



IMPROVING PRODUCT COMPETITIVENESS THROUGH PACKAGING AND LABELLING

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AGRICULTURAL DEVELOPMENT POLICY DIRECTION

Advanced, Independent & Modern

- ☐ Act smart, precise, & fast in achieving better performance (**Advanced**);
- ☐ Optimizing owned resources (**Independent**);
- ☐ Utilizing the latest technology (**Modern**)



*Dr. H. Syahrul Yasin Limpo, SH, Msi, MH
Minister of Agriculture of the Republic of Indonesia*



HORTICULTURAL DEVELOPMENT POLICY DIRECTION

“ **Improving horticultural competitiveness** through increased production, productivity, market access, logistics supported by modern environmentally friendly agricultural systems, as well as encouraging increased product added value for the welfare of farmers



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PACKAGING AND LABELLING

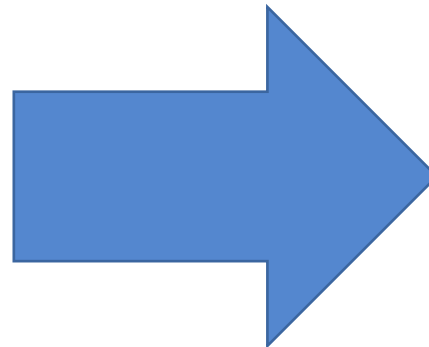
Business competition, especially for MSMEs, is now growing and getting tougher. Every day new products appear.

Horticultural products are not left behind, many product innovations have been produced. But not without problems, the perishable nature of horticultural products is a problem. This is inseparable from packaging technology. The appearance of the packaging will also be the main support in product marketing



WHAT IS PACKAGING

A "product" is closely related to packaging. Without packaging, the product cannot be called a product. Therefore, the packaging must be made as attractive as possible, in order to increase product sales. In addition to being attractive, packaging must be able to maintain product quality when it reaches consumers.



WITHOUT PACKAGING, CAN THE PRODUCT BE SOLD ?

Every product is content and packaging, so that packaging does not mean waste and sales costs, but rather a unit with its contents that can lift the image and added value of the product, and can protect the product properly.



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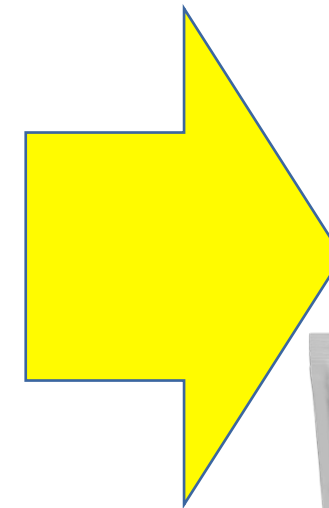
IMPORTANCE OF PACKAGING

Hermawan Kartajaya, an expert in marketing, said that technology has changed the function of packaging, people used to say

“Packaging protects what it sells .”

Now, “Packaging sells what it protects”

In other words, packaging is no longer a protector or a container but must be able to sell the product it packs.



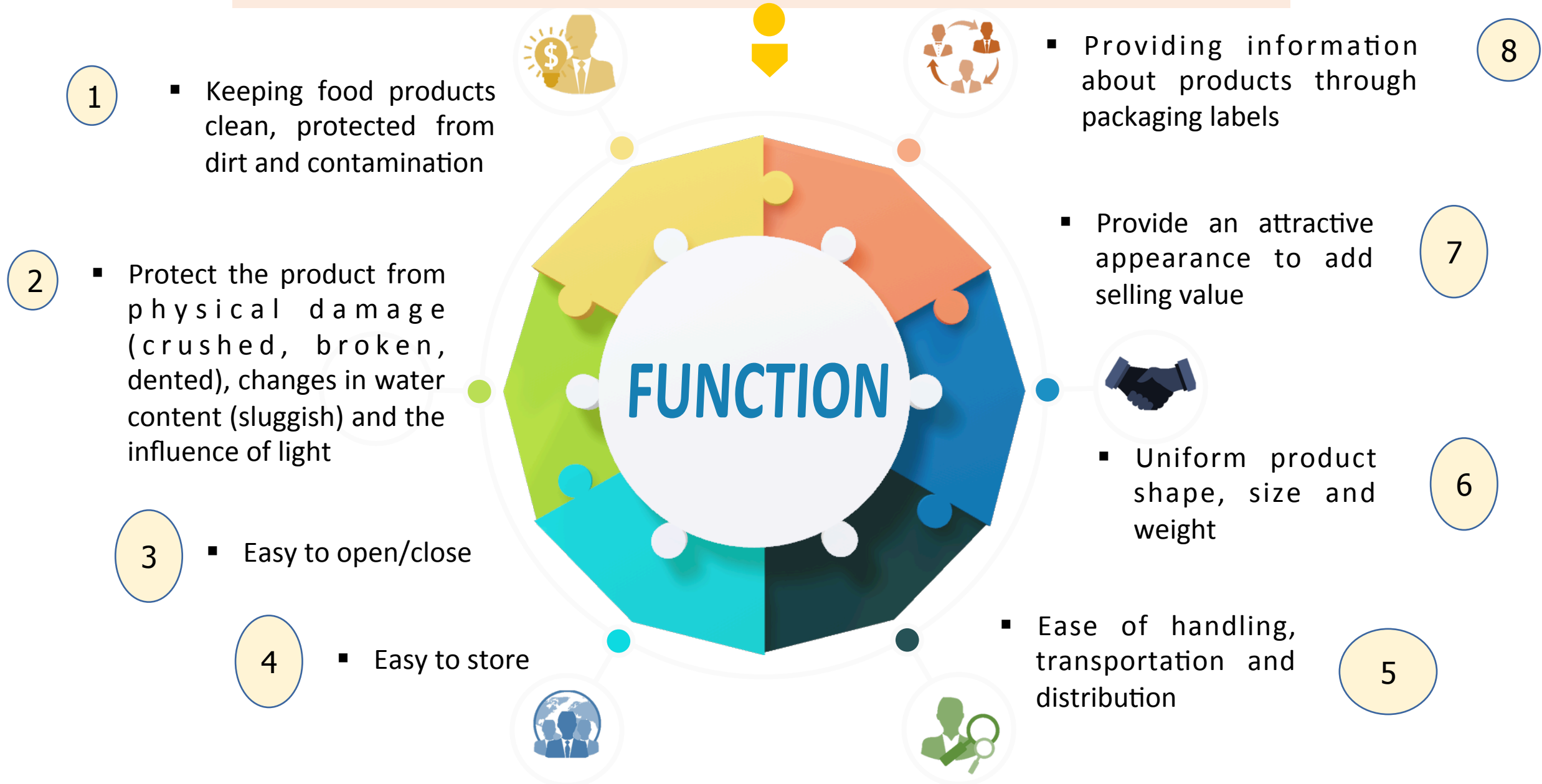
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PACKAGING AND LABELLING



PACKAGING LABEL FUNCTION

1

- Give more appeal to the product

2

- As a product identity so that it is easily recognizable

3

- Means of communication with customers by providing information about products to customers

4

- Make it easier for manufacturers to identify their products if problems occur

BRAND FUNCTION

A

- As an identification mark, distinguishing one product from other similar products

B

- As a promotional tool

C

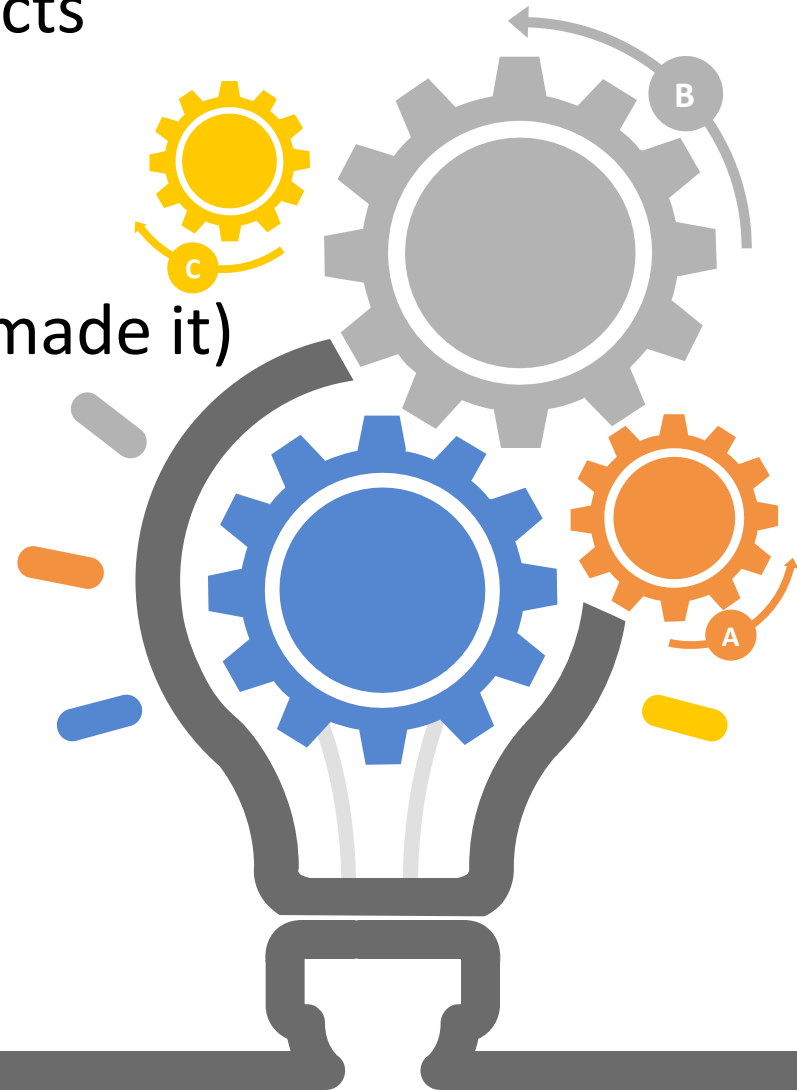
- Product origin information (who made it)

C

- As a guarantee of product quality

C

- Generating customer confidence in the product



HOW TO CHOOSE THE RIGHT PACKAGING FOR THE PRODUCT

Horticultural products generally have properties that are easily damaged by bacterial contamination, sunlight and odors. Apart from processing technology, what needs to be considered is the selection of the appropriate type of packaging for each product, so that the product can last longer and of course increase



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SAMPLE OF SME PRODUCTS THAT HAVE ENTERED THE MARKET WITH GOOD PACKAGING AND LABELLING



Chilli paste , Grobogan, Jawa Tengah



Shredded chilli Nurmi, Temanggung, Jawa Tengah

Banana Chips, Gorontalo



Horticulture products,
Rumpun Padi,
Wonosobo,
Jawa Tengah




Fried shallot Superbram,
Kulon Progo, DIY

EXAMPLE FOR PACKAGING OF HORTICULTURAL PRODUCTS



INOVATION MARKETING OF HORTICULTURAL PRODUCT

SHOPEE



Hunay Bawang Goreng / Brambang Goreng

4.9 ★★★★★ 23 Penilaian 131 Terjual

Rp21.000

Pengiriman Gratis Ongkir
Gratis Ongkir dengan min. belanja Rp10.000

Pengiriman Ke **KOTA JAKARTA PUSAT** ▾
Ongkos Kirim Rp0 - Rp18.000 ▾

Kuantitas tersisa 0 buah

Masukkan Keranjang Beli Sekarang

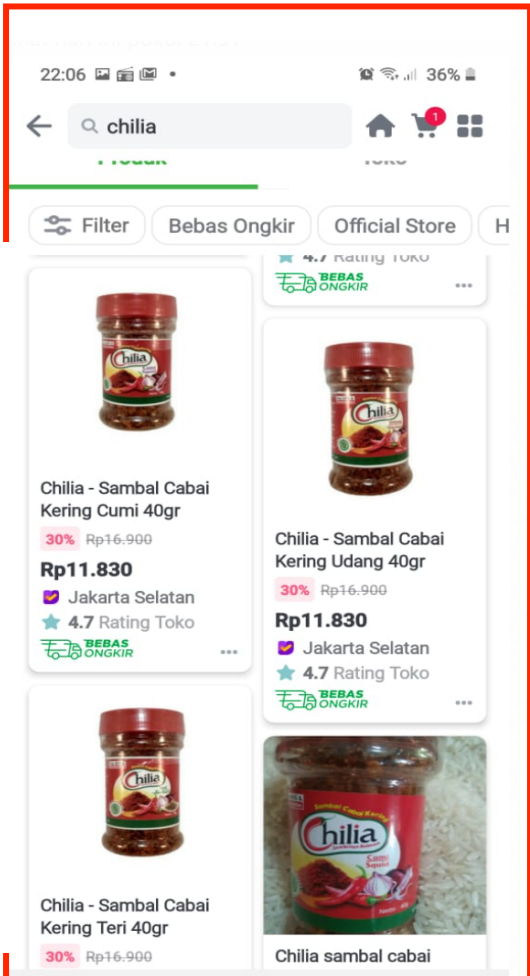
JAMU JAHE MERAH Plus MERK RUMPUN PADI
Rp50.000
★★★★★ 5 terjual

Jamu Kencur Plus Merk Rumpun Padi
Rp50.000
KOTA TANGERANG SELATAN

Jamu Temulawak Plus Merk RUMPUN PADI
Rp50.000

jamu (xianling) xian-ling serbuk original
Rp32.000
★★★★★ 61 terjual

TOKOPEDIA



22:06 36%

chilia

Filter Bebas Ongkir Official Store H

Bawang Merah Goreng Hunay Cemilan Sehat, Bawang Goreng Rasa
Terjual 3 • ★ 5 (2 ulasan) • Diskusi (2)
Rp38.000

Detail

Kondisi: Baru
Berat: 250 Gram
Kategori: **Bawang Goreng**
Etalase: **Oleh Khas Probolinggo**

ETALASE KHUSUS LEPAS DARI BOX (1 paket isi 4 Varian Rasa)

Chilia - Sambal Cabe Kering Cumi 40gr
30% Rp16.900
Rp11.830
Jakarta Selatan
★ 4.7 Rating Toko

Chilia - Sambal Cabe Kering Udang 40gr
30% Rp16.900
Rp11.830
Jakarta Selatan
★ 4.7 Rating Toko

Chilia - Sambal Cabe Kering Teri 40gr
30% Rp16.900

Chilia sambal cabai



Thankyou

Reference : Directorate General Horticulture



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