

## **Optimization of Packaging and Marketing Strategies for Micro, Small, and Medium Enterprises (MSMEs) of “Cap 2 Udang” Shrimp Paste in Paciran Lamongan**

**Mutiara Aisyah Nur Rahmah\*, Mar’atus Tsania, Hanum Salsabila Hassa, Silfiana, Naslizah**

Management Study Program, Universitas Muhammadiyah Lamongan, Lamongan, Indonesia

\*Corresponding author : [nrrhmah014@gmail.com](mailto:nrrhmah014@gmail.com)

**Abstract:** Micro, small, and medium enterprises (MSMEs) engaged in seafood processing play an important role in strengthening the economy of coastal communities. However, issues related to packaging quality and the use of digital marketing remain obstacles to improving product competitiveness. The Cap 2 Udang shrimp paste MSME, located in Paciran District, Lamongan Regency, shows a gap between the theoretical concept of the importance of packaging and digital promotion and the actual conditions in the field, where product packaging is not yet optimal and digital promotional content is still simple. This community service activity aims to optimize packaging quality and strengthen the digital marketing strategy of MSMEs through a participatory assistance approach. The method of implementation consists of three stages, namely preparation, implementation, and evaluation. The preparation stage is carried out through field observations, interviews, and business problem analysis. The implementation stage was carried out through mentoring on product packaging aspects and the development of digital promotional content in the form of product videos. The evaluation stage was carried out by observing changes in packaging quality, packaging process efficiency, and consumer responses to digital promotions carried out through social media. The results of the activities show an increase in the neatness and uniformity of product packaging, an increase in partners' understanding of digital marketing, and increased consumer attention to products. Overall, these mentoring activities have had a positive impact on increasing product competitiveness and supporting the sustainability of MSME businesses in coastal areas.

**Keywords:** MSMEs; Shrimp paste ; Mentoring; Digital marketing; Product packaging.

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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting the national economy, contributing significantly to income distribution, employment, and improving the welfare of communities in many regions. This sector has been able to survive amid global economic uncertainty. However, many MSME players still face various structural challenges, such as lack of capital, low managerial understanding, and slow adaptation to digital advances (Deby Laras Wati *et al.*, 2024). This problem is evident in the seafood processing industry, which is a vital sub-sector for coastal communities in Indonesia. Businesses that focus on marine products, such as shrimp paste production, have strategic value because they utilize local resources and preserve coastal cultural heritage. However, small businesses in this sector are often hampered by low production efficiency, lack of equipment, and lack of appropriate marketing strategies, resulting in suboptimal production and difficulty competing with products from large industries (Lubis *et al.*, 2024).

This condition can be seen in the Terasi Cap 2 Udang MSME in Paciran Village, Lamongan Regency. Based on observations and interviews, this MSME, which was established in 2022, faces two main problems that hinder its business growth: damage to the packaging press and disorganized digital promotion. Damage to the press machine means that products must be packaged manually, which is time-consuming and results in an unprofessional appearance, thereby preventing packaging from functioning as a product branding element (Maret & Najah, 2023). On the other hand, promotion is only carried out through simple photo uploads on social media, resulting in the product not being well known and losing competitiveness in the market. This situation shows that managerial and operational aspects are not yet running well (Yashinta, 2025). Nevertheless, Terasi Cap 2 Udang MSMEs have great potential for growth because terasi products are part of the local culinary culture with stable market demand and authentic flavors (Permadi *et al.*, 2024).

The gap between business potential and managerial capabilities requires collaborative and sustainable support. Therefore, this community service program uses the Interprofessional Education (IPE) model, which is collaboration between disciplines, to provide practical solutions in the fields of management and entrepreneurship. The focus is on optimizing packaging and digital marketing strategies in line with partners' needs to reach a wider market without sacrificing the traditional character of the product. The design of this intervention aims to create social change by increasing the adaptability of MSME actors to the demands of the modern market and increasing the competitiveness of processed marine products in coastal areas. The problem-solving plan focuses on two practical solutions: the procurement of new packaging press equipment and training in its use to improve the neatness and efficiency of packaging, as well as digital marketing support through the creation of professional promotional videos and digital literacy training to increase interaction with consumers and build a modern business image. Through this collaboration, students and MSME actors can exchange experiences and skills to develop more efficient production and promotion systems.

The objective of this program is to improve the competitiveness and sustainability of the Terasi Cap 2 Udang small and medium-sized enterprise located in Paciran, Lamongan. This program is designed to achieve these objectives by increasing production capacity through assistance in the shrimp paste management process to make it more efficient and maintain consistent product quality. This assistance includes the provision of and training in the use of new packaging press equipment, thereby improving both operational efficiency and product quality; assisting in the implementation of business management and quality control in accordance with sanitation principles and basic food quality standards for MSMEs through education on time management in production and product quality; developing digital marketing

tactics so that shrimp paste can reach a wider market through the creation of attractive promotional video content and training in digital literacy and visual marketing; and improving students' understanding and skills in applying the knowledge gained in the classroom in community empowerment activities through IPE collaborative practices to address real problems faced by MSMEs.

## **METHOD**

This community service activity was carried out using a participatory assistance approach, which placed MSME actors as the main subjects in the entire series of activities. This approach aimed to optimize packaging quality and strengthen MSME digital marketing strategies through an assistance process tailored to the conditions and needs of partners. In general, this community service activity was carried out in three stages, namely preparation, implementation, and evaluation (Indah *et al.*, 2025; Jumiarni *et al.*, 2025; Muthmainnah *et al.*, 2025; Mistani *et al.*, 2025; Sangaji *et al.*, 2025).

### **1. Preparation Stage**

The preparation stage began with the identification of the community service partner, namely the Terasi Cap 2 Udang MSME located in Paciran District, Lamongan Regency. At this stage, field observations and interviews were conducted with the MSME owner to obtain an overview of the product packaging conditions, production processes, and marketing strategies that had been implemented. The data obtained was then analyzed to identify the main problems faced by the partner, particularly those related to packaging quality and the use of digital marketing. The results of this analysis were used as a basis for formulating an assistance plan in line with the needs and capabilities of the SME.

### **2. Implementation Stage**

The implementation stage is carried out through mentoring activities for MSME partners based on the results of the analysis in the preparation stage. Mentoring is focused on optimizing product packaging to make it neater, more uniform, and more attractive, as well as strengthening digital marketing strategies through the development of promotional content in the form of product videos. During this stage, assistance is provided collaboratively through discussions and guidance, so that partners are actively involved in the process of improving packaging and developing digital promotion strategies that are relevant to product characteristics and the market.

### **3. Evaluation Stage**

The evaluation stage is conducted to assess the effectiveness of the community service activities that have been carried out. The evaluation is conducted by observing changes in the quality and neatness of product packaging, the efficiency of the packaging process, and consumer response to digital promotions carried out through social media. In addition, the evaluation also focuses on improving the understanding and ability of partners in managing product packaging and marketing independently. The results of this evaluation are used to assess the success of the assistance provided and the potential for sustainability of the strategies implemented by MSMEs.

## **RESULTS AND DISCUSSION**

### **Results**

#### **1. Improving Product Packaging Quality**

Based on initial observations at the production site, it was found that Terasi Cap 2 Udang MSMEs experienced difficulties in the packaging process due to damage to the press

equipment. The partner said that for the past two months or so, packaging sealing had been done manually using household irons. This method resulted in messy packaging, frequent reopening, and longer production times.

Interviews with business owners revealed that this condition has led to a decline in consumer confidence, especially for small packages that often appear imprecise. The MSME owner stated:

*“When using an iron, the results are sometimes not tight. Buyers have complained because the packaging was open when it arrived.”*

After providing assistance in the form of new pressing equipment and technical training on its use, there has been a change in packaging quality. Based on post-assistance observations, the sealing results became neater, more consistent, and more hygienic. Packaging time was also more efficient compared to the previous manual method. The partner resumed production of small packaging variants that had been temporarily discontinued due to equipment limitations. Visually, the packaging looked more professional and uniform, thereby enhancing the product's image in the eyes of consumers.

## 2. Strengthening Digital Marketing Strategies

Based on initial interviews, product promotion prior to mentoring was only carried out through simple photo uploads on personal Facebook accounts without a structured visual concept. Partners had not yet optimally utilized WhatsApp Business and had never used promotional videos as a marketing medium.

During the mentoring, the team assisted the partner in creating promotional videos that showcased the traditional production process, the quality of the raw materials, and the superior taste of the shrimp paste. The videos were published on Facebook and WhatsApp Business status. Based on monitoring interactions for two weeks after publication, there was an increase in consumer response in the form of:

- a. An increase in the number of incoming messages inquiring about product prices and availability
- b. An increase in the number of requests for information regarding out-of-area shipping
- c. New orders from consumers who had never purchased the product before

The partners reported that after the video was published, more consumers gave positive feedback on the packaging and appearance of the product. This shows that video-based visual content can increase the appeal of promotions and expand market reach.

## 3. Increased Capacity and Confidence of Partners

The final interview results showed an increase in partners' understanding of the use of press tools, packaging arrangement, and digital promotion management. Partners stated that they were more confident in uploading promotional content and interacting with customers via WhatsApp Business. In addition, partners began to understand the importance of consistent branding and clear product information delivery. Before the mentoring program, promotions were carried out sporadically without a specific schedule. After the mentoring program, partners began to plan regular uploads and compile more informative product descriptions.

In terms of entrepreneurial attitude, partners showed increased motivation to develop their businesses, including plans to expand distribution to a wider market. This was evident in the partners' initiative to inquire about opportunities for collaboration with local souvenir shops after the mentoring program ended.

## Discussion

The results of the mentoring program show that interventions based on the real needs of partners and the Interprofessional Education (IPE) approach are effective in comprehensively improving the quality of MSME businesses. The IPE approach enables cross-disciplinary collaboration to provide solutions that not only address technical aspects of production, but also managerial and marketing aspects (Laksono *et al.*, 2025). This mentoring model is in line with the principle of SME empowerment, which emphasizes strengthening human resource capacity as the foundation for business sustainability (Mamentu, 2022).

Improvements in packaging have been proven to increase product added value and strengthen competitiveness in the market. Neat, uniform, and professional packaging not only serves as product protection but also as a strategic element in building consumer perception of quality and trust (Maret & Najah, 2023; Permadi *et al.*, 2024). In the context of traditional food MSMEs, modernizing packaging without losing local identity is an important strategy for maintaining uniqueness while increasing sales.

In terms of marketing, the use of promotional videos has proven to be more effective than static promotions because they are able to convey information visually, narratively, and emotionally (Hafiz *et al.*, 2025; Tatasari, 2025). The narrative about the traditional production process shown in the video also strengthens the emotional connection between consumers and products, thereby increasing purchasing interest. These findings indicate that marketing digitalization is a strategic necessity for MSMEs to be more responsive to changes in consumer behavior in the digital era (Qomar *et al.*, 2024).

However, this assistance has limitations. The relatively short duration of the program and the involvement of only one MSME partner mean that the long-term impact on turnover growth cannot yet be measured quantitatively. In addition, structural problems such as high distribution costs and dependence on weather conditions in the drying process remain challenges that have not been fully overcome. This condition is in line with the findings of Saputri *et al.* (2025), which state that traditional food MSMEs in coastal areas still face logistical and natural obstacles.

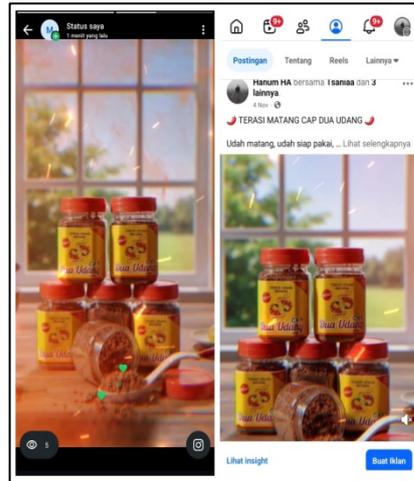
Overall, this IPE-based assistance shows that simple but targeted interventions in packaging and digital marketing can significantly improve the capacity and competitiveness of MSMEs in a practical context. The combination of technical innovation and modern marketing strategies is an effective approach to supporting the sustainability of MSMEs based on local potential in coastal areas.



**Figure 1.** Field observation of shrimp paste MSMEs with 2 shrimp stamps.



**Figure 2.** Interview with MSME partners selling shrimp paste.



**Figure 3.** Product promotion through social media platforms.



**Figure 4.** Training on operating the press for the 2 shrimp paste product.

## CONCLUSION

Community service activities at Terasi Cap 2 Udang MSME in Paciran, Lamongan show that participatory assistance in optimizing packaging and digital marketing can improve product quality, production process efficiency, and business competitiveness. Improvements in packaging through the use of press tools and the strengthening of video-based digital promotion not only had an impact on technical aspects, but also increased the understanding and confidence of MSME actors in managing their businesses more professionally.

Reflectively, this activity emphasized the importance of integrating simple innovations, digital literacy, and local values as strategies for empowering coastal MSMEs. The Interprofessional Education (IPE) approach has proven effective in uniting theory and practice and strengthening collaboration between universities and the community. Going forward, continuous mentoring and expansion of managerial aspects are recommended to strengthen the long-term impact. The implications of this activity show that collaborative-based service can be a relevant contextual learning model for the development of science and higher education in general.

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