

EXPORT PACKAGING TRAINING, EXPORT DOCUMENTS AND EXPORT MARKET RESEARCH AT MHY DEVATA BALI TABANAN IN COLLABORATION WITH ARKANSAS UNIVERSITY

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Abstract:

MHY Devata Bali is a local business created to accommodate semi-finished products from farmers in Pupuan to Selemadeg Tabanan to be processed, packaged, and marketed. The methods used are surveys, training, and mentoring to adjust the level of understanding and the needs of the solutions offered. The raw materials include coffee, coconut and honey, which produce ground coffee, VCO oil, cooking oil, honey, etc. In its operations, it can market products to local and national markets. It has digital marketing and marketplaces in several places. This has great potential to be developed into an export commodity. For this reason, several requirements must be met according to export standards and requirements that require training and assistance. Because some jobs are still manual, and the company still needs this capability. It is hoped that the company can develop its marketing more widely to the international market to have product advantages and improve the community's welfare, especially local farmers in Tabanan.

INTRODUCTION

Tabanan is a city that has various plantation products that have great potential to support the economy. Data from the Tabanan Regency Agriculture Service records 10 types of commodities produced by the plantation sector in this region. The top five commodities are coconut, robusta coffee, cocoa, dwarf coconut and cloves (<https://bisnisbali.com/produksi-kopi-robusta-naik-ditabanan/>).

One of the famous products is coffee. Robusta coffee production in Tabanan Regency has experienced a significant increase over the past three years, namely 2019-2021. One cause of this increase is the independence of farmers to rejuvenate robusta coffee plants (Brand et al., 2022).

Based on data from the Tabanan Agriculture Service, robusta coffee production in the last three years is as follows: 2019: 5,500.37 tons on an area of 9,585.37 hectares 2020: 5,546.02 tons on an area of 9,584.87 hectares 2021: 5,589.12 tons on an area of 9,584.87 hectares. The data shows an average increase of more than 40 tons yearly, even though the land area has decreased by about one hectare from 2019 to 2020 (Sumantra & Wijaya, 2024).

Junior Extension Officer of the Tabanan Agriculture Service, Ketut Yuli Aryani, said that in the past three years, robusta coffee production produced by farmers in Tabanan has increased. Robusta coffee from Tabanan has a taste that is not too bitter because it grows at an altitude of 400-700 meters above sea level and has a cool climate.

Farmers are trying to find superior seeds to produce perfect coffee beans so the community can enjoy them. Robusta Coffee from Pupuan District has obtained a Geographical Indication



Certificate from the Directorate of Brands and Geographical Indications, Directorate General of Intellectual Property, Ministry of Law and Human Rights Number BRM 3 / IG / I / A / 2017 (<https://desalestari.com/2020/09/10/cerita-kopi-dari-tabanan/>).

This abundant result requires good marketing and distribution to accommodate the processed results. MHY Devata Bali is a local business created to accommodate semi-finished products from farmers from Pupuan to Selemadeg Tabanan to be processed, packaged, and marketed. These raw materials include coffee, coconut and honey, which produce ground coffee, VCO oil, cooking oil, honey, etc.

The problem in this business is packaging; the tools still need to be simplified and manual. In the process, especially in product packaging, some are still done manually, including filling VCO liquid into bottles. This impacts the need for standards in packaging volume, and the time spent is also longer than using modern tools. Some packaging needs to be food grade, and the labeling design is still simple. Expanding marketing, of course, requires packaging that is more internationally standardized. Primarily, it is if the product is intended to be used as a souvenir. MHY still needs to gain knowledge to expand its marketing to the international market. To develop into the export market, knowledge of packaging standards is needed, documents are required as export requirements, and market research is needed to determine the destination country for export (BRCGS, 2020).

The benefits of export training will certainly increase knowledge about export markets and export requirements for companies and the community. Because of the interview results, MHY has yet to maximize its knowledge to expand its marketing to the international market, but it already has provisions to penetrate the domestic market.

Later, the training that is carried out can improve product quality and competitiveness, expand business networks, and attract customers abroad. Introducing appropriate technology equipment will increase the efficiency and effectiveness of the production process. The current packaging still uses simple and manual tools. Of course, if it is done manually, there will be no standardization in filling the product into the packaging (BRCGS, 2020).

In addition, assisting with training on packaging can increase insight and improve the company's products to meet export standards. The packaging used, from some that are not yet food-grade, and the labeling design is still simple to food-grade packaging that meets export standards (Sumantra & Wijaya, 2024).

The socio-economic and environmental impacts will later increase people's income if the product penetrates the export market, increasing the workforce and welfare. Social Impacts also include strengthening the community's capacity and role, significantly strengthening women's worker role. Employment opportunities for women are limited in rural areas, where they are also required to do housework. Not infrequently, many become manual laborers and receive little wages. With employment opportunities in a company, wages and skills will likely develop through the training provided (Dwi et al., 2024).

Environmental Impact is very closely related to the production process. Where the activities carried out and waste from the production process do not damage the environment. The ecological awareness carried out by the MHY company is that the waste from VCO production can be used as organic fertilizer, which can later stimulate plant growth. In addition to increasing the income of the surrounding community who work in the company, the economic Impact is also expected to be a profitable and sustainable company and become a business that can penetrate the export market (Nisa & Anisah, 2023).



METHODS

The methods used are surveys, training, and mentoring to adjust the level of understanding and the needs of the solutions offered. The survey was conducted as a first step in determining the problems and conditions of MHY. Then, the solutions that can be done to overcome these problems were discussed together. The training was conducted using the method of presenting material from the resource person. Both lecturers and business actors shared experiences to increase their expertise. Mentoring was carried out after the training to see if the company could implement the training results.

The survey was conducted to prepare materials for training, including packaging design and export market research conducted jointly between lecturers and students. Creating materials in the export-import course between lecturers and students as a form of PBL where students design packaging for coffee products. The creation of materials was also carried out together with lecturers from other study programs to enrich the training materials. Later, this training material will be used to enrich teaching materials. Export market research is carried out by searching for various data on the internet through various international marketplaces and pages often used for international trade.

Exporting documents by providing various documents needed, from correspondence to transportation. During the implementation, together with coffee farmers, MSME employees and Cooperative employees. Together with the FGD system, discuss and share experiences about the problems faced and solutions that can be taken. Visiting the coffee plantation and coffee roasting owned by farmers directly to gain better knowledge about the product. Mentoring through discussions on the results of using the tool, namely with the direct practice method of packaging tools. This tool fills liquids in packaging, which was previously done manually. Intensive mentoring and discussion with UMKM are needed according to the company's capacity.

RESULTS AND DISCUSSION

Problems in packaging include tools that are still simple and manual. Some processes, especially in product packaging, are still done manually, including filling VCO liquid into bottles. This impacts the need for standards in packaging volume, and the time spent is also longer than using modern tools. For this reason, a unique liquid packaging tool can quickly, cleanly and hygienically release liquids in the appropriate size.



Figure 1. Tools for Packing Liquids

Some packaging needs food grade, and the labeling design is still simple. Of course, expanding marketing requires packaging that is more internationally standard, primarily if the product is intended to be used as a souvenir. So, the packaging is designed by students to comply with the label and export packaging standards. MHY awards students whose designs have been selected.



Figure 2. Designed Package by Students



Figure 3. Collaborated with Arkansas University in assessing design results and providing input for packaging design



Figure 4. Students receive awards for their designs from UMKM. WHY Devata

Furthermore, MHY still needs to gain knowledge to expand its marketing to the international market. To develop the export market, knowledge of packaging standards, documents required as

export requirements, and market research are required to determine the destination country for export.

For this reason, students and lecturers created a collaborative document to create export documents and export market research, which can later enrich teaching materials, especially for coffee exports.

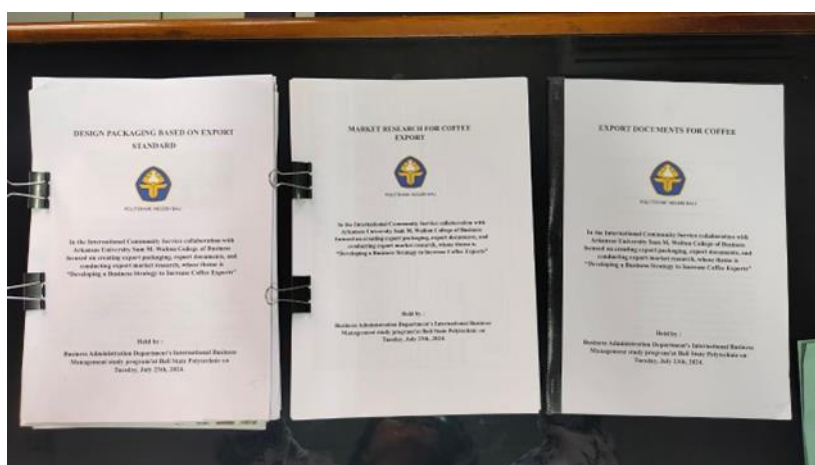


Figure 5. The results of the training materials are in the form of export documents, packaging design and coffee export market research

CONCLUSION

Community Service Activities at MHY Devata Tabanan have been running well and smoothly, providing solutions to packaging tool problems, export standard packaging design, knowledge of export documents and export market research to find out how to get importers. In addition, students gain experience collaborating with various partners both domestically and abroad. Community service activities can be carried out on other commodities that have the potential to be owned by the village so that they can improve the village's economy.

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