



BUMDes Development Program by Creating Packaging Design and Marketing Through Online Stores to Increase Economic Value in Balongmojo Village, Mojokerto

Reza Sarwo Widagdo^{1(*)}, Ardianik², Ratna Hartayu¹, Kukuh Setyadjit¹, Kusmiyati³

¹Department of Electrical Engineering, Faculty of Engineering, Universitas 17 Agustus 1945 Surabaya, Indonesia

²Department of Mathematics Education, Faculty of Teacher Training and Education, Universitas Dr. Soetomo Surabaya, Indonesia

³Department of Educational Technology, Faculty of Teacher Training and Education, Universitas Dr. Soetomo Surabaya, Indonesia

Article Info

Article history:

Received : 30 Mar 2024

Revised : 10 Apr 2024

Accepted : 20 Apr 2024

Keywords:

Balongmojo Mojokerto;
BUMDes; Economic Value;
Packaging Design; Social Media

ABSTRACT

Achieving social welfare in all aspects is one of Indonesia's national goals. The village, as the smallest unit in the structure of society, is often neglected in efforts to achieve this goal. Therefore, regulations were created to address village issues in the hope of improving their welfare. One of the aspects regulated in village regulations is BUMDes, an entity that has a significant role in improving the village economy. This article will discuss the role of BUMDes in advancing the economy, with a case study of Balongmojo Village. Several work programs are proposed, including diversifying the production of *kerupuk kelor*, creating attractive packaging designs using Canva, and utilizing sugarcane bagasse waste to make it marketable. The results show that BUMDes can be effective in improving the economy of Balongmojo Village by developing local entrepreneurs through strong branding strategies and product market expansion.

(*) Corresponding Author: rezaswidagdo@untag-sby.ac.id

How to Cite: Widagdo, R. S., Ardianik, A., Hartayu, R., Setyadjit, K., & Kusmiyati, K. (2024). BUMDes Development Program by Creating Packaging Design and Marketing Through Online Stores to Increase Economic Value in Balongmojo Village, Mojokerto. *Pelita: Jurnal Pengabdian kepada Masyarakat*, 4 (2): 39-45.

INTRODUCTION

Villages have an important role in national development efforts because the Indonesian population tends to live in rural areas, so this has a significant influence in efforts to create national stability (Syarifudin, A., 2020). Apart from that, the position of villages is considered strategic in the development of the country because villages are the basis for identifying community problems and planning and realizing state goals at the village level (Baunsele, A. B., 2023). Pradini (2020) explains that one way to encourage development at the village level is that the village government is given the authority by the central government to independently manage the village area through economic institutions at the village level. One of these institutions is Village-Owned Enterprises (BUMDes). BUMDes in implementation and capital ownership are managed by the village government and community. Hayati (2021) explained that the formation of BUMDes aims to accept activities that develop according to customs, activities based on Government programs and all other activities that support efforts to increase community income. Ridwansyah (2021) stated that the existence of BUMDes is necessary to mobilize village potential and can help in poverty alleviation efforts. This is also supported by Sidik (2020) that the establishment of BUMDes is a way to form an independent rural economy as an effort to increase regional original income. BUMDes development needs to be carried out so that existing BUMDes can function according to their role. The goals and objectives of BUMDes can be achieved if BUMDes is managed in a focused and professional manner. BUMDes is a solution to problems that occur in villages. BUMDes are expected to be able to encourage and move the village economy (Iskandar et al, 2021). The existence of BUMDes can help the government in managing the creative and



innovative potential of villages, so that they can open up new job opportunities so that they can absorb workers.

Balongmojo is a village located in Mojokerto, East Java, Indonesia. This village has great potential in the creative economy sector, but does not yet have an effective system for marketing processed products from village-owned enterprises (BUMDES) (Ardianik, 2023). Therefore, efforts need to be made to build effective marketing and develop creative economy programs in Balongmojo Village. The main problem in marketing snack products in Balongmojo Village requires assistance to business actors. The number of snack products produced by the community every day continues to increase along with population growth and increasingly advanced economic activities. However, some business people don't really understand how to market through online stores. This creates a community service program by helping create attractive packaging designs and effective marketing through online stores.

The problems in Balongmojo Village include a lack of marketing strategies carried out by business actors, resulting in the products being marketed having a low level of attractiveness. This is caused by a lack of understanding of effective marketing and a lack of effort in marketing these products to the wider community. The impact of this lack of marketing strategy is that these snack products do not receive enough attention and have low sales, so they do not make a significant economic contribution to the village. The purpose of this activity is to improve marketing strategies. By identifying and overcoming the lack of marketing strategies implemented by business actors, it is hoped that they can develop more effective strategies. This aims to increase the attractiveness of Balongmojo Village products so that they attract more consumer interest and get wider attention in the market. In this way, BUMDes can increase sales of its products and make a more significant contribution to village economic growth.

Based on the analysis of the situation in the field, several problems faced by residents in Balongmojo Village can be identified, namely: (1) lack of marketing strategies carried out by BUMDes, resulting in the products being marketed having a low level of attractiveness; (2) The process of making packaging designs is less attractive so that the process of buying and selling products is less than optimal. In accordance with the theme raised in this service activity, the author has an idea to develop a production increase program through innovation and marketing strategies in collaboration with BUMDES belonging to Balongmojo Village.

METHODS

In service activities carried out by a combined community service team, the main target is the people of Balongmojo Village. Later, the implementation will start with introducing how to improve effective marketing strategies for Village-Owned Enterprises (BUMDes) as well as developing attractive packaging designs that can be sold on the online market.

The first step in the work program that we implemented, interview and observation methods were carried out with the village head and the community in Balongmojo Village. Several other community service teams approached youth organizations in Balongmojo Village, where they have great potential in developing the village, but in fact do not yet have an effective system for marketing creative economy products. Therefore, efforts need to be made to build effective BUMDes marketing. It is hoped that this activity can provide a significant economic contribution to the village. The various methods used in implementing community service programs in Balongmojo Village are as Table 1.

Table 1. Methods for Implementing Community Service

Methods	Implementation
Education on the implementation of marketing strategies to help improve the marketing quality of	• Conducted interactive training sessions and workshops for BUMDes employees and business actors. This approach involves imparting knowledge and skills through presentations, discussions, and case studies.



Methods	Implementation
BUMDes products (Widayanti, 2021)	<ul style="list-style-type: none"> • Written materials and instructions on marketing strategies relevant to BUMDes products are provided. These materials can take the form of guidebooks, brochures, or practical instructions that provide steps and tips for implementing effective marketing strategies. This material will be a reference for BUMDes employees and business actors after the educational activities are completed. • Documentation is carried out in the form of pictures of ongoing educational activities.
The process of making attractive packaging to increase people's purchasing power for the products being marketed. (Agustina, 2021)	<ul style="list-style-type: none"> • Conduct a survey regarding existing problems in BUMDes, especially regarding product packaging design. • Carrying out outreach activities regarding the potential sales of "Pentol Kelor" that have been made by the Balongmojo community manually in each household. • Carrying out outreach activities related to making packaging for products that have been made by the Balongmojo Village community. • Carrying out training activities on making attractive packaging using the simple design application "CANVA" which was created by the Balongmojo community to increase the income of the Balongmojo Village community.
Development of BUMDes product marketing through the use of creative content (Sanjaya, 2020)	<ul style="list-style-type: none"> • Analyzing problems related to marketing BUMDES products. • Able to coordinate with BUMDes employees in Balongmojo Village in creating special social media to post creative economic products produced. • Village communities are able to understand creating digital creative content to market products in BUMDes.

RESULT AND DISCUSSION

The work program carried out by a joint community service team will be implemented in January 2024 located in Balongmojo Village, Mojokerto, East Java. There is a lot of potential that can be maximized by the people of Balongmojo Village by having the slogan "Satu Rumah, Satu Pohon Kelor". The service team is trying to develop several processed products made from Moringa leaves apart from "Pentol Kelor" which have become a village icon. Even though this potential exists, it is currently not being exploited optimally due to the lack of an effective marketing system. As a solution to overcome this problem, Village-Owned Enterprises (BUMDes) are a strategic choice in developing the local economy and improving the welfare of village communities. However, in practice, the Balongmojo Village community have not been able to maximize their role in managing and marketing the village's superior products.

The activity was carried out in the Balongmojo village hall in Karangnongko hamlet. The activities were carried out at night by inviting local entrepreneurs as well as village youth organizations. The activity starts with explaining the importance of logo design for product continuity with the aim of this activity being to show the results of the new logo and explain how the logo can influence consumer purchasing power and attract consumer interest.

Figure 1 shows the process of educating and assisting the public regarding creating attractive packaging designs so that they can increase people's purchasing power. Some of the results of the design training that have been made by the community are quite interesting, namely making the "krupuk kelor" packaging logo shown in Figure 2.

Apart from making the packaging design for *Kerupuk Kelor*, the community service team is also trying to make a new breakthrough by producing *Kerupuk Kelor* by involving village residents. The manufacturing process begins with collecting fresh *Kelor* leaves, the leaves are



then washed clean and dried naturally or with the help of sunlight. After drying, the *Kelor* leaves will be ground into powder or made into thin pieces. After that, the powder or pieces of *Kelor* leaves are processed together with cracker dough which generally consists of tapioca flour, water, salt and other additional ingredients. The dough is then processed and molded into the desired cracker shape, such as circular crackers or thin crackers. Then, the *Kerupuk Kelor* are dried in the sun again until they are completely dry. Once dry, the crackers are ready to be fried and baked before consumption. *Kerupuk Kelor* have a distinctive and crunchy taste and have nutritional benefits from the *Kelor* leaves themselves.



Figure 1. Assistance in Creating Attractive Packaging Designs for the Village Community

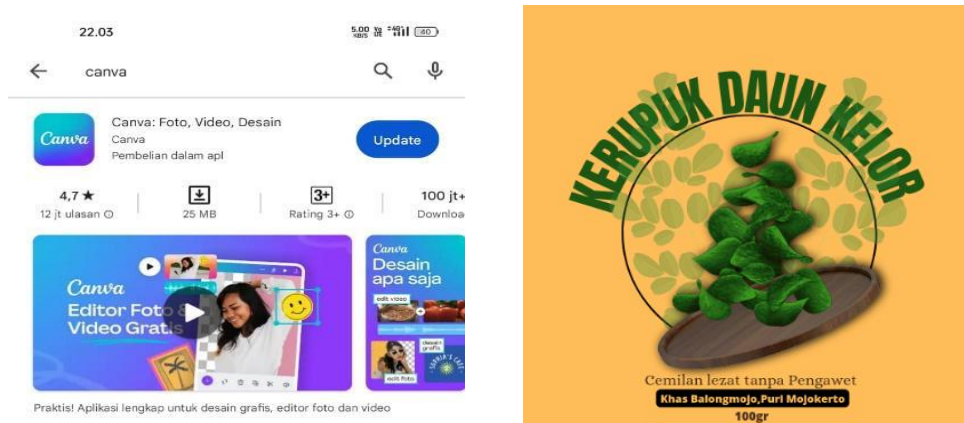


Figure 2. The Packaging Design for "*Kerupuk Kelor*" was Made by the Village Community



Figure 3. The Enthusiasm in Making *Kerupuk Kelor*

Figure 3 explains the enthusiasm of village residents in producing *Kerupuk Kelor*. The output of this activity is *Kerupuk Kelor* with a crunchy texture, delicious taste and preserved nutrition. Assistance in making *Kerupuk Kelor* has resulted in a new innovative product that is able to compete with existing products. These *Kerupuk Kelor* also have two sales versions in the form of raw products and ready-to-eat products. *Kerupuk kelor* products can also be an addition to BUMDes from Balongmojo Village. This innovation not only improves product quality, but also provides added value and higher competitiveness.



Figure 4. Utilization of Sugarcane Bagasse as a Hydroponic Growing Medium

Figure 4 shows the activity of using sugar cane waste as a hydroponic medium so that it can reduce agricultural waste and help reduce negative impacts on the environment. Apart from that, seen from many aspects, sugar cane waste can be an item of selling value, for example in the aspect of local economic development this activity can also provide new economic opportunities for the people of Balongmojo Village. By utilizing sugar cane waste as a hydroponic medium, people can be involved in the production and sale of hydroponic plants. This can help increase income and local economic development. In facing this problem, a solution has been found, namely changing sugarcane waste into a hydroponic planting medium, which can help minimize operational costs in hydroponic vegetable cultivation.



Figure 5. Creating Social Media as a Marketing Medium for Original Products from Balongmojo

Figure 5 shows the marketing strategy implementation education program which aims to improve the marketing management of BUMDes products in Balongmojo Village. Several training participants experienced an increased understanding of effective marketing strategies and applied relevant marketing concepts, techniques and methods in promoting and selling BUMDes products.

The system used to measure the level of satisfaction of service partners uses a survey system conducted on lecturers and service partners. In this survey, the instrument used was a questionnaire which was filled in by all service partners. Analysis of satisfaction levels was carried out using a qualitative descriptive approach by creating a frequency table.

The results obtained through the survey were then categorized into 5 (five) categories, namely: (1) Very Satisfied, (2) Satisfied, (3) Quite Satisfied, (4) Dissatisfied, (5) Very Dissatisfied. Meanwhile, there are 8 (eight) indicators used, namely: (1) Partner satisfaction with the proposed community service team work program, (2) Partner satisfaction with the socialization of the community service team work program, (3) Partner satisfaction with the final results of the team work program community service, (4) Satisfaction of the community around the partner with the implementation of the community service team work program, (5) Level of satisfaction of the community around the partner with the final results of the implementation of the community service team work program, (6) Partner satisfaction with the ethics in implementing the community service team work program community during the implementation of the activity, (7) Satisfaction of the community around the partners regarding the ethics in implementing the community service team



work program during the implementation of the activity, and (8) Personal or partner satisfaction regarding the usefulness of implementing the activity.

The survey carried out to measure the level of community service partners was carried out simultaneously with monitoring and evaluation carried out by the committee, namely in January 2024. Meanwhile, recording the survey was carried out by placing a survey form on each committee by asking several community service partners. After recording, data analysis was then carried out by comparing the 5 (five) categories and 8 (eight) existing indicators to determine the level of satisfaction of community service partners.

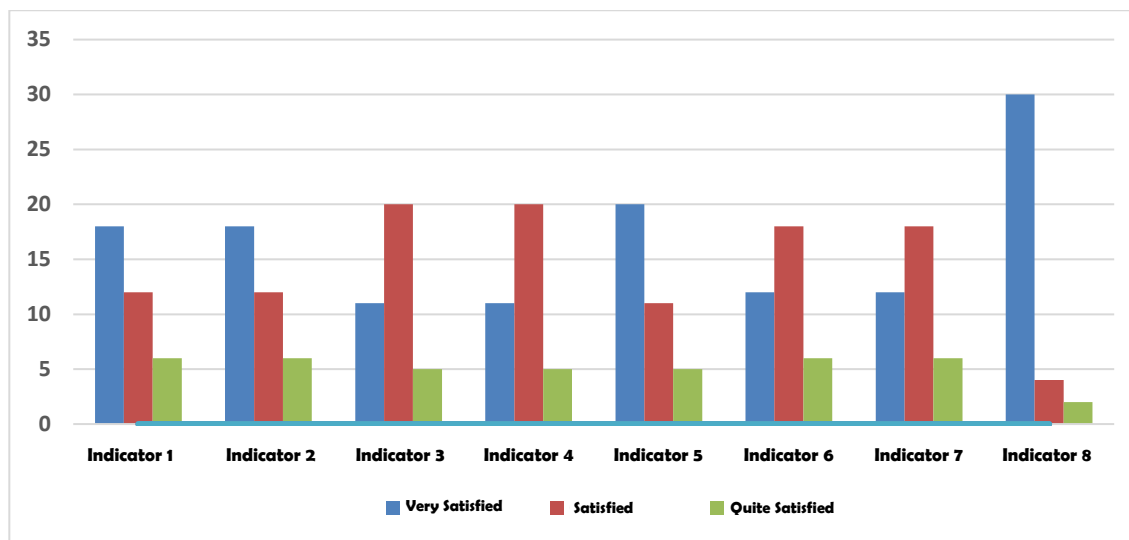


Figure 6. Community Service Partner Satisfaction Survey Results

Based on Figure 6, it can be seen the level of satisfaction of service partners based on eight predetermined indicators. The total number of respondents is 36 people who will then be assigned percentages according to their categories, namely the categories of very satisfied, satisfied, quite satisfied, dissatisfied and very dissatisfied. In indicator eight regarding "Personal or partner self-satisfaction with the benefits of carrying out activities" a satisfaction score of 83.3% was obtained, consisting of 30 people choosing very satisfied, 4 people choosing quite satisfied and 2 people choosing satisfied. In its continuity, the community service team continues to encourage the development of the skills and capacity of BUMDes members in business management, production and marketing.

As well as, identifying opportunities for product diversification and expansion into new markets and building public awareness and participation in supporting the BUMDes development program. There is a need to collaborate with local governments by seeking support and assistance from local governments in terms of licensing, infrastructure and promotion. Apart from that, collaboration with the private sector in building partnerships with private companies for financial support, distribution or training (Aprillia, 2021). This program has great potential to increase the economic value of Balongmojo Village. By introducing attractive packaging designs and marketing strategies through online stores, BUMDes products will have greater appeal in local and global markets. By utilizing an online shop platform, BUMDes can reach a wider market than just relying on local sales. This opens up opportunities to increase income by penetrating national and even international markets (Watulandi, 2024).

CONCLUSION

From the implementation of the community service work program in Balongmojo Village, it can be concluded that the BUMDes Development Program by Creating Packaging and Marketing Designs through Online Stores has great potential in increasing economic value in



Balongmojo Village and can simultaneously empower local communities and encourage innovation at the local level. While the program offers many opportunities, there are challenges to overcome, such as technology infrastructure and employee training. However, with the right support from local governments, educational institutions, and the private sector, these challenges can be overcome to achieve long-term success. This program also has significant social benefits by empowering local communities. Through training in packaging design and online shop management, BUMDes can develop new skills that can increase their economic independence.

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