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Optimizing the Village Creative Economy through Packaging and Digital Promotion Training

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ABSTRACT

Rancaekek Wetan Village in Bandung Regency has creative-economy potential through micro, small, and medium enterprises (MSMEs), yet local businesses face challenges in adding product value, designing packaging, and using digital media for promotion. This community-service program aimed to strengthen MSME owners' and village Family Welfare Movement (PKK) members' skills in packaging design and digital marketing. Activities included needs assessment, material preparation, training, mini-project mentoring, and evaluation through pre-tests, post-tests, reflection, and questionnaires. Topics covered label design and branding, product photography, promotional content, and the use of Canva, Instagram, TikTok, and WhatsApp Business. Outputs recorded in the report included label prototypes, product photographs or catalogs, digital promotional content, a Business Model Canvas, training modules, participant worksheets, simple operating procedures, and certificates. The report presents descriptive evaluation findings but does not provide numerical pre-test or post-test scores or sales data before and after the activities. Therefore, the extent of competency improvement and its impact on business performance cannot be quantified. Sustaining the program will require regular mentoring involving the village government, cooperative, and local creative-economy working group.

Keywords: creative economy; digital marketing; product packaging; MSMEs;

INTRODUCTION

Developing the creative economy at the village level can be one way to strengthen the competitiveness of local products and create income opportunities for the community. Rancaekek Wetan Village, Rancaekek District, Bandung Regency, has diverse economic activities, including agriculture, trade, services, and micro, small, and medium enterprises (MSMEs). The community-service report mentions approximately 40 MSME operators along the Rancaekek–Majalaya main-road corridor. One prominent creative-economy enterprise is the recycled disposable-diaper-waste craft business owned by Pandi Mulyana in Kampung Babakan Asta. Its products include flowerpots, ornamental aquariums, paintings, and bonsai replicas, with reported prices ranging from IDR150,000 to IDR800,000 per item.

This potential has not yet been fully supported by adequate packaging and marketing capabilities. The report identifies a continuing need to strengthen MSME operators' business management, packaging design, and digital marketing skills (Ni Wayan Giri Adnyani, 2020).

Packaging not only protects products but also communicates brand identity, product information, and visual appeal. Studies of MSME packaging design identify aesthetics, function, information, and material suitability as important considerations (Puspasari & Zulkarnain, 2025; Sintiawati & Fajarwati, 2019). Informative and relevant packaging can help consumers recognise products and build trust.

Digital marketing provides opportunities for MSMEs to display their products and communicate with consumers beyond their immediate surroundings. Social media and business communication applications can be used to publish product photographs, organise sales information, and respond to customer enquiries (Puspasari & Zulkarnain, 2025). Nevertheless, limited digital literacy can hinder the adoption of online marketing strategies in some small businesses (Alifah & Sukiyanto, 2026; Angraini et al., 2024). Training accompanied by practice and mentoring is therefore needed so that participants can apply the knowledge to products they actually sell.

The urgency of the activity is also reflected in the Rancaekek Wetan Village SDG data cited in the report, which show a total score of 38.86. Indicators requiring attention include environmentally conscious consumption and production (4.48), dynamic village institutions (9.86), infrastructure and innovation (13.51), and equitable economic growth (29.43). Meanwhile, the reported score for women's participation reached 91.8, indicating that the involvement of PKK members is a form of social capital that can support skills and business development activities (Hardian et al., 2025).

Against this background, the community-service activity focused on two issues: how to increase the added value of MSME products through attractive packaging that takes environmental considerations into account, and how to strengthen MSME operators' skills, including those of PKK members, in business management and digital promotion (Digital et al., 2024). The activity aimed to provide practical experience in label design and branding, product photography, promotional-content creation, and the use of simple digital applications. The training approach was participatory and project-based so that participants would not only receive instruction but also produce outputs that could serve as a starting point for developing product marketing.

RESEARCH METHOD

The activity was conducted in Rancaekek Wetan Village, Rancaekek District, Bandung Regency, with MSME operators, economically active community members, and the PKK as partners. Implementation used a participatory educational approach combined with project-based learning. Participants took part in discussions, practical exercises, mini-project development, and reflection to ensure that the material addressed local business needs (Ariani et al., 2023).

Implementation was organised into five stages. First, needs identification and analysis were carried out through preliminary observation and interviews with the village government, Koperasi Desa Merah Putih administrators, and MSME representatives. This stage aimed to identify participants' initial understanding and needs concerning label design, product

photography, environmentally considerate packaging, and the creation of business social-media accounts and content. Second, the team prepared training materials, modules, participant worksheets, and simple standard operating procedures for packaging design and marketing.

Third, training was delivered through interactive explanations, discussions, demonstrations, and practical exercises. Packaging topics included protection and aesthetics, branding, label layout, completeness of product information, and packaging-material considerations. Digital promotion topics included taking product photographs with smartphones, preparing catalogues and captions, creating social-media content, and introducing WhatsApp Business. Canva was used as a design aid. Fourth, participants received mini-project mentoring to develop prototype labels, promotional materials, and a Business Model Canvas, with technical feedback from the community-service team (Jannah et al., 2025).

RESULTS AND DISCUSSION

Initial conditions and partner needs

The initial conditions described in the report show the potential of local enterprises alongside a continuing need to strengthen product presentation and promotion. The example of the recycled diaper-waste enterprise demonstrates how material initially regarded as waste can be processed into decorative products with commercial value. To make this potential better known to prospective consumers, business operators need a clear visual identity, understandable product information, and promotional media that they can update independently.



Figure 1. Discussion of Partner Issues

Packaging and digital promotion issues are interconnected. More informative labels help consumers recognise products, while digital photographs and content enable product presentations to be shared more widely. The training therefore addressed not only packaging appearance but also the connection between label design, photography, captions, and the selection of marketing communication channels. This focus is consistent with studies of the role of digital marketing in building MSME brand equity (Hilmi Nur Huda Al Mubaroq et al., 2025) and a review of digital transformation among Indonesian MSMEs (Angraini et al., 2024).

Table 1. Partner issues, programme responses, and outputs

Partner issue	Programme response	Practice or output
Added value and packaging presentation are not yet optimal	Training on packaging functions, branding, label design, and selection of materials that take environmental considerations into account	Prototype packaging-label designs
Limited ability to present products	Product photography practice and simple catalogue preparation	Product photographs or catalogues
Online promotion has not been used optimally	Training on social-media content, captions, and WhatsApp Business	Digital promotional content and account simulations
Need for guidance on application after training	Mini-project mentoring and preparation of learning materials	Modules, worksheets, and simple standard operating procedures

Packaging design and branding training

Packaging design training emphasised that packaging should combine protection, ease of use, visual appeal, clear information, and environmental considerations. Participants practised arranging label layouts and visual elements using Canva. The information considered included brand identity and relevant product information, including composition or halal information where appropriate to the product type and the business operator's actual status. This approach was intended to ensure that labels were not merely decorative but also helped consumers understand the product.



Figure 2. Mini-project on Product Design and Packaging

Group practice also included a case study of redesigning the packaging of a product considered less attractive to the market. Through discussion and design improvements, participants could connect marketing problems with packaging elements that could be improved. The reported output was prototype packaging labels. Although the prototypes provide evidence of applying the material, the report does not supply sales data from before and after the activity. The training's contribution to increased sales therefore cannot be expressed quantitatively.

Product photography and digital promotion training

Digital promotion training emphasised the use of devices that were relatively accessible to participants. Product photography was carried out using smartphones, with attention to lighting and product arrangement. The resulting photographs could be organised into simple catalogues,

while captions were used to communicate relevant information and appeals to prospective consumers. Participants were also introduced to Instagram and TikTok for publishing content, and to WhatsApp Business for business communication and sales record-keeping.

According to the report, participants demonstrated creativity in producing promotional content and understood how to interact with consumers online. Simulated updates to promotional accounts provided initial practice in understanding the digital marketing workflow, from preparing visual materials to communicating product information. This activity is consistent with the need to strengthen MSMEs' digital literacy discussed in studies of digital transformation and digital marketing (Angraini et al., 2024; Nurnilasari, 2025). However, long-term success continues to depend on participants consistently updating content, responding to consumer enquiries, and evaluating promotional results.

Mini-project mentoring and outputs

Mini-project mentoring was an important component because participants were asked to apply the material to their products and business plans. For packaging, participants developed prototype labels with feedback from the community-service team. For digital marketing, the outputs mentioned in the report included promotional content and a Business Model Canvas. This process provided opportunities to test ideas, receive feedback, and adapt designs to product characteristics and target consumers.

In addition to participant outputs, the team developed training modules, participant worksheets, and simple standard operating procedures for packaging design and online marketing. These materials can be used by the village government and Koperasi Desa Merah Putih for subsequent mentoring. Each participant also received a certificate of participation. The following table summarises the main outputs recorded in the report.

Table 2. Outputs of the community-service activity

Activity	Reported output	Recipient or benefit
Packaging design training	Modules, certificates, and prototype packaging labels	MSME operators and PKK members
Digital marketing training	Modules, certificates, Business Model Canvas, and digital promotional content	MSME operators and PKK members
Preparation of mentoring materials	Participant worksheets and simple standard operating procedures for packaging design and online marketing	Village government, Koperasi Desa Merah Putih, and participants
Reporting and dissemination	Activity reports, financial reports, daily notes, posters, and a scholarly article; opportunities for intellectual-property protection	Implementation team and university

Evaluation and potential sustainability

The report states that discussions and questionnaires indicated an increase in participants' knowledge compared with before the activity, and that the materials were considered relevant to local entrepreneurs' needs. These descriptive findings were supported by participants' involvement in label-design practice, product photography, content preparation, and mini-project outputs. Nevertheless, because pre-test and post-test scores are not presented, the magnitude of the change in knowledge cannot be calculated or compared statistically. Subsequent evaluations should document participant numbers, initial and final scores, the number of completed prototypes, and indicators of digital-content use after training.

Programme sustainability can be strengthened by forming a local creative-economy working group involving the village government, MSME operators, the PKK, and the cooperative. This group could schedule packaging-design mentoring, assist with updating promotional content, and monitor the use of modules and standard operating procedures. Follow-up activities could also include assistance with business legality, intellectual-property applications where relevant, and wider access to marketing networks. These measures are recommendations for further development, rather than outcomes already measured in the present activity.

CONCLUSION

The community-service activity in Rancaekek Wetan Village was designed to address the need to increase the added value of packaging and strengthen digital promotion for MSME operators and PKK members. Through a participatory educational approach and project-based learning, participants practised label design and branding, product photography, promotional-content creation, and the use of simple digital applications. Reported outputs included prototype labels, product photographs or catalogues, digital promotional content, a Business Model Canvas, modules, worksheets, simple standard operating procedures, and certificates.

The activity provided a foundation of skills that can be applied to support the development of the village creative economy. However, the report does not include quantitative pre-test and post-test scores or sales data from before and after training, so the magnitude of competence improvement and the impact on business performance cannot be measured numerically. To maintain sustainability, the village government and partners are advised to provide regular mentoring and document measurable outcome indicators.

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