

Community empowerment through salted egg packaging innovation: Lessons from Seunebok Baro village

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ABSTRACT

The Student Community Service Program (KKN) in Seunebok Baro Village focused on enhancing the marketability of salted eggs through innovative packaging design. While salted eggs are a popular commodity, their packaging often lacks aesthetic and functional qualities to compete in broader markets. This activity aimed to develop packaging that is attractive, practical, and eco-friendly to add value to the product. The methods included market surveys to identify consumer preferences, the design of accessible and sustainable packaging, and market testing to evaluate consumer responses. The results demonstrated the creation of economical and visually appealing packaging, which significantly improved the market potential of salted eggs. This initiative not only increased product competitiveness but also empowered the local community by equipping them with skills and strategies to support the sustainable development of the salted egg business in the village.

KEYWORDS

Community empowerment; salted egg packaging; innovation; student community service

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1. Introduction

The KKN is a form of service carried out by students in villages or specific areas as part of their academic activities. This program aims to provide real solutions to community problems while developing local potential with an applied approach (Basri et al., 2023). KKN activities have high social value because they involve direct interaction with the community to provide practical benefits. Additionally, students gain valuable experience in facing field challenges and applying the knowledge they have learned during their studies (Santoso et al., 2023).

Seunebok Baro Village, where this KKN program is carried out, has potential for local products, including salted eggs, which are quite popular among the community. Salted eggs, made by preserving eggs with salt or brine, are a product frequently sought for

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daily consumption. These eggs have their own appeal due to their distinct taste and texture compared to regular eggs, making them popular among various groups. However, despite high demand for salted eggs, the product faces several challenges, particularly in packaging.

The simple and unattractive packaging of salted eggs is a barrier to maximizing the market potential of this product. Most of the salted eggs in the market are packaged in ways that are neither practical nor attractive to consumers. This leads to low product sales, even though the quality of the eggs themselves is good. Therefore, it is essential for salted eggs to have packaging that not only protects the contents but also attracts consumers and gives the product a more professional impression.

In addition, public awareness of the importance of environmentally friendly packaging is increasing (Surya et al., 2023). Many consumers now prefer products with packaging that is not only attractive but also environmentally safe. Therefore, innovation in designing environmentally friendly packaging for salted eggs becomes an appropriate choice (Azzahra, 2024). This is also in line with market trends that are increasingly concerned about sustainability and the environmental impact of the products they purchase (Septrina et al., 2023).

This KKN activity aims to provide a solution to the existing packaging issues of salted eggs in Seunebok Baro Village. The students involved in this KKN program collaborate with local communities to design attractive, functional, and eco-friendly packaging. By involving the community in the design process, it is hoped that they will acquire new skills that can improve their ability to manage and market salted egg products. Additionally, this activity aims to introduce more modern and effective marketing concepts.

Through an approach based on innovation and community empowerment, this KKN activity is expected to enhance the quality of salted egg packaging in Seunebok Baro Village. With more attractive and environmentally friendly packaging, salted eggs from Seunebok Baro are expected to capture a broader market, both locally and regionally. This will positively impact the community's income and improve the competitiveness of salted eggs in the increasingly competitive market.

Furthermore, the success of this activity can serve as an example for other villages with similar leading products. By paying more attention to packaging design and marketing, other villages can develop their local products to compete in a wider market and gain greater economic benefits. Therefore, this KKN activity not only benefits Seunebok Baro Village but can also inspire the development of leading products in other areas.

2. Method

The method used in this KKN activity is descriptive with both quantitative and qualitative approaches. This research aims to design innovative and environmentally friendly packaging for salted eggs (Samodra, 2020). The data obtained from interviews and observations of consumer responses were categorized to determine the dominant preferences and needs of consumers. The results of this analysis will be used to evaluate and refine the packaging design.

During the packaging design process, socialization and empowerment activities were also carried out with the local community regarding the importance of good packaging and effective marketing techniques. This aims to provide the community with knowledge and skills in managing salted egg products with more attractive and environmentally friendly packaging, as well as optimizing the potential of their products in the local market.

3. Results

The community in Seunebok Baro Village and surrounding areas revealed several key findings regarding consumer perceptions of salted egg packaging. Most respondents stated that the current packaging for salted eggs is unattractive, not durable, and not practical for use. About 65% of consumers wanted packaging that was more appealing and easier to carry, while 30% preferred environmentally friendly packaging. In addition, 80% of consumers believed that more aesthetic packaging would influence their purchase decisions, and nearly 70% of respondents stated that they preferred packaging that could protect the eggs from damage.

From these results, it can be concluded that the community tends to be more interested in packaging that not only protects the salted eggs well but also has high aesthetic value and supports environmental sustainability. Therefore, developing innovative and environmentally friendly packaging is highly relevant to market needs.

Based on the survey results, the KKN team designed several packaging options, considering ease of use, durability, and visual appeal. The salted egg packaging features a lid that is easy to open and close, as well as modern and attractive graphic designs reflecting the local identity of the village (see [Figure 1](#)).

After the packaging design was completed, sample packaging was tested in the local market by distributing some of the newly packaged salted eggs to consumers for feedback. This trial revealed that most consumers gave positive responses to the new packaging design. Around 75% of respondents stated that they were more likely to buy salted eggs with the new packaging due to its attractive and practical design. About 60%

of consumers also rated the new packaging as more professional and modern compared to the old packaging.



Figure 1. Salted egg packaging developed through student innovation

4. Discussion

The results of this activity show that packaging design significantly influences consumer interest in purchasing. Consumers are more attracted to products that are packaged in an aesthetic and functional way, as well as those that support environmental sustainability. Therefore, developing attractive and environmentally friendly packaging for salted eggs can increase the competitiveness of this product in the increasingly competitive market (Badriyah & Miranty, 2024).

Using eco-friendly materials such as recycled cardboard and biodegradable plastic has proven to be acceptable to consumers who are increasingly concerned about environmental issues (Arifin et al., 2023). This is in line with global trends that prioritize sustainability in consumer products. Modern and practical packaging designs also positively impact the product image, improving consumer perceptions of local products.

The introduction of salted egg packaging innovation is one of the activities that can encourage community creativity (Hasan et al., 2023). In addition to helping the community preserve their environment, it also motivates them to produce products that support the tourism sector (Syahputra & Mardhani, 2024; Mardhani et al., 2024).

Overall, this KKN activity has had a significant impact on community empowerment in terms of packaging design skills and product management. The people of Seunebok Baro Village now have new skills they can apply in marketing salted egg products, both in the local and broader markets. Additionally, this activity has the potential to boost the village's economy by expanding the market for salted eggs.

5. Conclusion

The Community Service Program (KKN) carried out in Seunebok Baro Village has successfully achieved its main goal of developing innovative, attractive, and environmentally friendly salted egg packaging. Based on the results of market surveys, packaging design, and market testing, it can be concluded that more modern and functional packaging designs can increase the appeal of the product and add value to salted eggs. Consumers tend to be more interested in packaging that not only protects the product well but also has high aesthetic value and aligns with environmental sustainability trends. The market testing results show that most consumers gave positive feedback on the new packaging design, increasing purchase interest and improving the image of the salted egg product. However, some improvements are still needed, particularly related to packaging size and its ability to maintain product freshness.

Overall, this KKN activity not only provides direct benefits to the community of Seunebok Baro through packaging design skills empowerment but also has the potential to increase the market for salted eggs locally and regionally. This activity serves as a good example for other villages in developing leading products with a more modern and eco-friendly approach, which ultimately can boost the village's economy.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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