

Packaging Design Training and Brand Registration for MSME Owners in The West Pringsewu District

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) in the West Pringsewu district possess significant product potential; however, they still face obstacles regarding product visuals and legal protection. The primary issues encountered by partners are simplistic packaging—consistently using clear plastic without labels—and a lack of awareness regarding the importance of trademark registration. This community service initiative aims to increase the market value of products through attractive packaging design training and trademark registration assistance as a form of Intellectual Property Rights (IPR) protection. The method utilized is Participatory Action Research (PAR), which involves socialization, design training using the Canva application, and administrative assistance for trademark registration. The results of this activity demonstrate an improvement in the participants' skills in creating aesthetic and informative packaging designs. Furthermore, the program successfully facilitated MSME owners in understanding independent trademark registration procedures. In conclusion, strengthening visual aspects and brand legality can significantly enhance the competitiveness of in the West Pringsewu district MSMEs in the broader market.

Keywords: Packaging Design, Trademark Registration, MSMEs, Community Service.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy, particularly as the backbone of the local community's economy. In the West Pringsewu District, Pringsewu Regency, Lampung, there are many MSME practitioners producing various high-quality local products, such as processed foods, handicrafts, and agricultural products. Nevertheless, these products still face obstacles regarding market competitiveness, specifically in the aspects of branding and legal trademark protection.

One of the primary issues faced by MSME owners in West Pringsewu is the lack of knowledge and skills in designing attractive and professional product packaging. Good packaging serves not only as product protection but also as a visual communication medium that can increase market value and consumer appeal. Unattractive and uninformative packaging causes MSME products to struggle against similar products from competitors—especially those that already utilize modern and eye-catching packaging.

In addition to packaging design issues, MSME practitioners also do not yet understand the importance of trademark registration as a form of legal protection for their product identity. A trademark is a highly valuable intellectual asset for business continuity (Indrawati,2020).. Without official registration, MSME products are vulnerable to piracy or the unauthorized use of the same brand by other parties, which can damage business reputation and profitability. A lack of knowledge regarding the procedures and benefits of trademark registration makes many MSME owners hesitant and unaware of how to register their brands with the Directorate General of Intellectual Property (DGIP).

Trademark registration in Indonesia is governed by Law Number 20 of 2016 concerning Trademarks and Geographical Indications and its subsequent amendments. A trademark serves as a business identity and a differentiator between one product and another. Despite its importance, many MSME (Micro, Small, and Medium Enterprise) owners still lack an understanding of the urgency of trademark registration. In reality, by registering their trademarks, MSME owners receive legal protection and a safeguard against financial losses caused by counterfeit, plagiarized, imitated, or pirated products. A protected brand can grow more easily and holds greater value in the eyes of consumers and investors. Registering a trademark is akin to building a sturdy fence around a business house; it provides security and an intangible value that others cannot touch, as the registered mark is legally secured and protected from competitors using it without authorization.

Similarity between brands is not judged by name alone; similarities in color schemes, images, numbers, and logos can also hinder registration. This is because the Trademark Law adopts the "first-to-file" principle, where the first party to submit an application—if approved—is the one who holds the exclusive rights to that mark (Jarti *et.al*,2024).

Based on these conditions, empowerment efforts are necessary through community service activities that can enhance the capacity and competence of MSME owners in packaging design and trademark registration. This training is expected to provide concrete solutions to the challenges faced by MSMEs, enabling local products to compete more effectively in the market, possess a strong brand identity, and remain legally protected. Through this training, MSME owners are expected to develop brand awareness, increase product added value, and obtain adequate legal protection. This aligns with government efforts to drive grassroots economic growth and bolster the competitiveness of local products in the era of global competition.

2. METHOD

The method used for this community service is Participatory Action Research (PAR), which includes socialization stages, design training using the Canva application, and administrative assistance for trademark registration. The socialization and training for packaging design and trademark registration aim to provide partners specifically MSME owners with an understanding of the importance of packaging in product sales and trademark registration. This ensures they gain practical knowledge and understand how to create attractive packaging designs and register trademarks independently.

To ensure the smooth execution of the program, Nada Ulya Qivni, a lecturer from the Bakti Nusantara Institute, served as the resource person for the socialization and trademark registration training. Subsequently, the team prepared the materials, applications, and equipment required. The socialization was conducted through direct presentations to MSME owners in West Pringsewu.

This program utilized observational methods involving MSME owners in the West Pringsewu area by providing materials related to packaging design creation, types of packaging, trademarks, and the registration process. Following the presentation (Ruhtiani *et.al*, 2023), participants were given the opportunity to answer questions regarding the materials shared by the speaker. After the observation, the author identified problems among the MSME owners by categorizing them into three groups: those active in organizations, those active in running their businesses, and those who have just started their business ventures, based on the data provided by the attendees.

Once the problems were identified, the author provided a solution by conducting socialization and training for packaging design and trademark registration in West Pringsewu. This aims to help MSME owners create more attractive and eye-catching designs while protecting their trademarks from plagiarism and imitation. Furthermore, it helps foster fair business competition among entrepreneurs and MSME owners in the West Pringsewu region. Upon completion of the activity, the MSME owners were able to understand, both theoretically and practically, how to create packaging designs and the procedures for trademark registration via the website of the Directorate General of Intellectual Property.

3. RESULT AND DISCUSSION

The community service initiative, titled "Packaging Design Training and Product Trademark Registration for MSMEs in West Pringsewu," was conducted with participants representing diverse business sectors, including processed food producers, handicrafts, and agricultural products. The program was carried out over a single day utilizing the Participatory Action Research (PAR) methodology, which comprised three core phases: socialization, design training via the Canva application, and administrative assistance for trademark registration.

An analysis of the participants' profiles revealed that while the majority of MSME owners had been operating their businesses for over a year, only 23% had previously attended similar training programs. Furthermore, 91% of participants still utilized rudimentary packaging lacking aesthetic design, and none of the participants had officially registered their product trademarks. To evaluate the effectiveness of the program, pre-test and post-test assessments were administered to measure participants comprehension of packaging design concepts and trademark registration procedures (Verawati, 2022)..

During the packaging design sessions, participants were trained in the use of accessible graphic design tools such as Canva and CorelDraw. The outcomes of the training demonstrated that:

- 60% of participants were capable of independently creating basic packaging designs by the conclusion of the workshop using the Canva application.
- 74% of participants demonstrated the ability to apply fundamental design principles, including color selection, typography, and visual composition.

- 89% of participants expressed a definitive intent to upgrade their product packaging in the near future.

Additionally, eight participants successfully finalized their product packaging designs during the workshop, receiving direct evaluative feedback from the facilitators for further refinement.



Figure 1. Packaging Design Development Process

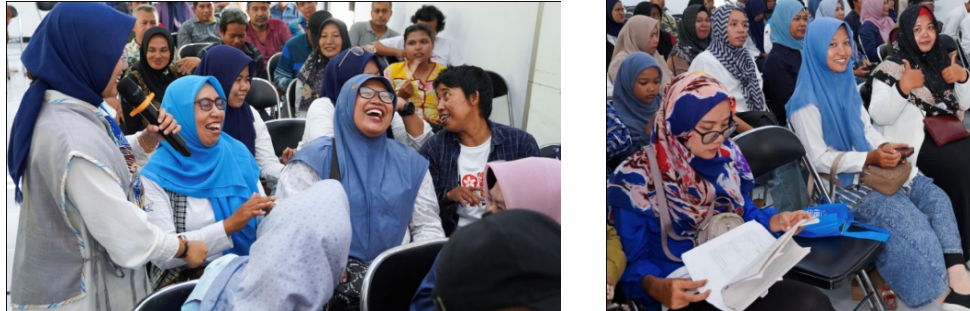


Figure 2. Final Mockup Display on Pouch Packaging

In a separate session focused on trademark registration (Alexander, 2022)., participants gained a comprehensive understanding of the following:

- The benefits and significance of trademark protection;
- Registration procedures via the DGIP (Directorate General of Intellectual Property) online system;
- Documentary requirements and associated registration fees;
- Strategies for effective brand name selection.

The results of this session indicated that half of the participants demonstrated a clear understanding of the registration procedures, and participants committed to registering their product trademarks within the next six months. Furthermore, two MSME owners received direct assistance to initiate the trademark registration process during the activity.



Picture 3. Activity dokumentation

The implementation of this packaging design training and product trademark registration has significantly impacted MSME owners. Approximately 75% of participants reported increased motivation to enhance their product branding and expressed plans to allocate a specific budget for packaging development and trademark registration. Furthermore, participants indicated a boost in confidence regarding product marketing and are planning to expand their market reach through digital platforms.

The participant satisfaction rate for this community service activity was exceptionally high, with attendees categorized as "Very Satisfied" or "Satisfied." MSME owners highlighted several key strengths of the program: the practical, accessible, and applicable delivery of materials; the presence of competent and communicative speakers; the opportunity for hands-on practice following the socialization sessions; and the provision of individual assistance. Additionally, participants expressed a desire for follow-up training sessions focusing on digital marketing and financial management for MSMEs.

4. CONCLUSION

The community service initiative—focused on packaging design training and product trademark registration for MSMEs in West Pringsewu—has provided a significant positive contribution to

enhancing the capacity and competence of local entrepreneurs. Based on the evaluation and analysis of the activity, the following conclusions can be drawn:

First, the training successfully increased participants' knowledge and understanding of the importance of attractive and professional packaging design as a core branding strategy for MSME products. A knowledge score increase of 84.2% indicates that the training materials were delivered effectively and were well-understood by the participants.

Second, participants acquired practical skills in designing packaging using graphic design applications, with 60% of participants demonstrating the ability to create designs independently. This highlights that interactive workshop methods and direct assistance are highly effective in transferring skills to MSME owners, many of whom have limited technological backgrounds.

Third, awareness regarding the importance of legal trademark protection increased drastically among participants. The improved understanding of registration procedures and the participants' commitment to registering their brands within the next six months demonstrate that this activity successfully broadened their perspectives on the legal aspects of business.

Fourth, the program boosted the motivation and confidence of MSME owners in developing their enterprises. 75% of participants felt motivated to improve their product branding quality, which serves as a vital foundation for the sustainability and growth of their businesses.

Fifth, the exceptionally high participant satisfaction rate indicates that the activity met the needs and expectations of the MSMEs and was designed with a targeted and appropriate approach.

Nevertheless, the long-term impact of this activity requires continued attention through follow-up mentoring programs and monitoring the implementation of the knowledge gained. Collaboration with various stakeholders—including local government, relevant agencies, and financial institutions—is essential to support MSME owners in realizing their plans for packaging development and trademark registration.

In conclusion, community service activities of this nature are crucial to conduct sustainably with diverse themes tailored to MSME needs. Such efforts will continue to enhance the competitiveness of local products and drive community economic growth in West Pringsewu specifically, and across the Pringsewu Regency in general.

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