

# Local Snack Innovation in the Arrendi Home Industry Through Product Diversification and Modern Packaging in Mataram

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**Abstract:** Product innovation is an effort to increase sales value and business profits that can be done in several ways such as product diversification and packaging innovation. Product diversification carried out on target partners is by providing innovative flavor and shape variants in the various chips produced and packaging the products well. The resulting products must be adapted to current consumer tastes. The purpose of this activity is to provide knowledge, skills and assistance to target partners on product diversification through diversification of flavor and shape variants, packaging innovation so that it can become consumer attraction. The target partner is the Arrendi home industry. The activity methods are: (1) socialization; (2) training; (3) monitoring and evaluation; (4) program sustainability. The results of the activity are that 100% of target partners are satisfied with the activities carried out by the implementation team, 82% of partners are able to operate the tools provided, 85% of partners know about product diversification and packaging. The outputs produced in this activity are various chips with flavor variants and modern packaging, journals, activity videos, IPR.

**Keywords:** Diversification, Packaging, Chips, Small Business, Innovation.

## Introduction

Micro, Small and Medium Enterprises (MSMEs) contribute 61% to the country's GDP and employ 97% of the workforce. Their contribution to the national economy, particularly regionally, is significant (Tekola & Gidey, 2019). The West Nusa Tenggara (NTB) government encourages MSMEs, particularly home industries (IRT), to continuously innovate their products to meet consumer trends and preferences to ensure their sustainability (Mulia, 2024). The growing home industries in Mataram City are very diverse, one of which is the Arrendi Home Industry. Arrendi produces a variety of chips made from various sweet potatoes, cassava, taro, and bananas. Product diversification is a way to ensure sustainability. Products that are produced through continuous improvement, keeping up with market developments and consumer demand, will last longer (Riadi et al., 2024). Good packaging for a product will be a unique selling point for consumers (Ampuero

& Vila, 2006; Chitturi et al., 2022; Srivastava et al., 2022). Sometimes consumers buy a product because they are attracted to the initial impression of the packaging, its physical appearance, and its contents. No matter how attractive a product is, without an aesthetic touch to its packaging, its selling value is low (Fitri et al., 2023). Therefore, packaging is the most important part of a product. Attractive packaging will increase sales value (Herdiana et al., 2020).

Arrendi is a home industry that sells various types of snacks. The raw materials used in this business are various types of sweet potatoes, cassava, bananas, and taro. These raw materials are abundant in partner areas, supporting production continuity. Furthermore, the raw materials used are very affordable, ensuring a reasonable selling price for consumers. Arrendi employs three people, sufficient to cover all production activities, from raw material procurement to product marketing (Melani et al., 2021). The number of employees is adjusted to the production activities carried out. Arrendi

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has legal business credentials, including a business permit (NIB), a distribution permit (P-IRT), and halal certification from the Indonesian Ulema Council (MUI). One of the requirements for a product to be marketed or distributed is a distribution permit (P-IRT) and halal certification, which aims to protect consumers (Warto & Samsuri, 2020).

## Method

The socialization and training activities for product diversification and modern packaging were held in October-November 2025, as part of the 2025 community partnership empowerment program at the Arrendi IRT location in Mataram City. The problem-solving stages in the activity flow are as shown in Figure 1.

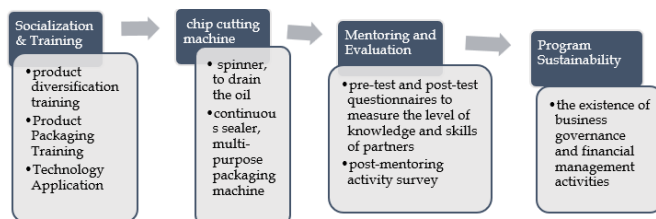


Figure 1. Stages of activity implementation

This activity involved target partners, namely the Arrendi home industry, several members of the Mataram City-assisted MSME group, and 18 university students. The materials taught to the partners included familiarization with the use of tools and machinery, training in product diversification of cassava, sweet potato, taro, and banana chips with various shapes and flavors, including palm sugar, chocolate, sweet and spicy, and matcha, as well as training in modern packaging. The implementation team provided skills and mentoring on alternative packaging options for the target partners. They also developed product branding complete with product information, such as the P-IRT number, halal certificate number, expiration date, composition, and product storytelling.

The technology implemented in this activity included the use of modern tools such as continuous sealers, spinners, fruit cutters, tools and machinery to extend product shelf life, and packaging techniques. To measure the level of knowledge and skills absorption by the partners, pre- and post-test questionnaires were used, with the results presented in bar charts. Evaluation and mentoring were conducted after the training. These activities are expected to continue in the development of the target partners' businesses to increase income. (Novida et al., 2022).

## Result and Discussion

This activity began with program outreach to target partners, namely the Arrendi home industry. This activity aimed to establish a common understanding of the technology to be implemented based on the partners' needs. The following is a discussion on shared perceptions with target partners.



Figure 2. Socialization of activities and shared perceptions

After discussions with target partners, several activities were carried out, including:

### Product diversification training.

Previously, IRT Arrendi produced various chips using manual cutting tools. The implementation team provided knowledge and skills on how to use more efficient cutting tools. The following is an overview of the use of cutting tools for more efficient production:



Figure 3. Use of a chip cutting machine for production

Taro, sweet potato (purple and white), banana, and cassava chips produced by Arrendi's family are fried and placed in a spinner to drain the oil. Here are a variety of chips that have been fried and placed in a spinner to drain the oil.



Figure 4. Production activities using an oil drainer (spinner)

The implementation team provides knowledge and skills to produce products with various flavors following the development of consumer interests, such as matcha, sweet and spicy, palm sugar and chocolate.



Figure 5. Giving flavor variants to chips

Modern packaging training: Housewife Arrendi has been packaging her products in PP plastic and using regular staples, then affixed with small stickers. The implementation team from Unizar provided knowledge, skills, and guidance related to packaging, both types and functions. They then provided training on the use of packaging tools, packaging techniques, and providing appropriate product branding. The following are the product packaging training activities.



Figure 6. Packaging training and use of continuous sealer tools

Training and mentoring conducted for partners is very necessary for partners, especially partners who are technologically illiterate (Conference on Economics, Management and The 23rd MIICEMA 2024 “Embracing Economic Challenges and, n.d.), but often attend product exhibitions at local, national and international events, so that their products are able to compete with other similar products. Partners are very happy with the mentoring carried out by the service team from Al-Azhar Islamic University. During the training and mentoring activities, partners play an active role in providing places, tools and materials. Based on the results of the questionnaires distributed, the training results show a significant increase in partners, especially in using the tools and machines provided, the level of knowledge regarding product diversification and product packaging. The following are the results of the activity questionnaire.

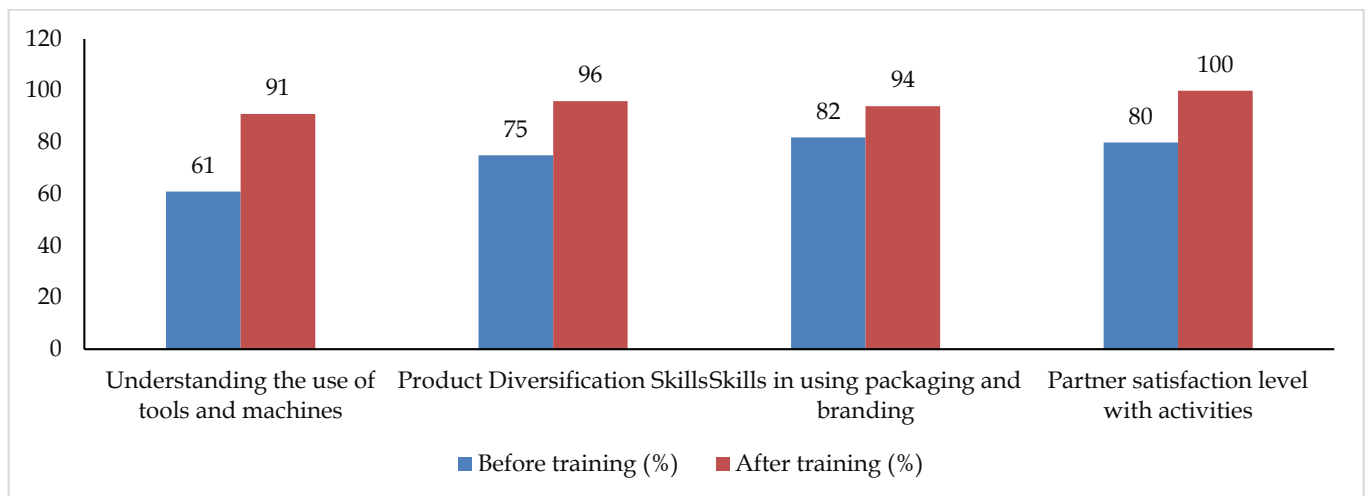


Figure 7. Results of partner assessment questionnaire on activities

The graph shows a comparison of partner performance before and after the activity in four key aspects, which generally showed significant improvement after the activity. Understanding of tool and machine use increased from 61% before the activity to 91% after the activity. This indicates that the training provided was effective in improving partner understanding of tool and machine use.

Product diversification skills also saw a significant increase, from 75% before the activity to 96% after the activity. This data indicates that partners are increasingly able to develop product variations after receiving mentoring and training. Furthermore, the percentage of partners in packaging and branding skills increased from 82% before the activity to 94% after the activity. This increase indicates that partners increasingly understand the importance of packaging

and branding as added value to products and enhance competitiveness.

Regarding partner satisfaction with the activity, the score before the activity increased from 80% to 100% after the activity. This indicates that all partners were very satisfied with the implementation of the activity. Overall, this graph shows that the activities implemented have had a real positive impact on increasing partner knowledge, skills, and satisfaction, and proves the effectiveness of the program in supporting partner capacity building.

## Conclusions

The training and mentoring that has been carried out at IRT Arrendi is very beneficial for partners. Some of the training and mentoring carried out for partners include: introduction to tools and machines that can be used in the various snack industries with the frying method; product diversification training by providing knowledge, skills and mentoring about the various shapes and flavors of the Arrendi chips business; modern packaging training for target partners, where partners are given knowledge, skills and mentoring on alternative packaging that can be used, the advantages and benefits of the packaging used

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