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PENGUATAN LITERASI MASYARAKAT TENTANG BAHAYA HUMAN TRAFFICKING DI DESA BERAKIT, KABUPATEN BINTAN

Azhari Setiawan¹, Azrul Asyikin^{1,2*}, Ryan Anggria Pratama¹, Okky Rizki Azizi¹, Adhe Fadli Farhan¹ **41 - 50**

¹ Universitas Maritim Raja Ali Haji, Indonesia

² Pusat Penelitian Asia Tenggara dan Pengelolaan Perbatasan Universitas Maritim Raja Ali Haji, Indonesia

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¹ Universitas Muhammadiyah Tangerang, Indonesia

² Universitas Muhammadiyah Tangerang, Indonesia

³ Universitas Pamulang, Indonesia

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¹ Universitas Maritim Raja Ali Haji, Indonesia

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¹ Universitas Muhammadiyah Tangerang, Indonesia

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^{1,2,6} Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia

³ Fakultas Design Seni Kreatif, Universitas Mercu Buana, Indonesia

⁴ Fakultas Teknik, Universitas Mercu Buana, Indonesia

⁵ Fakultas Psikologi, Universitas Mercu Buana, Indonesia

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Lukman Azhari¹, Syepry Maulana Husain^{2*}, Ri Sabti Septarini³

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1 Universitas Muhammadiyah Tangerang, Indonesia

2 Universitas Muhammadiyah Tangerang, Indonesia

3 Universitas Muhammadiyah Tangerang, Indonesia

Revitalization of Marga Mulya Village's Flagship Products through Environmentally Friendly Packaging Innovation and Digital Sales Strategies

Arief Bowo Prayoga Kasm^{1*}, Diah Fistiani Sukardiman², Novena Ulita³, Muhammad Raafi Hillal Atha'Ullah Azmi⁴, Meisya Putri⁵, Ravel Setyo Bintoro⁶

^{1,2,6} Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia

³ Fakultas Design Seni Kreatif, Universitas Mercu Buana, Indonesia

⁴ Fakultas Teknik, Universitas Mercu Buana, Indonesia

⁵ Fakultas Psikologi, Universitas Mercu Buana, Indonesia

*Correspondence email: ariefbowo@mercubuana.ac.id

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Abstract: Marga Mulya Village, located in Mauk Subdistrict, Tangerang Regency, possesses considerable potential for the development of home-based industries, particularly fish crackers and handicraft products. However, this potential has not been optimally realized due to limitations in packaging innovation, digital marketing strategies, and brand management. This Community Service Program aims to enhance the competitiveness of the village's flagship products through the introduction of environmentally friendly packaging and the implementation of digital marketing strategies. The program employed a collaborative participatory approach, encompassing stages of socialization, training, technology implementation, mentoring, and evaluation. The results demonstrate significant improvements in both production and marketing aspects, including the creation of eco-friendly packaging innovations, the establishment of business social media accounts and online stores, and the development of digital catalogs for the village's flagship products. The program confirms that packaging innovation and the digitalization of marketing can increase revenue, strengthen branding, and promote the sustainability of the local economy.

Keyword: MSME Empowerment; Environmentally Friendly Packaging; Digital Marketing; Product Branding; Marga Mulya Village

INTRODUCTION

Village flagship products function not only as economic assets but also as strategic instruments for strengthening community self-reliance through partnership-based empowerment models. Marga Mulya Village possesses substantial potential through its distinctive products, particularly fish crackers and bamboo handicrafts. However, limited packaging innovation and restricted access to digital marketing channels have constrained their competitiveness. A community partnership-based approach is therefore



essential to ensure that this potential is managed collectively and sustainably (Fauzi et al., 2021).

Within the broader context of rural development, community empowerment is inseparable from multi-stakeholder collaboration. Village governments, academics, MSMEs, and local communities must work synergistically in formulating strategies, providing supporting facilities, and delivering continuous assistance to business actors. Such partnership models facilitate the transfer of knowledge and technology while simultaneously fostering a strong sense of community ownership. Consequently, development programs move beyond top-down interventions and are better aligned with the actual needs of local communities (Khattab et al., 2022).

Furthermore, environmentally friendly packaging innovation and the digitalization of marketing serve as critical entry points for enhancing the competitiveness of village-based MSMEs. These dimensions extend beyond mere technical improvements; they represent collaborative efforts that integrate community economic interests, contemporary market demands, and sustainable development objectives. Accordingly, revitalizing village flagship products through community partnerships constitutes a comprehensive strategy capable of generating economic, social, and environmental value simultaneously (United Nations, 2020).

The flagship products of Marga Mulya Village, fish crackers and bamboo handicrafts, have been produced across generations and represent important elements of local identity. Nevertheless, their primary challenges include the use of simple, unattractive, and environmentally unfriendly packaging, as well as limited access to digital marketing platforms. These constraints have resulted in low competitiveness in modern markets, reduced market penetration, and difficulties in entering formal retail networks. Previous community engagement studies indicate that interventions such as digital marketing training and packaging innovation can significantly enhance product value and expand MSME marketing networks. Therefore, strengthening MSME capacity through collaborative interventions is imperative to enable village flagship products to progress to higher market segments.

In addition, eco-friendly packaging innovation is closely aligned with the preferences of modern consumers, who increasingly prioritize sustainability considerations. This alignment not only enhances market appeal but also contributes to the achievement of the Sustainable Development Goals (SDGs), particularly Goal 8 (Decent Work and Economic Growth) and Goal 12 (Responsible Consumption and Production) (World Bank, 2021).

LITERATURE REVIEW

A substantial body of research on MSME empowerment consistently highlights that improvements in competitiveness are strongly influenced by product packaging quality and the effectiveness of marketing strategies. Community-based training programs have been empirically shown to enhance product quality, increase business income, and expand market reach, particularly for small-scale enterprises operating in rural contexts (Husain et

al., 2023). These findings underscore the strategic role of capacity-building initiatives in strengthening the market position of MSMEs.

From a marketing perspective, the adoption of digital strategies, particularly through social media platforms and online marketplaces, has emerged as a critical determinant of market expansion. Kasmoo, Sukardiman, dan Nugroho (2025) demonstrate that digital engagement significantly enhances consumer commitment and contributes to business sustainability. Digital marketing not only facilitates broader consumer access but also enables MSMEs to interact more directly with customers, thereby strengthening brand loyalty and long-term competitiveness.

Beyond marketing considerations, environmentally friendly packaging has become a global trend within the food and craft industries. Studies by Chen et al. (2024) and Anuar et al. (2024) reveal that younger consumers exhibit a strong preference for products utilizing sustainable packaging, which in turn positively influences green brand image and purchase intentions. These findings suggest that eco-friendly packaging functions not merely as a compliance measure, but as a strategic branding tool capable of differentiating MSME products in increasingly sustainability-oriented markets.

The readiness of MSMEs to comply with green industry standards is another critical factor in the successful implementation of sustainable innovations. Research by Setyawan et al. (2024) in the batik industry indicates that gradual adoption of green industry standards is essential to accommodate the limited resources and adaptive capacity of small enterprises. This phased approach enables MSMEs to transition toward sustainability without compromising operational viability.

Literature on community empowerment further emphasizes the importance of multi-actor collaboration in achieving program success. Tandon et al. (2021) argue that partnership models involving government institutions, higher education institutions, and local communities are more effective in generating sustainable socio-economic impacts than unilateral interventions. Such collaborative frameworks facilitate knowledge transfer, institutional support, and shared responsibility, which are crucial for long-term program outcomes.

In addition, studies on strengthening village-based MSMEs highlight the necessity of a collaborative ecosystem to address structural constraints commonly faced by small enterprises, including limited access to capital, technology, and markets. Through strategic partnerships, these limitations can be mitigated via synergistic roles: academics contribute expertise and innovation, governments provide regulatory support and infrastructure, and local communities act as the primary economic actors (Tambunan, 2019).

Research on eco-friendly packaging innovation further indicates that technological advancement alone is insufficient to ensure success. Magnier & Crié (2015), emphasize that consumer and community involvement in the product development process plays a decisive role in shaping effective and acceptable packaging solutions. Participatory design approaches enable MSMEs to meet modern market standards while simultaneously preserving local identity, thereby strengthening product branding and cultural authenticity.

On the other hand, the adoption of digital marketing by village-based MSMEs is significantly influenced by the level of digital literacy within the community. Raihan & Tuspekova (2022) assert that digital literacy cannot be developed solely through short-term training initiatives; instead, it requires a supportive ecosystem that includes continuous mentoring from academic partners and local digital communities. Sustained assistance is therefore essential to ensure effective and consistent utilization of digital platforms by MSMEs.

Finally, empowerment literature consistently affirms that program sustainability is closely linked to the degree of community ownership. Geissdoerfer et al. (2017) argue that community partnerships function as a critical bridge between technical innovation and social sustainability. When communities perceive empowerment programs as their own, initiatives are more likely to produce enduring impacts, thereby enabling village development programs to achieve long-term economic, social, and environmental outcomes.

METHODS

This program was implemented using a community partnership-based approach, which enables the active involvement of MSMEs, village authorities, higher education institutions, and local community groups. Such an approach ensures that the program reflects not only academic perspectives but also the actual needs and contextual realities of the community (Israel et al., 2019). By positioning community members as partners rather than passive beneficiaries, the intervention promotes shared ownership and relevance of outcomes.

The program commenced with a socialization phase involving village officials and MSME groups. Focus group discussions were conducted to identify key challenges, opportunities, and priority needs, which subsequently informed the design of training materials and intervention strategies. This participatory diagnostic process was intended to ensure that the proposed interventions were context-sensitive and aligned with local conditions (Morgan, 1997).

Overall, the community service activities adopted a collaborative participatory methodology involving a university team, village administrators, and MSME actors. This method was selected to foster active partner participation throughout the program cycle and to enhance the applicability of results to local development needs. The collaborative framework also facilitated mutual learning among stakeholders and strengthened institutional linkages.

The program was implemented through several sequential stages: (1) program socialization; (2) training on environmentally friendly packaging production, product branding, and digital marketing strategies; (3) technology application, including the use of packaging press equipment, development of digital product catalogs, and establishment of online stores; (4) mentoring and evaluation of implementation; and (5) formation of a local digital MSME team as a sustainability mechanism to support post-program continuity.

Evaluation was conducted using a mixed-methods approach. Quantitative indicators included comparative analysis of revenue before and after the intervention, the number of business social media accounts created, and marketplace traffic metrics. Qualitative data were collected through in-depth interviews, field observations, and product documentation to capture participant experiences and contextual changes.

Training activities were delivered within a capacity-building framework oriented toward long-term empowerment. Instructional materials focused on eco-friendly packaging and digital marketing and were designed based on a learning-by-doing principle to enhance practical skills. Continuous mentoring was provided by lecturers and students to facilitate sustained knowledge transfer and reinforce learning outcomes (Kolb, 2015).

Program implementation emphasized the use of appropriate technology tailored to MSME capabilities. Packaging press tools and user-friendly digital platforms were introduced to ensure that MSME actors could independently operate and maintain the technologies without reliance on external service providers. This approach aimed to enhance technological self-reliance and operational sustainability (Maruyama et al., 2021).

Finally, evaluation was conducted collaboratively with community members using a mixed-methods design that integrated quantitative performance indicators and qualitative insights. Joint evaluation sessions ensured that the findings served not only as academic documentation but also as a collective community reflection, thereby strengthening learning processes and program sustainability (Creswell & Plano Clark, 2017).

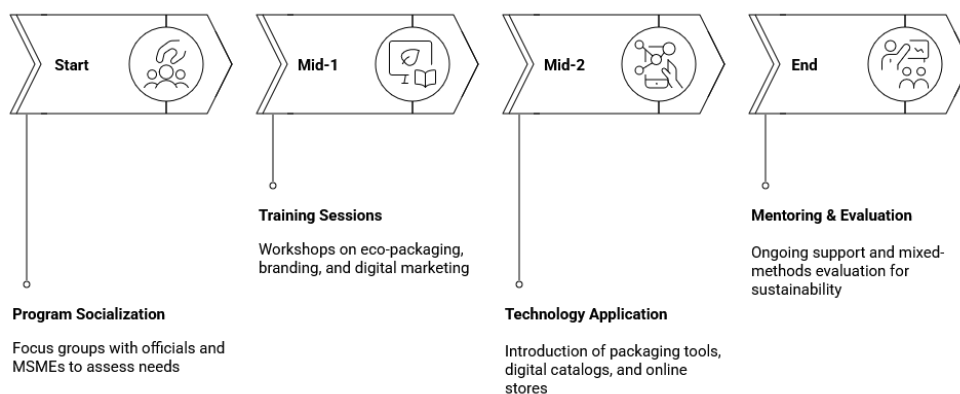


Figure 1. Stages of the Community Partnership-Based MSME Empowerment Program

RESULTS AND DISCUSSION

The community engagement program was implemented through a series of integrated capacity-building activities aimed at strengthening the competitiveness of micro, small, and medium enterprises (MSMEs) in Marga Mulya Village. The intervention was designed to address structural challenges faced by village-based home industries, particularly limitations in packaging innovation, branding, and digital marketing capabilities. The results demonstrate that a participatory, partnership-based approach can generate

measurable economic outcomes while simultaneously fostering social learning and environmental awareness.

4.1 Capacity Building through Integrated Training

The program began with intensive training sessions covering digital marketing, storytelling, and product photography, with a strong emphasis on technology-based promotion. These components were essential in equipping MSME actors with practical skills to communicate product value effectively in digital spaces. Training activities were delivered using a participatory learning model, enabling participants to directly apply newly acquired knowledge through hands-on practice. This approach aligns with experiential learning theory, which emphasizes learning through concrete experience and reflection.

In parallel, participants received specialized training on environmentally friendly packaging innovation and customer-oriented branding strategies. The introduction of sustainability concepts was not limited to technical explanations; rather, it was contextualized within market trends and consumer preferences. Through interactive discussions and demonstrations, MSME actors developed a clearer understanding of how packaging functions as both a protective medium and a communication tool that conveys brand identity and values.

Figure 2. Training On Product Packaging Innovation And Product Branding Strategies



The participatory nature of the training strengthened community engagement and enhanced participants' awareness of sustainability and branding as long-term investments rather than short-term costs. Similar findings have been reported in previous studies, which indicate that community-based training significantly improves MSME adaptability and market responsiveness.

4.2 Packaging Innovation and Product Revitalization

One of the most tangible outcomes of the program was the successful development of five flagship products utilizing biodegradable kraft paper packaging. These products included Baso Aci, Baso Cuanki, Pangsit Mangrove, Rengginang Imut, and Milkfish Crackers. The newly designed packaging incorporated modern visual elements, clear product information, and distinctive local identity cues, thereby differentiating the products from competitors in the same market segment.

Figure 3. Biodegradable Kraft Paper Packaging Marga Mulya Village's Flagship Products



The adoption of eco-friendly packaging significantly enhanced product attractiveness and perceived value. Consumers responded positively to the sustainable materials and improved aesthetics, reinforcing the argument that environmentally friendly packaging can simultaneously support environmental objectives and market competitiveness. These findings are consistent with Steenis et al. (2017), who emphasize that sustainable packaging influences consumer perceptions and strengthens brand credibility.

Beyond environmental benefits, the packaging redesign reinforced local cultural identity. By integrating local symbols and narratives into the packaging design, MSMEs were able to position their products as authentic village-based offerings, which is increasingly valued in niche and ethical markets. This dual function of packaging, as a sustainability instrument and a branding mechanism, represents a key contribution of the program.

4.3 Digital Marketing Adoption and Market Expansion

Following training in digital marketing, storytelling, and product photography, MSME groups successfully activated business-oriented social media accounts and established online stores on digital marketplaces. Participants also produced promotional digital content and developed a digital product catalog that consolidates information on the village's flagship products.

Figure 6. Digital Catalog Of Marga Mulya Village Flagship Products**Figure 7. Digital marketing training for home industry MSME groups**

The digital catalog plays a strategic role in improving information accessibility and enhancing consumer trust. By providing standardized and visually appealing product information, the catalog simplifies purchasing decisions and supports online promotional activities. Consistent with Maria et al. (2022), the use of digital platforms contributed to increased sales performance by expanding market reach beyond local boundaries.

Moreover, the integration of storytelling techniques into digital content enabled MSMEs to communicate product narratives more effectively. These

narratives emphasized product origins, traditional production processes, and sustainability values, thereby fostering emotional connections with consumers. This approach reflects contemporary digital marketing practices, where authenticity and storytelling are critical to consumer engagement.

4.4 Economic Impact of the Program

The economic impact of the intervention was assessed through a comparison of MSME revenues before and after program implementation. Within the first three months following the intervention, MSMEs experienced an average revenue increase of approximately 30%, indicating a substantial improvement in business performance.

Table 1. Comparison of MSME Revenue Before and After Intervention

Product	Revenue Before (IDR)	Revenue After (IDR)
Baso Aci	2,500,000	3,400,000
Baso Cuanki	2,200,000	2,900,000
Pangsit Mangrove	3,000,000	4,200,000
Rengginang Imut	1,800,000	2,500,000
Milkfish Crackers	3,500,000	4,600,000

The observed revenue growth demonstrates the effectiveness of combining packaging innovation with digital marketing strategies. Importantly, the increase in income was accompanied by enhanced confidence among MSME actors in managing their businesses independently. This finding aligns with Shafi et al. (2020), who highlight the role of empowerment programs in strengthening entrepreneurial self-efficacy.

4.5 Social, Environmental, and Institutional Implications

Beyond economic gains, the program generated notable social impacts, particularly in terms of digital literacy enhancement. MSME actors developed the ability to manage business accounts, create promotional content, and engage with customers online. This transformation illustrates a shift from passive technology users to active value creators, supporting the argument of Raihan and Tuspekova (2022) regarding the importance of sustained digital capacity building.

From an environmental perspective, the use of biodegradable packaging materials contributes to waste reduction and supports responsible consumption and production practices. This outcome aligns with global sustainability agendas and reinforces the role of MSMEs as contributors to local environmental stewardship.

Institutionally, the program fostered a resilient business ecosystem through a triple helix collaboration involving higher education institutions, village government, and local communities. This collaborative structure facilitated knowledge transfer, policy support, and community participation, thereby enhancing program sustainability (Etzkowitz & Zhou, 2017). The establishment of local MSME digital teams further strengthened institutional continuity beyond the formal program period.

Collectively, the results demonstrate that partnership-based empowerment effectively enhances individual capacities while strengthening the socio-economic structure of the village. The integration of economic, social, and environmental dimensions positions this program as a comprehensive development model. As noted by Mura et al. (2021), such integrative approaches are critical for ensuring scalability and replicability in other rural contexts.

In summary, the revitalization of Marga Mulya Village's flagship products through eco-friendly packaging innovation and digital marketing strategies has generated multidimensional impacts. The program not only improved market performance but also fostered sustainability awareness, digital competence, and collaborative governance. These findings suggest that community partnership-based empowerment offers a viable pathway for advancing inclusive and sustainable rural development in Indonesia and comparable settings.

CONCLUSION

The community empowerment initiative implemented in Marga Mulya Village through environmentally friendly packaging innovation and digital marketing strategies demonstrates that collaborative, partnership-based interventions can generate substantial and multidimensional impacts for MSMEs. The program outcomes extend beyond measurable increases in revenue to include enhanced knowledge, technical skills, and self-confidence among community members in developing and managing their flagship products. These findings indicate that the intervention successfully positioned local actors as the primary drivers of economic transformation at the village level.

Furthermore, the results affirm that effective community empowerment must be grounded in participatory processes, with community members actively engaged from the planning stage through implementation and evaluation. This participatory orientation ensured that the interventions were closely aligned with local needs and contexts, while also strengthening community ownership of program outcomes. The approach facilitated constructive dialogue and collaboration among academics, village authorities, and MSME actors, thereby fostering stronger institutional synergy and collective problem-solving.

The impacts of the program were not limited to economic performance but also encompassed significant social and environmental dimensions. Socially, improved digital literacy equipped MSME actors with essential competencies to navigate the challenges of the digital economy and engage more effectively with contemporary markets. Environmentally, the adoption of eco-friendly packaging materials represented a tangible contribution to sustainable business practices, aligning village-level economic activities with broader global sustainability agendas. In this regard, the program reflects an inclusive development model that integrates economic growth, social empowerment, and environmental responsibility.

The initiative also underscores the strategic role of higher education institutions in supporting rural development. Through knowledge transfer,

continuous mentoring, and applied research, universities can serve as key partners in enhancing community capacity and fostering innovation. This collaborative dynamic is consistent with the triple helix model, which emphasizes synergistic interactions among academia, government, and society as a foundation for sustainable development.

From a practical standpoint, the program offers a replicable empowerment model for other rural areas in Indonesia. The integration of packaging innovation and digital marketing has proven effective in strengthening the competitiveness of local products while encouraging MSME actors to adapt to technological advancements. Consequently, local governments and relevant stakeholders are encouraged to adopt and scale similar approaches as part of broader rural MSME development strategies.

In conclusion, this study demonstrates that community empowerment grounded in innovation and digitalization can significantly enhance local capacity and contribute to the establishment of more independent and sustainable business ecosystems. Marga Mulya Village provides an illustrative case of how collaborative, multi-dimensional interventions can facilitate rural transformation and support the achievement of national and global sustainable development objectives.

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