

Community Empowerment Through Modern Packaging Innovation for Local Superior Products in Tetebatu Village, East Lombok Regency

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Abstract: One of the problems often faced by home industry players (IRT) in Tetebatu is product packaging. Product packaging and design is an effective way as a promotional medium. Household products in Tetebatu village are still less varied so they look less attractive. The better the product packaging, the higher the expectation of increased sales which have an impact on the economic welfare of the community. The purpose of this pkm is to provide insight and skills to target partners about packaging and all things that bind the kemesan, be it design, information on products and legality. The method used in this pkm is socialization and training. The target partners are home industry players who have not realized the importance of packaging to increase sales, sales strategies and promotion. The pkm team together with the unizar technology business incubator provided several socializations and training for target partners including socialization of product packaging, socialization of the introduction of product packaging tools and machines and training on the types and packaging of products that can be used by partners. The visible results after the community service was carried out resulted in several modern and innovative packages, so that it will have an impact on Tetebatu tourism becoming more modern and innovative.

Keywords: Featured Products, Innovation, Modern Packaging.

Introduction

Tetebatu Village is a tourist village that is a destination for international and domestic tourists because it has local beauty and is a special attraction for visitors (Jupri et al., 2021), These include beautiful topography, friendly local residents, and natural waterfall tourism. Generally, tourist villages are accompanied by locally produced products (Jiewei & Aiping, 2015). The village's prominent products are coffee, coconuts, and a variety of local snacks. Tetebatu offers numerous inns and homestays, with the community offering simple accommodation packages for tourists (Rengganis et al., 2025). Foreign tourists are offered tour packages, including coffee and breakfast with the local community. Tourists are willing to pay more for these packages. The Tetebatu community is

dominated by traders, farmers, civil servants, entrepreneurs, livestock breeders, and employees/freelance laborers. The village's main agricultural products are coffee, coconuts, vegetables, and fruit. There is a village-owned enterprise (BUMDes) in the village, but it is not operating well. The products produced by the community are predominantly sold and packaged simply, even though the quantity and quality are very worthy of being upgraded based on the physical appearance of the products (Bastomi et al., 2024).

Tetebatu Village is one of the rapidly developing tourist villages in West Nusa Tenggara Province, especially in East Lombok Regency (Jupri et al., 2021). This village is known to be visited by many foreign and domestic tourists because of its natural beauty which combines hilly landscapes, terraced rice fields, forests, as well as natural waterfalls and rivers, which are the main

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attraction for visitors to enjoy a nature-based tourism experience and local culture (Jiewei & Aiping, 2015). This uniqueness has attracted tourists from countries such as Germany, France, and Romania, and driven significant growth in visits in recent years.

The phenomenon of tourist villages is not just a recreational destination but also a driving force for rural economic development (Budiyah, 2020; Krisnawati, 2021). In general, tourist villages utilize the potential of local nature and culture to increase the economic activities of the community through various tourism activities such as homestays, local tourist guides, traditional culinary delights, and souvenirs of typical village products (Komariah et al., 2018). Empirical studies show that developing tourism villages can increase community income, create new job opportunities, expand micro, small, and medium enterprises (MSMEs), and strengthen the local economy as a whole.

In the context of Tetebatu Village, these aspects are also evident. The local community not only provides accommodation in the form of lodging/homestays but also develops tourism packages that involve direct interaction between tourists and the local community, such as traditional coffee drinking activities with residents and traditional village breakfasts (Rengganis et al., 2025). Tourists tend to be willing to pay more for these authentic experiences, creating added value for the local products and services offered.

The success of tourism villages is often accompanied by the development of distinctive local products, including agricultural products such as coffee, coconuts, vegetables, and traditional snacks grown by the local community (Huda et al., 2024). These products serve not only as economic commodities but also as part of the village's cultural identity, enriching the tourist experience. However, challenges in packaging and marketing local products are still common. Product packaging remains simple, even though the quality of the products is worthy of development to compete in a wider market. This highlights the need to improve the quality of packaging, branding, and marketing of village products to "upgrade." (Bastomi et al., 2024).

The socioeconomic structure of the Tetebatu community reflects a heterogeneous rural society, dominated by traders, farmers, civil servants, small business owners, livestock breeders, and casual laborers. Although tourist villages have become an important source of supplementary income, several studies indicate that equitable community involvement still needs to be strengthened to ensure that the benefits of tourism are widely felt by all community groups.

In addition to economic opportunities, research also emphasizes that active community participation in tourism village management is key to the sustainability

of community-based tourism. This participatory approach includes community involvement in the planning, implementation, and evaluation of tourism activities, ensuring that they are not merely objects but key actors in tourism village development.

Method

The methods used in this activity were outreach and training. The activities carried out in the field are as shown in Figure 1 and Figure 2.

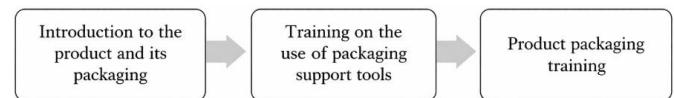


Figure 1. Community Service Activity Method (Novida et al., 2022)

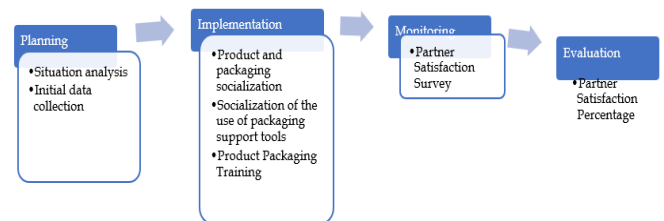


Figure 2. Stages of Community Service (Novida et al., 2022)

In the initial stage, the PKM team conducted a situation analysis of the partner's condition, collecting initial data related to the village and the problems faced by the partner. In Tetebatu village there are several business groups, including coffee businesses, various snack businesses and natural oil (VCO) businesses that are run simply and only sold to the local community. Partners want the products they are trying to sell to have high sales value. Based on the initial FGD with the village and the local Pokdarwis, the Unizar PKM Team provided solutions in the form of product and packaging socialization, socialization of introduction & use of packaging support tools and finally training on the use of packaging according to the business product. In the Monitoring stage, a satisfaction survey was conducted by distributing partner satisfaction questionnaires regarding the activities carried out by the Unizar PKM team. In the evaluation stage, the PKM Team calculated and analyzed the level of success and satisfaction of partners with the activities carried out in Tetebatu village.

Result and Discussion

Community Service Program (PKM) activities were conducted in Tetebatu village in accordance with the needs of target partners. These activities involved household industry entrepreneurs (IRT), integrated

health service post (Posyandu) groups, Family Welfare Movement (PKK) mothers, and village youth. The Unizar Community Service Program (PKM) team provided insight and skills on product packaging, packaging support tools, and training on packaging usage according to product type. Product packaging is a reflection of the product we sell; the more aesthetic the packaging design, the more attractive the product will be to consumers (Azilla, 2025; Nugrahani, 2015; Rasa et al., 2023). Product packaging is both easy and difficult, as choosing the wrong packaging can impact the product being sold. Here are some outreach activities about product packaging (Ardiansyah & Kurniawan, 2024; Prayitno et al., 2024; Robiani et al., 2024).



Figure 3. Product Packaging Socialization

In this activity, partners are given an understanding of important information about packaging, selecting packaging according to the product, aesthetic packaging design and providing high sales value (Herdiana et al., 2020; Kusumawati & Kusumah, 2022; Mashadi & Munawar, 2021). Partners were also provided with information on packaging support tools. Available tools and machines include hand sealers, vacuum sealers, continuous sealers, sachet packaging machines, and air-filled packaging machines.



Figure 4. Socialization of introduction to packaging support tools

In this activity, partners are introduced to simple tools and machines that can be used to support packaging. In addition to these two outreach sessions, partners are also directly trained in using appropriate packaging for their products. For example, ground coffee is best suited to using standing pouches or aluminum foil as primary packaging, VCO is best suited to using bottles, and various snacks that crumble easily are best suited to using aluminum foil or puffed packaging.



Figure 5. Product packaging training

These home industry products are expected to provide added economic value for business owners. Attractive product packaging and design are expected to become local tourism product packages offered to both international and domestic visitors.

Based on the results of monitoring and evaluation of PKM activities with target partners, the data obtained are as shown in Figure 6. The Partner Satisfaction Level Graph shows that partners generally gave a very positive assessment of the activities implemented, as seen from three main aspects: interest in the training materials, technological innovation, and level of material absorption. Regarding interest in the training materials, 75% of partners expressed very high satisfaction, while 25% expressed satisfaction, and no partners expressed dissatisfaction. This indicates that the material presented was deemed relevant, interesting, and aligned with the partners' needs.

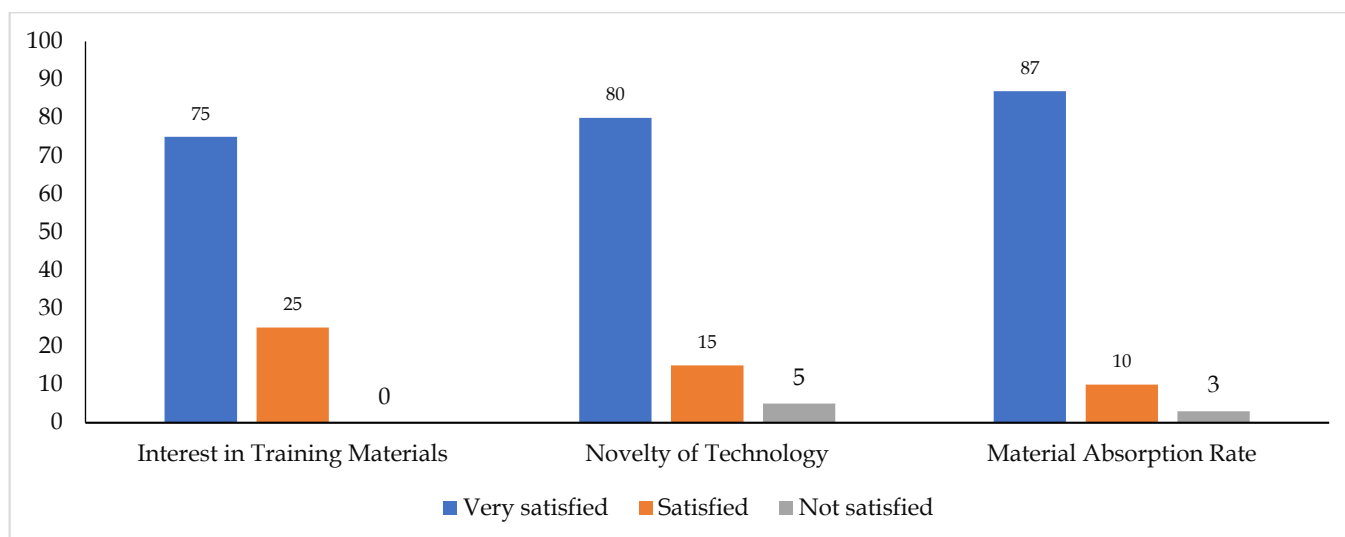


Figure 6. Partner satisfaction level

The technological novelty aspect also received high ratings, with 80% of partners reporting very satisfied, 15% satisfied, and only 5% dissatisfied. This data indicates that the technology or innovation introduced is considered sufficiently advanced and provides added value to partners. Meanwhile, the level of material absorption showed the highest level of satisfaction, with 87% of partners reporting very satisfied, 10% satisfied, and only 3% dissatisfied. This indicates that the majority of partners were able to understand and absorb the training material well.

Overall, the graph in Figure 6 illustrates that the training activity successfully delivered very high levels of satisfaction to partners, both in terms of the quality of the material, the technological innovations introduced, and the effectiveness of the delivery.

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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