

Strengthening the Marketing Communication Through Product Design and Packaging

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Abstract. This Community Service aims to improve the Marketing Communication of Tenun Mulia groups of Solok Regency, by (1) strengthening the skills on creating packaging, and (2) product design training. Packaging is one of the weak points of the Tenun Mulia group. Good packaging is needed to support the relatively expensive products they produce. Furthermore, Product Design is intended to provide skills to develop weaving patterns / motifs for weavers. The results of this activity are: (1) improvement of skills in producing packaging, as well as the emergence of five new MSMEs in the field of packaging production, and (2) new motifs named "Markisa Babijo Ameh".

Keywords: Communications, Marketing Communication, Packaging, Product Design

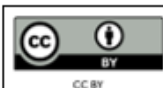
1. Introduction

The Tenun Mulia Group is a "derivative" of the weaving (tenun) industry in the Silungkang District of Sawahlunto, which is geographically a direct neighboring area of the Nagari Sungai Jambur. As is well known, Tenun Silungkang is an industry that has a big and famous name in Indonesia. But it is rarely known by consumers, that in the production process, it turns out that Tenun Silungkang is not only done by the people from Silungkang. Many of them are woven craftsmen who come from the surrounding area, including those from Nagari Sungai Jambur.

As time goes by, and as we become increasingly skilled at weaving skills, they have a desire to

create and introduce weaving crafts that come from their own area. This is driven by the desire to be independent, as well as sharing weaving skills to the people in Nagari Sungai Jambur itself. So, from the beginning only a few people were able to produce weaving products, now they have begun to develop, so that there are 22 people who are able to weave, 20 of whom are women and 2 men.

The strong desire of the people of Nagari Sungai Jambur to progress, is evidenced by their desire to produce new innovations. Later, one of the motifs created by the Sungai Jambur weaving craftsman, the "Padi Sarumpun" motif, has received a patent from the Patent Directorate, Directorate General of Intellectual



Property Rights, Ministry of Justice, Ministry of Justice and Human Rights of the Republic of Indonesia. The reason for giving the name is in accordance with the Solok Regency branding which has been popular with Barih Solok (Rice Solok).

Potentially, the Nagari Sungai Jambur Weaving Village has a huge opportunity to advance, and might be able to compete with Tenun Silungkang. First, because of the enthusiasm of the weaving craftsmen themselves. Then in terms of location, Kampung Tenun is located on the main road of Jalan Lintas Sumatera. The traffic on this road is very congested because it connects regencies and big cities in Sumatra. In fact, vehicles that were heading to Jakarta also crossed this road.



Figure 1. Weaving products with "Padi Nan Sarumpun" motif. The product is still packaged using plastic

During the discussion, the team found many weaknesses of the woven products. Weaknesses are not from quality, but from the marketing strategies that are applied. For example, despite having a product that costs hundreds to millions of rupiah per sheet, the product is only packaged using thin plastic. And there is no brand information, manufacturer and other important information. Even though this is an important aspect if the Sungai Jambur weaving actors want to differentiate from Tenun Silungkang. In the absence of this differentiation, customers cannot distinguish which weaves are produced by Silungkang and which are Sungai Jambur production because of their close location. Since Tenun Silungkang has been popular all this time, it could be that customers consider all woven fabrics in the area to be Tenun Silungkang. As a result, Sungai Jambur Weaving will never be popular among Indonesian weaving consumers.

In addition, another obstacle that they feel is they have no skills in developing new motives. They claimed that the motives made by group members were those learned when they were still workers in Tenun Silungkang. The only new motif is the "Sarumpun Rice" motif created for them by the Solok Regency Industry Office. In addition, this group no longer has another pattern. To create patterns, training is needed because it is a skill in itself. The process of making new patterns is drawn on millimeter

paper, which requires art, drawing and understanding of color combinations.

2. Community Service Method

To help solve the problems faced by weaving craftsmen in Sungai Jambur Weaving Village, Solok Regency, the team has formulated a number of activities systematically. In essence, the problem of the Tenun Mulia Group today is to take advantage of their awakening momentum with good packaging and Product Design skills. Therefore, the service team planned the following activities:

1. Packaging creation training.

This packaging making training was conducted to re-streamline the results of the previous year's training. Where in the previous year the training participants were members of a weaving group, this year the participants were people outside the Weaving Group.

2. Product design training.

With this new skill, members of the Weaving Group no longer produce the same products. But over time, they can add patterns and patterns offered to the community. In addition, with the presence of Product Design skills, it is hoped that the Tenun Mulia Group can find hits patterns.

3. Discussions

The marketing strategy training is intended to provide a basic understanding of the importance of the marketing strategy as well as practical and concrete strategies that can be implemented by weaving craftsmen. In this training activity, three speakers from different backgrounds will be brought in for different reasons.

Academics in Marketing Communication

Marketing Communication is one part of Marketing Management that examines product diversification (Susi Evanita & Okki Trinanda, 2017). Therefore, academics in this field master the marketing aspects, especially in terms of diversification, branding, packaging, sales promotion and so forth (S. Evanita & O. Trinanda, 2017). The task of academics as the first session fillers in the first training is to provide an overview of the importance of the Marketing Strategy, as well as provide examples and motivation.



Figure 2. Training on Marketing Communication concepts to weaving group members

Nowadays, when competition in various industries is getting higher, aspects that are seen by prospective customers are no longer just product quality (Prentice, Wang, & Loureiro, 2019). But also other aspects such as the availability of various kinds of products. Product diversification is defined as an expansion of the selection of goods and services sold by companies by adding new products or services or improving the type, color, mode, size, type of existing products in order to obtain maximum profit (Shankar, Smith, & Rangaswamy, 2003)

Trainer from the Trade and Industry Office

The packaging manufacturing training was guided by Trainer from the Solok Regency Trade and Industry Office. This activity was attended by participants from the Kampung

Tenun community who were not members of the Weaving Group. The consideration taken is that, with a community capable of creating good packaging, the production chain will grow. So that in this activity, five new MSMEs have emerged engaged in the production of woven product packaging. The MSME has now become a good partner for the Weaving Group.



Figure 3. Training on making packaging boxes

The strategy to bring in speakers from the Department of Industry and Trade of the Solok Regency has two objectives. Firstly, weaving actors are aware of various government policies, especially the Department of Trade and Industry in connection with the development of creative economic products. Thus, the weaving craftsmen group has actual information from the first hand, and can adjust their development programs to be in line with government programs.

Second, with the presence of speakers from the Department of Industry and Trade, they can see firsthand the enthusiasm and determination of the Sungai Jambur community to advance. So that after the training is expected it will emerge

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an emotional bond between the Department of Industry and Trade and weaving which will ultimately benefit both parties



Figure 4. One example of a packaging box

Academics in Design Products

This training is directed by design experts. In this training, the participants involved were also not members of the Weaving Group, but rather the community / young people who had talent in art. If the first training package is in the form of providing concepts implemented in the form of lectures and discussions, then this second training package of weaving craftsmen will be trained in practical ways to make designs that can compete. Therefore, in this training, weaving craftsmen will practice firsthand how to design a pattern from scratch on millimeter paper. All necessary equipment will be provided by the Team, so that the weavers can carry out the training comfortably



Figure 4. Markisa Babijo Ameh motif draft

The results of this activities are:

1. Increased understanding of the importance of Marketing Communication. In the training that was carried out, it was also agreed upon the product development, which was a tissue holder and a bag. The results of the agreement will be followed up in 2020.
2. Five new MSMEs have grown in the field of packaging manufacturing. This is very encouraging, because simultaneously business networks will be built among the people of Kampung Weaving.
3. The emergence of new motives that will soon be in IPR right. The motif is the work of the participants. The name of the new motif was agreed upon "Markisa Babijo Ameh".

4. Conclusions And Suggestions

The results of this activity are in accordance with the planned expectations, namely the growing awareness of Marketing Communication, increased ability to make packaging and product design. Therefore, this Community Service activity is suggested to be continued in the following year with product diversification, weaving products derived from bags and tissue boxes as agreed by Mulia Weaving Group.

Acknowledgement

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