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Tips On Choosing Attractive Packaging For Soap Products Made In Residential Communities

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ABSTRACT

The development of local products, such as soap made in residential communities, has great potential to improve the economy and creativity at the community level. However, one of the challenges often faced is unattractive and uneconomical packaging. Therefore, this service activity aims to provide training to residential communities in choosing attractive and economical packaging for their soap products. The main objectives of this service activity are; 1) Increasing housing society's understanding of the importance of attractive and economical packaging in marketing soap products. 2) Provide practical guidance in choosing the type of packaging that suits their soap products. And 3) Encouraging residential communities to develop creativity in designing their own product packaging. This service activity will be carried out through a series of interactive training and workshops involving the housing community. The methods used include counseling sessions on the importance of product packaging, demonstrations on the selection of materials and economical packaging designs, packaging design workshops to encourage creativity and group discussions to share experiences and ideas. The results of the Community Service Activity show that participants have a better understanding of the importance of attractive and economical packaging. Then participants can choose the appropriate type of packaging for their soap products, resulting in an increase in the design of soap product packaging, which will help increase product attractiveness and sales.

Keywords: **Creativity, Packaging, Attractiveness, Sales, MSMEs**

INTRODUCTION

Community service is a concrete manifestation of concern for and contribution to the surrounding environment (Akmaludin, et al., 2021). One form of community service that has a large impact is activities that focus on understanding and improving the quality of local products (Fauziah & Karim, 2020). In this context, we would like to introduce a community service activity entitled "Tips for Choosing Attractive Packaging for Soap Products Made in Residential Communities."

Soap is a product that is used by almost every individual in daily life (Djoru, et al., 2022). In many residential communities, the production of locally made soap has become a significant source of income. However, these products often do not get the attention

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they deserve in the market due to a lack of understanding of the importance of attractive and functional packaging (Julianti, 2014). Good packaging not only increases product attractiveness, but also protects the quality and safety of soap (Joenattan, et al., 2020).

Through this service activity, we seek to provide practical guidance to residential communities on how to choose the appropriate packaging for their soap products. We will discuss what factors need to be considered in choosing packaging, how to optimize packaging to attract potential customers (Redono, 2013), and how packaging can improve overall product branding (Yasmin, et al., 2022). In addition, we will also assist residential communities in understanding regulatory aspects related to packaging and labeling of soap products.

Through increasing this understanding, we hope that residential communities can increase the competitiveness of their soap products in local and regional markets (Muslimin, et al., 2022). More than that, we hope that this activity can trigger local economic growth, create jobs, and encourage the development of small and medium enterprises in residential communities. Thus, this community service activity is a valuable first step in supporting the economic development and welfare of local communities.

The importance of packaging that is attractive and has economic value in products such as soap made by residential communities can be explained by several main points (Bastomi & Sholehuddin, 2022):

1. Increasing Customer Attractiveness. Attractive packaging can catch the attention of potential customers. The first time you see a product on a store shelf or in an online advertisement, attractive packaging can make the product stand out among its competitors. This allows customers to pay more attention to your product and possibly try to buy it.
2. Creating a Product Identity. Well-designed packaging can help in creating a strong product identity. It is a way to differentiate your product from similar products on the market. A strong product identity can influence customer loyalty, which can result in repeat sales and recommending products to others.
3. Protect Products. Packaging is not only about appearance, it is also about product protection. Good packaging can protect soap from physical damage, contamination, or chemical changes that can affect product quality. This is important to ensure that the product remains in good condition when it reaches the customer.

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4. Product Information. Packaging is a good place to provide important product information, such as ingredients, how to use, expiration date, and manufacturer contact information. This is important for customer safety and also for answering any questions customers may have about the product.
5. Reduce Costs and Increase Efficiency. Packaging designed with economic value can help reduce production and logistics costs. This includes the use of efficient packaging materials, appropriate sizes, and cost-effective production methods. All of this can help manufacturers optimize their profits.
6. Drive Sales and Profits. Attractive packaging can encourage impulse purchases and increase overall product sales. Economically efficient packaging can also increase profits by reducing production and packaging costs.
7. Influence on the Environment. Packaging designed with economic value in mind can help reduce environmental impact. This includes the use of recyclable or environmentally friendly packaging materials, as well as the reduction of unnecessary packaging waste.

By understanding the importance of packaging that is attractive and has economic value, manufacturers of soap made in residential communities can achieve greater success in their business by optimizing their product image, increasing sales, and achieving greater profits (Novitasari, et al., 2021; Swasty , et al., 2019).

METHOD

The Method of Implementation of Community Service entitled "Tips for Choosing Attractive Packaging for Soap Products Made by Residential Communities" are practical steps that will help residential communities in Tangerang City to understand and implement the principles of selecting effective packaging for their soap products. The following is a description of the method of implementing these activities:

1. Identification of Goals and Goals. The first step in this method is to identify the goals and objectives of this community service activity. The main objective is to increase the knowledge and skills of residential communities in choosing attractive packaging for their soap products.
2. Introduction and Outreach. On Saturday, March 4 2023, the activity begins with an introduction and outreach session. The dedication team introduced themselves, the

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purpose of the activity, and the expected benefits of this activity to the housing community present.

3. Workshops and Training. Workshops and training are the core of this activity. The dedication team will provide an in-depth explanation of the important aspects of choosing attractive packaging, including design, color, material and size. Participants will be given practical guidance on how to apply these principles to their soap products.
4. Case Study and Discussion. To clarify the concept, the dedication team will present several case studies of products that have been successful due to their packaging. This will be followed by a discussion session, where participants can share their experiences and seek advice from the dedication team.
5. Live Practice. Participants will be given the opportunity to directly apply the knowledge they gain by designing or choosing packaging for their soap products. This is an important step to ensure that the understanding and skills acquired can be properly implemented.
6. Evaluation and Feedback. After direct practice, an evaluation session will be held to assess the extent to which participants understand the material and are able to implement it. Feedback from participants will serve as the basis for future improvements and adjustments.
7. Guidance Materials and Resources. The dedication team will provide participants with additional guidance materials and resources, including a list of materials and suppliers that can assist them in selecting suitable packaging.
8. Follow-up. After the community service activities are complete, the community service team will provide contact information for further inquiries. They will also plan follow-up sessions to monitor participants' progress in implementing the packaging selection tips they have learned.

This method is designed to provide a practical approach in understanding and implementing the principles of selecting effective packaging for soap products made in residential communities. With this approach, it is hoped that residential communities in Tangerang City can increase the competitiveness of their products in the local market and achieve more success in their soap business.

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DISCUSSION

Implementation of community service activities with the theme "Tips for Choosing Attractive Packaging for Soap Products Made by Residential Communities" involves a series of practical steps designed to provide knowledge and skills to residential communities in selecting effective packaging for their soap products. Here are the implementation steps that can be followed:

1. Introduction and Outreach. The service team started with an introductory session that introduced themselves and the objectives of the activity to participants from the housing community. They also explained the benefits that participants could get from this activity.
2. Workshops and Training. The next step is to organize workshops and training. This involves delivering materials on the principles of effective packaging selection, including packaging design, colors, materials and sizes. Participants receive practical guidance on how to apply these principles to their own soap products.
3. Case Study and Discussion. The dedication team presents case studies of successful products with attractive packaging. This helps participants understand the practical application of the material being taught. Discussion sessions allow participants to share experiences and ask questions about their particular situation.
4. Live Practice. After understanding the basic concepts, participants are given the opportunity to directly apply the knowledge they have acquired. They can design or choose packaging for their soap products with the guidance of the dedication team.
5. Evaluation and Feedback. Evaluation sessions are conducted to assess the extent to which participants understand the material and are able to implement it. Feedback from participants is used to identify areas for improvement.
6. Guidance Materials and Resources. The dedication team provides written guide materials and additional resources to participants. This includes a list of packaging materials that can be used and suppliers to contact. Participants may refer to this material in the future.
7. Follow-up. After the activity is over, the community service team plans a follow-up session. This could be in the form of ongoing meetings, consultation sessions, or monitoring the progress of participants in implementing the tips on choosing the packaging they learned.

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By following these implementation steps, the activity "Tips for Choosing Attractive Packaging for Soap Products Made in Residential Communities" can provide significant benefits to residential communities, help them increase the competitiveness of their products in the market, and provide sustainable support for local economic development.

Material Presented

Making packaging for homemade soap can be an interesting and creative task. Good packaging not only keeps products safe and functional, but can also attract customers and increase sales. Here are a few steps to create effective homemade soap packaging:

1. First, determine the purpose of the packaging. Do we want to attract customer attention, provide product information, or create an impression of luxury? Defining goals will help us design better packaging.
2. Then choose the type of packaging that matches the soap product we are making. Some options include cardboard boxes, plastic, paper, or eco-friendly packaging such as recycled paper or recyclable packaging.
3. The packaging design must reflect the brand and attract the attention of the customer. Consider elements like logos, colors, fonts, and product images. If you don't have a graphic design background, consider working with a professional designer.
4. The next step is to ensure that the packaging contains important information about the product, such as the name of the soap, ingredients, how to use it, expiration date, and contact information. This information is important for customer safety and convenience.
5. Consider Security. Make sure that the packaging protects the soap from physical damage, contamination or changes in temperature. This is important to maintain product quality.
6. Create Eco-Friendly Packaging. If possible, consider using environmentally friendly packaging materials. This can help reduce the environmental impact of packaging.
7. Packaging Test. Before producing in large quantities, test the packaging to ensure that they function properly and protect the soap properly.
8. Once satisfied with the packaging design and function, it can then start mass production. This can be done through the packaging manufacturer or with the equipment we have.

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9. Labeling and Marking. Make sure each package has a label or marking that complies with local government regulations and contains the product information required by the customer.
10. Distribution. After packaging is complete, then it can distribute the product to the market. Consider the best way to safely package and ship your product.

Packaging for homemade soap is an opportunity to be creative and increase the appeal of your product. With good planning and attention to detail, you can create packaging that is attractive, functional and true to your brand.

CONSLUSION

This community service activity succeeded in providing valuable guidance for residential communities in Tangerang City in terms of selecting effective packaging for their soap products. Several important points can be drawn as a conclusion:

1. Knowledge Enhancement. This activity succeeded in increasing participants' knowledge about the importance of attractive packaging in the world of artificial soap business. Participants now have a better understanding of how the right packaging can affect their product's image.
2. Practical Skill Improvement. Participants not only gain theoretical knowledge, but also have practical skills in selecting or designing suitable packaging for their soap products. This will help them increase the competitiveness of their products in the market.
3. Environmental Awareness. In addition to the aesthetic and economical aspects, this activity also increases participants' environmental awareness. They understand the importance of using environmentally friendly packaging materials and reducing packaging waste.
4. Ongoing Support. Through follow-up sessions and provision of additional resources, the activity promises to provide ongoing support to participants. This allows them to continuously develop their knowledge and skills in packaging selection.
5. Local Economic Development. These activities also have a positive impact on local economic development in residential communities. By increasing the competitiveness of their soap products, it is hoped that there will be an increase in

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sales and income, which in turn will contribute to the economic welfare of the community.

Overall, the activity "Tips for Choosing Attractive Packaging for Community-Made Soap Products" is a good example of how community service can provide concrete and sustainable benefits for local communities. With an increased understanding of effective packaging, residential communities in Kota Tangerang can move forward in developing their soap business and achieve greater success in the market.

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