

INCREASING THE POTENTIAL OF SMEs THROUGH ON LINE MARKETING AND SPICE PRODUCT PACKAGING INNOVATIONS IN MORELA AND MAMALA REGIONS

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Abstract - In the area of Morela and Mamala is one of the areas producing nutmeg juice and the nutmeg in the Maluku region. The problems experienced by these SMEs are related to the marketing and packaging of nutmeg tea. Therefore, this paper seeks to be able to help solve the problems that occur in these SMEs. This paper aims to help related to the marketing and packaging of nutmeg tea. The steps taken include identifying problems, making online marketing designs and packaging innovations. After that, product trials on online marketing design and packaging innovation. The object of this activity is SMEs in Mamala and Morela villages, Lehitu District, Central Maluku Regency. This paper has been able to solve UK problems by making online marketing and packaging innovations (packaging improvements).

Keywords: online marketing and packaging innovation (packaging improvement)

I. INTRODUCTION

Di Morela is one of the regions producing nutmeg juice. The nutmeg juice produced is very popular with the people around Maluku. In order to increase the number of sales, it is necessary to develop marketing innovations. The type of marketing that is done at this time by word of mouth. In addition, the UKM in

marketing nutmeg juice is also by creating agents in the Ambon city area.

The form of marketing that was carried out turned out to have less impact on the number of sales of nutmeg juice, even the marketing reach was also limited, namely only the Ambon City area and waiting for tourists to come to buy it. In addition to the nutmeg juice produced by KUD Toma Siwa, there are also SMEs under our partners who also produce nutmeg flavored tea. The tea has also been marketed to various regions, but the product packaging is not perfect. The forms of packaging that are still simple are as follows:



The packaging of nutmeg tea is still simple, does not have a product permit, the packaging is not sealed and does not have a product brand. Based on the phenomenon above, it is necessary to solve the problem of partners by innovating online marketing and improving the packaging of nutmeg tea.

II. FORMULATION OF THE PROBLEM

What is the solution to the problems faced by partners related to the marketing of nutmeg juice products and packaging for nutmeg tea in order to increase sales of these products?

III. WRITING PURPOSE

To be able to help solve the problems faced by SMEs related to marketing and packaging improvement so as to increase sales of these products.







IV. METHOD

This paper aims to help SMEs with nutmeg juice and nutmeg tea problems, especially marketing and packaging improvements. Therefore, a suitable method refers to the opinion of W.R. Borg and M.D Gall (1989) is a research and development method known as R&D (Research & Development. The reason the author chose this method is referring to Borg and Gall that "research & development is very strong" in order to improve strategic practice [4]. The method is generally to produce certain products. The steps taken by the author are to identify the problem. Next, the author makes online marketing designs and packaging innovations. The next step is to test the results of online marketing innovations and packaging innovations.

V. RESULTS AND DISCUSSION

This paper seeks to be able to help solve partner problems, which are related to the improvement of packaging and online marketing. The original packaging did not meet the standards to be marketed in supermarkets/gift shops and on-line markets, because the packaging that was formed was not feasible and product standardization did not yet exist. This activity can complete packaging improvements of nutmeg tea products which are derivative products and nutmeg juice. The forms of packaging improvement innovation are as follows:

Original packaging form	Innovation packaging form
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<p>Don't have a product brand yet Don't have a permit yet The packaging is very simple, it can be opened without pressing (the lid is not tightly closed / sealed)</p>		<p>Already have a brand Already have a PIRT license The packaging is sealed and tightly closed</p>
		

The advantage of this packaging is that the shape of the packaging is more attractive, so that it can increase consumer attractiveness. Product standardization is fulfilled, this shows that there is product certainty and product feasibility in accordance with the provisions of product standardization, for example the existence of a PIRT permit, well-sealed packaging.

In addition to the above, this activity also carries out marketing innovations, namely online marketing. So that customers can directly place orders for the desired products. The following forms of online marketing have been designed by the team as follows:



	https://juspalamorela.com/shop/
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The advantage of online marketing is that the reach of marketing is getting wider, that is, everyone can access the desired product, buyers do not have to meet the seller physically. The hope is to increase total sales. Thus, the income of SMEs increases.

VI. CONCLUSION

Nutmeg juice SMEs in Morela village in marketing their products are still offline, namely word of mouth. While the nutmeg tea UKM in making nutmeg tea packaging is still not perfect, namely it is very simple and there is no standardization of products and the packaging has no label and is still not sealed. Therefore, the author helps solve this problem by innovating online marketing and improving packaging.

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