



## Al-Muhajirin International Conference

### Product innovation through packaging and digital marketing in Morowudi pesantren village

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#### **Abstract**

This research aims to address the challenges faced by micro-enterprises producing homemade snacks in the pesantren community of Morowudi Village by implementing packaging development for their products. This initiative seeks to enhance the competitiveness of snack products from home-based micro-enterprises by emphasizing the importance of packaging, developing appropriate technology, and establishing marketing networks. The preliminary design includes coordination with local authorities and business owners. The outcomes of this program consist of appropriate packaging techniques and increased understanding of packaging importance through training that involves creating brand names and product labels to produce innovative, appealing, and contemporary packaging. Moreover, the project promotes the use of digital marketing platforms such as Instagram, Shopee, and WhatsApp, aiming to help micro-enterprises expand product distribution through e-commerce and social media, thereby fostering independent promotion and sales.

**Keywords:** Product innovation; packaging design; digital marketing; micro-enterprise; pesantren community

#### **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) currently dominate the business landscape in Indonesia. MSMEs play a crucial role in driving national economic growth, accounting for 99% of all business entities. As of 2023, there are approximately 66 million MSME actors in Indonesia. These enterprises contribute 61% to the country's Gross Domestic Product (GDP), amounting to IDR 9,580 trillion, and absorb around 117 million workers (97% of the total workforce) (Central Bureau of Statistics, 2023). Therefore, the development and economic growth of a region are heavily dependent on the sustainability and empowerment of MSMEs.

One of the major contributions of MSMEs to the Indonesian economy lies in job creation. Many MSMEs are founded by individuals or households from the lower-middle-income class (Hasanah *et al.*, 2023). In rural communities, it is common to find small-scale businesses such as food stalls, grocery shops, market vendors, and agricultural product traders, which serve as a means of supplementing family income. Hence, MSMEs contribute significantly to economic self-reliance and resilience. People are not solely dependent on formal employment but can also generate income through

entrepreneurship, thus fostering self-confidence and financial independence (Ilham & Mukhlis, 2024).

To support this, ongoing empowerment programs for micro-enterprise actors are essential (Rusdiyanto *et al.*, 2024). This research emphasizes product innovation through improved packaging and the implementation of digital marketing. Such efforts are aligned with Islamic values, which encourage economic empowerment and mercy for all beings (*rahmatan li al-‘ālamīn*). As mentioned in the Qur'an:

وَمَا أَرْسَلْنَاكَ إِلَّا رَحْمَةً لِّلْعَالَمِينَ

“And We have not sent you, [O Muhammad], except as mercy to the worlds.” (QS. al-Anbiyā’ 21:107)

The object of this study is Dusun Ngebret, located in Morowudi Village, Cerme Subdistrict, Gresik Regency. Most of the residents work in the private sector, are self-employed, or engage in agricultural and plantation activities. However, the marketing of agricultural products is still limited, with few residents able to run businesses that sell directly to consumers (Suprihatin *et al.*, 2024). Even among existing entrepreneurs, their businesses have not developed optimally (Suharto & Umar, 2024).

Therefore, the research team from Universitas Gresik initiated a training program focusing on creative packaging and digital marketing to improve the sales of micro-enterprises in Dusun Ngebret. The program aims to raise awareness about the importance of micro-enterprise management and assist local entrepreneurs in developing their businesses through effective planning and strategy implementation.

## RESULT AND DISCUSSION

This research activity was conducted in the pesantren environment of Morowudi Village under the theme “Product Development through Current Packaging and Digital Marketing in the Pesantren Environment of Morowudi Village.” The activity was carried out starting from June 26, 2024. The micro-enterprise products developed include banana chips and cassava chips. The research team conducted interviews and field observations to accurately assess business conditions and potential development strategies suitable for these enterprises. The goal is to create a recognizable brand identity for micro-enterprises in Dusun Ngebret, Morowudi Village.

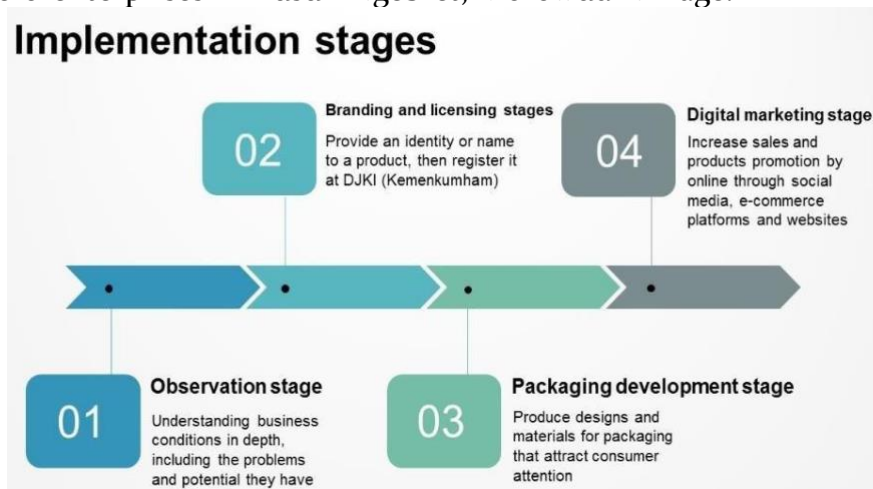


Figure 1 Flow of Research Activity Implementation  
(source: processed by the authors)

### ***Observation Stage***

Direct observation was conducted as part of a community service-based research method to understand the real conditions of the MSMEs. Through this observation, the research team gained insights into both the potential and the challenges faced by the businesses. This stage was followed by structured interviews with MSME owners to gather more in-depth and comprehensive information.

From the results of surveys, interviews, and field analyses, several issues were identified:

1. MSMEs did not yet have established product brands.
2. Business licenses such as *Pangan Industri Rumah Tangga* (PIRT), *Nomor Induk Berusaha* (NIB), and Halal Certification were not obtained.
3. Promotional activities through social media had not been conducted.
4. Product packaging was still inadequate and lacked attractiveness.

### ***Brand Creation and Licensing Stage***

Based on interviews and surveys, it was found that most MSMEs in Morowudi Village lacked adequate knowledge regarding business legality. Business operations were mostly informal, relying solely on word-of-mouth recognition. This condition stemmed from limited access to licensing information, high costs, and inadequate facilities.

Furthermore, MSME actors did not fully understand the concept of product branding—an essential activity that gives a unique identity to products and differentiates them from others in the marketplace (Burhan & Rosyihuddin, 2023). The absence of branding and business licenses were common issues found among MSMEs in this village. Key obstacles include a lack of awareness regarding the significance of permits such as SPP-IRT, NIB, Halal Certification, as well as limited understanding of the branding process.

### ***Packaging Development Stage***

The packaging development initiative aimed to assist MSMEs in designing product labels and packaging that are visually appealing and informative. These creative and innovative designs are intended to attract consumer attention and increase product value. Visually attractive packaging enhances consumer trust and contributes to higher purchase intentions. Proper packaging that includes clear and accurate information encourages customers to choose MSME products with confidence.

### ***Digital Marketing Stage***

Digital marketing efforts were implemented to increase product visibility and boost online sales. Prior to the program, most micro-enterprise owners did not have access to digital platforms for marketing. This limited their market reach and made it difficult for consumers to find or purchase their products (Meilya & Burhan, 2022).

In the digital era, marketing through platforms such as Instagram, Shopee, and Tokopedia is essential for business growth. These tools simplify the process of product promotion and open new market opportunities for micro-entrepreneurs. Digital marketing not only expands market reach but also facilitates direct communication

with consumers (Alfandi Aditya & Burhan, 2023). This interaction helps businesses receive valuable feedback, strengthen customer relationships, and enhance brand awareness.

## CONCLUSION AND SUGGESTION

The research activity served as a business development initiative aimed at enhancing product marketing and management strategies among micro-enterprises. In general, the service-based research program was carried out effectively, and several notable outcomes were achieved:

1. **Product branding and licensing:** Previously, the micro-enterprises did not have a product brand or a PIRT number. As a result of this activity, a product brand named "WOW Chips" was created, and the PIRT number is in the process of being issued, making the product more recognizable and trustworthy to consumers.
2. **Packaging improvement:** Initially, products were packaged using plain transparent plastic without any labels. Now, packaging has been upgraded using metallic ziplock pouches, and professionally designed labels have been created. These labels feature attractive visuals and descriptive product information, enhancing the appeal and professionalism of the product.
3. **Marketing strategy enhancement:** Earlier, marketing was limited to personal selling with no use of digital tools. Following the training and assistance provided, marketing has expanded to include social media platforms, thereby helping business owners reach a broader consumer base and facilitating easier product promotion.

These efforts demonstrate that comprehensive empowerment—through branding, licensing, packaging innovation, and digital marketing—can significantly enhance the competitiveness and sustainability of micro-enterprises in rural communities. To ensure continuity and broader impact, it is recommended that similar programs be replicated in other villages and that ongoing support mechanisms be developed to assist MSMEs in adapting to digital transformation.

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