

Packaging Design, Standardization, and Halal Certification of Honey Products in Dokan Village in Increasing Sales

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Abstract

This community service aims to create attractive honey product packaging designs, assist in product standardization in the production process and work standards, and complete the required documents for submitting product certification to obtain a halal certificate from LPPOM MUI. The proposing team implemented the implementation by conducting a pre-survey of Dokan Village. The implementation method applied to partners includes designing honey product packaging to make it more attractive, arranging distribution permits and halal certification, and marketing the product. This service produces product packaging consisting of two variants. It has informative stickers and produces permits from a Business Permit Number (NIB), Home Industry Processed Food Production Fulfillment Certificate (SPP-IRT), and halal product certification. Partners are expected to play a more active role in paying attention to and maintaining the quality of the products produced and their processes so that this does not become an obstacle in similar activities or the continuation of subsequent activities.

Keywords: honey, increasing sales, packaging design, standardization of halal certification

INTRODUCTION

Based on the pre-survey that has been done, the partner's problem is that the partners have currently packaged honey in soda bottles and still need a brand label, official distribution permit, and halal certificate. Due to the lack of partner knowledge and finance, the market reach is limited. The problems in the beekeeping farmer group in Dokan Tanah Karo Village need to be overcome by transferring knowledge and support in the form of assistance from academics in the form of an Innovation-Based Community Service program.

This solution can help this beekeeping farmer group become a more productive and reliable business to become a superior product from Dokan Village that can be marketed nationally and for export. Given that many parties very much need honey products, individuals and groups. Good for health, beauty, and so forth. The planning of this service activity will be focused on solving problems. From the study of the problems obtained from the field survey, activities were carried out in two stages of activity; namely, the first stage was packaging improvements. In this program, farmers will be directed to use packaging that is quite good and attractive, packing it in bottles with attractively designed labels. The second stage is the stage that requires assistance to obtain distribution permits and halal certification. With the proposed team's completion plan, it is hoped that honey products from the beekeeping farmer group in Dokan Village will be better and have a broader market.

This can support the priority goals of the University of North Sumatra Community Service Institute (LPPM USU), which are elaborated on in goal number 8, which is to promote inclusive and comprehensive economic growth and decent work for all. As well as goal number 9 SDGs (industry,

economy and economic growth), namely Building resilient infrastructure, increasing inclusive and sustainable industries, and encouraging innovation, which is reflected in :

1. Assistance in designing more attractive packaging, arranging BPOM distribution permits, and halal certification so these products can reach a broader market with good marketing utilization. (Purpose 8)
2. With more comprehensive outreach, it is hoped that it will create minimal employment opportunities for the surrounding community. (Purpose 9)

Based on the analysis of partner problems, the solutions offered by the service team to solve priority problems for partners are:

1. Making packaging designs more attractive and modern by the dedicated team
2. Registration of packaging copyrights, logos, and trademarks
3. Manage distribution permits for honey products
4. Manage halal certificates for honey products

In addition, this service program is also to realize the Independent Campus Program through 8 Key Performance Indicators, which are reflected in the following:

1. The University of North Sumatra students learn outside the campus. The hope is that this can be a new experience for each student and gain learning that has never been obtained on campus. (IKU 2)
2. Collaborative activities of lecturers at the University of North Sumatra in carrying out the Tridharma of Higher Education to create an exchange of experiences in teaching in the classroom and outside the classroom (IKU 3)
3. The results of research and development research from lecturers at the University of North Sumatra can be used to solve problems in the community, especially for the Beekeeping Farmers Group in Dokan Village. (IKU 5)

There are many reputable international journals on this packaging design, such as Teddy M Muhammad & Johannes (2020), Enggar (2021), and many other publications. Based on these considerations, this applied packaging design is crucial for researchers so that it can be easily implemented.

According to (Klimchuck and Krasovec 33), packaging design is a creative business that links shapes, structures, materials, colors, images, typography, and design elements with product information to market products.

METHOD

The method of implementing this activity is carried out by pre-survey to partner locations to review the location and conduct an analysis of the condition of the beekeeping farmer groups. The method of implementing this activity is carried out in several stages as follows:

1. Packaging Field (Honey product packaging)
The proposing team will design the container/bottle packaging and product logo sticker to be more attractive and modern, as well as obtain sample bottles/packaging to be used as sample items for honey products from the beekeeping farmer group in Dokan Village.
2. Licensing Field

The proposed team will assist partners in registering product licensing with BPOM and halal certification with LPPOM MUI so honey products can be sold more freely in the market. This activity can make the original honey production site located on the farm or in another place that will be prepared to become a honey production house or in another place that has been determined.

3. Marketing Field

The proposing team will prepare for marketing when the product is ready to be sold. Marketing includes promotions from social media accounts such as Instagram and Facebook and through marketplaces such as Lazada, Tokopedia, Bukalapak, and Shopee. Partners will be taught how to register products, update products, and process digital buying and selling transactions. This promotion will also involve students such as Generation X, the generation that accesses the internet the most. Promotional echoes with the help of Generation X are expected to succeed in boosting sales. This honey product can also be marketed at the tourist sites of the Dokan traditional house as a superior product from the Dokan Village.

To maintain product success to increase partner income, there are still several plans that are expected to be carried out in less than 1 year, namely

1. Partners can participate and play an active role in preparing documents needed for permits and certificates.
2. Maximizing the marketing of products with a more attractive design, standardization, and halal certification.

RESULTS AND DISCUSSION

Community service activities in the context of beekeeping are an alternative business innovation to empower local farmers, especially in the village of Dokan. This activity includes several stages as follows:

A. Honey Product Packaging

Improving the quality of packaging for honey products is an effort to increase sales of honey produced by the Beekeeping Farmers Group in Dokan Village. This activity offers bottle and sticker packaging ideas and obtaining pilot bottles, and printing sticker labels that can be used as outputs for more modern honey products. This packaging is vital in improving the quality and competitiveness of honey products so that they look attractive and practical and guarantee the quality of the product contents.

This picture is the packaging of honey products before this service activity program is carried out. If you look at the packaging of honey products, it can be seen that the packaging is straightforward. This, of course, dramatically limits the consumer's desire to buy these honey products, in addition to packaging that is less safe and less attractive for other purposes, such as birthday gifts, souvenirs, and others. In addition, the selection of packaging with various sizes allows consumers to buy even in a specific amount/capacity. Generally, the price of honey is high, with a variant of packaging in two sizes, which can give consumers flexibility in choosing the honey product they want. In other words, product purchases can be adjusted to the consumer's financial condition.



Figure 1. Packaging of Old Honey Products

Then you can see the packaging of the latest honey products the service team offers. Suppose you look at the packaging made and offered by the service team. In that case, there are two packaging variants. There is an informative sticker stating the honey brand, composition, producer name, expiration date, and distribution permit number in the form of a P-IRT number. This is important because producers must provide clear information to consumers in selling products.



Figure 2. Packaging of the Latest Honey Products

The safe and attractive packaging design, the license number printed on it, and the halal label are, of course, the factors that attract consumers' purchasing power to choose these products compared to other products. This further increases consumer confidence in the products that are produced, and producers can market their products more broadly.

B. Licensing

The service team has assisted partners in the process of product and business licensing and halal certification. Dokan's Honey Business already has a Business Permit Number (NIB) of 2607220042079. Dokan's Honey Products also have a distribution permit with P-IRT Number: 2071206010010-27.

C. Marketing Field

The Community Service Team has conducted digital marketing outreach using several platforms such as Facebook, Shopee, Tokopedia, and the Dokan Village Website. Partners are taught how to register products, update products, and process digital buying and selling transactions. The dedicated team has also helped market Madu Dokan products online by making Madu Dokan advertisements and uploading them on YouTube.

CLOSING

Team community service partners with the Beekeeping Farmers Group in Dokan Village have designed packaging and labels that are more informative and assist and accompany the registration of business permits, product distribution permits, and halal certification. NIB has been obtained for a business license: 2607220042079, distribution permit No. P- IRT 2071206010010-27. As for halal certification, it is still in the submission process.

Lack of partners aware of the benefits of community service activities. So that it takes an active role and good coordination from partners to the service team so that the common goals of these activities can be carried out correctly. Attention and awareness from partners to maintain product quality in the production process. Because there will be monitoring for 3 months by the authorities regarding the issued permit.

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