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## **Strengthening the Local Economy Through Empowering Shrimp Production (Product Packaging Design Ideas)**

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### **ABSTRACT**

UKM (Small and Medium Enterprise-based Terrace) is one of the efforts that plays an important role in the development of the local economy. Especially in the coastal areas of Ivory Coast Village. kecepe shrimp, as the main raw material, have high economic value and large market potential because it is used in various traditional cuisines. . In addition, unique and interesting packaging designs are also one of the attractiveness and innovations for these porch products. The purpose of this study is; a). To find out the materials and process of making shrimp paste kecepe, and b) products. To provide new packaging design innovation. The research method used in this study is descriptive qualitative, with the type of research method, namely the fenomenologis study with the intention of observing and seeing the data directly and the suitability of the situation that occurs. Data collection techniques are carried out with interviews, observations and documentation. The data sources used are primary data, with research subjects, namely home industry players on the porchi and research objects, namely local shrimp products. The data analysis used is data reduction, data presentation and drawing conclusions. The results show that the ingredients and process of making terraces consisting of kecepe shrimp, water and rough salts through the preparation stages of kecepe shrimp, washing, drying, kissing, fermentasi and printing and packaging. The results also show that compelling and unique packaging designs can increase sales and avoid product claims by irresponsible parties.

*Shrimp, Local Economics, Packaging Design.*

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## **INTRODUCTION**

Local economic empowerment has become one of the main strategies in efforts to improve community welfare in rural areas. Ivory Coast Village is an example of areas that rely on the fishery sector and its processed products as a source of main livelihood. Shrimp paste, small shrimp products known as a distinctive aroma and taste, have become the mainstay commodity of local people. The production and sales of shrimp paste not only reflect the local

culinary traditions, but also contribute significantly to family revenue in the village.

One of the porch businesses in the Ivory Coast Village owned by his places in 10 Hamlet. At first, the informant business began due to the sharing of his family's economy which happened to be the husband of the informants became a fish and shrimp fisherman. Finally, informants and husbands tried home businesses that do not need large capital also with only simple tools and materials such as the porch businesses, and the shrimp paste fish. This business is running for 6 years, the business had stopped and constrained due to Covid 19 in 2020 which caused husbands from informants to cannot perform activity for the mecari shrimp kecepe sea, so menyebakn lowering terrace production and sales. After the pandemic ended the informant Back continuing the porch business with a bigger production.

Initially informants carried out marketing on the porchi were only left to the shops around his house, but over time the past and the informants began to be known by neighbors and the 10th hamlet people who liked his shrimp paste products. As well as the patio product, many offers and outside orders with large numbers and many made sales and informant revenue increase.

However, the problems faced by porch manufacturers are quite complex. Traditional production processes, limited market access, and lack of technological support are several factors that hinder a increase in business scale. As a result, the shrimp produced in Ivory Coast Village often loses with similar products from other regions that are more advanced in terms of technology and business management. In addition, the price fluctuations in raw material prices and low bargaining power to middlemen also exacerbate the manufacturers' economic situation. Less attractive packaging designs are also one of the problems in terms of marketing carried out by informants so that good and attractive packaging is also required to increase income.

SMEs can figure out a packaging function that is well divided into several categories made up of: (Oemar, 2017)

1. Role of protection. The contents of the product must be physically protected by packaging. This physical defense consists of resilience to pressure, impact, temperature, and other factors
2. Grouping Functions. Placing or grouping of a material must be accommodated by ideal packaging. How to behave when piled up or transport large amounts need to be considered. Is buildup effective and decent?
3. Security Function. Consumer security has been tested thoroughly on packaging.

4. Information Functions. Audiences should receive relevant information from ideal or visual packaging.
5. Physical Comfort Function. The packaging should be designed in such a way that it is easy for end users to pack, distribute, and use it.

Marketing Role. Of course designers must be sensitive to the needs and desires of the audience to carry out marketing functions. An effective packaging design is one that can "provide a brand" on a product.

## **RESEARCH METHODE**

The research methodology used in this study is descriptive qualitative. This study was conducted in Ivory Coast Village, Secanggang District, Scarce Regency. Research subjects are home industry businesses, while objects are local patio businesses. The type of research method used in this study is the fenomenologis study. Information obtained from informasional interviews with local porchi industry owners is a source of primary data used in this study.

### **Data Collection Technique**

#### **1. Interview**

Interviews are a direct oral communication method used to collect information for researchers. Interviews are a data collection method where the researchers required and answered questions from the subject or informants. With this approach, the interviewer's copyright is crucial because the results of the interview can be associated with a researcher's capacity to obtain answers, documenting and analyzing each response.

#### **2. Observation**

To collect proper, comprehensive and detailed data, observations are data collection techniques that involve strict observations of the target (subjects) of research and documenting events and behaviors that occur naturally, authentic, and spontaneous during a predetermined time.

#### **3. Documentation**

The data manufacturing and collection techniques called documentation are used to gather information about research objects, especially documents relating to research topics. These documents can be in the form of important notes, laws and regulations, texts, photos, or other documents that can support research findings.

### **Data Analysis Engineering**

According to Miles and Huberman (2014), data analysis during data collection requires researchers to alternate between formulating new data collection plans and reflecting on prior information, fixing ambiguous data, and

overseeing sustainable analysis related to the influence of field work creation. There are three types of data analysis, namely:

1. Data Reduction

Data reduction is a complicated cognitive process that requires insight, adaptability, and high-level intelligence.

2. Information Serving

The data presentation is carried out after the data is reduced. There are several ways to present data in qualitative research, including tables, graphs and others.

3. Drawing of Conclusion

Making Inference and Validation According to Miles and Huberman (2014), is drawing conclusions and verifying findings was the third step in the data analysis process in qualitative research. The initial conclusions are temporary and could be modified if additional data collection is not adequately supported.

## RESULT AND DISCUSSION

Based on the results of the analysis of ppeneliti data to visit kadus 10's house to ask for permission to conduct SMEs and research belonging to one of the residents of 10 hamlets. We also got permission and approval from kadus 10, but on that day we could not have been able to visit because the informants are not at home and have not produced the shrimps again. Finally we were invited to travel and socialization by kadus 10 to the public and get to know craft from the shivalan's bark created into tobacco and make a boat belonging to kadus 10's parents.

On August 25, 2024, researchers returned to kadus 10 to conduct the informant terrace business research visits owned by informants. After arriving at the informant house, we finally met the informant and asked permission to conduct interviews and research from the shrimp paste. After obtaining our permission, we are immediately invited to enter the house and shown the results from the production of kecepe shrimp created by the terrace. Then we also began to interview informants and questions directly about the shrimp paste production process from start to finish.

The porch business of these informants is also still carried out on a small scale because they only worked by informants and the husband and one child. This patio business is also still done manually and traditionally because no single process of production uses the engine, such as the main raw material for kecepe shrimp obtained from stretching using jalah, drying and drying

processes that only use the sunlight for a night, the reef process using wood barn and printing is a shrimp with special tools.

Then for the sale of informants also tell stories not doing online marketing because of the limitations of support tools such as a cellphone that it does not have so that it only be marketed through the mouth of the neighbors and entrusted to shops around the house.

Informants also hope that you can sell your own handmade products outside making it much easier to profit. But now informants are also pretty helpful for not uncommon it to get a large order from other people for wedding events or orders from outside to resell the week. For sales typically informants sell them with a 5000 package for a large round and 1000an for a small round.

Informants also tell stories compared to salted fish, he could benefit more from the sales of the shrimp paste. However, this porch production is also not every day it is carried out because it sees the catches from the sea, if the kecepenya shrimp is large, the porchi which is also made will be many but if there are no kecepenya shrimp will not be produced. From the revenue side, informants convey that the business is very helpful for the family economy because at the Ivory Coast Village, especially in the 10 terasi business hamlet, there are still not many managers.

The porch products generated by informants also have a distinctive quality and characteristic due to the production process does not use mixed materials and only use native kecepe shrimp from the sea and a little additional water and salt. In addition, for the endurance using the informant porch it also lasts long and durable until 1 year.

#### Materials and How To Porch Creation

Raw materials used in making shrimp paste kecepe/rebox, additional water and rough salt.



Kecepe Shrimp



Clean Water



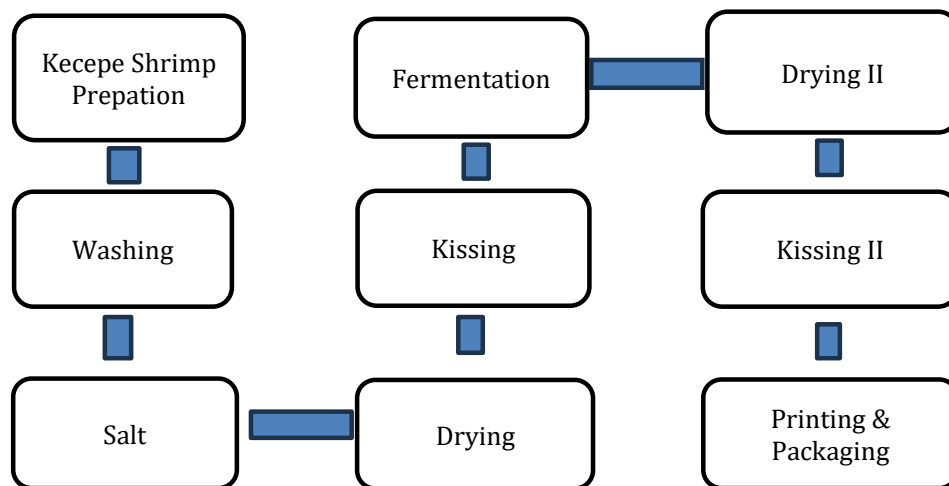
Rough Salt

Figure 1.  
Raw Materials Made Shrimp Terrace

For Making Shrimp paste that produces finished product 1 kg, then a size/dose of ingredients as below:

1. Kecepe shrimp is 3 kg.
2. 300ML clean water.
3. Coarse salt is 18 tsp.

The results of the shrimp paste are reddish-brown, such as kecepe shrimp. Raw materials that do not uniform can reduce the quality and cause differences of taste, so the processing process is a factor that affects the porch. (Siti, 2022).



**Figure 2.**  
**Shrimp Creation Process**

The explanation of the process of making shrimp paste in the figure 1.2 above, which is as follows:

1) Shrimp Preparation

The process of making of the porch begins with raw material preparation, namely the porch of the porch collected is made from the freshwater pond and salty water ponds. After shrimping is ready, then continued with the washing stage.

2) Clean/shrimp wash kecepe

To discard dirt, mucus, or salty substances that might come into contact with shrimp when arrested, small fresh shrimp first cleaned with clean water.

3) Salting

If the shrimp comes from fresh water, porches that have been washed are mixed with salt, this process is known as the term salting, to deliver a salty taste in shrimp.

4) Drying

Spreading shrimp in the open under the sun will make it dry after salting. To make dry shrimp dry quickly, avoid using thick layers during drying processes. Every time it is often flipped through and as if there is a shit is wasted. This drying was not to dry it at all, but just about half dry to make it easy to grind or mash.

5) Reef

Kecepe shrimp is ground up to smooth and used as a terasi raw material. By using the wood pestle, smooth. Because oil in shrimp can come out and mix well, which is ground, could affect the final quality of the porchi.

6) Fermentation

The Shrimp paste is formed into balls to prepare it so it can be fermented. After that, paste was stored for about one night in a large round container covered with a tarp or other types of bags. Room temperature, or 20 ° C to 30 ° C, is an ideal temperature for fermentation..

7) Drying II

As of dfermentasi overnight, then the shrimp paste dough kecepe dried again as long as setengah days to make the second stage of reef process.

8) Reef II

Then the shrimp paste dough kecepe is again pounded and mashed to prepare for the last process, namely printing and packaging.

9) Printing and Packaging

After that the porch dough is printed using hands and specialized printing tools forming small, flat balls with a weight of 250 grams and 500 grams each. Then the porch was ready to pack and sell for Rp. 1000-5000/pack.

### **Benefits of Shrimp Paste**

From the results of data analysis, the production empowerment carried out by informants is very positive and very mrrmbantu increased income and became an alternative to activities in the free time and became one of the sources of neighboring jobs and other people eager to order and resell the informant terrace products.

The terrace effort to maintain the tradition and legacy of the family culture by encouraging craftsmen to maintain the traditional production methods that have been passed down from generation to generation. This practice improves product quality and strengthens the identity of local community culture. Additionally, families in the village earn revenue from the shrimp paste, although the outcome of sales did not always generate money (Karin, 2022).

They can survive in an increasingly tight market competition thanks to these efforts. All family members, including children, should be involved in the

production process of the porch because they learn traditional skills and strengthen social bonds in the family. In addition, through the resulting income and access to better and natural foodstuffs, the porch business improves the quality of life of the local people (Karin, 2022).

Traditional production saves local resources because they do not depend on industrial processes or machines that damage the environment. Therefore, the empowerment of shrimp paste not only pays attention to the economy, but also education, cultural preservation, and environmental sustainability (Karin, 2022).

Based on the results of Alfaribi in 2021 research, assistance on the use of shrimp paste also changes. Especially, mothers in the community environment are now more aware of the importance of developing assets owned to help Shy mothers be independent in entrepreneurship the results of local food catch. The training of porchi manufacturing also affects the mother's mindset, helping them become more creative and skilled in converting the stack of patio packaging into something that is worth selling, thus increasing family revenue.

#### **Product Packaging Design as New Innovation**

In the business of these informants, the packaging used is only white plastic without a brand or logo design so that it became one of the factors that sold the terasi does not enter the external market and limited only around the premises. As well as this simple packaging, it does not provide a distinctive impression or characteristic of this mother's porch business product so that there is still possible to be blamed for using by the irresponsible party.



**Figure 3.**  
**Old Packaged Design Porchi Informants**



Seeing the potential and opportunities from these informant porch businesses, researchers took the initiative to help develop UKM, namely researchers offering packaging design innovations as a solution to increase the appeal of products on the market. They conduct research on consumer preferences and more appealing to modern packaging trends. From the results of this research, they designed a more aesthetic design, equipped with a label or name of the products owned by informants.

The new packaging design highlights the aesthetic value, but also designed by leaving no traditional and uniqueness of the production process that is still handmade. Researchers also pay attention to safety and comfort aspects, with packaged designs that maintain the freshness of the product longer.



**Figure 4.**

#### **Design Innovation Idea/Product Logo**

The product packaging design or logo above has a philosophy or symbol of simplicity and a traditional impression that still display the impression of aesthetics and plus, which has high selling value. The logo design above also describes the freshness and experience from the ingredients used to create the porch.

Well-designed packaging must be able to visualize creative Design connecting shapes, structures, materials, colors, images, tips, and design elements with product information to allow product marketing known as packaging designs, or just packaging. The product wrapped, protected, shipped, saved, identified and was distinguished in the marketplace via the packaging. The attractive packaging that the product shows its product has the power to stimulate consumers. Because the products on the package are what is

described and looks for the first time. According to Natadjaja in Rosandi & Sudarwanto (2014), there are two types of attractiveness in the packaging design, namely practical appeal and visual attractiveness. The appearance of packaging containing a graphic element is called visual appeal. All the graphic components on packaging are designed to seem aesthetically attractive. Practical attractiveness is a product packaging that has goals for consumers, such as easy to carry, clutch, or reopening and shut-off. According to Shimp (20-13), the packaging can carry out its goals effectively.

Product packaging designs have a very important function and goals in marketing and sales. Here are some of the main functions and objectives of the product packaging design:

1. Protecting Products

The main functions of the packaging are to protect products from physical, environmental, or contamination during distribution, storage and sales processes.

2. Providing Information

Packaged designs serve to convey \* important information \* about products, such as composition, expiration dates, how to use, nutritional content, and manufacturer information.

3. Improving Visual Attractiveness

The aesthetically intriguing design aims to attract consumer attention on store shelves. Color, typography, and proper graphics can make products more prominent among similar products.

4. Building Idea Branding

Packaging also serves as a means of brand communication. Visual elements such as logos, colors, and design style create consistent and easy to recognize brand identity.

5. Distinguishing Products

The packaging design serves to distinguish products from competitors in the market. A unique design can help consumers recognize and choose those products among many other options.

6. Delivering Emotional Messages

Packaging is often designed to evoke certain emotions from consumers, such as exclusive, environmentally friendly, or security flavors. It could be a factor that influences the purchase decision.

7. Improving Practical Function

The packaging also has to be functional and practical, such as easy to reopen, shuttered, or held. Designs that make it easier to use or storage of products can increase added value for consumers.

#### 8. Comply with Regulations

Packaging must meet legal requirements and regulations, such as safety warnings or information required by authority.

### CONCLUSION

To improve the visual appeal of patio, attractive and functional designs are essential. A good packaging design provides clear information to customers and helps branding, as increasing product competitiveness in the market. In addition, the Ivory Coast business makes porch products superior to flavors and endurance because they use natural raw materials without mixed. However, terrace manufacturers face many problems, such as conventional production processes, lack access to the market, and fluctuations in raw material prices. All of these problems prevent them from competing with products from other regions with more advanced technology and business management.

It is hoped that the empowerment of shrimp paste kecepe will increase the local economy through the creation of new jobs and increased local community income. Technology and marketing support is essential to maximize the potential of this business. The porch business in the Ivory Coast can increase competitiveness in the market and help local economies with better attention to packaging designs, product quality, and proper support.

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