

Strengthening Business Licensing and Product Packaging Design for the "Rica Roa Dapur Ma Ena" MSME in Cimekar Village, Cileunyi, Bandung, West Java

Pendampingan Penguatan Legalitas Usaha dan Desain Kemasan Produk UMKM "Rica Roa Dapur Ma Ena" di Desa Cimekar, Cileunyi, Bandung, Jawa Barat

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Abstract

MSMEs in Cimekar Village faced substandard packaging, incomplete food labels, and obstacles in obtaining business licenses through the Online Single Submission (OSS) system. This community engagement program strengthened product packaging, compliance with Indonesian Food and Drug Authority (BPOM) labeling standards, and applications for a Business Identification Number (NIB) and a Certificate of Compliance with Home-Industry Processed Food Production Commitments (SPP-IRT). Using a Participatory Action Research approach, the program combined participatory needs assessment, workshops, hands-on design training, and direct licensing assistance. Eight participants from four MSMEs took part. Their mean knowledge score increased from 45% on the pre-test to 85% on the post-test. All participants produced more informative and attractive packaging, 75% completed the required label information, and 50% submitted NIB and/or SPP-IRT applications through OSS. The findings indicate that integrating packaging improvement with business-licensing assistance can strengthen administrative readiness, product value, competitiveness, and market access. Collaboration among the village government, higher education institution, and MSME operators supported implementation and sustainability.

Keywords

Product Packaging Design; Business Licensing; Online Single Submission (OSS); Micro, Small, and Medium Enterprises; Community Empowerment.



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Abstrak

Pemerintah memiliki peran strategis dalam pemberdayaan pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) untuk meningkatkan kapasitas usaha, daya saing, dan keberlanjutan bisnis. Pelaku UMKM di Desa Cimekar menghadapi permasalahan berupa kemasan produk yang masih sederhana, belum memenuhi standar pelabelan pangan, serta menjadi kendala dalam pengurusan perizinan usaha melalui sistem Online Single Submission (OSS). Kegiatan pengabdian kepada masyarakat ini bertujuan meningkatkan kapasitas pelaku UMKM melalui pendampingan pengembangan desain kemasan dan pelabelan produk sesuai standar Badan Pengawas Obat dan Makanan (BPOM), serta pendampingan legalitas usaha berupa Nomor Induk Berusaha (NIB) dan Sertifikat Pemenuhan Komitmen Produksi Pangan Olahan Industri Rumah Tangga (SPP-IRT). Metode yang digunakan meliputi identifikasi kebutuhan melalui diskusi partisipatif dan observasi, educational workshop tentang standar kemasan dan pelabelan pangan, pelatihan penyusunan desain kemasan, serta pendampingan implementasi hasil pelatihan dan pengurusan NIB serta SPP-IRT melalui OSS. Kegiatan diikuti oleh 8 pelaku dari 4 UMKM di Desa Cimekar. Hasil kegiatan menunjukkan peningkatan skor pemahaman peserta dari rata-rata 45% (pre-test) menjadi 85% (post-test). Seluruh peserta (100%) mampu menghasilkan desain kemasan yang lebih informatif dan menarik, serta 75% di antaranya telah melengkapi informasi label produk. Sebanyak 50% pelaku UMKM berhasil mengajukan dokumen legalitas usaha (NIB dan/atau SPP-IRT) melalui OSS. Dampak kegiatan ditunjukkan oleh meningkatnya kesiapan administrasi dan kualitas produk UMKM sehingga lebih kompetitif, memiliki nilai tambah, serta berpeluang memperluas akses pasar. Kolaborasi antara pemerintah desa, perguruan tinggi, dan pelaku UMKM menjadi kunci keberhasilan penguatan kapasitas usaha.

Kata Kunci

Desain Kemasan Produk, Legalitas Usaha, Online Single Submission (OSS), Usaha Mikro Kecil dan Menengah, Pemberdayaan Masyarakat

1. Introduction

Micro, small, and medium enterprises (MSMEs) constitute a dominant sector of the Indonesian economy, absorbing 97% of the national workforce and contributing substantially to gross domestic product (Haryanti, 2018). At the village level, MSMEs stimulate local economic activity, increase household income, and reduce unemployment (Eravia et al., 2015). Intensifying market competition, however, requires MSME operators to innovate not only in their products but also in their marketing strategies and compliance with business-licensing requirements.

Table 1. MSME Classification Criteria

Business Category	Criteria	
	Assets (excluding land and business premises)	Annual Turnover
Micro Enterprise	Up to IDR 50 million	Up to IDR 300 million
Small Enterprise	> IDR 50 million to IDR 500 million	> IDR 300 million to IDR 2.5 billion
Medium Enterprise	> IDR 500 million to IDR 10 billion	> IDR 2.5 billion to IDR 50 billion
Large Enterprise	> IDR 10 billion	> IDR 50 billion

Source: Authors' compilation based on Law No. 20 of 2008 on MSMEs.

As shown in Table 1, Law No. 20 of 2008 on Micro, Small, and Medium Enterprises classifies businesses according to asset value, excluding land and business premises, and annual turnover. Micro enterprises have assets of up to IDR 50 million and annual turnover of up to IDR 300 million. Small enterprises have assets exceeding IDR 50 million and up to IDR 500 million,

with turnover exceeding IDR 300 million and up to IDR 2.5 billion. Medium enterprises have assets exceeding IDR 500 million and up to IDR 10 billion, with turnover exceeding IDR 2.5 billion and up to IDR 50 billion. Large enterprises have assets exceeding IDR 10 billion and annual turnover above IDR 50 billion.

Packaging design is a critical component of MSME product marketing. In addition to physically protecting a product, packaging communicates its identity and functions as a promotional medium that can influence purchasing decisions (Klimchuk & Krasovec, 2007). Effective packaging should present a clear product identity, provide complete regulatory information, and create visual appeal. Business formalization through an NIB and SPP-IRT is also essential for MSMEs seeking to reach broader offline and digital markets. Applications are processed through the Online Single Submission (OSS) system and require complete supporting documents, including compliant packaging and product labels.

Cimekar Village in Cileunyi Subdistrict, Bandung Regency, is home to several productive MSMEs offering processed foods and other goods, including Rica Roa Dapur Ma Ena chili sauce, Cemilan Kampung (Cempung), banana chips, peanut crackers, Mugiri coffee, cooking oil, and woven bags. Initial observations and discussions with business operators showed that most products were still packaged in thin white plastic with incomplete labels. These deficiencies created a significant barrier to OSS-based licensing and limited access to wider markets.



Figure 1. Products Before the Assistance Program

Rica Roa Dapur Ma Ena initially produced chili sauce for family consumption. It was selected as the primary focus of the program because its distinctive Manado-style roa chili sauce, made with dried flying fish, had substantial market potential. The enterprise employed five people, comprising one owner and four

supporting staff, generated average monthly turnover of IDR 1,000,000, and produced 10-20 packages per week. Marketing was limited to neighbors and orders from existing acquaintances. Its principal constraints were: (1) basic resealable plastic packaging with incomplete label information, including the absence of a registration number, detailed ingredients, and an expiration date; (2) the absence of an NIB and SPP-IRT; and (3) limited knowledge of digital marketing strategies.

Previous community engagement initiatives have generally addressed only one aspect of MSME development. Nurasia et al. (2021) provided two months of product-design and labeling assistance to MSMEs in Greater Luwu but did not address business licensing. Taufikurrahman et al. (2024) assisted MSMEs in Laweyan Village with OSS-based NIB applications without strengthening packaging design. Kartika et al. (2021) supported PIRT ownership through a food-safety workshop but did not include training in visually appealing packaging. In contrast, the present program integrated packaging design, product labeling, and business-licensing assistance for NIB and SPP-IRT applications within a single intervention. This integrated approach was intended to improve product competitiveness while enabling MSMEs in Cimekar Village to meet administrative licensing requirements.

Accordingly, the program aimed to: (1) improve MSME operators' knowledge and skills in developing standards-compliant packaging and product labels; (2) provide technical assistance with OSS-based NIB and SPP-IRT applications; and (3) assess changes in participants' capacity following the intervention.

2. Methods

This community engagement program employed a Participatory Action Research (PAR) approach comprising problem identification, action planning, implementation, evaluation, and reflection. It was conducted in Cimekar Village, Cileunyi Subdistrict, Bandung Regency, from June 27 to 30, 2024.

2.1 Pre-Implementation Stage

This stage involved coordination with the Cimekar Village Government and the owner of Rica Roa Dapur Ma Ena to establish the schedule, participants, and logistical requirements. The enterprise was selected as the primary focus because its distinctive flagship

product had clear market differentiation but faced packaging and licensing constraints. It also involved several family members in production, allowing the program to benefit more than one economic actor within the household. Baseline data were collected through in-depth interviews and direct observation of production and packaging. The interview guide addressed: (a) business profile, including product type, production scale, turnover, workforce, and market reach; (b) business-development constraints related to packaging, labeling, marketing, and licensing; (c) knowledge of food-packaging and labeling standards; (d) knowledge of OSS, NIB, and SPP-IRT procedures; and (e) participants' expectations and assistance needs. The findings informed training materials tailored to participants' knowledge and needs.

2.2 Implementation Stage

- a. Participatory discussion. This activity developed a shared understanding of the problems and established program targets. It involved all eight MSME participants from four enterprises, representatives of the Cimekar Village Government, and the community engagement team.
- b. Educational workshop and packaging-design training. The workshop covered the functions of packaging and BPOM requirements for processed-food labels, including the product name, net weight, ingredients, producer name, production code, registration number, halal logo, and expiration date. Participants then used graphic-design software to redesign the packaging of their own products in a hands-on session.
- c. OSS orientation and simulation. This session explained the procedures for applying for an NIB and SPP-IRT through the OSS portal, including documentary requirements, form completion, and the uploading of supporting materials such as packaging designs and labels. Participants practiced entering data directly through the OSS dashboard.
- d. Implementation assistance. The team supported MSME operators in applying the new packaging designs to their products, completing the required label information, and submitting licensing documents through OSS.

2.3 Evaluation

The program was evaluated using three instruments:

- a. Pre-test and post-test. A 10-item closed-ended questionnaire assessed knowledge of packaging standards, labeling, and OSS procedures. The pre-test was administered before the program and the post-test after the training and assistance activities.
- b. Competency checklist. The checklist assessed: (1) the ability to develop attractive and informative packaging; (2) the completeness of label information under BPOM standards; (3) the ability to access and complete OSS forms; and (4) the completeness of NIB/SPP-IRT application documents.
- c. Product documentation. Visual records documented product packaging before and after the program, while screenshots captured the progress of licensing applications through the OSS dashboard.

2.4 Data Analysis

Quantitative pre-test and post-test data were analyzed using a difference test to assess changes in participants' knowledge scores. Qualitative interview and observational data were analyzed descriptively to characterize the implementation process and its effects. Competency-checklist data were summarized as percentages to determine the proportion of participants meeting each skill indicator.

3. Results and Discussion

3.1 MSME Profile and Problem Identification

Initial interviews and observations identified packaging and labeling deficiencies at Rica Roa Dapur Ma Ena. The enterprise sold roa chili sauce in resealable plastic packages without a label displaying the product name and illustration; the packaging also omitted the P-IRT registration number, detailed ingredients, net weight, production code, and expiration date. This situation differed from that reported by Nurasia et al. (2021) in Greater Luwu, where MSMEs already used basic packaging that nevertheless failed to meet the aesthetic requirements of digital marketing. In Cimekar Village, the problem was more fundamental: the absence of a regulatory-compliant label constituted a technical barrier to licensing.

Rica Roa Dapur Ma Ena had neither an NIB nor an SPP-IRT. The main reasons were: (1) limited understanding of OSS procedures; (2) the perception that licensing was expensive and complicated; and (3) packaging and labels that did not satisfy application requirements. This finding is consistent with Taufikurrahman et al. (2024), who identified limited technical knowledge as a major reason for low NIB ownership among MSMEs in Laweyan Village. MSMEs in Cimekar Village, however, faced the additional problem of packaging that did not comply with processed-food standards, making a design intervention necessary before they could apply for licensing.

3.2 Improved Capacity in Packaging and Product-Label Design

The pre-test indicated a mean knowledge score of 45%, categorized as low, for packaging standards, labeling, and OSS procedures. Following the workshop, training, and assistance, the mean post-test score increased to 85%, categorized as high, representing a gain of 40 percentage points. The largest improvement occurred in knowledge of product labeling, which rose from 30% to 90%, followed by knowledge of OSS procedures, from 40% to 85%, and packaging design, from 50% to 85%.

The competency checklist showed that participants developed more attractive and informative packaging for Rica Roa Dapur Ma Ena. The new design used colors reflecting the product identity, relevant illustrations, and a structured arrangement of label information. Seventy-five percent of participants completed all information required under BPOM standards, including the product name, net weight, ingredients, producer name and address, production code, P-IRT registration number, halal logo where applicable, and expiration date.



Figure 2. Packaging-Design and Product-Registration Assistance

A comparison with Nurasia et al. (2021) suggests that a hands-on approach using participants' actual products enabled more rapid implementation of the designs. Whereas Nurasia et al. conducted two months of training with weekly evaluations, the present program concentrated assistance over four days and produced designs that could be implemented immediately. Active participation by MSME operators helped ensure that the designs reflected both product characteristics and owner preferences.

3.3 Business-Licensing Assistance through OSS

Business-licensing assistance combined simulation with direct practice using the OSS dashboard. Rica Roa Dapur Ma Ena submitted NIB and SPP-IRT applications and produced a more attractive and informative packaging design. The new design incorporated colors reflecting the product identity, relevant illustrations, and a structured presentation of label information.



Figure 3. New Packaging After the Assistance Program

The new packaging included all label information required under BPOM standards: product name, net weight, ingredients, producer name and address, production code, P-IRT registration number, halal logo, and expiration date.

This progress exceeded that reported by Taufikurrahman et al. (2024), in whose program only some participants obtained an NIB after receiving assistance. The principal difference was the integration of packaging improvement with OSS assistance. In Cimekar Village, MSME operators with complete packaging designs and labels were more confident in continuing the licensing process because a key supporting requirement had already been satisfied. This result indicates that a multi-component intervention

combining packaging and licensing can be more effective than single-component assistance.

3.4 Program Outcomes and Sustainability

The program produced outcomes in three areas. Administratively, participants improved the readiness of their licensing documents and their understanding of OSS procedures, enabling them to manage future applications without relying on third parties. At the product level, the new packaging increased perceived added value, as reflected in participants' intention to print it at production scale. In market terms, standards-compliant packaging and labels created opportunities to use digital platforms and access broader distribution channels, including collaboration with the Cimekar Village Government at local-product promotional events.



Figure 4. Marketing of Rica Roa Dapur Ma Ena Products through Social Media

Unlike Kartika et al. (2021), who focused on food-safety education to support PIRT acquisition, this program provided more comprehensive technical assistance by linking design, labeling, and licensing within a single workflow. Kartika et al. found that the workshop improved participants' knowledge but did not directly produce licensing documents. In the present program, four days of intensive assistance and competency-checklist evaluation enabled 50% of the MSME operators to submit licensing applications.

4. Conclusion

The assistance provided to Rica Roa Dapur Ma Ena and other MSMEs in Cimekar Village achieved its intended objectives. First, it improved packaging quality and the completeness of product labels under BPOM requirements, as demonstrated by an increase in participants' mean knowledge score from 45% to 85% and the production of new packaging designs by all

participating MSMEs. Second, it strengthened participants' understanding of OSS-based licensing procedures, as indicated by their ability to access the OSS dashboard and complete NIB and SPP-IRT forms. Third, it produced application-ready licensing documents, with 50% of participating MSME operators submitting an NIB and/or SPP-IRT application.

The evaluation supports four recommendations. First, follow-up assistance should continue until all participating MSMEs obtain definitive business-licensing certificates; halal-certification assistance is also required because the products are processed foods. Second, the Cimekar Village Government should facilitate business-domicile documentation and provide incentives for formally licensed MSMEs to accelerate business development. Third, digital marketing capacity should be strengthened through training in social media and e-commerce so that the newly packaged products can reach broader markets. Fourth, this integrated assistance model can be replicated for other MSMEs in Cimekar Village and other IPDN partner villages, with adjustments to the characteristics of each village's flagship products.

Acknowledgements

The authors thank all parties who supported and facilitated this community engagement program, particularly LPM-IPDN, the Cimekar Village Government, and all participants who contributed their time and provided opportunities for knowledge exchange. Their support enabled the program to proceed effectively and benefit the participating stakeholders.

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