E-ISSN: 2987-1573, P-ISSN: 2987-3460
TGO Journal of Community Development
Vol. 4, No. 2, July - December (2026)

Increasing Sales in the Traditional Snack Kuping Gajah in Sukoreno Village, Umbulsari District through Packaging Innovation and Digital Marketing Strategy

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ABSTRACT

The purpose of this service is to provide assistance and knowledge related to packaging innovation and digital marketing strategies so that if implemented in the business, it can increase sales. Methods in community service activities include interviews, location surveys, and assistance with packaging innovation and digital marketing. This community service activity provides several results, including the first is to provide knowledge or understanding to partners about the importance of packaging innovation because it will have a significant impact on the sale of traditional elephant ear snacks. The second result is to provide knowledge and create an Instagram account to business owners as a promotional tool, with the aim that the product can be known to the wider community.

Kewords: Packaging Innovation, Digital Marketing, Community Service

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Received: 17-09-2026
Revised: 17-10-2026
Accepted: 01-11-2026
Published: 16-11-2026

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in a country's economy in an era of globalization and increasingly fierce business competition (Sulistyan et al., 2022). In Indonesia, MSMEs in the culinary sector have become one of the fastest-growing sectors (Akhiroh et al., 2025). Culinary businesses established by micro, small, and medium enterprises (MSMEs) not only benefit the economy but also become a place for innovative and unique local innovations (Retnaningsih et al., 2024; Najib et al., 2002). MSME culinary businesses make a great contribution to job creation in the context of the local economy (Wikansari et al., 2024). Packaging innovation and digital marketing are key strategies to increase competitiveness, expand market reach, and increase product selling value (Ermawati & Utami, 2025). The combination of the two turns ordinary products into a brand that is professional, recognizable, and ready to reach a wider range of consumers.

Packaging is not only protective, but also the spearhead of marketing. The following functions of packaging are:

a. Functional & Practical: Use packaging that is easy to open (ziplock), easy to carry, and keep the quality of the product for longer.
b. Visual Appeal: Use a clear logo design, a selection of colors that represent the product, and an easy-to-read font.
c. Clear Information: Transparently include important information (composition, expiration date, distribution permit, and net weight) to build consumer trust. Eco-friendly: Adapt to modern consumer trends that prefer recyclable or reusable packaging

Digital marketing is the best way to promote products economically and on target.

a. Social Media Optimization: Use platforms like Instagram, TikTok, and Facebook. Upload high-quality photos or videos that highlight the strengths of your product.

b. Content Marketing: Create educational behind-the-scenes content on product creation, customer testimonials, or interesting tips related to your product.
c. E-Commerce: Register your store on a trusted marketplace platform to reach buyers across Indonesia.
d. Paid Ads: Use features like Meta Ads (Instagram/Facebook Ads) or TikTok Ads to reach specific audiences.

The traditional elephant ear snack business which is a legendary snack that should be maintained as a culinary that has its traditional characteristics. Like the traditional kuping gajah snack business owned by Mrs. Karminah in Sukoreno Village, Umbulsari District, but this business still uses thin plastic packaging and does not have a social media account. This community service activity provides solutions to the problems experienced by business owners by innovating better and more attractive packaging and creating social media accounts on Instagram.

Several community service activities that prove that packaging innovations and digital marketing strategies can increase sales, including service with the title Development of MSME Product Quality Through Packaging Innovation and Digital Marketing of Gudang Village, Bogor City, The results obtained from this activity are increased understanding of MSME actors regarding the importance of improving packaging and digital marketing as a marketing medium. The output resulting from this activity is digital accounts as a marketing medium for attractive products and product packaging (Sufaidah et al., 2022). The next service with the title Product, Packaging and Marketing Innovation to Increase MSME Income in Kariajawa Dompu Village, This assistance also focuses on improving the quality of product packaging, considering that the quality of packaging that is still minimal is one of the obstacles faced by partners. As part of this community service, we hope to provide solutions to the problems faced by partner MSMEs related to unattractive products and packaging quality that has not been maximized.

The methods used in this activity include three main stages: the planning, implementation, and evaluation stages. The planning stage is carried out by identifying problems faced by partners and selecting the right solutions. At the implementation stage, the selected solutions are implemented by providing direct training and assistance related to flavor innovations in traditional rice blue cakes and bamboo woven product designs. The evaluation stage aims to assess the extent to which the solutions implemented have been implemented and have a positive impact on MSME partners. The results of this service activity show that MSME partners now have products with new flavors in rice blue and more diverse bamboo woven products, in addition to garbage. In addition, product packaging has also experienced a significant increase, so that it can increase product attractiveness and meet higher market standards. The service carried out by Suprihatin et al. (2024) with the title Packaging Innovation and Digital Marketing for Micro, Small, and Medium Enterprises.

The method is in the form of training and socialization, with a number of approach methods used in the implementation of the following programs including: socialization whose purpose is to optimize the understanding of MSME actors regarding packaging innovation and digital marketing for MSMEs with market places and social media, in addition to training for MSMEs in designing the manufacture of labels/logos and product packaging designs. Some of the activities carried out are as follows; First, an explanation of innovations in attractive product packaging, the use of labels on products, and the use of social media and market places as digital promotional tools; Second, sharing experiences and discussions; and finally, the direct practice of making labels, product wrappers, and the use of market places and how to make products that are attractive to buyers by using images tailored to the products sold, This shows that each participant is very interested in using product marketing through social media consistently. The purpose of this service is to provide assistance and knowledge related to packaging innovation and digital marketing strategies so that if implemented in the business it can increase sales. The output target of this community service results is in the form of publication of service articles and reports on service results.

2. METHODS

This community service activity took place in Sukoreno Village, Umbulsari Kencong District, Jember. The time for the implementation of community service activities is scheduled:

Table 1. Schedule for the Implementation of Community Service Activities

No	Activities	Implementation Date
1	Location Survey	7 April 2025
2	Interview	13 Mei 2025
3	Packaging innovation and digital marketing assistance	2 Maret 2026

Source: Community Service Activities (2025-2026)

The methods of implementation or steps of this community service activity are as follows: Conducting a survey of the owners of the elephant ear snack usaa with the aim of knowing the location and condition of the partners Conducting interviews with partners to find out the business problems faced Providing assistance and understanding related to packaging innovation and digital marketing strategies as well as providing business capital assistance

3. RESULTS AND DISCUSSION

The service activity is a continuation of the first service activity related to assisting innovation in production equipment. The service activity began with a survey of elephant ear snack business owners which was held on April 7, 2025 with the aim of finding out the location and condition of the partners. The location of the partners is in Sukoreno Umbulsari Village, Jember with a business owner named Karminah. There are two types of her business, namely kuping gajah snacks and ampok rice or corn rice, but this service activity focuses more on the traditional snack, namely Kuping Gajah. Then on May 13, 2025, the second activity was carried out, namely conducting interviews with partners to find out the business problems they faced. The problem faced by partners is packaging that is still not attractive and does not have digital media or promotional tools.

Knowing these problems so that on March 2, 2026, the service activities are to provide knowledge assistance about packaging innovations and digital marketing strategies and provide capital assistance. In this activity, there are three important points, the first is to provide understanding to partners regarding the benefits of packaging innovation in their products, by conveying packaging innovation theories to partners with the aim of gaining an understanding of the benefits that will be obtained if they carry out packaging innovations. At the second point of the service activity, namely providing assistance in digital marketing strategies, namely by creating an Instagram social media account as a promotional tool for traditional elephant ear snacks. Before packaging innovation, kuping gajah snacks were wrapped in ordinary plastic so that sometimes they are not airtight and less attractive. Then after the assistance of packaging innovation using jars and labels, it looks to attract consumer buying interest. Promotional activities before the digital marketing strategy assistance used an order system, so business owners only produce kuping gajah snacks when there is an order, especially during the holidays. So that digital marketing assistance by creating Instagram social media to promote kuping gajah snacks. The last activity was carried out on March 2, 2026, namely assistance with packaging innovation and digital marketing strategies and providing capital assistance to business owners. The following is a documentation of community service activities:



Figure 1. Location Survey
Source: Community Service Activities (2025)



Figure 2. Packaging Innovation
Source: Community Service Activities (2026)



Figure 3. Kuping Gajah Snack
Source: Community Service Activities (2025)

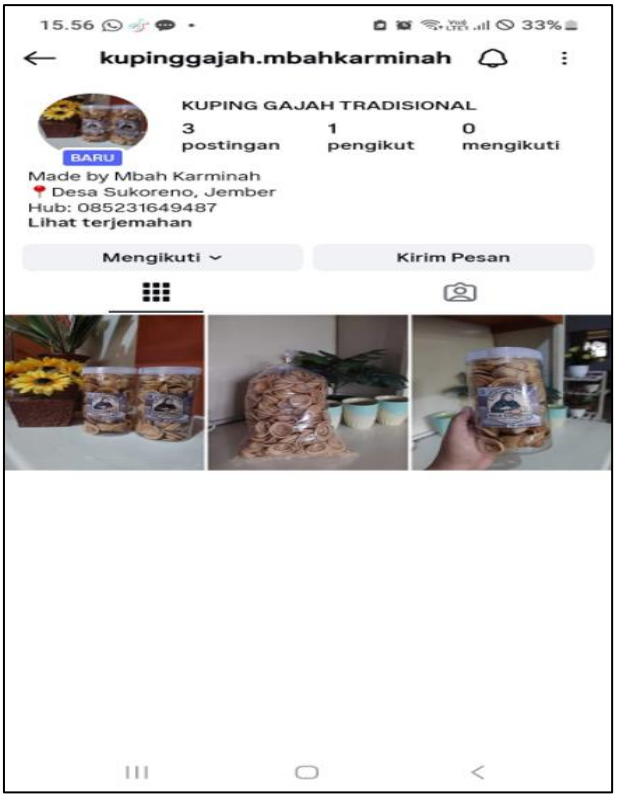


Figure 4. IG Account (Digital Media Marketing)
Source: Community Service Activities (2026)

4. CONCLUSION

This community service activity provides several results, including the first is to provide knowledge or understanding to partners about the importance of packaging innovation because it will have a significant impact on the sale of traditional elephant ear snacks. The second result is to provide knowledge and create an Instagram account to business owners as a promotional tool, with the aim that the product can be known to the wider community.

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