

Economic Packaging Design Using Custom Stamp

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ABSTRACT

This service activity took place in the RT 05 RW 04 area in the Palmerah sub-district area. This activity aims to help develop the business of UMKM players in the area by utilizing Custom Stamp to create economical packaging designs. This activity aims to strengthen branding and convey information to consumers about UMKM brands with a low budget but looks good. By using custom stamps, it can be used in various packaging media like boxes, paper, plastic, glass, mica and other packaging, so that the product looks much more attractive and strengthens the identity of the brand.

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INTRODUCTION

Competition in the UMKM trade is getting tighter and making UMKM players have to think hard about how their products are attractive and chosen by the public. Starting from the quality of taste, various serving menus and the appearance of the packaging are things that must be considered. The packaging design cannot be separated from aesthetics, aesthetics are born from coloring, information and product facts. This is made to win the hearts of consumers when choosing a product (Mufreni, 2016).

In today's markets almost all products we buy come packaged. We use packaging to protect, contain and identify products. Furthermore if this is executed in a skillful way consumers often choose products based on packaging. The work of a designer and marketer is therefore extremely valuable when it comes to the design of a package [Alervall & Saied, 2013]. Packaging is an important tool for marketing and can play an important role in creating a sustainable competitive advantage (Abbasi & Aghaei, 2016).

However, making the attractive packaging usually requires considerable funds because the manufacturing process must be in large quantities, while UMKM have

limited funds that will be spent on product packaging. In addition to providing visual appeal, the packaging design must be a media of communication between producers and potential customers, so that the packaging design must contain information that must be known by potential customers so that potential customers feel familiar with the packaged product. It should also be noted that the more complete information listed in the packaging, it gives a better perception of the product.

Many UMKM in the Palmerah area, precisely in the RT 05 are UMKM players who were severely affected by covid a few years ago, so they continue their business with limited capital and use cheap packaging. The packaging used is far from attractive, plain without a logo, and there are also some of them who add small stickers to their packaging. This is of course reduces the aesthetics of their product packaging. When they want to improve the quality of their product packaging with packaging designs such as screen printing or printing packaging, it use costs quite a lot because usually there is a minimum order around 500-1000 pcs, and they also have to pay shipping costs if the results are finished and need to be sent to the destination.

Using screen printing or printing packaging requires a large amount of money, so, the custom stamps can be a very wise alternative for UMKM with limited funds. Even with minimal funds, custom stamps can provide brand identity to products including logos, store addresses, and order contact info. That way the product will become more attractive and easily recognizable by customers because of the brand identity can be show on the product packaging.

The solutions that can be given to the partners from their problems are providing information about marketing strategies with product packaging, helping partners make packaging designs with minimal costs, making custom stamps for partner product packaging, and providing training on the use of custom stamps.

METHOD

The method used in this activity was the training method for making stamp designs which was attended by 9 UMKM participants located at the posyandu Anggrek Cendrawasih 8A Street, Kemanggisan, West Jakarta. The training activities are as follows in figure 1.

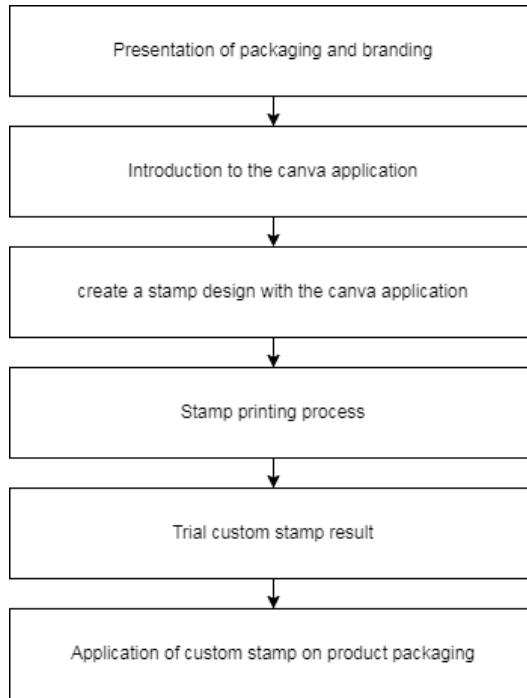


Figure 1. Flowchart training activities

The activity carried out is the training how to make custom stamps using the Canva application. Canva is a straightforward process, perfect for creating a professional-looking logo for your business or personal brand. With its user-friendly interface and wide selection of professional templates, shapes, and design elements, Canva makes it easy for anyone to craft a logo that truly reflects their brand identity [eclincher, 2024].

For partners who already have a logo, they can use an existing logo or can add other information with the application. because the logo is the one of the mandatory elements that must be present and included on the packaging body [Aldiansyah,2023]. A logo is also one of the strategies to differentiate a brand from other brands in a competitive market [ummah, 2023].

After the design has been completed, it will be sent to the custom stamp manufacturer to be created. The stamp manufacturing process takes 2 days and the delivery process takes 2 days.

After the stamp is finished, it will be distributed to partners and will be tested on the packaging that will be used. For partners who want to change the packaging to be more attractive, information will be provided about the latest packaging that is often used by other business people at an affordable price.

At the end of the session, participants were given the task of determining what packaging to use and practicing their own custom stamp on their packaging to see the obstacles of stamp process.

The components needed in this training include Android phone, Canva application, Internet, Packaging that will be used, stamps and tools.

RESULT AND DISCUSSION

The result of this activity is a stamp design that can be use on many types packaging. The ink used is a special ink that can be used on all media such as plastic, plastic bag, food containers, paper, Lunch box, beverage cups, etc. The following are the results of the stamp design that has been made by participants :



Figure 2. The result of custom stamp by canva apps

After the design is completed, the file sent to the printing service and the next process is file editing with Corel draw software for adjust the thickening of the line image that will be print. it is intended that at the time of printing the rubber stamp can be cut properly, and not too thin when put on the ink.

Delivery time is 4 days until the stamp arrived, a meeting was held for training at Posyandu RT 05/04 Kemanggisan to demonstrate how to use the custom stamp. the Stamp was tested at this training event by all participants. Each participant was given one stamp, ink pad and a bottle of ink. Stamp sizes varied depending on the type of packaging used by the participants.



Figure 3. Custom Stamp results on styrofoam and paper packaging

Some things that are important is to making a simple design, not to use a lot of words, just include a simple image or logo that makes the logo more memorable and aesthetic.

The choice of fonts for custom stamps must be considered, because the result of custom stamp is better when the fonts used are filled and not thin. the thinner font and small size will make the result is unclear.

The ink used is also very influential on the results. for glossy packaging such as plastic cups, plastic bags, thinwall it must use ink specifically for plastic, don't use ink for paper because ink cannot stick to slippery media.

When stamping, it is required that the field is flat, if the field is not flat then it must be given a hard base so that the ink can be pressed perfectly and the stamp results are good. and for stamping plastic glass, we made first the tools inserted into a glass so that the glass is fully filled and can be pressed (not dented). The way to stamp follows the curve of the glass shape, from the left side to the right.

The advantages of using custom stamps are cheap price, fast creation, suitable for UMKM with minimal budgets and beginners. The disadvantages of custom stamps are- It takes quite a long time to stamp large quantities of packaging, uncorrect method of using a stamp can make the result is not good such as the ink splattering or the image shifting. Need time to dry for a while, because if you stack them straight away while they are wet, the ink will stick to the other packaging.

At the end of this training, all participant filled out the questionnaire in figure 4 to evaluate this event.

**KUISIONER KEPUASAN PESERTA
KEGIATAN PENGABDIAN PADA MASYARAKAT
UNIVERSITAS MERCU BUANA**

Benilah tanda [√] pada jawaban yang menurut pendapat Saudara/i paling tepat pada pilihan jawaban yang tersedia, dan silahkan berikan pendapat yang sepeertunya.

Nama Responden :
Jenis Kelamin :
Usia :

No	Pertanyaan	SS	S	KS	TS	STS
1	Menyelesaikan masalah yang dihadapi masyarakat dengan memanfaatkan keahlian sivitas aka demik yang relevan.					
2	Memfaatkan teknologi tepat guna					
3	Berguna bagi pengembangan ilmu pengetahuan dan teknologi.					
4	Berguna sebagai bahan ajar atau modul pelatihan untuk pengayaan sumber belajar.					
5	Meningkatkan pendapatan					
6	Meningkatkan pengetahuan.					
7	Meningkatkan produksi.					
8	Merubah perilaku kearah yang positif					
9	Meningkatkan mutu lingkungan					
10	Kerjasama yang dilaksanakan bersama UMB melalui kegiatan Pengabdian Kepada Masyarakat bermanfaat bagi masyarakat.					
11	Kerjasama yang dilaksanakan bersama UMB melalui kegiatan Pengabdian Kepada Masyarakat memenuhi target kerjasama.					

Saran-Saran:

Keterangan: [SS]=Sangat Setuju, [S]=Setuju; [KS]=Kurang Setuju; [TS]=Tidak Setuju; [STS]= Sangat Tidak Setuju

Figure 4. training participant satisfaction questionnaire

The result of this questionnaire is all training participants were satisfied with this training. The suggestions for further training are instagram Ads, advertising content, product videos

Table 1. The Answer of Satisfaction Questionnaire

Gender	Age (Year)	The Answer											Suggestion further training
		1	2	3	4	5	6	7	8	9	0	11	
Female	38	SS	S	S	S	S	S	S	S	S	SS	SS	advertising content

Gender	Age (Year)	The Answer											Suggestion further training	
		1	2	3	4	5	6	7	8	9	0	11		
			S	S		S	S	T	S	T				
Female	37	SS	S	S	S	S	S	S	S	S	SS	SS	Instagram Ads	
Female			S	S	S	S	S	T	S					
	39	S	S	S	S	S	S	S	S	S	SS	SS	Product videos	
Female			S	S	S		S	T	S	S				
	28	SS	S	S	S	S	S	S	S	S	SS	SS	advertisingcontent	
Female			S	S	S		S	T	S					
	30	SS	S	S	S	S	S	S	S	S	SS	SS	Instagram Ads	
Female			S	S	S		S	T	S					
	41	SS	S	S	S	S	S	S	S	S	SS	SS	Making Cake	
Female			S	S			S	T	S	T				
	35	S	S	S	S	S	S	S	S	S	SS	SS	Making Bread	
Female			S	S	S		S	T	S					
	40	SS	S	S	S	S	S	S	S	S	SS	SS	advertising content	
Female			S	S	S	S	S	T	S					
	32	SS	S	S	S	S	S	S	S	S	SS	SS	Product videos	

CONCLUSION

The results of this training, it can be concluded that for beginners UMKM can utilize custom stamps for economic and better product design. By putting the store name or logo on the packaging, it can make the appearance of the packaging better and make the customers easy to remember of their brand and give the information of their business. With a fairly cheap price, custom stamps can be used for a large quantity of prints and can be used for a long period of time.

SUGGESTION

The suggestion in this training is that if want to print using a custom stamp, prepare the packaging material to be stamped. and Stamp in bulk because it will save the ink used. if stamp in small quantities, the ink will dry out.

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