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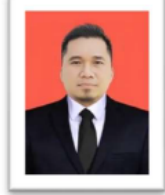
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**IMPROVING THE QUALITY OF TEMPEH MSMEs THROUGH
SOCIALIZATION ON EFFECTIVE LABELING AND PACKAGING IN
KEDUNGGJAYA VILLAGE, KEDAWUNG DISTRICT, CIREBON**
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Abstrack

Background: This program was conducted in the form of a socialization initiative involving KKN students from STIE Cirebon. The socialization focused on educating MSME (Micro, Small, and Medium Enterprises) actors about informative label design, packaging techniques that preserve product quality, and the benefits of attractive packaging in marketing. This community service activity aimed to enhance the understanding of tempeh MSME entrepreneurs in Kedungjaya Village regarding the importance of labeling and packaging in increasing product competitiveness.

Method: This program used socialization, involving KKN students and tempeh MSME entrepreneurs

in Kedungjaya Village. The socialization covered the importance of labeling and packaging, effective label design strategies, and proper packaging techniques that meet standards to maintain product quality and enhance its market appeal.

Results: The findings indicate that KKN students played a crucial role in providing insights to MSME entrepreneurs on more effective labeling and packaging strategies. The observed positive impacts include an increased understanding among MSME entrepreneurs regarding the importance of packaging and the adoption of improved packaging techniques.

Conclusion: Despite implementation challenges, collaboration between students, MSME entrepreneurs, and the local community was key to the program's success.

Implications: Enhancing knowledge of labeling and packaging can help MSMEs improve product competitiveness, expand market access, and promote business sustainability. Therefore, continuous mentoring and strengthening of marketing infrastructure are strategic steps to ensure the long-term benefits of this program.

Keywords: Labeling, Packaging, Socialization, MSMEs, Marketing

INTRODUCTION

Tempeh MSMEs (Micro, Small, and Medium Enterprises) in Indonesia are crucial in supporting the local economy, particularly in rural areas. Tempeh, a nutritious soybean-based product, has long been a staple in Indonesian diets. Kedungjaya Village, located in Kedawung District, Cirebon, is one of the regions where tempeh production has thrived as an MSME business. However, despite the vast market potential for tempeh, many MSME entrepreneurs in the village face challenges in enhancing their product competitiveness (Kadi, 2022).

One of the primary challenges tempeh MSMEs in Kedungjaya Village faces is the lack of knowledge and implementation of adequate labeling and packaging techniques. Poorly designed labels and unattractive packaging result in lower product recognition and reduced competitiveness in broader markets. Additionally, packaging that does not meet food safety standards may affect the quality and safety of the product delivered to consumers (Lestari, 2021). Practical and informative labeling provides clear product information, such as ingredients, expiration dates, and nutritional details, and conveys professionalism and builds consumer trust. Meanwhile, attractive and secure packaging helps maintain tempeh quality and enhances visual appeal, influencing consumer purchasing decisions (Pramaningsih, 2022).

Recognizing the importance of these two aspects, this community service initiative aims to educate and provide socialization to tempeh MSME entrepreneurs in Kedungjaya Village on how to implement effective, appealing, and standard-compliant labeling and packaging techniques. By equipping MSME entrepreneurs with the necessary knowledge, they are expected to improve product quality, expand their market reach, and enhance the competitiveness of Kedungjaya's tempeh products both locally and nationally. Through this socialization program, MSME entrepreneurs will gain the skills and insights needed to optimize their product labeling and packaging, ultimately contributing to quality improvement and business sustainability.

METHOD

1. Planning Stage

The first stage involves identifying the problems tempeh MSMEs face in Kedungjaya Village. This includes conducting interviews with MSME entrepreneurs to understand their challenges regarding labeling and packaging. The collected information serves as the foundation for designing appropriate training materials. Additionally, a schedule is developed, outlining the timing and location of discussions, as well as identifying the participants involved (e.g., facilitators, MSME entrepreneurs, and other stakeholders). Training materials are prepared, covering the importance of labeling and packaging, along with techniques applicable to MSMEs.

2. Preparation Stage

Training materials are developed in an easy-to-understand format for participants, focusing on basic knowledge of labeling and packaging and their applications in tempeh products. These materials also include examples of effective and appealing labeling and packaging designs. Necessary facilities, such as venues, demonstration tools, and training materials, are prepared. Coordination with village authorities or MSME groups is also conducted to ensure participant attendance.

3. Implementation Stage

Socialization sessions are conducted to highlight the significance of labeling and packaging in tempeh MSMEs. Discussions and training sessions are held on effective labeling and packaging techniques. Participants are also trained on packaging methods that help maintain tempeh quality and how to design attractive packaging.

4. Evaluation Stage

Evaluation is carried out to measure participants' understanding and skills after attending the socialization program. This can be done through tests or short interviews to assess how well participants can apply the labeling and packaging techniques taught.

RESULTS AND DISCUSSION

Table 1. Activity Results

Stage	Results	Discussion
Planning Stage	Identify issues related to labeling and packaging among tempeh MSMEs in Kedungjaya Village. Develop training schedules and materials.	Interviews were conducted with MSME entrepreneurs to understand their challenges. This information was used to design appropriate training materials, including adequate labeling and packaging techniques. Additionally, the training sessions' schedules, locations, and parties involved were determined.
Preparation Stage	Development of easy-to-understand materials. Preparation of facilities and coordination with village authorities or MSME groups.	Training materials were prepared in simple language to ensure clarity for participants. Examples of adequate packaging and label designs were provided. Additionally, facilities such as training venues and supporting tools were arranged to ensure smooth execution. Coordination was carried out to ensure participant attendance according to schedule.
Implementation Stage	Socialization on labeling and packaging techniques.	In this stage, participants were educated on the importance of labeling and packaging. They also received training on packaging techniques that help maintain temperature quality and attractive packaging designs to enhance market competitiveness.
Evaluation Stage	Assessment of participants' understanding and skills through interviews.	Evaluations were conducted to measure how well participants understood and applied the training materials. Tests or interviews were used to assess the effectiveness of the training and provide feedback for future improvements.



Figure 1. Preparation and Planning



Figure 2. Implementation of Socialization



Figure 3. Execution of Labeling and Packaging

Labeling and packaging are crucial in enhancing product competitiveness, especially for MSME entrepreneurs. Proper labeling provides clear product information, such as the name, composition, expiration date, and distribution permit, thereby increasing consumer trust. Additionally, attractive and informative labels help differentiate products from competitors in the market. Standardized labeling makes it easier for MSME products to be accepted in modern markets, including supermarkets and e-commerce platforms, which often require comprehensive packaging information.

Meanwhile, good packaging not only protects the product but also acts as an effective marketing tool (Merry, 2023). Attractive and functional packaging can boost consumer purchasing interest, as first impressions often influence buying decisions. Beyond aesthetics, appropriate packaging should also consider safety and durability factors, especially for food products like tempeh. Proper packaging helps keep products fresh for a longer period and facilitates distribution, increasing the chances of MSMEs reaching a wider market (Luthfi, 2025).

To enhance the understanding of tempeh MSMEs in Kedungjaya Village regarding the importance of labeling and packaging, several socialization stages were conducted. The first stage was planning, which included problem identification, scheduling, and preparing suitable socialization materials. Next, the preparation stage involved creating easy-to-understand materials, arranging necessary facilities, and coordinating with relevant parties to ensure smooth implementation. During the implementation stage, participants received direct training on the importance of effective labeling and packaging, including designing attractive packaging while maintaining product quality. Finally, an evaluation stage was conducted to assess participants' understanding and skills after the socialization program. This evaluation aimed to determine how well participants could apply the techniques taught and to provide feedback for future improvements. Through this socialization initiative, it is expected that tempeh MSMEs in Kedungjaya Village can enhance their product competitiveness in broader markets.

CONCLUSION

The socialization program on labeling and packaging for tempeh MSMEs in Kedungjaya Village aimed to improve entrepreneurs' understanding and skills in labeling and packaging their products more effectively. Through several stages—planning, preparation,

implementation, and evaluation—participants gained insights into the importance of attractive packaging and informative labeling to boost market competitiveness. The results of this program indicate that participants have recognized the benefits of proper labeling and packaging, both in terms of marketing and product protection. It is hoped that the MSMEs in Kedungjaya Village will apply the learned techniques to enhance their product quality and market value, enabling them to compete in a broader market.

IMPLICATIONS

The socialization of labeling and packaging for tempeh MSMEs in Kedungjaya Village contributes to improving product competitiveness. With a better understanding, MSME entrepreneurs can implement appealing packaging and informative labels, expanding their marketing opportunities. Additionally, improved packaging techniques help maintain product quality and extend shelf life. Awareness of packaging standards has also increased, encouraging MSMEs to operate more professionally and compete in broader markets.

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