

## EXPLORING BRANDING AND PACKAGING DESIGN FOR SMALL BUSINESSES IN PARONGPONG

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### ABSTRACT

*This paper discusses the results of a study and visual art creation conducted by the Graphic Design Study Program at Widyatama University, through a training project on branding and packaging design for small businesses in Parongpong District, West Bandung Regency. The project aims to explore and apply visual art principles in creating brand identity and packaging design that are both attractive and effective. This article describes how the Visual Communication Design lecturers and students provided training that integrates visual elements, graphics, narratives, and data related to the products of these small businesses into the branding and packaging design. The outcomes of this creative process are used by the business owners to enhance the competitiveness of their products in the market. Besides improving design skills, this project also contributes to the development of integrative attitudes, work ethics, and a spirit of cooperation, aligning with the mission of "Achieving Economic Independence of*

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*the Community as an Implementation of the Mental Revolution Movement." Thus, the results of this study and creation are expected to serve as a long-term investment in knowledge and practical skills for these small business practitioners.*

**Keywords:** visual art, branding, packaging design, small businesses, economic independence.

## INTRODUCTION

Empowering the small business sector in each region is a serious concern for reactivating economic recovery efforts. This requires the synergy of many parties, not only relying on the government but also engaging various community-based organizations. Academics must also support these efforts to accelerate recovery. Systematic and strategic measures have been undertaken by various stakeholders, encompassing both theoretical and practical aspects. This includes knowledge in management, productivity, marketing through conventional methods or technology, and importantly, design and packaging as added value for small business products.

In addition to these practical aspects, the attitudes and behaviors of small business practitioners also require serious attention. The role of the Mental Revolution Coordination, Cultural Advancement, and Sports Achievements, as promoted by the Coordinating Ministry for Human Development and Culture (Kemenko PMK), adds value by providing ongoing motivation and fostering mental resilience.

The expected change in attitude

should inspire and motivate small business practitioners to understand and embrace the mission of building strong character. This includes organizing collective activities, involving various stakeholders such as business practitioners, experts, and academics, with an integrity-based approach to forming strong character and ethical values, while instilling a sense of mutual cooperation.

The program's approach involves integrated activities such as workshops, training, and consultation sessions to provide solutions for small business practitioners. It aims to boost motivation, competitiveness, innovation, and productivity by addressing issues faced by entrepreneurs. A consistent support program with clinic-style consultations from various perspectives and disciplines is necessary. The applied method should be case-based to ensure practical relevance.

In conclusion, the implemented activities provide adaptive values related to integrity, work ethic, and mutual cooperation. The training participants include 25 small business representatives from Ciwaruga and Sekarwangi Villages in Parongpong District, West Bandung Regency,

specializing in culinary and fashion products. Additionally, 15 students from applied design and 7 lecturers served as facilitators and resource persons for the activities.

## **METHOD**

### **Approach**

The main theme of the activity is "Thematic Community Service: Enhancing Economic Independence through Branding and Packaging Design." The approach is practical and applied, focusing on real-world cases of small business owners under the title "Branding in the Village" (BMD). Branding is a strategic activity necessary for winning business competition. Effective branding helps create positive perceptions, trust, and preference in the minds of consumers. In today's media landscape, personal media, such as social media, significantly influences purchasing decisions. Modern branding activities, which do not rely on traditional media advertising, are crucial for all businesses, including small businesses. This integrated activity aims to improve small business owners' ability to develop their products and services through enhanced branding.

### **Activities**

1. **Talkshow Dialog:** Experts provide guidance in the following areas:
  - **Character Education:** To form attitudes, motivation, and resilience both individually and collectively.
  - **Entrepreneurship:** Offering practical business strategies and motivation.
  - **Branding and Packaging:** Enhancing creativity and productivity for small business owners.

Participants actively engage in Q&A sessions and discussions on current issues.
2. **Design Clinic Consultation:** Business owners bring their existing products for review. They work with experts, lecturers, and students to find solutions for real-world cases. This process includes assistance and discussions to refine packaging design through a "before and after" approach.
3. **Working Groups:** Discussion groups are formed to address participant and expert needs in the provided studio.



*Gambar 1. Kegiatan Talkshow Dialog  
Sumber: Dokumentasi Pribadi*

## Schedule

The activity is conducted over two days:

- Session I: Friday, December 10, 2021, from 07:00 to 16:00 WIB
- Session II: Saturday, December 11, 2021, from 08:30 to 16:00 WIB

Locations include:

- Seminar Room, 6th Floor, Building B, Widyatama University
- Theater Room, 6th Floor, and Studio, 5th Floor, Building B, Widyatama University
- Jalan Cikutra No. 204 Bandung

## RESULTS AND DISCUSSION

### Result

The results achieved include the completion of brand logos and packaging designs for various products created by small business owners.

1. Brand Designs for Hello Food, Risoules, and Sunda Shibori created by Adelle, a student from Widyatama University.



*Gambar 2. Desain Logo dan Menu  
Makanan Hello Food  
Sumber: Dokumentasi Pribadi*

Hello Food is a food service operated by a small business owner in Parongpong District. This food stall focuses on Western cuisine, which aligns with the brand name that uses an English greeting term.

Risoules is a food product of rissoles with a name derived from "soul" to convey the meaning of "soul." The concept of this product is that the food is created with genuine soul.



*Gambar 3. Desain Logo Risoules  
Sumber: Dokumentasi Pribadi*

The Risoules logo uses red and yellow colors. Red is associated with increasing appetite, while yellow represents mayonnaise, a key ingredient in risoles. The typeface with a color

reminiscent of mayonnaise is intended to make the design look enticing, matching the slogan "melts in the heart." The different colors also emphasize the word "soul," which has been altered to help customers understand the product's meaning and significance.

The Sunda Shibori logo is designed for a batik brand that uses Japanese shibori tie-dye techniques.



*Gambar 4. Desain Logo Sunda Shibori  
Sumber: Dokumentasi Pribadi*

The design employs a typeface that conveys a Japanese aesthetic and uses traditional colors red and blue, reflecting the colors used by Sunda Shibori in its batik. The brand name suggests that this is Japanese-style batik made in the Sunda region, with the slogan "Japanese Batik from Lembang."

2. Brand Design for Judes - Juara Pedes created by Rafianti, another student from Widyatama University.



*Gambar 5. Desain Judes – Juara Pedes  
Sumber: Dokumentasi Pribadi*

Judes - Juara Pedes is a product from a small food business known for its spicy offerings. The brand name is abbreviated to "Judes," which is an expression indicating a quick temper, fitting the product's spicy nature. The flame icon above the letters symbolizes the heat of the food. The addition of chili images and dominant red colors enhances the sense of spiciness and heat, appealing to the target market.

## **Discussion**

The creation of brand designs as a visual communication tool in this program has demonstrated significant potential in presenting visual concepts for products. Through a creative approach, visual elements in brand designs effectively convey the concept of a product and the ideas of the seller in a more engaging way. Furthermore,

these brand designs give products a distinct value and character.

Additionally, the active participation of small business owners in developing their own product designs played a crucial role in the success of the training. The successful utilization of these brand designs is evident from the positive feedback from the small business owners, who appreciated the designs produced with the guidance of students.

### **CONCLUSIONS**

The training activity aimed to motivate and support small business owners in Parongpong District, West Bandung Regency. Conducted as part of Widyatama University's community service program, the initiative provided valuable insights and practical skills related to branding and packaging design.

The training contributed to the broader goal of fostering economic independence and implementing the Mental Revolution movement by enhancing the character and capabilities of small business owners. The program successfully addressed key issues related to character development, work ethic, and community spirit, providing participants with tools and knowledge

that will benefit their businesses in the long term.

### **ACKNOWLEDGMENTS**

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