



MAKING RICE CRACKER PRODUCT LABELS AS AN EFFORT TO INCREASE THE SELLING VALUE OF PRODUCTS

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Abstract:

This community service activity aims to increase the selling value and competitiveness of rice cracker (kerupuk nasi or kerupuk petulo) MSME products located in Gading Wetan Village, Probolinggo Regency, through the creation of product labels. The partner MSME has been established since 1997 and still carries out the production process using traditional methods with a simple marketing system without product identity. The community service method employed is the Asset-Based Community Development (ABCD) approach, which emphasizes strengthening local assets and the active involvement of MSME actors as the main subjects of the program. Data collection techniques include observation, interviews, and documentation, supported by simple quantitative data in the form of comparisons of selling prices before and after the implementation of product labels. The results of the community service show that the creation and application of product labels provide positive changes in the perceptions of MSME actors regarding the importance of product identity and packaging. Product labels function as information media as well as business identity, which can increase consumer trust and product selling value. In addition, social changes were observed in the form of increased awareness, self-confidence, and readiness of MSME actors to develop their businesses in a more sustainable manner. Thus, this community service proves that strengthening simple aspects such as product labeling can have a real impact on the sustainability of household-scale MSMEs.

Keywords: MSMEs, Rice Crackers, Product Labeling, Selling Value, Asset-Based Community Development.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are economic sectors that have an important role in supporting the community's economy, especially in rural areas. One form of MSMEs that still survives to this day is the rice cracker or petulo cracker business. The petulo cracker MSMEs that are the service partners are located in Gading Wetan Village and have been established since 1997 and are managed from generation to generation until the second generation. The production process is still carried out traditionally using special homemade tools and is highly dependent on weather conditions, so production cannot be carried out every day. The products are marketed in raw form and sold directly from the production house with simple packaging without product labels.

This condition causes petulo cracker products to have relatively low competitiveness in the market. The absence of product labels makes crackers difficult to recognize by new consumers and does not have an identity that distinguishes them from similar products. In fact, product labels play an important role as a medium of information and identity that can increase consumer confidence in product quality. Data from the Central Statistics Agency (2023) shows that more than 60% of food

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MSMEs in Indonesia still use simple packaging without labels, thus affecting the low selling value of products.

This petulo cracker business was chosen as a subject of service because it has considerable economic potential but has not been supported by an optimal marketing strategy. Rice-based products are snacks that are close to Indonesian consumption and have a stable demand. However, the limited knowledge of MSME actors regarding the importance of product labels and branding causes production products to only be used as additional income and have not been able to provide significant economic improvements.

Based on these problems, this community service activity is focused on making rice cracker product labels as an effort to increase the selling value and competitiveness of MSME products. The making of labels is carried out with a simple, economical, and easy-to-apply design, so that it is in accordance with the conditions and capabilities of business actors. This strategy is expected to be able to provide added value to products without changing the production process that has been running.

Through this service activity, it is hoped that there will be an increase in the selling value of products and social changes in the form of increasing awareness of MSME actors on the importance of product identity and marketing. Quantitatively, the application of product labels is expected to be able to increase selling prices and marketing reach, while qualitatively it is expected to increase the confidence of business actors and the sustainability of the petulo cracker business in the future.

RESEARCH METHODS

This community service method uses the Asset-Based Community Development (ABCD) approach as a mentoring framework that focuses on strengthening assets by involving MSME actors as the main subjects in each stage of activities. This approach places the community not only as an object, but as an active partner involved in the process of planning, implementing, and evaluating service activities. The planning process is carried out in a participatory manner through discussions and deliberations with MSME actors to identify their problems, needs, and business potential.

Action planning begins with initial observation activities and in-depth interviews to explore business conditions, production processes, marketing systems, and obstacles faced. The results of the identification are then discussed with partners to determine the most appropriate form of intervention, namely the creation of product labels as an effort to increase selling value. With this approach, it is hoped that MSME actors will have a sense of ownership of the programs being run.

The subject of this community service is MSME actors of rice crackers or petulo crackers which have been established since 1997 and are managed from generation to generation until the second generation. This business is managed by two core workers, namely husband and wife, with a production process that is still traditional and household-scale.

The service activity was carried out at the petulo cracker MSME production house located in Gading Wetan Village, Gading District, Probolinggo Regency. This location was chosen because it is a center of production activities as well as a place for direct marketing to consumers. The involvement of service subjects is actively carried

out in the entire series of activities, from planning, label design, to the application of labels on products.

MSME actors are directly involved in the community organizing process, especially in making decisions related to label design and product information to be displayed. The service team acts as a facilitator who accompanies the discussion process and provides alternative solutions based on the results of the study and references.

The active involvement of assisted subjects aims to increase the understanding and capacity of MSME actors related to the importance of product labels and simple branding. Through this process, it is hoped that business actors will be able to implement and continue innovation independently after the service activities end. The method used in this service activity is a qualitative descriptive method supported by simple quantitative data. This method was chosen to obtain an in-depth picture of business conditions, problems faced, and changes that occurred after the application of product labels.

Data collection techniques include:

1. Observation, to observe the production, packaging, and marketing processes of products.
2. Interview, to explore information related to business history, production constraints, and the perception of MSME actors towards product labels.
3. Documentation, to support visual data related to conditions before and after the application of the label.

Quantitative data was obtained from a comparison of selling prices and sales numbers before and after the use of product labels. The data is used to measure the extent to which product labels contribute to increased selling value.

The stages of this community service activity consist of five main stages, namely:

1. Observation and Problem Identification: Identify the business conditions, production systems, packaging, and marketing of petulo cracker MSMEs.
2. Joint Planning: Discussion and deliberation with MSME actors to determine the focus of service activities, namely the creation of product labels.
3. Product Label Design: Preparation of simple and informative label designs according to the characteristics of the business and the needs of partners.
4. Implementation and Assistance: The application of labels on product packaging and assistance in the use of labels in production and sales activities.
5. Evaluation and Reflection: Evaluate the results of activities based on changes in selling value, response of MSME actors, and potential program sustainability.

RESULTS&DISCUSSION

1. Dynamics of the Mentoring Process

The implementation of community service at Aneka Krupuk Bu' Maimuna MSMEs in Gading Wetan Village is carried out through a participatory and sustainable mentoring process. The assistance begins with observation and coordination activities with business owners to identify the real conditions of the business, starting from the

production process, packaging system, to the marketing patterns applied. This process aims to agree on the form and direction of mentoring activities that will be carried out in accordance with the needs and abilities of business actors (Jasmine, 2025).

Mentoring has developed into the active involvement of business owners in discussions about improving product quality, especially in the aspects of packaging and product identity. In the production process, this cracker business still uses traditional tools that are specifically designed for making petulo crackers and rengginang crackers. Production is carried out on an irregular basis every day because it is highly dependent on weather conditions, especially at the drying stage. This condition is one of the main dynamics in the mentoring process that needs to be adjusted to the reality of the field.

Mentoring activities are carried out in stages with a persuasive approach, considering that this business is a hereditary business that has been established since 1997 and is managed by family successors. The entire production process to packaging is done by two people, namely husband and wife. Documentation of mentoring activities is empirical evidence of the ongoing service process and active participation of MSME actors in efforts to develop a household-scale business.



Figure 1. Interview Activity for MSMEs Snacks Ready to Eat Bunot Hamlet,
Gading Wetan Village, Gading District, Probolinggo Regency, East Java.

2. Variety of Activities and Forms of Service Actions

A variety of service activities carried out at Aneka Krupuk Bu' Maimuna MSMEs include field observations, in-depth interviews, and direct assistance in the production and packaging process. Observations were carried out to directly understand the use of traditional tools, the raw materials used, and the stages of cracker production which are still manual. In-depth interviews were conducted to explore information about the business history, work system, and the main obstacles faced in the production and marketing process.

The form of service is manifested in educational assistance, especially in the aspect of product packaging. Previously, cracker products were only packaged using simple plastic without labels. Through mentoring, business actors are given an understanding of the importance of packaging and product identity as added value in marketing. In addition, simple education was also given regarding the potential of product marketing even though currently the sales system is still carried out directly, namely consumers come to the production house themselves (Alfiandi et al., 2025).

3. The Process of Social Change

The process of emerging social changes in this service activity takes place gradually and on a small scale, but it has a significant impact on business actors. Initially, the cracker business was only seen as a side business to supplement daily income and has not been managed with a development orientation. Through the mentoring process, awareness began to grow that household businesses have the potential to be developed if managed more planned.

Social change can be seen from the change in the mindset of business actors towards the importance of product quality, cleanliness, and business identity. Although the income from this business is still additional and has not become the main income, business actors show a more open attitude towards innovation and improvement. Thus, this service activity plays a role in encouraging social transformation in the form of increasing awareness, confidence, and readiness of MSME actors in facing future business development opportunities (Duwi, 2025).

4. Theoretical Analysis of the ABCD-Based Service Process

The findings of the service results show that the Asset-Based Community Development (ABCD) approach is effective in the process of assisting Aneka Krupuk Bu' Maimuna MSMEs in Gading Wetan Village. The ABCD approach emphasizes community development based on the assets that have been owned, so that MSME actors are not positioned as objects that have limitations, but as subjects of service that have local potential and resources to be developed. This approach is in line with the principle of participatory service that encourages active community involvement in every stage of the activity.

In the implementation of the service, local assets owned by Aneka Krupuk Bu' Maimuna MSMEs are the main capital of the mentoring process. These assets include traditional cracker production skills, the use of special production equipment for petulo and rengginang crackers, and hereditary business experience that has been running since 1997. In addition, the direct involvement of the nuclear family, namely husband and wife, as the main actors in production reflects the strength of human assets in the sustainability of a household-scale business.

The ABCD approach allows the mentoring process to be focused on strengthening existing assets without eliminating the local characteristics of the business. The production process, which still depends on weather conditions, especially at the drying stage, is not seen solely as an obstacle, but as part of the local reality that needs to be managed adaptively. Through participatory dialogue, MSME actors are involved in reflecting on the production and marketing practices that have been carried out, including the sales system that is still direct, namely consumers come to the production house themselves.

5. Social Change and Strengthening the Capacity of MSME Actors

The social changes that arise in ABCD-based service activities take place gradually and contextually. Social transformation does not happen instantly, but through a continuous mentoring process based on local potential. The increase in the participation of MSME actors in the mentoring process reflects a change in mindset

towards business management, especially in understanding the importance of product quality, cleanliness, and business identity.

Social change can be seen from the increasing awareness of MSME actors towards the added value of products through packaging and labeling. Previously, cracker products were sold in raw form with simple packaging without a clear business identity. Through the ABCD approach, business actors are beginning to view packaging as a supporting asset that can increase product attractiveness and consumer trust. This shows a shift in orientation from just a side business to meet daily needs to a more sustainable business development effort (Kaseng, 2025).

In addition, the strengthening of the role of the family as the main unit of production reflects social change at the micro level, where the household business functions not only as an additional source of income, but also as a space for learning and empowerment. Thus, this ABCD-based service activity contributes to encouraging social change in the form of increasing the capacity, confidence, and readiness of MSME actors to develop their businesses independently and sustainably.

CONCLUSION

Community service activities carried out at MSMEs for rice crackers or petulo crackers in Gading Wetan Village show that the manufacture of product labels is a relevant and strategic effort in increasing the selling value and competitiveness of household-scale MSME products. Before the service activity was carried out, cracker products were marketed in simple packaging without labels and business identities, so that they lacked visual appeal and were difficult to recognize by consumers in the midst of many similar products.

Through the Asset-Based Community Development (ABCD) approach, MSME actors are actively involved in every stage of activities, starting from problem identification, planning, label design design, to the application of labels on product packaging. This approach encourages business actors to realize and optimize their local assets, such as traditional production skills, hereditary business experience, and family involvement as the main producer. Thus, MSME actors are not positioned as objects of service, but as subjects who play an active role in the business development process.

The results of the service show positive changes both economically and socially. Economically, the application of product labels provides added value in the form of a clear business identity, increases consumer confidence, and has the potential to increase the selling price of products. Socially, this activity encourages a change in the mindset of MSME actors towards the importance of packaging, cleanliness, and product identity as part of a marketing strategy. Business actors also show a more open attitude towards simple innovations that can support business sustainability.

Thus, this service proves that innovations that are simple, economical, and in accordance with the conditions of MSME actors are able to have a real impact on strengthening capacity and business sustainability. In the future, it is hoped that MSME actors can maintain the use of product labels and gradually develop a broader marketing strategy so that the rice cracker business is not only a side business, but can develop as a more sustainable source of income for families and the surrounding community.

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