

Increasing Product Attractiveness through Packaging Design and Ethical Labels in Brown Bread MSMEs

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Abstract: Chocolate bread MSMEs as part of the food sector have great potential in supporting the community's economy, but there are still many who face obstacles in terms of packaging and product labeling. MSMEs in this activity still market their products without unit packaging and without labels, so that the products lack identity and attractiveness in the eyes of consumers. This Community Service activity aims to increase the attractiveness and selling value of chocolate bread products through the design and implementation of packaging design and ethical labels that are simple, informative, and in accordance with the principles of business ethics. The methods used include observation of initial conditions, design of packaging sticker designs, sticker printing, and application of stickers on bread wrapping plastic. The results of the activity show that bread products that were previously sold without packaging and labels now have a more attractive and professional visual identity. The application of ethical packaging and labels has a positive impact on increasing interest in buying and selling products. Thus, packaging and labels not only function as protectors, but also as information and promotional media that are able to increase the competitiveness of chocolate bread MSMEs

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in encouraging

community economic growth, especially in the food sector such as the bakery business. Bread products, including chocolate bread, are popular because they are affordable and easy to consume by various groups. However, in practice, many bakery MSMEs still face obstacles in increasing the attractiveness of their products, especially in the aspects of packaging design and product labeling.

Packaging design is an important element in marketing because it serves as a visual communication medium between producers and consumers. Attractive packaging is able to create a positive first impression and influence purchase decisions, especially in food products. For MSMEs, packaging acts as a brand identity that distinguishes products from similar products on the market and increases the overall aesthetic value of the product. In addition, packaging must also function to protect the product from physical damage, contamination, and the influence of the outside environment, so that product quality is maintained. Packaging that is designed functionally and aesthetically is proven to be able to increase competitiveness and provide added value for food MSME products.

In addition to packaging, product labels are an important component that functions as an information medium for consumers. Labels convey various important information, such as product names, composition, producer identities, and food safety aspects. Clear and informative labels increase consumer trust because products are considered safer, hygienic, and accountable. On the other hand, labels also act as a marketing tool that supports product image and strengthens the brand identity of MSMEs.

In the context of food products, the application of business ethics in labeling is very important. Ethical labels emphasize the honesty, openness, and accuracy of the information conveyed to consumers. Ethical labeling not only protects consumers from misleading information, but also helps MSMEs build a responsible and trusted business image. Consumers tend to be more loyal to products that provide complete and honest information, so ethical labeling contributes to increasing the perception of quality and trust in MSME products. The attractiveness of MSME products is greatly influenced by the combination of visual appearance and completeness of the information presented. Products with attractive packaging and informative labels are easier to attract consumers' attention and create a professional impression than products that are simply packaged without identity. Therefore, education and assistance in packaging design and ethical labels are important strategies to increase selling value, strengthen brand image, and support the sustainability of MSME businesses.

Partner chocolate bread MSMEs in this activity still market their products without unit packaging and without labels, so that the products do not have a visual identity and are difficult to compete with similar products that have been professionally packaged. Based on these conditions, this Community Service activity is carried out to increase the attractiveness of products through the design and implementation of packaging design and ethical labels that are simple, informative, and in accordance with the principles of business ethics, so that it is expected to increase the buying interest and competitiveness of chocolate bread MSMEs.

Research Methods

This Community Service activity was carried out at partner chocolate bread MSMEs located in Gambesi Village, South Ternate District. The selection of the location is based on the condition of MSMEs that still market bread products without individual packaging and without labels, so that the products do not yet have an identity and visual appeal. The activity was carried out for several weeks, including the initial observation stage, packaging design design, sticker printing, and the application of stickers on product packaging.

1. Method of implementation

The implementation method uses a participatory approach, which involves students and partner MSMEs

actively in all stages of the activity. Students play the role of designers and companions in the implementation of packaging, while partner MSMEs are involved in the process of discussion and decision-making related to business needs and capabilities. This approach aims to ensure that the resulting solutions are in accordance with real conditions and can be applied sustainably.

a. Observation and Identification of Needs

The first stage is observation and identification of needs. At this stage, direct observation was made of the way of serving and selling bread products that still use jar containers without individual packaging and without labels. In addition, a simple interview was conducted with MSME owners to find out the obstacles faced, such as limited knowledge about packaging, limited costs, and the lack of a visual identity of the product. The observation results show that MSMEs need packaging solutions that are simple, economical, and easy to implement without changing the production process that has been running.

b. Packaging design design

The next stage is the design of the packaging. The packaging design is made in the form of stickers that will be affixed to the plastic bread wrappers. The design process is done using Adobe Photoshop software. The size of the sticker is adjusted to the size of the plastic packaging so as not to interfere with the function of the packaging and remains easy for consumers to see. The color selection and layout of visual elements are customized to make information easy to read, visually appealing, and not so complex that it can be printed at an affordable cost.

c. Packaging sticker printing

After the design is completed, the packaging sticker printing stage is carried out. At this stage, the size, color, and readability of the text are re-checked before printing, so that the print results match the design that has been designed. Stickers are printed using materials that are suitable for plastic packaging media, so they can stick well and are not easy to come off.

d. Application of stickers on plastic bread packaging

The last stage is the application of stickers to the plastic bread packaging. Stickers are manually attached to the most visible parts of the plastic to function optimally as product identities and information media. The gluing process is done carefully so that the stickers are neat and not folded. After this process, bread products are ready to be marketed in unit packaging that already has a label and business identity.

Results and Discussion

The results obtained during the implementation of the Student Creativity Program (PKM) activities at partner bread MSMEs in Gambesi Village, South Ternate District, focused on efforts to increase product attractiveness through the design and implementation of packaging design and ethical labels. This activity was carried out as a form of assistance to MSME actors in improving the appearance of products, business identities, and the selling value of the bread marketed. Through a series of activities that include design design, sticker printing, and application to product packaging, various results were obtained that showed positive changes in the appearance and marketing performance of partner MSME bakery products. The results of these activities are described as follows:

1. Sticker Packaging Design Results

The main result of this PKM activity is the creation of the packaging design of MSME bread products in the form of stickers that function as visual identities and product information media. Based on the results of initial observations, the previous MSME bread products of partners were sold without using individual packaging and without labels, but were only stored and sold in jar containers. This condition causes the product to have no brand identity and less visually appealing.

To overcome these problems, students designed packaging sticker designs as a simple and economical solution. Stickers were chosen because they are easy to apply to plastic wrapping and do not require major changes to the MSME production process. The sticker design contains the product name, business identity, and supporting visual elements that are simple but easy to recognize. This design aims to make the bakery product have a clear visual identity and a more professional look.



Image 1 The design of the packaging sticker for MSME bread products

2. Packaging Sticker Printing Results

After the design process is completed, the sticker design is printed using the appropriate sticker material to be attached to the plastic packaging. The printing results show a fairly sharp color quality and clearly readable information. The selection of sticker material is carried out so that the sticker can stick well, not easily come off, and still look neat on the bread wrapping plastic.

This sticker printing provides a practical and affordable solution for partner MSMEs because it does not require additional costs for special packaging. With this printed sticker, partner MSMEs have product labeling media that is ready to be used in daily marketing activities.



Image 2 Neat sticker prints

3. Results of the Application of Stickers on Plastic Bread Packaging

The next stage is the application of stickers on the plastic bread wrappers. At this stage, bread products that were previously sold in jars without individual packaging began to be packaged using

plastic and given stickers as product labels. Stickers are attached to plastic parts that are easily visible to consumers so that they can function optimally as an identity and information medium.

The results of this implementation show significant visual changes. Bakery products now look neater, more attractive, and have a clear brand identity. This more professional packaging appearance makes the product more marketable and competitive with other bakery products on the market.



Image 3 MSME bread products after being packaged

4. Comparison of Product Conditions Before and After Activities

Before PKM activities were carried out, MSME bread products did not have unit packaging and product labels. Bread is sold in jars without a business identity, without product information, and without a visual display that supports marketing. This condition makes the product difficult to recognize by consumers and has low appeal.

After the PKM activity, the bread products are packaged using plastic wrapping and equipped with packaging stickers as labels. These changes provide a clear visual identity and improve the neatness of the product's appearance. A before and after comparison shows that packaging and labels provide a noticeable improvement in terms of appearance, professionalism, and readiness of products to market.



Image 4 Product condition before PKM and Figure 4.5 product condition after PKM)

5. Impact of Activities on Partner MSMEs

This PKM activity has a real positive impact on partner MSMEs, especially in the aspects of product display, business identity, and sales increase. Bakery products that previously did not have packaging now appear neater and have a brand identity through the use of packaging stickers. Packaging and labels not only serve as product protectors, but also as information and promotional media that increase consumer trust.

Based on the results of the limited trial, there was an increase in sales after the implementation of packaging and labels. Before the use of packaging and labels, MSME partners sold an average of around 135 loaves per day out of a total production of around 200 loaves. Once the product is packaged and labeled, the number of loaves sold increases to about 175 loaves per day, or rises from about 67% to 87% of total daily production.

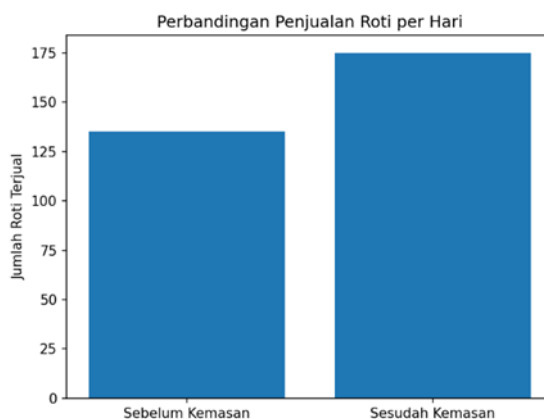


Image 5 Sales Graph before and after using packaging

In addition, the number of buyers also increased from around 70–90 people per day to 100–120 people per day after the product used packaging and labels. This data shows that packaging and labels play an important role in increasing product appeal and driving consumer buying interest. Overall, this PKM activity proves that packaging design and ethical labels are a simple but effective strategy in increasing the competitiveness and selling value of MSME bread products.

Conclusion

Based on the results of the Student Creativity Program (PKM) activities that have been carried out on partner bread MSMEs in Gambesi Village, it can be concluded that the design and implementation of packaging design and ethical labels are able to significantly increase the attractiveness of products. Bakery products that were previously sold without individual packaging and without identity now have a neater, attractive, and professional look through the use of plastic packaging and stickers as product labels.

The application of ethical packaging and labels not only provides a visual identity for the product, but also increases consumer confidence in the quality and clarity of product information. This is evident from the increase in the number of sales and the number of buyers after the implementation of packaging and labels. Thus, ethical packaging and labels can be a simple, cheap, and effective strategy to increase the selling value and competitiveness of bread MSME products.

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