



## ISI SURAKARTA HOLDS TRAINING TO EMPOWER AISYIYAH RESIDENTS INCREASE THE TRADE VALUE OF TYPICAL KARANGANYAR SOUVENIRS

By

Sunarmi<sup>1</sup>, Handriyotopo<sup>2</sup>, Raden Ersnathan Budi Prasetyo<sup>3</sup>, Reno Abdurrahman<sup>4</sup>,

Yuninggar Renaningtyas<sup>5</sup>, Nova Wulan Priyandani<sup>6</sup>

<sup>1,2,3,4,5,6</sup> Institut Seni Indonesia Surakarta, Surakarta, Indonesia

Email: <sup>1</sup>[sunarmi.interior67@gmail.com](mailto:sunarmi.interior67@gmail.com), <sup>2</sup>[handriyo@isi-ska.ac.id](mailto:handriyo@isi-ska.ac.id),

<sup>4</sup>[masinomaman@gmail.com](mailto:masinomaman@gmail.com), <sup>5</sup>[yuninggar25@gmail.com](mailto:yuninggar25@gmail.com), <sup>6</sup>[novanovel27@gmail.com](mailto:novanovel27@gmail.com)

### Article Info

#### Article history:

Received Oct 09, 2023

Revised Nov 18, 2023

Accepted Dec 12, 2023

#### Keywords:

Design Training, Packaging,

Visual Merchandising,

Ecology

### ABSTRACT

Packaging is an important element in maintaining food quality and safety. Aisyiyah is a women's organization that exists to support the government in various fields, one of which is the welfare of the people through the Economic and Welfare Council in developing and marketing food that has economic value as tourist souvenirs. The obstacle faced is the weak packaging design. Training and empowerment in visual merchandising design management was carried out for Aisyiyah residents in Karanganyar. Aisyiyah residents as a partnership network of lecturers under LPPMPP ISI Surakarta handle problems with training assistance from the design and postgraduate departments. The strategy chosen for empowerment is ecologically based, using the Rapid Rural Appraisal (RRA) Method. In this method, participants are invited to learn to understand the potential and awareness of maintaining environmental safety, and are able to build motivation for EcoDesign creativity. The Participatory Rural Appraisal (PRA) method emphasizes participant involvement in being able to foster creativity related to the personal potential of traders, building creative interior design abilities, especially related to merchandise image. The results of the empowerment training consist of (1) participants' skills in analyzing packaging design needs for culinary businesses; (2) The creative results of merchandise packaging designs consist of snacks, side dishes, bags, batik in the concept of plastic wrap, paper, and environmentally friendly rattan bags and paper bags. Empowerment activities can be utilized: (1) Recommendations on design offers for group businesses; (1) Providing participants with skills and knowledge in developing culinary businesses independently

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



### Corresponding Author:

Sunarmi

Institut Seni Indonesia Surakarta, Surakarta, Indonesia

Email: [sunarmi.interior67@gmail.com](mailto:sunarmi.interior67@gmail.com)

---

## 1. INTRODUCTION

There are many types of traditional food, from those made from flour to those based on processed meat and fish. Each region has its own special food as souvenirs when we travel or visit foreign relatives who have migrated to a certain area. Karanganyar Regency is no exception, it has many kinds of unique and distinctive traditional foods used as tourist souvenirs. Not all typical foods as souvenirs sell well and are the choice of tourists. Apart from that, some of them do not meet the standards as souvenirs, and seem to be given little attention by people who instead choose foreign food products that are mass marketed (Triwidayati, 2020). This is the problem that the packaging becomes the main attraction element, even though the taste is enough to shake the tongue or be delicious. One element of packaging design is how to use the product, the packaging is easy for consumers to read. Even for use as reuse, it has great potential and is conducive (Elinda Oktavia, 2019). In the development of packaging, the function of protecting a product is more than that. Packaging design actually strengthens the perception of a product's quality. The appearance and aesthetics of the packaging are actually very important in building a product brand (Kurniawan et al., 2021). Apart from packaging, the visual attraction for typical tourist souvenirs is how to display them on shelves or booths, it is also related to visual merchandising. Why? Because Visual Merchandising has an important role for retailers in presenting or displaying their products with the aim of maximizing their appeal to consumers (Widjaja Karsiwa, 2007). Product displays and store atmosphere in their influence on consumer impulse buying behavior (Mutiah et al., 2018). Like this problem, Aisyiah also encounters this problem when selling her souvenirs in her shop or retail store.

The existence of these souvenir food centers is carried out independently or in groups within an economic community. The term MSMEs is a place for the growth and development of the culinary-based community economic sector. The Aisyiyah organization, which positions itself in the field of community empowerment, has always been active in developing the people's economy, especially for women. Aisyiyah is a women's organization from the Muhammadiyah organization, an Islamic movement, preaching amar makruf nahi munkar and tajdid which is based on Islam and is based on the Al-Qur'an and As-Sunnah. 'Aisyiyah. (Aulia, 2018) Assistance for MSMEs for women's economic empowerment remains consistently provided by Aisyiyah. This is because mentoring for MSMEs is a follow-up to the training carried out, both from an institutional and entrepreneurial perspective (Sarwoto et al., 2021).

The Aisyiyah Karanganyar Regional Leadership has 17 branch leaders spread across all sub-districts in Karanganyar. Each is strategic as a tourist area. Apart from that, Aisyiyah's busy activities have resulted in Aisyiyah having an Economic Council team that has expertise in preparing typical Karanganyar food. This activity can clearly support the government in strengthening the community's economy. However, in its implementation, they do not yet have expertise in packaging souvenirs and arranging display houses (visual merchandising). So we need a helping hand from academics in the field of design, especially in terms of packaging design imagery and visual merchandising as a visual attraction. Thus, the problem for partners is that there is a need for training for economic entrepreneurs of typical tourist food souvenirs for those assisted by Aisyiyah from lecturers and students majoring in design and LPPMPP ISI Surakarta.

## 2. METHOD

Empowerment activities carried out in Karanganyar Regency are centered at SMK Muhammadiyah 2 Karanganyar. Training on packaging design and visual merchandising by carrying out appropriate methodological steps. The training is concentrated on training in good and attractive packaging and labeling methods to support a food product. The Empowerment Method



used is the Rapid Rural Appraisal (RRA) Method AND the Participatory Rural Appraisal (PRA) Method. The Rapid Rural Appraisal (RRA) method is where the community is invited to learn to understand the potential of the village. Based on the situation of implementing RRA, data was collected through brainstorming between facilitators and the tourism souvenir MSME community. At this stage participants are invited to understand their potential. Next, participants are invited to carry out problem analysis and problem solving (Sunarmi, Kusmadi, 2017). This method adapts empowerment that has been carried out for the residents of Aisyiyah Karanganyar (Sunarmi 2022: 1711-1719). This training and mentoring activity was carried out for two months with time divided into stage 1 for finding problems and stage 2 for carrying out training.

### 3. RESULTS AND DISCUSSION

Community service activities for Aisyiyah Karanganyar residents are focused on efforts to empower Aisyiyah residents who own Karanganyar souvenir businesses. This activity was carried out in a thematic Community Service (PKM) activity scheme by a group of lecturers together with a number of students as activity supporters. To achieve maximum results, activities are carried out through several stages, including: Preparation Stage, Material Preparation Stage, Activity Implementation Stage, and Evaluation Stage.

#### 1. Preparation phase.

Preparations were carried out in discussions with Partners under the control of the Chairman of the PDA Karanganyar Economic Council. This activity was carried out to strengthen the program. The discussion attempted to uncover field conditions to look for the problems and needs of Aisyiyah residents in supporting the economy of their families and community. The results of the discussion found a common ground for choosing the type of souvenir that would be used as the target for making the packaging design

#### 2. Material Preparation Stage.

Preparation for Preparing Modules for PPM Presentation Modules relate to packaging design and branding. The presentation module was carried out by lecturers and students in order to understand the importance of packaging for the MSME community, especially residents of Aisyiyah District. Karanganyar, namely increasing product sales value through packaging design. The member involved was a postgraduate student at the Indonesian Art Institute of Surakarta, namely Reno Abdurahman. Material will be presented regarding the importance of packaging design, namely: As a brand identity, Preserving and protecting products, Facilitating distribution, As a promotional medium, Providing information, Increasing efficiency, Becoming a product attraction, Offering different value, Providing guarantees about product contents, Telling customers how to disposal, Creating customer demand, Providing convenience to customers.

Display house design presentation module. The presentation module was carried out by lecturers and students which was delivered to Aisyiyah MSMEs regarding the importance of display houses. Where the display house will display various types of snacks or souvenirs typical of the Karanganyar community after or when visiting tourist destination areas. So that the booth for displaying Visual Merchandising activities looks attractive, supported by packaging that is able to attract good persuasion to consumers. This module is prepared and delivered to consumers including; a. What is the desired area of the display house zoning? Thus, it is necessary to know the area of the display area for the packaged products being sold and the number of display cases. A display house is a place where souvenir products are usually displayed and sold to customers. Display house designs need to consider product layout, lighting, decoration, and other factors that create an attractive and comfortable shopping experience for customers.

Relating to communal branding of souvenir products in display houses. If "communal branding" refers to collaboration between several brands or shop owners in one place (such as a gift market featuring various brands or products), then it is important to ensure that the design of the gift products and display houses remains consistent with their values and respective brand identities, while considering the mutual benefits of collaboration and concurrent product placement.

### 3. Workshop Implementation Stage

#### Material I, Arrangement of Display Houses.

The material is delivered by lecturers and students. The activity was held on September 23 2023 at SMK Muhammadiyah 3 Karanganyar. The activity was attended by a number of 40 participants representing 17 sub-districts in Karanganyar Regency and representatives of IGABA Karanganyar City. Participants enthusiastically participated, marked by questions. See the picture below Yuninggar is giving a presentation of material.



Figure 1. Yuninggar is Making a Presentation

The direction of the activity is to provide awareness about the interior design of display houses that are suitable for souvenir display houses in Karanganyar, which is indeed a base for tourist areas. The material is oriented towards: counseling and training, responses to design offers, adaptation of design concepts, tryouts of concept adaptation results. On September 23 2023, the Team provided counseling and training on the strategies used which were actively programmed by utilizing modalities: auditory, visual, kinesthetic. The strategy design response used was brainstorming. Trayout with drill and assistance strategies. To support these activities, a design offer was used with a design strategy, Design Theme Approach: Consumer Professional Behavior and Technical Approach: Environmental Imaging and Physical Imaging of the House. This activity is important to carry out in the hope of producing a pilot area that has display houses in order to support tourist village objects.

The Karanganyar community is a farming community that lives in the concept of Javanese society. The orientation of residential planning prioritizes community interests rather than business. Some of the space available has not been utilized according to its function. To overcome this problem, it is necessary to carry out activities that can increase knowledge and skills about design for craftsmen. The appropriate activities are outreach and workshops for one environment as a model. The concept of offering the right design to support workshop activities with an approach to environmental imaging and physical imaging of the house. Environmental imaging leads to efforts to promote information about the existence of souvenirs to the general public, through processing forms in several places that are considered strategic. Physical imaging of the house with a strategic approach to the theme of consumer professional behavior. This approach patterns each activity as the center of attention in solving the design. The physical image of the display house is carried out

by rearranging the function of the space and processing the souvenir display form through a Modular Display System (Pustek and Table), Hanging Display System, Shelf Display System, and Wall/Partition Game Display System.

#### Material 2 Packaging Design

The material was delivered by Dr. Handriyotopo, S.Sn., M.Sn. and Reno Abdurrahman, S.Ds. in activities held on September 23 2023 at SMK Muhammadiyah 3 Karanganyar. The activity was held in collaboration with the Aisyiyah Regional Leadership (PDA) of Karanganyar Regency and was attended by forty participants representing 17 sub-districts in Karanganyar Regency and representatives of IGABA Karanganyar City, all of whom are network partner organizations. The material presented actively received positive responses from participants. This can be seen from the participants' activeness in responding to all material and marked constructive questions.



Figure 2. Reno Abdurrahman delivered material on Packaging Design

Reno Abdurrahman as the second speaker who discussed packaging design. Participants were made aware of the importance of packaging design for a product. These considerations are accompanied by examples relevant to participants' needs. The material was then continued by Dr. Handriyotopo invited participants to practice creating packaging designs using mediums that were easily found around the participants. Karangnyar's natural resources, which are rich in various materials, are used as a medium for creating packaging designs.





Figure 3. Dr. Handriyotopo invited participants to practice creating packaging designs

Dr. Handriyotopo prepared a printed module with sample material for Cassava Chips products. This material was prepared with the hope that participants who take part in the activity can apply their work patterns to their respective products with various adjustments. A delivery pattern that involves all participants with simulations so that participants without realizing it are actively involved in the creative process. It doesn't feel like each of them is racing towards a process with satisfactory results.



Figure 4.  
Results of Packaging Design practice



Figure 5. Participants provide responses in the Packaging Design consultation session

The training held received an extraordinary response, discussions went hand in hand with the training process. The material closed with a consultation session which gave participants who wanted to ask questions the opportunity to respond. Various questions regarding experiences, problems and requests for suggestions and considerations to increase the selling value of participants' products. Overall, participants were very enthusiastic and satisfied with this activity.

#### 4. CONCLUSION

This ecology-based empowerment was tested for the second time after the residents of Aisiyiah Karanganyar, specifically the employees of Omah Jowo. Empowerment using the Rapi Rural Appraisal (RRA) Method means that the community is invited to learn to understand their potential and awareness as Aisiyiah traders. As residents of Karangnyar, we are made aware of maintaining harmony with nature, each other and with God, in order to create a comfortable, safe and enjoyable environment. Awareness about natural, social and cultural safety as a basis for building motivation in interior design creativity is based on EkoDesign. Natural agricultural products are used to be processed and packaged into merchandise. The Participatory Rural Appraisal (PRA) method emphasizes the involvement of participants to foster creativity related to the personal potential of traders, building creative interior design abilities, especially related to image and packaging design.

The results of the training showed that participants were able to analyze design needs for souvenir businesses that needed to be addressed. The results of creativity with the assistance of the PKM team produced packaging designs and display house designs. In particular, the Rumah Pajang design cannot be said to be maximally successful, but in terms of packaging design, the results can be said to be successful. Packaging design in the concept of merchandise packaging from plastic with the brand being designed. The packaging design in the trade wrap concept made from paper includes the brand used. Packaging Design in the Packageng concept for Birthday Souvenirs, Souvenirs for Eid, Srah-Srahan/Proposal. The types of merchandise that are packaged include snacks, side dishes, bags, fruit, various textiles.

Based on the description of the implementation of PKM activities, it can be said that the Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA) methods are recommended as empowerment methods. The Rapi Rural Appraisal (RRA) method to provide cognitive awareness, and the Participatory Rural Appraisal (PRA) method to provide reinforcement for affective and psychomotor abilities. Participatory Rural Appraisal (PRA) emphasizes participant involvement to foster creativity regarding the personal potential of traders, building creative packaging design capabilities to market their merchandise. In the initial stages, there were obstacles, especially in the Rumah Pajang training because the training was at the school, not in

the village. Therefore, specifically for packaging design, it can be carried out directly in villages or tourist villages. Meanwhile, for packaging design, at least have awareness of the importance of packaging design to improve the image of the merchandise by taking more attractive trade photos. The ability to analyze potential and propose design solutions is an achievement achieved after attending training. The results of further training (1) can be used as recommendations for alternative packaging designs for the participants' merchandise independently; (2) participants' skills and knowledge in developing souvenir businesses in Karanganyar.

## REFERENCES

- [1] Aulia, R. (2018). Peran Perempuan dalam Organisasi Aisyiyah. *Holistic Al-Hadis*, 4(2), 67. <https://doi.org/10.32678/holistic.v4i2.3227>
- [2] Elinda Oktavia, A. N. (2019). Pengembangan Desain Kemasan Kuliner Jajanan Khas Daerah. *Jurnal Tingkat Sarjana Senirupa Dan Desain*, 1(1), 1–10.
- [3] Kurniawan, D. T., Anugrahani, I. S., Prasasti, A., & Fitri, R. (2021). *Pelatihan dan Pendampingan UMKM di Desa Gajahrejo dalam Pembuatan Desain Kemasan Inovatif Oleh-Oleh Khas Malang Untuk Meningkatkan Daya Saing Produk di Desa Gajahrejo terletak di Kecamatan berbatasan langsung dengan Samudra Hindia sehingga memiliki kawasa*. 3(April).
- [4] Mutiah, I., Parawansa, D., & Munir, A. R. (2018). *The Effect of Visual Merchandising, Product Display Dan Store Atmosphere on Impulse Buying Behavior (Case Study on Matahari Department Store in Makassar City)*. 88–103. <https://www.neliti.com/publications/236115/the-effect-of-visual-merchandising-product-display-dan-store-atmosphere-on-impul>.
- [5] Sarwoto, S., Wahyudi, L., Suyono, J., Risgiyanti, R., & Sarjiyanto, S. (2021). Pemberdayaan Pelaku Usaha Kuliner Melalui Pembentukan Kelompok Usaha Bersama (KUBE) di Karanganyar. *Amalee: Indonesian Journal of Community Research and Engagement*, 2(2), 89–96. <https://doi.org/10.37680/amalee.v2i2.778>
- [6] Semariyani, A. A. M., Sudiarta, I. W., & ... (2019). Pengemasan dan Strategi Pemasaran Produk Pangan di Desa Sulangai. *Community Services Journal (CSJ)*, 2(1), 23–28. <https://www.ejournal.warmadewa.ac.id/index.php/csj/article/view/1879>
- [7] Sunarmi, Kusmadi, S. (2017). THE INTERPRETATION OF SEAT FACILITY'S FORM AND FUNCTION IN KARMAWIBHANGGA RELIEF OF BOROBUDUR TEMPLE. In S. A. Edy Tri Sulisty, Dewanta Arya Nugraha (Ed.), *Proceeding of 2nd International Conference of Arts Language And Culture* (pp. 414–425). Pascasarjana Universitas Sebelas Maret Surakarta. <https://jurnal.uns.ac.id/icalc/article/view/16308/13112>
- [8] Syahrir, M., & Muhammad Danial. (2020). Pelatihan Pengemasan Dan Pelabelan Bagi Kelompok Ibu Pkk Dan Rumah Tangga Pembuat Makanan Khas Tradisional Bugis-Makassar “BAJE” DI DESA ROMANG LOMPOA KEC. BONTOMARANNU KABUPATEN GOWA. *Peluang Dan Tantangan Pengabdian Kepada Masyarakat Yang Inovatif Di Era Kebiasaan Baru*, 1116–1123.
- [9] Triwidayati, M. H. M. (2020). Potensi Makanan Tradisional Sebagai Daya Tarik Wisata Kuliner Di D.I. Yogyakarta. *Universitas Negeri Yogyakarta*, 15, 1–24.
- [10] Widjaja Karsiwa, C. P. (2007). Implementasi Visual Merchandising Pada Toko Ritel Di Indonesia Citra. *Asian Textile Journal*, 16(7), 101