

Conference Paper

## “M-Six Craft” Fashion Ecoprint Product Packaging Design Training - UMKM Marinda, Manyar Indah, Surabaya

Widyasari, Sri Wulandari\*, Aditya Rahman Yani, Handy Octoriawan, Mochammad Al-Hadad Firmansyah

Visual Communication Design Department, Faculty Architecture and Design, Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

\*Corresponding author:

E-mail:

[sri.wulandari.dkv@upnjatim.ac.id](mailto:sri.wulandari.dkv@upnjatim.ac.id)

### ABSTRACT

The Surabaya City Government annually has programs in developing the City of Surabaya, one of which is the "Smart City" program which is a program with the aim of developing the City of Surabaya as an advanced city in the fields of economy and technology. The Surabaya City "Smart City" program increases the motivation of the people of Surabaya City to make their area more productive and competitive. One of the efforts to increase residents' productivity and increase regional competitiveness is carried out by residents of Manyar Indah, RW 06, Menur Pumpungan urban village, Sukolilo sub-district, Surabaya City by developing ecoprint-based fashion products. Furthermore, the ecoprint fashion product chose the name "M-Six Craft" as their brand identity. "M-Six Craft" is part of the Manyar Indah Small, Micro and Medium Enterprises (UMKM Marinda). Researchers saw that the terms quality of the product "M-Six Craft" is good but less so in terms of packaging potentially decrease the marketability and competitiveness of products in the industry, especially in the field of fashion. This research is based on community service activities by providing training on making packaging design for "M-Six Craft" ecoprint fashion products - UMKM Marinda, Manyar Indah, Surabaya, with considerations including: easy to teach and train, "M-Six Craft" UMKM ecoprint fashion products have not been packaged. well and interestingly. Activities community service-based study of the mob. The methods used during the activities include presentation, demonstration and practice methods. The results achieved in this outreach activity were providing information and knowledge about product packaging, discussions with UMKM Marinda and making packaging designs for "M-Six Craft" ecoprint fashion products.

*Keywords: UMKM, m-six craft, ecoprint, packaging design, Surabaya*

### Introduction

The Surabaya City Government annually has programs in developing the City of Surabaya, one of which is the "Smart City" program which is a program with the aim of developing the City of Surabaya as an advanced city in the fields of economy and technology (Pribadi et al., 2021). The Surabaya City "Smart City" program increases the motivation of the people of Surabaya City to make their area more productive and competitive. One of the efforts to increase community productivity and increase regional competitiveness was carried out by residents of RW 06, Manyar Indah, Menur Pumpungan Village, Sukolilo sub-district, Surabaya by developing ecoprint-based fashion products. Furthermore, the ecoprint fashion product chose the name "M-Six Craft" as their brand identity.

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RW 06, Manyar Indah, Surabaya City has received the Surabaya Smart City award from the Surabaya City Government twice, namely in 2019 and 2020 as a productive area through the creation of ecoprint fashion products. Ecoprint comes from the word eco (nature) and print (print) is a technique of giving colors and motifs to print media using natural materials that are environmentally friendly (eco-friendly). Ecoprint is a form of exploration and innovation of textile design and art which is also useful as a campaign tool for environmental care (Salo et al., 2020). Ecoprint is not batik, because it does not use wax in the manufacturing process. Ecoprint is a form of exploration and innovation of textile design and art that is also useful as a campaign tool for environmental care. Departing from the privileges and benefits possessed by ecoprint, the success of residents of RW 06, Manyar Indah, Surabaya in making ecoprint products and receiving the Surabaya Smart City award, then residents agreed to jointly develop and produce ecoprint fashion products. Residents of RW 06, Manyar Indah, Surabaya, then make the brand for the products of fashion ecoprint produced the "M-Six Craft" as part of Small Business, Micro and Medium Manyar Beautiful (UMKM Marinda). The "M-Six Craft" brand itself is an abbreviation of M: Manyar Indah; Six: RW 06; Craft: Craft.



(Source: Personal documentation)

Figure 1. Surabaya Smart City Champion Award Certificate (left) and ecoprint product works (right) by residents of RW 06, Manyar Indah, Surabaya

"M-Six Craft" is part of the Manyar Indah Small, Micro and Medium Enterprises (UMKM Marinda). "M-Six Craft" was formed in 2019, to date there are a total of 14 members of "M-Six Craft" who produce ecoprint fashion products. Products ecoprint more frequently produced is based fabric, such as rectangular scarf, pashmina scarf, scraft, outer. The ecoprint product "M-Six Craft" has a selling price of IDR.100.000- up to IDR. 300.000. The determination of the selling price is based on the type of product and the level of complexity of the pattern of the ecoprint fashion products produced. One of the advantages possessed by "M-Six Craft" is that the manufacturing process is made by hand or handmade so that the resulting product has an exclusive impression because each product will have a different style. "M-Six Craft" wants to be able to compete with similar products in the market and be able to reach a wider upper economy market. Ecoprint fashion products "M-Six Craft" must have high competitiveness in order to gain market share or even dominate the market in the fashion industry. One of the efforts that can be done is to innovate in packaging design. The role of packaging design in a product is very important, packaging design is one of the media to strengthen the image of the "M-Six Craft" product (Cotton, 1990). So far, the packaging design of the "M-Six Craft" product has never changed, so the packaging used to package the "M-Six Craft" ecoprint fashion product is simple and doesn't look well conceptualized.



Source: Instagram M-Six Craft

Figure 2. Old packaging product "M-Six Craft"

The ecoprint product "M-Six Craft" is packaged using plastic packaging so that it is contrary to the characteristics of the fashion product which has the theme of environmentally friendly products. In fact, currently there are many materials that are environmentally friendly and can be explored into attractive and unique product packaging. In terms of quality, the product "M-Six Craft" is good but in terms of packaging it is lacking so that it has the potential to reduce the selling power and competitiveness of products in the industrial world, especially in the fashion sector. Based on the background of the plan on the activities of community service is to provide training design products, fashion ecoprint "M-Six Craft" UMKM Marinda, Manyar Indah, Surabaya, to consider several aspects such as, first, easily disseminated and implemented. Second, the ecoprint fashion product "M-Six Craft" has not been packaged properly and attractively. Furthermore, it is hoped that the members of "M-Six Craft" UMKM Marinda, Manyar Indah, Surabaya can be motivated to use good and attractive packaging for ecoprint fashion products that are produced so as to increase marketability and product competitiveness. Based on this background, the question in this community service activity is about how to conduct counseling and training for the M-Six Craft group of UMKM Marinda, Manyar Indah, Surabaya, so that they are able to produce packaging designs that are environmentally friendly, creative, and attractive (Natadjaja et al., 2020).

## Material and Methods

The methods used in this activity are presentations, demonstrations, and individual and group practice.

### a. *Presentation Method*

This method is used to convey several things related to knowledge of ecoprint fashion product packaging, the benefits and functions of ecoprint fashion product packaging, information on ecoprint fashion product packaging, tools and materials used to make ecoprint fashion product packaging, and how to make ecoprint fashion product packaging. Ecoprint fashion product packaging.

### b. *Demonstration Method*

This method is used to show how to make packaging for ecoprint fashion products, "M-Six Craft" UMKM Marinda. With this method, it is hoped that the participants can practice directly making packaging designs that are in accordance with the procedure for making works.

### c. *Practice Method*

This method was used to train the "M-Six Craft" UMKM group in Marinda, Manyar Indah, Surabaya in making ecoprint fashion product packaging designs. This method is carried out so that the M-Six Craft - UMKM Marinda group has direct experience in making product packaging designs.

### **Stages of activity**

This community service activity has several stages, namely as follows:

- a. The implementation team provided knowledge about the packaging design of ecoprint fashion products to the training participants.
- b. The implementation team provided knowledge about examples of similar competitor's fashion ecoprint product packaging designs as a step to identify competitors' shortcomings and turn them into opportunities.
- c. The implementation team demonstrated the tools and materials that can be used in the process of making ecoprint fashion product packaging design.
- d. The implementation team showed examples of packaging materials that are environmentally friendly and in accordance with the ecoprint fashion product " M-Six Craft " UMKM Marinda, Manyar Indah, Surabaya.
- e. The implementation team demonstrated the process of making ecoprint fashion product packaging designs using design software.
- f. The implementation team teaches how to print packaging and package ecoprint fashion product packaging products.
- g. The implementation team will evaluate every two weeks by looking at changes in attitudes and behavior of the members of " M-Six Craft " UMKM Marinda, Manyar Indah, Surabaya towards the science and technology that has been given.

### **Results and Discussion**

The implementation of the activity begins with the self-introduction of the extension team to the packaging design training participants, namely members of "M-Six Craft". Furthermore, an approach was taken to build closeness with members of "M-Six Craft" through an experience sharing session on ecoprint fashion products produced by members of "M-Six Craft". Furthermore, counseling was carried out on packaging design to members of "M-Six Craft". The results that have been achieved in this outreach activity are as follows:

#### ***Provide discourse and knowledge about product packaging to members of " M - Six Craft "***

Discourse and knowledge given to members of " M-Six Craft " UMKM Marinda, in the form of the importance of product packaging in supporting the successful sale of a product. Some of the important aspects that must be considered in designing a product packaging, among others. *First*, some important aspects that must be considered in designing a product packaging, among others, first, the information aspect on the packaging, namely the packaging must be able to present information related to the packaged product. Good packaging contains information needed by consumers and is listed on the packaging such as Manufacturer's Name, Product Trademark, Product Type, Product Weight, and so on. *Second*, the visual aspect of packaging, namely packaging with attractive visuals can attract the attention of consumers to decide to buy a product and can also add to the selling value of the product. Visual aspects of packaging such as product trademarks, packaging shapes, packaging colors, illustrations on packaging, typography on packaging. *Third*, the aspect of packaging material, in determining the material or packaging material is closely related to understanding the nature of the product, whether the product is solid, liquid, or powder. Several packaging materials that can be used to package products include: paper, cardboard, cardboard, cloth, canvas, cardboard, plastic, glass, metal, zinc, etc. *Fourth*, packaging ergonomics aspects, namely packaging ergonomics related to the convenience of consumers in carrying, using, consuming products, as well as the convenience of producers in displaying and arranging packaging. Packaging ergonomics can have an impact on consumer loyalty to a product so that the packaging must be used by consumers as much as possible.

### **Implement a discussion with members of "M-Six Craft" associated with the packaging when it is used**

During this time "M-Six Craft" UMKM Marinda using old packaging cylindrical or plastic jar labeled sti ker vinyl as in figure 2. Product fashion ecoprint manufactured by "M-Six Craft" UMKM Marinda, rolled and then put in a plastic package the tubular shape. Ms. Dina Setyawanti and a member of "M-Six Craft" said that the consideration in choosing packaging with a tube or cylinder shape was due to its unique and unusual shape. While the choice of plastic material is because the plastic material used has rigid, thick characteristics and can protect the products in it. However, the plastic material used is contrary to the characteristics of ecoprint fashion products that are environmentally friendly, so a renewal is needed in the selection of packaging materials that are appropriate, effective, and still attractive from the aspect of form. In addition, Ms. Dina Setyawanti also said that there is no concept of worthy design of the visual ization of packaging the product "M-Six Craft".

### **Creating a design concept for ecoprint fashion product packaging "M-Six Craft"**

After the counseling and discussion stages were carried out, the next stage was to analyze the results of the two stages by creating a packaging concept for the "M-Six Craft" fashion ecoprint product. Concept creation includes *first*, redesigning the "M-Six Craft" logo. *Second*, designing labels attached to the product, designing the primary packaging of the product using duplex paperboard material that is environmentally friendly, rigid, and thick so that it can protect the product inside. *Third*, designing the primary packaging of the product with a unique shape, type of raft-lock packaging and multifunctional, namely as a packaging as well as a hanger.

### **The result of the redesign of the fashion product "M-Six Craft"**

- *M-Six Craft Logo Redesign*



Figure 3. "M-Six Craft" logo redesign  
(Source: Personal Documentation)

- *Label Design of Ecoprint Fashion Product "M-Six Craft"*



Figure 4. Design of ecoprint fashion product label "M-Six Craft" (Source: Personal Documentation)

- *Primary Packaging Design for Ecoprint Fashion Products “M-Six Craft”*



*(Source: Personal Documentation)*

Figure 5. Primary packaging nets for ecoprint fashion products “M-Six Craft”



*(Source: Personal Documentation)*

Figure 6. Primary packaging design for “M-Six Craft” fashion ecoprint products

- *Secondary packaging design for ecoprint fashion products “M-Six Craft”*



*(Source: Personal Documentation)*

Figure 7. Secondary packaging nets for “M-Six Craft” fashion ecoprint products



(Source: Personal Documentation)

Figure 8. Secondary packaging design for “M-Six Craft” fashion ecoprint products

### Conclusion

Based on the results of this Community Service activity, it can be concluded that this training is an important training and very much needed by UMKM businessmen, especially for “M-Six Craft” UMKM Marinda, Surabaya. The Extension Team has provided some appropriate materials related to efforts to increase the value of “M-Six Craft” products through the application of ideal packaging designs. The materials have been given - in general - are acceptable and understandable to the training participants. Activities took place smoothly even in the Covid-19 pandemic conditions. By maintaining and adhering to health protocols, packaging design training activities run well. During the training, participants gave positive responses. This was proven by the good reception by the residents of “M-Six Craft” UMKM Marinda for the extension team.

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