stand out from the competition by using their full potential for creativity and fresh thinking to birth this innovation (Lamine et al., 2021). Ideas about creativity must be prepared through applicative training regarding processes and results (Sumarni & Kadarwati, 2020). In a pasca-pandemic situation like today, in doing business, you have to be creative to make products that have the potential to attract potential customers.



**Figure 2.** Packaging Design of Sukawarna's Salad Products

In terms of the production process (operations), the target community for economic actors in the Sukawarna area can be trained to be able to select and sort vegetable ingredients that are the favorites of potential consumers, then look for types that match the characteristics of the vegetables that will be used as staples. In terms of presentation, it must be made as attractive as possible with an informative design and in accordance with the content in it.

This product diversification and differentiation is one of the marketing strategies for a product that has the ability to be developed more broadly. Basically, this strategy leads to product results that are more effective, efficient, and have a differentiator from other products and can occupy a better market segment (Chzhan et al., 2019). Product diversification is defined as the subjective understanding of producers of a product offered to achieve industrial goals aimed at attracting consumer purchasing power in the

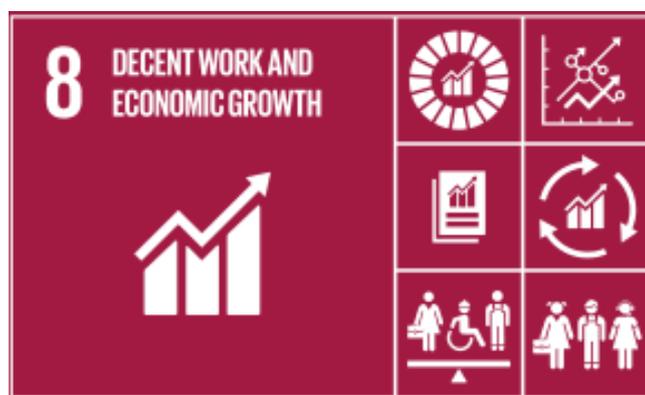
market (Iskamto, 2020). Meanwhile product diversification is an industry or producer effort to diversify its products both in terms of the nature and physical form of goods or services produced for the purpose of satisfying consumer needs (Onufrey & Bergek, 2021). Product diversification by carrying out new innovations adjusted to market demand to increase and maintain competitiveness in the market (Chen et al., 2021). This can be a driving factor for increasing sales volume and expanding market segmentation with various innovations that have emerged. This strategy is likely to have complex implications for product development and market expansion. In addition, the diversification strategy is also an alternative to increasing sales and developing different products. In contrast to diversification, this production differentiation strategy is carried out by producers emphasizing development in producing products that are more unique and different so that they can attract consumers to consume these products (Farida & Setiawan, 2022). In this strategy, producers focus more on developing product types and have the potential to attract higher consumers so that companies have the opportunity to have greater profits. Digital marketing is an alternative that is currently significant in increasing and expanding marketing for economic actors or small and medium industries (SMIs) (Alhamudi et al., 2023). Using platforms like Facebook, Twitter, Instagram, and other websites is an alternative that is considered efficient to reach a wider market segment (Chamboko-Mpotaringa & Tichaawa, 2021).

In the midst of the current incessant digital era, innovation must be honed more in order to obtain new products that have higher selling and added values and are able to be competitive. This is also supported by marketing management which can be reached more broadly through technology such as digital marketing through social media (Krishen et al., 2021). While aspects of marketing technology are given assistance to be able to manage marketing systems offline (conventional) and online (digital marketing) based on social media. The launch of items made by micro, small, and medium enterprises (MSME) relies heavily on marketing, particularly digital marketing. Digital marketing, as defined by Melović et al. (2020), involves the use of the internet and other forms of information technology to supplement and improve upon more conventional approaches to marketing. The scope of this concept is limited to conventional forms of advertising. Related concepts include "interactive marketing," "one-to-one marketing," and "e-marketing," among others. While Peter & Vecchia (2021) define digital marketing as "the use of the internet and other interactive technologies to build and link conversations between organizations and identifiable customers," I like to think of it as more of a combination of the two definitions. According to Dunakhe & Panse (2022), digital marketing is the practice of promoting a business or brand via the use of electronic channels. Of all, when people speak about "digital marketing", they don't simply mean advertising on the internet.

Naturally, in the realm of marketing, you need to focus on factors that aid in product sales. One of them is the packaging of a product that will be sold to the market. Apart from being a packaging, the packaging process will also protect the product until it reaches the customer (Wohner et al., 2019). Product development in the industrial world will be increasingly needed to move towards Indonesia as a developed country (Ellitan, 2020). Industrial product design is an activity that leads to technological innovation related to the development, shape, and production process that aims to increase the market for a product (Borowski, 2021). The packaging used to wrap a product is one of the benchmarks for whether the item is suitable or not for sale to the market (Dörnyei, 2020). In addition, packaging can be used as a promotional medium for a product to be marketed (Lydekaityte & Tambo, 2020). In addition, packaging is a promotional medium that can be relied upon in promoting a product. Creating a package or wrapping for a product is referred to as "packaging," and it is an integral part of the marketing process (Skliarenko et al., 2021).

Based on this description, education on processing superior raw commodities into ready-to-use products with added value, marketing strategy training, and packaging design prototypes is very important, especially for economic actors in the Sukawarna area. The aforementioned three ideas are now of interest because of their potential to raise regional economic standards. The community service program that had been implemented for Sukawarna is an education program for processing superior raw commodities into ready-to-use products with added value, marketing strategy training, and packaging design prototypes. Where through this mentoring activity it is hoped that it will make it easier for local residents (economic actors in the Sukawarna area) to market their agricultural products with a higher selling value than before, as well as become new knowledge for the assisted business actors regarding marketing strategies. With the initiation of an educational program for the transformation of superior commodities into ready-to-use products, then also by providing assistance with marketing strategies that should be carried out, as well as designing packaging and label designs, the team hopes that in the future this social

program can create new jobs. Especially for the community of economic actors in the Sukawarna area (for example, housewives and fathers who have entered retirement), so that they can be more productive and able to market their agricultural crops independently and it is hoped that this will have an impact on increasing income and growth, then also in economy aspect for this region.



**Figure 3.** SDGs Goal 8 Decent Work and Economic Growth

Therefore, Goal 8 of the SDGs, which seeks to promote "full and productive employment for everyone, economic growth that is sustainable, and decent work that pays a living wage," is highly relevant to this social agenda. The eighth Sustainable Development Goal (SDG), "Decent Work and Economic Growth," is supported by this volunteer effort. Goal 8 of the Sustainable Development Goals is to ensure that all people have access to prosperous livelihoods that are both stable and growing (Arora & Sarker, 2023). Point 8.2 asks that we boost economic output by prioritizing high-value, labor-intensive industries, diversifying our economic base, and embracing new forms of technology.

## CONCLUSION

Based on the activities carried out by the PkM Team in Sukawarna Village, Sukajadi District, Bandung City, it was concluded that the implementation of marketing strategy counseling, packaging design and education on superior product processing in business activities had met the targeted output, namely increased understanding. So that after mentoring and counseling activities are provided, participants can explain marketing strategies in business activities, explain the function of packaging design and can explain the processing mechanisms for superior products. Second, outreach activities regarding the introduction of packaging design as a marketing strategy in business activities have also achieved the output target. Participants initially only knew packaging as a sign of differentiation, but after the socialization was given, participants came to understand that packaging can be an attraction for consumers to purchase goods/services. Thus, participants who do not yet have packaging have started making packaging for their goods/services. Several participants who previously had packaging also revised their packaging and content to make it more attractive to consumers as packaging that "sells". Third, socialization regarding the introduction of marketing strategy mechanisms to increase sales has achieved the output target. After socialization, participants understand and can identify consumer needs, determine potential targets, identify competitors, choose means of competition and choose the use of media in promotions. Furthermore, participants have also applied electronic media as promotional suggestions to reach a wider market. By providing all of this outreach, MSME business actors in Sukawarna Village, Sukajadi District, Bandung City are expected to be able to maximize their business activities so that they can develop even better in the future.

The plan for community service activities in the next period has the potential to be continued and will remain consistent in the field of marketing. For example by providing assistance with other themes that are beneficial to the target community, such as advanced digital marketing training, especially by utilizing social media advertising. The subsequent phase of marketing, within the context of customer relationship management, will focus on developing strategies for retaining existing customers. In the future, the group plans to create a website that showcases the best MSME goods in the Sukawarna region and serves as a marketplace. If community service is unable to meet the needs of all of the program's

target partners, then the program may still be sustainable by providing the training those partners need. The goal of this service project is to kick off an educational program for the transformation of superior commodities into ready-to-use processed products, then also assistance with marketing strategies that should be carried out as well as designing packaging and label designs to market processed products of these superior commodities.

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