



Packaging Design for *Banten*



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Abstract

Bebantenan or *banten* is a series of hand-made products arranged according to certain rules. It used by Hindu communities in Bali as offerings. The *banten* production can be a livelihood for some people in Bali. One of the villages wherein the community produces *banten* for commercial activities was Lukluk Village. The partner in this study was the *bebantenan* group namely Sekar Jepun. The study was conducted become a solution regarding the problems occurred. The target set was in accordance with the activity planned to get the solution offered. It was included the products produced well packaged, therefore, they last long, partners have a logo become a brand image. Based on the activities implementation, the targets achieved were partners having attractive and eye-catching packaging labels, as well as neat packaging. With good packaging, it was hoped the products produced by partners will last long. Based on an evaluation by partners, they stated that they obtained a lot of orders due to the *canang* produced was well packed. The activities that cannot be conducted was packaging design training. This happened due to the members of the group who understood the computer were not active anymore.

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1. Introduction

Bebantenan/canang (one form of *upakara* made from coconut milk as a means of offering Balinese people who are Hindus) is a promising industry in Bali. There are 105 *canang* traders managed by the Regional Market Company, Badung Regency in 2012. Every day Hindus in Bali use *canang* for their worship activities (Shinde, 2012). The use of *canang* and *banten* has even increased dramatically during holidays. In a family in Bali, the use of 10-150 *canang* in one worship service. Even in the development of independent industries, *canang* sales are currently not only done in traditional markets but also able to find in supermarkets. This shows that the *canang* industry and expense are promising industries if managed well. Until now, the *banten* production can be a livelihood for some people in Bali

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(Scheifinger, 2008). One of the villages wherein the community produces *banten* for commercial activities is Lukluk Village. Lukluk has located in Badung Regency approximately 15 km from Denpasar.

The fresh raw materials used by partners unlike flowers, seeds, various kinds of leaves, fruits, etc (Mazumdar & Mazumdar, 2009). The raw material must be maintained when the *banten* is used. If the *canang* sold by partners contain wilted or decayed flowers, they will be difficult to sell. Likewise, for those who use fruits, if the fruit is used to rot (Tripathi & Dubey, 2004), then the *banten* price will decrease. It has not been anticipated by the two partners with good packaging (Berns, 1981). If the *banten* is well packaged, the flowers used will last longer, as are fruits and other fresh ingredients.

Based on the situation analysis conducted, the problems faced by the Sekar Jepun group included (1) The partners have not packed their products properly. It was not being packaged well, it causes their *banten* production easily to rot. If the *banten* quality components used are rotten, then the *banten* price will decrease or not be easily sold (Khouja & Park, 2003; Fishman & Rob, 2002), especially for mass-produced items such as *canang*, *daksina* (means of cylindrical offerings made of old coconut leaves resembling a rounded place), etc. (2) The partners do not have the characteristics that become their brand image, such as logos, packaging, etc. The logo will be the hallmark of the two partners, without the characteristic. It will not make it easier for the community to remember the two partners.

2. Materials and Methods

The study was located in Banjar Tengah, Lukluk Village, Badung Regency, with a *bebantenan* group namely SekarJepun. The priority issue of partners is related to the packaging of their products. They do not package their products well so that the freshness does not last long. In general, the ingredients from partner products are flowers and fruits. If the quality of the *banten* component used is rotten, then the *banten* price will decrease or not be easily sold, especially for those *banten* produced in mass such as *canang* and *daksina*. They do not have the characteristics that become their brand image, such as logos, packaging, etc. The logo will be the hallmark of the two partners, without the characteristic. It will not make it easier for the community to remember the two partners.

Maher & Barbrack (1984) & Dehlendorf *et al.*, (2017), the procedure for the study conducted *i.e.*, counseling is done in a classic way, which is giving explanations to partners through images. Training is conducted with computer media on partners who have computer skills. To achieve output from activities and overcome partner problems, the activities to be carried out can be described. The problem included product is perishable and not to have a brand image. The solution activity included counseling about the importance of packaging and packaging design training (Spence & Marzillier, 1981). The output is able to make independent designs, has packaging and logo. The training conducted was for Sekar Jepun members of the *bebantenan* group who were able to use computers actively. The total number of candidates is approximately three members. The method used is by training that is informal with private methods. This is done to accelerate the skills of each trainee. The public participation in this study is not present.

3. Results and Discussions

The outputs generated from this activity included (1) 1. 50% of trainees in partners are able to design simple packaging independently. (2) *Bebanten* partners have a group logo, and packaging with a good design for *banten*, such as *canang*, *daksina*, etc. It is expected to be able to differentiate the products of the two partners with products from other groups and increase their selling power. Griffin & Page (1993), the product packaging will help independent groups to maintain the quality of their products for a long time. Coupled with good design, it will increase the attractiveness of the community to buy the product. Packaging and logos will be intended for *banten* production such as *canang* and *daksina*. In addition, if packaged properly, *canang* products from both partners can be marketed in addition to traditional markets, namely supermarkets.

Table 1
Implementation achievement of community service activities

| Partner Problems | Activity plan | Target | Achievement |
|---|---|--|--|
| (1) Partners have not packed their products properly. By not being packaged well, it causes the <i>banten</i> to produce easily to rot. | (1) Counseling about the importance of packaging and packaging design training. | (1) 50% of trainees in partners are able to design simple packaging independently. | (1) Training packaging design cannot be carried out because group members who are able to use computers are not active in the group. |
| (2) Partners do not have the characteristics that become their brand image, such as logos, packaging, etc. | (2) Able to make independent designs, has packaging and logo as well as publication in the international journal. | (2) <i>Bebanten</i> partners have a package with a good design as well as publication in international journals or international seminars. | (2) Partners have a good packaging design and draft scientific articles have been made. |

The activity to the society has been conducted for three weeks. Starting with socialization activities is to provide good packaging assistance. The activities series are in the following table.

Table 2
Implementation of community service activities

| No | Activity |
|----|---|
| 1 | Counseling activity provides an explanation to partners about the importance of good packaging design if you want to expand market share. Good packaging is also needed to ensure long-lasting products. In the outreach activities present were three members. |
| 2 | Packaging design making label design was made with the help of Adobe Photoshop CS 6. During the manufacturing process, the design obtained two revisions from the Partner. Revision I. The design given does not yet contain images of frangipani flowers (Sekar Jepun), which are expected to be a characteristic of this antagonistic group. Revision II. The telephone number listed is incorrect because the partner changed the telephone number |
| 3 | The packaging design results that are already appropriate are given and started to be used by partners. |

The packaging design provided is in accordance with Figure 1. In the picture, the design given is to the head of the *bebantenan* group, namely Mrs. I Gusti Nuratmi or commonly called Biang Ngurah.



Figure 1. Design for *beantenan* group

Description:

Sekar Jepun: Labelling

Menjual: Available

Canang: offerings for praying by Hindu

Segala jenis banten: all offerings items

Pemesanan hubungi: order contact person

Biang Ngurah: contact person name

Figure 2. Packaging design for *banten canang beantenan* group of Sekar Jepun with the chairman of Biang Ngurah Group. The packaging results using the packaging label design are as follows:



Figure 1. Packaging results



Figure 3. Packaging *canang* using a new label

Activity Evaluation

Internally, this activity did not reach the expected target, namely as many as 50% of partners were able to design packaging independently. This cannot be achieved because packaging design training cannot be carried out because group members who are able to use computers are not active in the group. The solution to overcoming this problem is that the packaging label is given by the proposer. Based on the implementation of the activities, the partner's response to the overall activity is shown in Figure 3. The partner response to community service activities provided by Mrs. I Gusti Nuratmi as a chairman of the group stated that:

We were given a good packaging, therefore, some of the members that know computerization has been back to their village. the packaging is in accordance with our need as well as a suite packaging. It looks very cool. Many customers said that they will order more *canang* and *daksina* when the festival ceremony will become due to the products are better. We need more training about financial management.

Based on Figure 3, it is known that partners respond well to the activities that have been carried out. With the packaging design that has been provided, the partners mentioned that they obtained many orders because of the good packaging (Piqueras-Fiszman *et al.*, 2012). They also stated that they would need financial management training and marketing assistance through social media (Facebook).

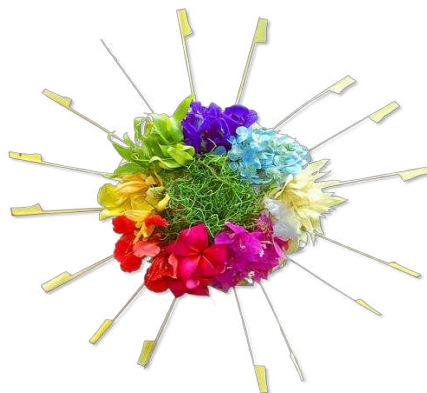


Figure 4. *Canang*



Figure 5. *Daksina*

4. Conclusion

Based on the activities that have been conducted out, the conclusions obtained *i.e.*, (1) Training cannot be carried out because members of partner groups who are able to use computers are already inactive in the *bebantenan* group. (2) Partners are given attractive and eye-catching packaging labels, so they can increase their sales. (3) Partners use good and attractive packaging so that the product lasts longer.

Suggestion

To avoid partner problems such as lack of human resources that control the computer can be done by providing basic computer knowledge first. In order for the packaging design process to be effective and efficient, cooperation between proposers and partners is needed. Good communication between partners and proposers will minimize the need for multiple revisions to the packaging design to be used.

Conflict of interest statement and funding sources

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Statement of authorship

The author has a responsibility for the conception and design of the study. The author has approved the final article.

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Biography of Author

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