

# Empowering MSMEs Through Application of Packaging Design of Products MSMEs Oriented to Industry 4.0 in Sidoarjo

*by Musriha Musriha*

---

**Submission date:** 04-May-2023 07:42AM (UTC+0800)

**Submission ID:** 2083509605

**File name:** Artikel\_ProSIDing.pdf (751.07K)

**Word count:** 4638

**Character count:** 29080



**PROCEEDING**  
ICEBA 2019

(Internasional Conference on Economic & Business 2019)

# PROCEEDING ICEBA 2019

**"DIGITAL TRANSFORMATION  
IN ECONOMIC BUSINESS  
AND MANAGEMENT  
TO WARDS INDUSTRY 4.0"**

University of PGRI **Adi Buana** Surabaya, Indonesia

ISBN: 978-602-5793-69-1

**August 10<sup>th</sup> - 11<sup>th</sup> 2019**

**August 10<sup>th</sup> - 11<sup>th</sup> 2019**

# **PROCEEDING**

INTERNATIONAL CONFERENCE ON ECONOMIC &  
BUSINESS (ICEBA)

*“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0”*

*SURABAYA, INDONESIA, 10<sup>TH</sup> AUGUST, 2019*



**UNIPA Surabaya**

**Presented by:  
ECONOMIC FACULTY**

7

**Adi Buana University Press**

**University of PGRI Adi Buana Surabaya**

**Jl. Ngagel Dadi III-B/37 Surabaya, 60245, Telp/Fax. 031-5042804**

**[www.unipasby.ac.id](http://www.unipasby.ac.id)**

**INDONESIA**

**@2019**

## EDITORIAL BOARD MEMBERS

INTERNATIONAL CONFERENCE ON ECONOMIC & BUSINESS (ICEBA)  
“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0”

**Protector:** <sup>10</sup> Drs. H. Djoko Adi Walujo, ST., MM., DBA (Rector)

**Advisor:** <sup>24</sup> Dra. Siti Istikhoroh, M.Si (Dean of Economics Faculty)

**Steering Committee:** 1. Prof. Dr. Iskandar Wiryokusumo, M.Sc  
2. Prof. Gempur Santosa, M.Kes  
3. Dr. Drs. Mochammad Munir Rachman, Ec., M.Si

**Person In Charge:** Dra. Christina Menuk S., SE., MM (Deputy Dean I)

**Coordinator of Study Program:**

Dra. Martha Suhardiyah, SE., M.Ak (Head of Accounting Study Program)

Tony Susilo Wibowo, SE., MM (Head of Management Study Program)

**Chairman:** Sutama Wisnu Dyatmika, SE., MM.

**Deputy Chairman:** Rina Fariana, SE., Ak., MA

**Secretary:** Arista Purwanthari Sawitri, SE., MA

**Secretarial:** Fauziyah, S.Si., M.Si

**Treasurer:** <sup>10</sup> Dra. Hj. Yuni Sukandani, SE., MM

**Editor:** 1. Dr. Moh. Afrizal Miradji, SE., Ak., MSA., CA., ACPA  
2. Dr. Aji Prasetya, SEI., MSA  
3. Evita Purnaningrum, S.Si., M.S.Si

**Reviewers:** 1. Dr. Taudlikul Afkar, S.Pd., <sup>29</sup> M.Pd  
2. Dr. Untung Lasiyono, SE., <sup>26</sup> M.Si  
3. Dr. Fachrudiy Asj'ari, MM

**Cover Design:** Adi Winarno, S.Komp., M. Komp

**Layout:** Vieqi Rakhma Wulan, SE., M.MT

---

**Publisher by:**

Adi Buana University Press

University of PGRI Adi Buana Surabaya

Website: [www.unipasby.ac.id](http://www.unipasby.ac.id)

Email: [Unipasby@gmail.com](mailto:Unipasby@gmail.com)

ISBN: 978-602-5793-69-1

## INTRODUCTION

Assalamu'alaikum Warahmatullahi Wabarakatuh

Semangat Pagi!!!

Praise and gratitude to Allah SWT's presence because of His grace and gift, the implementation of the International Conference on Economics and Business Adi Buana University Surabaya (ICEBA) in 2019 has run smoothly without any significant obstacles. We would also like to thank all those who have contributed to the success of the event, especially PPLP PT PGRI Surabaya, Rector of the PGRI Adi Buana University in Surabaya and their staff, and the entire academic community of PGRI University Adi Buana in Surabaya.

ICEBA 2019 is the first International Seminar held by the Faculty of Economics, UNIPA Surabaya. We have the courage to hold an event of this size in line with the large and rapid growth of our institution and the rapid growth of the business world today. The business world cannot stand alone without the support of other disciplines such as information technology, statistics, and many others. For this reason, ICEBA 2019 has the theme: "Digital Transformations in Economic Business and Management Towards Industry 4.0".

ICEBA 2019 also invited several experts to their own fields, including: (1) Prof. Dr. Ming-Lang Tseng, as a Chair Professor and Director of the Institute on Innovations and Circular Economy Asia, Taicung University, Taiwan; (2) Dr. Bagus Sartono, as Lecturer of the Statistics Department of IPB University; (3) Dr. Zuraidah Zainol, as Senior Lecturer of the Faculty of Economics, Sultan Idris Education University, Malaysia; and (4) Seema Narayan P.hD, as Associated Professor of the School of Economics Finance and Marketing at RMIT University, Australia. The four experts have very good achievements in terms of academics so that their hopes in addition to channeling the latest scientific developments can also make all participants inspired and want to emulate the achievements of these experts.

Finally, we represent the entire committee and the Faculty of Economics PGRI University Adi Buana Surabaya as a host of this event apologizing if there are still many weaknesses in holding this international seminar. Hopefully the next ICEBA will be better and reflect positive changes for anyone.

Wassalamualaikum Warohmatullahi Wabarokaatuh

**Sutama Wisnu Dyatmika, S.E., M.M.**  
**Chairman of the Organizing Committee**

## Table of Content

---

Title of Page  
Editorial board members  
Introduction  
Table of Content  
Time Schedule  
Parallel Trial List  
Keynote Speakers

### PAPERS

<b>Value Added Analysis of Mango Supply Chain Performers in Situbondo</b> Puryantoro, Gema Ifitah Anugerah Yekti .....	1-6
<b>Identification of Sugarcane Supply Chain Conditions in Mojo Sugar Factory in Sragen</b> Andina Mayangsari .....	7-12
<b>The Importance of Trust, Security, and Service Quality in E-Commerce Use on Online Purchase Decisions</b> Siti Istikhoroh, Mutiara Rachma Ardhiani .....	13-18
<b>Mathematical Modeling to Reduce Direct Labour and Heavy Equipment Fluctuation in Construction Project</b> Putra Tanujaya, Abdullah Shahab .....	19-26
<b>Brand Image, Perceived Value, and WOM on Customer Satisfaction in BCA Surabaya</b> Moch. Eko Denariansyah, Ronny .....	27-32
<b>AINA (Artificial-Intelligence Neuralytics-Academician) Industry 4.0 Global Environment Report 2019</b> Oki Nurpatra, Suharto, Daveid Abraham Putra Manafe .....	33-35
<b>The Effect of Banking Health Indicators on Return Shares</b> Aristha Purwanthari Sawitri, Nurcholis Setiawan, Rina Fariana .....	36-44
<b>The Effect of Brand Equity, Celebrity Endorser and Price Towards Consumer Purchasing Behaviour on 3Second's Fashion Products at Royal Plaza Surabaya</b> Muhaini Kholirotinia, Widhayani Puri Setioningtyas .....	45-53
<b>Factors Analysis that Affects The Interest in Continuing Studies in Lecturers at The University of Tridianti Palembang</b> Liliana .....	54-61

**Analysis of Business Incubator Model as an Effort to Increase Entrepreneurial Intention in Students at University of Tridianti Palembang**

Veny Mayasari ..... 62-69

**The Effectiveness of Management of Social Funds of Sharia Micro Financial Institutions (Analysis Study on Sidogiri UGT BMT Surabaya)**

Aji Prasetyo ..... 70-75

**The Impact of Social Media Influencer on Purchase Intention that Mediated by Trustworthiness (Study On @Kulinersby Instagram Account)**

Albin Sayyid Agnar C.P., Teguh Purwanto ..... 76-85

**Analysis of Community Based Policy Models in The Industrial Community Environment in Surabaya**

Heri Kusairi, Susi Tri Wahyuni, L. Tri Lestari ..... 86-91

**Perceptual Understanding of Profesionalism in an Industrial Era 4.0: A Case Study**

Aris Setiyono ..... 92-98

**Forming Entrepreneur Students Through Character Education**

Martha Suhardiyah, Luqmanul Hakim, Subakir ..... 99-106

**Business Ethics Learning at The Faculty of Economics, University of PGRI Adi Buana Surabaya**

Bisma Arianto ..... 107-111

**The Businessman's Understanding of The Triple Bottom Line Concept Influences Business Performance Use Realize Business Sustainability Agroindustry Sector in Gondang Sub-District, Mojokerto Regency, East Java Province**

Untung Lasiyono, Fauziyah ..... 112-119

**The Influence of External Factors, Customer Characteristics, Loan Terms And Loan Management Ability Towards Problem Loans of The Industry 4.0 Era on Sharia Rural Bank of PT. Mandiri Mitra Sukses Gresik**

Tri Ariprowo, Nashrudin Latif ..... 120-125

**The Effect of Accounting Profit and Cash Flow Operations on Stock Return in Companies LQ 45**

Mochammad Erwan Iswanto, Yuni Sukandani ..... 126-132

**Contribution Marketing Mix in The Decision to Buy Lego in Lego Certified Store Tunjungan Plaza Surabaya**

Ika Agustina Maulidzia, Christina Menuk Sri H , ..... 133-139

**Work – Life Balance : It's Factor, Effects, and Related Policies in Indonesia**

Widhayani Puri S., Prasetya Putra Dewanta ..... 140-145

**Hedonic Shopping Motivation: Impulse Buying Royal Plaza Surabaya Consumer**

I Made Bagus D., Fachrudy Asj'ari ..... 146-151

**Coffee Sales Promotions Using Social Media**

Ulfah Setia Iswara, Teguh Gunawan Setyabudi ..... 152-156

**Informal Micro Finance Institutions (IMFIS) and The Development of Tourism Entrepreneurship in Indonesia: Small Tourism Firms (STFS) in The Kenjeran Beach Area**

Febrina Hambalah, Sherina Prameswari Wijayaputri Sutedjo ..... 157-165

**The Factors Affecting Purchase Decision Via On Line**

Suharto ..... 166-170

8

**The Role of Mudharabah Mutlaqah Capital Financing and The Principle of Profit Sharing Distribution in the Development of MSMEs**

Taudlikhul Afkar, Sigit Prihanto Utomo, M Afrizal M, Ferry Hariawan . 171-178

**Millennial Era Cooperatives in The Perspective of National Resilience**

Syamsu Ridhuan ..... 179-186

1

**Development of Global Village as an Acces for Foreign Tourism To Various Destinations in Trenggalek**

Agus Subianto, Budi Rianto, Luna Riana Lubis ..... 187-192

**Model Development of Community Economic Empowerment Based On Diversification of Virgin Coconut Oil Waste in Trenggalek**

L Tri Lestari, Susi Tri Wahyuni, Sri Umi Mintarti, Madziatul Churiyah .. 193-199

**Empowering of Traditional Fish Processing Community by Transformation of Hermetis Technology of Fish Canning in Bengkorok, Trenggalek**

Budi Rianto, Anik Suliestiani, Agus Wahyudi ..... 200-205

**Empowering MSMEs Through Application of Packaging Design of Products MSMEs Oriented to Industry 4.0 in Sidoarjo**

Musriha, Siti Samsiyah, Ismu Gunadi Widodo, Budi Rianto ..... 206-211

4

**Integration of Non-APBN Financing and Digital Marketing Models to Enhance Performance and Competitive Advantage of Green Economy Based SMEs**

Sriyono, Sarwendah Biduri, Bayu Prasajo ..... 212-219

**Improving The Skills of Product Design and Marketing Strategy of Persons With Disabilities in Tuban Disabled People Organization (Orbit) Through E lerning Training**

Ana Rafikayati, Evita Purnaningrum ..... 220-226



**Effect of Attitudes, Motivation, Personality of Entrepreneurs Against Student Interest in Student Surabaya NSC Politeknik**

Ahmad Dzulfikri, Budi Kusworo ..... 227-235

**Relationships Between Responsiveness and Economic Values Towards Surabaya Citizen Satisfaction with Moderated by E-Government**

M. Nadjib Usman ..... 236-241

**The Analysis of Leadership Behavior at The Gedangan Sub-District Office in Sidoarjo**

Iska Rohmawati Maysaroh, Tony Susilo Wibowo ..... 242-246

**Twitter Sentiment Analysis for Knowing The Customers Satisfaction of Airplane Ticket in Indonesia in 2019**

Muhammad Riefky, Antonito Hornay Cabral ..... 247-253

**Effect of Brand Image, Promotion, Word of Mouth (WOM), Product Quality On Purchase Decision of Nature Republic FE UNIPA**

Sutama Wisnu Dyatmika ..... 254-259

**POSTERS**

**Factor That Affects The Use of Financial Technology in The City of Palembang**

Agung Anggoro Seto ..... 260

**Corporate Governance and Digitalization**

Ari YUSDIANA ..... 261

**The Influence of Sharing Economy Concept in The Digital Era to Change Poverty in The City of Palembang**

Dwi Septa Aryani ..... 262

**Big Data, Media Relation, and Micro Small and Medium Enterprises**

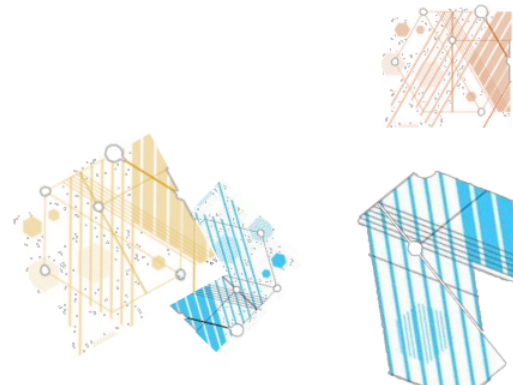
Andri Kurniawan, Martha Suhardiyah ..... 263

**Time Schedule**  
**International Conference Economic and Business Adi Buana (ICEBA) 2019**

***“DIGITAL TRANSFORMATION IN ECONOMICS, BUSINESS AND  
MANAGEMENT TOWARDS INDUSTRY 4.0”***

*GOR HASTA BRATA UNIVERSITY OF PGRI ADI BUANA SURABAYA, INDONESIA, 10<sup>TH</sup> AUGUST, 2019*

<b><i>Time Schedule</i></b>	<b>Agenda</b>
07.30-08.00	Registration
08.00-08.30	Opening Ceremony
08.30-09.10	Keynote Speaker 1 “Industry 4.0 framework for Economy and Business”
09.10-09.50	Keynote Speaker 2 “Big Data in Economics: Machine Learning Techniques for Big Data Analytics”
09.50-10.30	Keynote Speaker 3 “The Challenges of Industry 4.0 for Small and Medium Enterprises”
10.30-11.10	Keynote Speaker 4 “Use of Financial Technology in Business Competition”
11.10-11.50	Question and Answer
11.50-12.00	Conclusion
12.15-12.30	Closing Keynote Speaker
12.30-13.30	Lunch Break
13.30-14.00	Poster Session (Ekonomi Building)
14.00-15.40	Oral Parallel Presentation (Ekonomi Building)
15.40-16.00	Certificate



### Parallel Trial List

		Room 302
No	Name	Title
1.	Ulfah Setia Iswara, Teguh Gunawan Setyabudi	Coffee Sales Promotions Using Social Media
2.	Andina Mayangsari,	Identification Of Sugarcane Supply Chain Conditions In Mojo Sugar Factory In Sragen
3.	Siti Istikhoroh	The Importance Of Trust, Security, And Service Quality In E-Commerce Use On Online Purchase Decisions
4.	Sriyono	Integration Of Non-Apbn Financing And Digital Marketing Models To Enhance Performance And Competitive Advantage Of Green Economy-Based Smes
5.	Muhaini Kholirotinia	The Effect Of Brand Equity,.Celebrity Endorser And Price Towards Consumer Purchasing Behaviour On 3Second'S Fashion Products At Royal Plaza Surabaya
6.	Tri Aripriabowo, Nasrudin Latif	The Influence Of External Factors, Customer Characteristics, Loan Terms And Loan Management Ability Towards Problem Loans Of The Industry 4.0 Era On Sharia Rural Bank of PT. Mandiri Mitra Sukses Gresik

		Room 303
No	Name	Title
1.	Ahmad Dzulfikri Budi Kusworo	Effect Of Attitudes, Motivation, Personality Of Entrepreneurs Against Students Interest In Students Surabaya Nsc Politeknik
2.	Veny Mayasari	Analysis Of Business Incubator Model As An Effort To Increase Entrepreneurial Intention In Students At University Of Tridianti Palembang
3.	Febrina Hambalah	Informal Micro Finance Institutions (Imfis) And The Development Of Tourism Entrepreneurship In Indonesia: Small Tourism Firms (Stfs) In The Kenjeran Beach Area
4.	M. Nadjib Usman	Relationship Between Responsiveness And Economic Values Towards Surabaya Citizen To Satisfaction With Moderated E Government
5.	Widhayani Puri S.	Work – Life Balance : It'S Factor, Effects, And Related Policies In Indonesia
6.	Bisma Arianto	Business Ethics Learning At The Faculty Of Economics, Universitas PGRI Adi Buana Surabaya

Room 304		
No	Name	Title
1.	Muhammad Riefky	Twitter Sentiment Analysis For Knowing The Customers Satisfication Of Airplane Ticket In Indonesia In 2019
2.	Aris Setiyono	Perceptual Understanding Of Professionalism In An Industrial Era 4.0: A Case Study
3.	Ahmad Mardalis	Fostering Young Entrepreneurs In Universities
4.	Budi Rianto	Empowering Of Traditional Fish Processing Community By Transformation Of Hermetis Technology Of Fish Canning In Bengkorok, Trenggalek
5.	Albin Sayyid Agnar Caesar Purwanto, Teguh Purwanto	The Impact Of Social Media Influencer On Purchase Intention That Mediated By Trustworthiness (Study On @Kulinersby Instagram Account)
6.	Agus Subianto	Development Of Global Village As An Acces For Foreign Tourism To Various Destinations In Trenggalek

Room 305		
No	Name	Title
1.	Aji Prasetyo	The Effectiveness Of Management Of Social Funds Of Sharia Micro Financial Institutions (Analysis Study On Sidogiri Ugt Bmt Surabaya)
2.	Heri Kusairi	Analysis Of Community Based Policy Models In The Industrial Community Environment In Surabaya Area
3.	Musriha, Siti Samsiyah	Empowering Umkm Through Aplication Of Packaging Design Of Products Umkm Oriented To Industry 4.0 In Sidoarjo
4.	Taudlikhul Afkar, Sigit Prihanto Utomo M. Afrizal Miradji, Ferry Hariawan	The Role Of Mudharabah Mutlaqah Capital Financing And The Principle Of Profit Sharing Distribution In The Development Of Msmes
5.	Untung Lasiyono, Fauziah	The Businessman'S Understanding Of The Triple Bottom Line Concept Influences Business Performance Use Realize Business Sustainability Agroindustry Sector In Gondang Sub-District, Mojokerto Regency, East Java

Room 306		
No	Name	Title
1.	Syamsu Ridhuan	Millennial Era Cooperatives In The Perspective Of National Resilience
2.	Liliana	Factors Analysis That Affects The Interest In Continuing Studies In Lecturers At University Of Tridinanti Palembang

Room 306		
No	Name	Title
3.	Putra Tanujaya, Prof. Abdullah Shahab	Mathematical Modeling To Reduce Direct Labour And Heavy Equipment Fluctuation In Construction Project
4.	L. Tri Lestari	Model Development Of Community Economic Empowerment Based On Diversification Of Virgin Coconut Oil Waste In Trenggalek
5.	Agus Subianto	Development Of Global Village As An Acces For Foreign Tourism To Various Destinations In Trenggalek
6.	Martha Suhardiyah, Luqmanul Hakim, Subakir	Forming Entrepreneuer Students Through Character Education

Room 307		
No	Name	Title
1.	Puryantoro	Value Added Analysis Of Mango Supply Chain Performers In Situbondo
2.	Suharto	The Factors Affecting Purchase Decision Via On Line
3.	Moch. Eko Denariansyah	Brand Image, Perceived Value, And Wom On Customer Satisfaction In BCA Surabaya
4.	Ana Rafikayati, Evita Purnaningrum	Improving The Skills Of Product Design And Marketing Strategy Of Persons With Disabilities In Tuban Disabled People Organization (Orbit) Through E Learning Training
5.	Ika Agustina Maulidzia, Christina Menuk Sri H	Contribution Marketing Mix In The Decision To Buy Lego In Lego Certified Store Tunjungan Plaza Surabaya
6.	Sutama Wisnu Dyatmika	Effect Of Brand Image, Promotion, Word Of Mouth (WOM), Product Quality On Purchase Decision Of Nature Republic FE UNIPA



## “ Digital Transformation in Economics, Business and Management Towards Industry 4.0 ”

### KEYNOTE SPEAKER :



**Chair Prof. Dr. Ming-Lang Tseng**

Chair Professor and Director  
Institute of Innovation & Circular Economy,  
Asia University, Taichung, Taiwan



**Dr. Bagus Sartono**

Department of Statistics - IPB University



**Dr. Zuraidah Zainol**

Senior Lecturer at Faculty Economy  
Universiti Pendidikan Sultan Idris, Malaysia



**Seema Narayan, P.h.D.**

Associate Professor  
School of Economics, Finance and Marketing,  
RMIT University Australia



**PAPERS**



## EMPOWERING MSMEs THROUGH APPLICATION OF PACKAGING DESIGN OF PRODUCTS MSMEs ORIENTED TO INDUSTRY 4.0 IN SIDOARJO

<sup>1</sup>MUSRIHA, <sup>2</sup>SITI SAMSIYAH,  
<sup>3</sup>ISMU GUNADI WIDODO, <sup>4</sup>BUDI RIAN TO

<sup>1</sup>Management Study Program, Faculty of Economics, Bhayangkara University, Surabaya, Indonesia

<sup>2</sup>Management Study Program, Faculty of Economics, UNIPA Surabaya, Indonesia

<sup>3</sup>Legal Studies Program, Faculty of Law, Bhayangkara University, Surabaya, Indonesia

<sup>4</sup>Public Administration Study Program, Faculty of Social and Political Sciences, Hang Tuah University, Surabaya, Indonesia

<sup>1</sup>email: [ning\\_musriha@yahoo.com](mailto:ning_musriha@yahoo.com)

### ABSTRACT

Along with the policies of the District Government. Sidoarjo as a city of MSMEs and a joint decision of MSMEs go-online by the Ministry of Cooperatives and SMEs and the Ministry of Communication and Information of the Republic of Indonesia, the study of empowering MSMEs in the context of industry 4.0 competition needs serious attention. The research objective is to empower MSMEs with the application of packaging design technology for various MSMEs products, along with the development of the Industrial Revolution 4.0. The research method used in this study is the identification and development of packaging design for MSMEs products, with the application of packaging design technology to various potential products that are used as objects in collaboration with CV. Budi Lestari, to improve product marketing. The results of the study were determined, VCO products and their diversification to be developed in packaging design, and branding for marketing more broadly either through the development of agents on-line or through web site applications and various media on-line, to increase marketing reach, in collaboration with CV. Budi Lestari, Sidoarjo.

**Keywords:** design, packaging, home industry, Sidoarjo

### BACKGROUND

Sidoarjo Regency has become a district that protests the development of MSME businesses so that Sidoarjo Regency is nicknamed as the Regency of MSMEs. The main weakness of MSMEs is in the field of capital and the ability to maintain production quality and packaging design that is not good. Specifically regarding the packaging of food and beverage products from these MSMEs, in general they are less able to make packaging that can represent the products made, and are able to promote themselves through the

design of packaging visual communication by being made for products from these MSMEs.

According to Cenadi (2010) packaging can be defined as all activities of designing and producing containers or packages or packaging of a product.

There are three main reasons for packaging, namely:

1. Packaging meets security requirements and benefits, packaged products are usually cleaner, more attractive and resistant to damage caused by weather. (Mahmudi, 2019)



2. Packaging can carry out marketing programs, packaging is the only way for companies to differentiate their products.
3. Packaging is a way to increase company profits, with very attractive packaging that is expected to attract and attract the attention of consumers.

The purpose of this research is to describe and analyze models that can be implemented in empowering MSMEs of Food and Beverage products through the application of packaging design technology, in order to have higher competitiveness in the Sidoarjo Regency environment.

## METHODOLOGY

In this research, the identification of MSMEs empowerment models was carried out through the application of packaging design technology. This research uses participant action research research models, action research diagnosis and empirical action research (Kemmis & Mc. Taggart. 2010 ), at the need assessment stage, the focus discussion group method is used.

The object of this research is food and beverage products from MSMEs in Sidoarjo Regency, through the development of potential product packaging designs to be developed, in order to increase the economic value of product values, and culminate in the empowerment of the community economy through the design of relevant product packaging.

The techniques used to collect data are focus group discussion, observation and documentation, (Ashif, A.S.M., Hasan, M.T. Mahmud, T.Md, 2014), and interviews to identify the interests and needs of entrepreneurs, especially in the relevant product packaging. At this stage, a concept for the model of MSMEs empowerment of

food and beverage producers will be produced with "packaging design technology applications (Smith, Steven G., 2012), which is in line with the products made, followed by "increasing broader market reach" (Kotler and Armstrong, 2012 ), through marketing both on-line and on-line, to become a more competitive product both in traditional markets and modern markets, both in cities and outside the city, even abroad.

## RESULTS

Administratively, Sidoarjo Regency consists of 18 sub-districts, 31 sub-districts, and 322 villages. "The priority of MSMEs Empowerment Program, in 2018, in Sidoarjo Regency, there are 206 thousand Sidoarjo MSMEs that will be targeted by the Go Online MSMEs program from the Indonesian Ministry of Communication and Information," said Deputy Regent of Sidoarjo H. Nur Ahmad Syaifuddin, Wednesday (11/08/2017) For all sectors as many as 206,000 businesses, which are divided into 125,000 Micro Businesses, 50,000 Small Businesses and 25,000 Medium Businesses. Based on the 2017 General Budget Policy document, the development of MSMEs is one of the strategic issues that the Sidoarjo Regency Government must work on in 2017. Based on the description above, it is necessary to study in an effort to promote micro, small and medium economic enterprises as the superior products of the Sidoarjo Regency, as follows: VCO, Fruit Chips, Chips, Sweet Potatoes, Sele Pisang, Various products of cincau leaf drinks, Rawon, onion sauce, Fried Onion Crispy, etc.

## DISCUSSION

Various well-known home industry products, and a wide range of markets include: Krupuk, the famous bag and leather industry in the Tanggulangin industrial area, which is well known in the INTAKO group (bag and leather industry) Sidoarjo.

In the research that is the subject of this research is classified as food and beverage which focuses on 3 products that have the potential to be widely developed, and can reach a wider market, namely:

### 1. Virgin Coconut Oil Products.

This VCO product has a wide market potential and various market segments because this VCO has various kinds of benefits that can be developed in various kinds of needs because of its various benefits. This VCO is a liquid product that is relatively durable so that it can be packaged in various forms of packaging. The purpose of packaging for this VCO product is to ensure that the product is protected, so that the benefits can be clearly explained in the packaging, as well as brochures that allow consumers to find out more easily according to their needs and be informed in accordance with the "quality standards available" (APCC, 2016) Considering the various kinds of benefits of this VCO, in this study, there are various packaging designs for VCO products that can be applied, so that they can reach a wider market and be targeted by more varied market segments. Various forms of packaging design can be seen in the picture as follows:



Figure 1. Product diversification of packaging design products in bottles, including the Banner



Figure 2. Various kinds of product packaging designs, which are more flexible friendly users



Figure 3. Various kinds of VCO packaging design products, for various consumers according to consumer use

## 2. Krispi Fried Onion

Packaging Product Design Fried onions as a household product have developed widely in the Sidoarjo Regency. Red onion and garlic, known as spices products that are very beneficial for health and various needs as a companion for various foods, both for rawon food, for soto food and others. These fried onion products, in the Sidoarjo regency, are developing and selling well in the market, with consumers mostly from busy housewives, who want instant food to taste food served in the household environment as well as in various restaurants in the Sidoarjo Regency neighborhood. and especially in the environment of the Metropolitan city of Surabaya. The busyness of the people of Surabaya and Sidoarjo in particular, has provided a market opportunity for these fried onion products, in addition to the good frying method, also because the packaging is very attractive. The results of the packaging of fried onion products can be seen in the following picture.



Figure 4. Design of packaging of crispy fried onions

## 3. Sambal Bawang Food Products and Roa Fish Sambal

Sambal products, both onion sambal and roa fish are complementary food products that many people are interested in. This product has been widely circulated among the

people in the Sidoarjo neighborhood, therefore it is very potential if it can be packaged better, for product protection, also for the introduction of the content and benefits of the consumption of these products. So that this product needs special attention to its packaging design to make it easier to market, and also to spread it "in the consumer community who like the products of onion chili and roa fish chili" ( Mowen dan Minor, 2012). Especially regarding roa fish sauce, this product is actually a typical product from Manado, which is very famous and can be produced by the people of Sidoarjo, partners of research partners CV. Budi Lestari. The packaging design, which can be made can be seen in the following picture:



Figure 5. Design of package of sambal bawang and Roa Fish

Based on RI Law number: 7 years 1996 food label is any information about food in the form of pictures, writings, a combination of both, or other forms included in food, put in, affixed to or part of food packaging, at least things that must be included are as follows:

1. Product name, besides the name of the food, trade names can also be included.
2. Product Descriptions, product descriptions by defining specific packaging contents



and including the variety, features, tastes or benefits of the product.

3. List of materials used, composition (composition) of product preparation including food additives used must be included in full. The sequence starts the most, except for vitamins and minerals, law enforcement authorities must approve the design of the information.
4. Net weight or net content, net weight expressed in a metric.
5. Name and address, name and address of the party producing or entering food in the Indonesian territory of the label must include the name and address of the manufacturer of the maker or packer or importer.
6. Halal information, inclusion of halal writing is governed by a decree with the Minister of Health and Minister of Religion No. 427 / Menkes / SKB / VIII / 1985, through testing procedures carried out by the accreditation team by LP POM MUI, POM bodies and the Ministry of Religion.
7. Date, month and year of expiration, Best before date and Use by date.
8. Nutritional Value, Nutritional value must be included for foods with fortified nutritional value, dietary food or other foods determined by the Minister of Health.

## CONCLUSIONS

Packaging a product can provide maximum contribution in an effort to attract consumers to use packaged products. This desire or interest to buy from an attractive package is called Impulsive Buying, that is Impulsive Buying (Australian Government Department of Communications, Digital Business. 2012) as the tendency of consumers

to buy spontaneously, reflexively, suddenly and automatically, which is natural and is a quick reaction to the effects of good packaging design and invites consumers to like and choose the products offered to consumers. Impulsive buying is driven by affective power beyond individual control. Therefore, in the case of packaging designers, they must pay attention to the psychological aspects of the target consumers, because in the decision to buy products, emotions are involved in the demands of meeting life's needs quickly.

## REFERENCES

- APCC "Monthly Newsletter for Asian and Pacific Coconut Community" 84. Vol 46. No.8 2016 : 5-7, ISSN 0215-1502.
- Australian Government Department of Communications, Digital Business. .2012. Payment method. Retrieved from <http://www.digitalbusiness.gov.au/ecommerce/setting-up-an-online-store/choosing-your-payments-method>
- Ashif, A.S.M., Hasan, M.T. Mahmud, T.Md. 2014. Determinants of Job Satisfaction: A Comparative Study in the Banking Sector of Bangladesh, International Journal of Economics and Empirical Research.
- Intan, Anni. 2010. Kemasan Produk. Medan: Universitas Sumatra Utara.
- Kemmis & Mc. Taggart. 2010. The Action Research Planner. Geelong: Deaken Univercity Press.

Kotler and Gary Armstrong. 2012. Principles of Marketing, Prentice Hall International, Inc: New Jersey.

Mahmudi, Agus. 2016. Implementation Of Policies To Support Msmes In The Program "Trengginas Galan Economy" In Trenggalek, Volume : 5 | Issue : 11 | November 2016 • ISSN No 2277 - 8179 | IF : 3.508 | IC Value : 69.48

Mowen dan Minor. 2012. Perilaku Konsumen Jilid 1, Edisi. Kelima (terjemahan), Erlangga, Jakarta.

Smith, Steven G. 2012. Introduction to Interactive Surface Design, CADquest INC, United States of America.

Tendai, Mariri dan Crispen, Chipunza. 2009, "In-store environment and impulsive buying", African Journal of Marketing Management, Vol. 1(4) pp. 102-108.

# Empowering MSMEs Through Application of Packaging Design of Products MSMEs Oriented to Industry 4.0 in Sidoarjo

## ORIGINALITY REPORT

13%

SIMILARITY INDEX

10%

INTERNET SOURCES

3%

PUBLICATIONS

3%

STUDENT PAPERS

## PRIMARY SOURCES

1	<a href="http://siladikti.hangtuah.ac.id">siladikti.hangtuah.ac.id</a> Internet Source	1 %
2	<a href="http://jurnal.stie-aas.ac.id">jurnal.stie-aas.ac.id</a> Internet Source	1 %
3	<a href="http://eprints.unm.ac.id">eprints.unm.ac.id</a> Internet Source	1 %
4	<a href="http://sinta3.ristekdikti.go.id">sinta3.ristekdikti.go.id</a> Internet Source	1 %
5	Submitted to Universitas Brawijaya Student Paper	1 %
6	<a href="http://etheses.uin-malang.ac.id">etheses.uin-malang.ac.id</a> Internet Source	1 %
7	<a href="http://www.scribd.com">www.scribd.com</a> Internet Source	1 %
8	<a href="http://www.adscientificindex.com">www.adscientificindex.com</a> Internet Source	<1 %
9	<a href="http://repository.unpak.ac.id">repository.unpak.ac.id</a> Internet Source	<1 %

10

[repository.unipasby.ac.id](https://repository.unipasby.ac.id)

Internet Source

&lt;1 %

11

Submitted to Raffles College of Design and Commerce

Student Paper

&lt;1 %

12

[www.worldwidejournals.com](http://www.worldwidejournals.com)

Internet Source

&lt;1 %

13

Stephanie Hui-Wen Chuah, Philipp A. Rauschnabel, Ming-Lang Tseng, T. Ramayah. "Reducing temptation to switch mobile data service providers over time", Industrial Management & Data Systems, 2018

Publication

&lt;1 %

14

Nasution, Ade Parluangan, Ponco Bambang Mahargiono, and Yoyok Soesatyo. "Effect of Leadership Styles, Organizational Climate and Ethos of Work on Employee Productivity (PT. HP Metals Indonesia the Powder Coating)", International Journal of Business and Management, 2016.

Publication

&lt;1 %

15

Trenda Aktiva Oktariyanda, Badrudin Kurniawan, Suci Megawati, Ahmad Nizar Hilmi, Ngukup Cahyo Achmadja. "Application of the Online Dukcapil Service "PLAVON" Judging from the Cognitive Community

&lt;1 %

# Response (Case Study in Sidoarjo Regency)", SHS Web of Conferences, 2022

Publication

16

Submitted to UIN Syarif Hidayatullah Jakarta

Student Paper

<1 %

17

Submitted to unars

Student Paper

<1 %

18

[www.techniumscience.com](http://www.techniumscience.com)

Internet Source

<1 %

19

[repository.ekuitas.ac.id](http://repository.ekuitas.ac.id)

Internet Source

<1 %

20

Nayu Nurmalia, Tatty Yuniarti, Mauliddiane Zidhane. " Community Empowerment through Processed Diversification and Marketing Strategy of the in Pemalang District ", E3S Web of Conferences, 2021

Publication

<1 %

21

Submitted to University of Adelaide

Student Paper

<1 %

22

[ceba.unipasby.ac.id](http://ceba.unipasby.ac.id)

Internet Source

<1 %

23

[ejurnal-unespadang.ac.id](http://ejurnal-unespadang.ac.id)

Internet Source

<1 %

24

"Conference Committee", IOP Conference Series: Earth and Environmental Science, 2019

Publication

<1 %



25	<a href="http://ijsshr.in">ijsshr.in</a> Internet Source	<1 %
26	<a href="http://mafiadoc.com">mafiadoc.com</a> Internet Source	<1 %
27	<a href="http://www.preventionweb.net">www.preventionweb.net</a> Internet Source	<1 %
28	<a href="http://zombiedoc.com">zombiedoc.com</a> Internet Source	<1 %
29	"Preface", Journal of Physics: Conference Series, 2021 Publication	<1 %
30	<a href="http://etd.repository.ugm.ac.id">etd.repository.ugm.ac.id</a> Internet Source	<1 %
31	<a href="http://www.iosrjournals.org">www.iosrjournals.org</a> Internet Source	<1 %
32	Farid Madjodjo, Charis Muhammad Saleh, Fadli Dahlan. "THE INFLUENCE OF INTERGOVERNMENTAL REVENUE BUDGETS AND CLARITY OF BUDGET TARGETS ON THE FINANCIAL PERFORMANCE OF REGIONAL GOVERNMENTS: THE CASE OF THE REGIONAL APPARATUS ORGANIZATION OF THE CITY OF TIDORE ISLANDS", ACCOUNTABILITY, 2020 Publication	<1 %
33	Zuraidah Zainol, Rusliza Yahaya, Juliana Osman, Nor Asiah Omar. "Application of the	<1 %

# Tayyib concept among Malaysian muslim consumers", Journal of Islamic Marketing, 2019

Publication

---

---

Exclude quotes      On

Exclude matches      Off

Exclude bibliography      On

# Empowering MSMEs Through Application of Packaging Design of Products MSMEs Oriented to Industry 4.0 in Sidoarjo

## GRADEMARK REPORT

FINAL GRADE

/0

GENERAL COMMENTS

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

