

## **MSME Product Management Strategy from the “Merdeka Campus” Program, Digital Design Production at BINUS University**

**Candy Reggi Sonia**

Visual Communication Design Department, School of Design, Bina Nusantara University

[csonia@binus.edu](mailto:csonia@binus.edu)

### **Abstract**

The implementation of the “Merdeka Campus” or independent campus is a program that prepares the best generation in Indonesia with a comprehensive career preparation program. This program is held by the Ministry of Education, Research and Technology. This program is a moment in carrying out research aimed at developing MSME products through independent learning class activities that will be held in 2022 (Odd Semester 2022-2023), which will consist of students from the Computer Science and Information Systems major who study visual communication design, especially in product design. The method used 3 stages of data validation, first by looking at the material presented in the syllabus and learning outcomes for 1 semester. Then it was developed with content validation for the prototype from the results of the questionnaire which determined the perfume product with logo design, packaging, aroma and price. Then enter the market validation stage by studying similar products at market selling prices. The result is a new method of determining technically feasible products that can meet user needs and business goals. MSME product development materials are no longer carried out over a long period of time, but can be carried out in 1 semester, including the ideation process, prototype to market validation.

**Kata Kunci:** Design Production, MSME Product, Product Development

### **A. INTRODUCTION**

In early January 2021, the Ministry of Education, Culture, Research and Technology (Kemenristekdikti) inaugurated the Independent Campus program in Indonesia. The Merdeka Campus is a continuation of the Freedom to Learn concept. The aim is to prepare students to become graduates or scholars who can be relevant to answering needs, become a resilient generation and can become leaders or agents of change who have a high national spirit, gives rights to students throughout Indonesia to study other fields outside their study program, so that students have broad opportunities to enrich and improve their insights and competencies in the real world according to their expectations.[1]–[3]

The Merdeka Campus has a goal that supports the vision and mission of BINUS University, which is to have a role in fostering and empowering the society, by implementing the Merdeka Campus program according to directions from Kemenristekdikti. The community service that has been carried out so far at BINUS University, especially from lecturers and students from the School of Design, applies materials on the creation and development of local products by sharing knowledge on basic knowledge in visual communication design such as elements, basic forms, color theory, photography, to printing techniques that can support the development of local products in society.

From the results of meetings in teaching classes at the Merdeka Campus program and community service programs conducted by the Community Development Academic (CDA), Teach For Indonesia (TFI) and the School of Design (SOD), material is needed that can explain how data is collected in create a product.[4] The Merdeka Campus at BINUS University has a class called Digital Design Production (DDP) which consists of students from the Computer Science (CS) and Information Systems (IS) study programs. They study courses from New Media. The knowledge learned is about how the product is designed from the start, to the stages of the printing and promotion process.

The material provided will be linked to the development of the materials that have been delivered in previous community service activities. Refinement of this material is done by looking at the syllabus and learning outcomes in one semester. So that the new material produced can later answer or become a solution to the priority problems of the partner community.

The solution steps taken are starting from the coordination stage with the teaching team or supporting lecturers who will deliver DDP class material in accordance with the Learning Outcomes (LO), after the material is delivered, followed by Focus Group Discussion (FGD) with students and data collection from the total the total number of students from two classes (LC11 – LEC and LD11 – LEC), each contains 56 students and 34 students. The total number of students

involved was 90 students, divided into 28 women and 62 men. Then it is determined jointly between lecturers and students, what products will be created from the results of the data collection that will be carried out. The specified product is Eau De Perfume for the local market with a target market of students or the Zoomer generation, it was decided together with perfume products, because the perfume market in Asia Pacific will grow by US\$6.81 billion from 2021 to 2027. This increase is a compound annual growth rate by 10.3 percent, according to data and analytics firm Strategy Helix.[5],[6]

The results of online information searches, data analysis and discussions from professionals and business people, determine the direction that perfume will become a promising source of income due to the awareness of society or consumers in Asia, especially in Indonesia, regarding health, beauty and personal appearance. The Indonesian people are also aware of the existence of product quality and quality which can be assessed from the Food and Drug Supervisory Agency code (BPOM) and other supporting certifications such as Halal certification for cosmetic and pharmaceutical products.

This BPOM and Halal certification is very important in health and beauty products, because it will guarantee quality and gain consumer trust and can expand the national market. Because the scope of certification covers raw materials, location, place of production, supply of materials, processing, storage, packaging, distribution, sales, to product presentation.[7]–[9] The resulting Eau De Perfume product is the first product that has been worked on seriously to show the public or the BINUS University fostered community, that the process of creating a product has stages that can support the theory that has been presented in previous trainings.

## **B. RESEARCH METHOD**

From 2015 to 2022 BINUS University is working with the MSME community in the Palmerah sub-district, Kebon Jeruk sub-district, to carry out community service activities in several stages that can support the development of domestic local products in accordance with government directives.[12] Each training conducted has a quota of 30 participants who register officially by the relevant community. The training was carried out starting from general insights regarding product design, basic knowledge, design elements and principles, to entering the development stage, namely printing techniques, social media promotion and website design. In the training, participants can discuss the products they will create or develop.

In the discussion, a pattern of questions was found regarding whether some data is needed to strengthen decisions in creating a product. From this pattern of questions, simple data is needed that can be shown to the participants, which can be processed into real products that can be sold in the community. Surely this can be an example for the participants for further training activities. The beginning of the design of this method is to study the broad and diverse concepts of creativity. Because in general the concept of creativity has a broad meaning and is subjective, multiple and multidimensional. "Creativity is a broad construct at multiple meanings for children, adults, and professionals." (Klein, Coleman, 1985:215).[13] Then this method is combined with the material that will be explained in the Merdeka Campus class for one semester, with the following material: Ideation, Prototype, to product validation on the market.

The material is delivered through 6 stages, namely: Demonstration, Lecture, Online Simulation, Problem Solving, Project and Software Exploring. At the first and second meeting, the basic design is given, such as design basis, principles and visual elements that must be considered. Students are directed so that design has value on the basis of market research, business plans, sustainable design, preparation of capital, design and marketing strategies, innovation in creating new scents, and deepening the knowledge of visual communication design.

### C. RESULT AND DISCUSSION

From the results of a questionnaire via Google Form which began on December 17<sup>th</sup>, 2022 to December 21<sup>st</sup>, 2022, with the participation of 31 students consisting of 10 women and 21 men. This questionnaire provides answers regarding type, price, size, bottle, cardboard packaging, how to choose perfume, the price of perfume to be purchased for daily use, favorite scents, understanding of perfume notes (top, middle, base), etc.

Figure 1. Majors of students who participated in filling out the questionnaire were from the *Merdeka Campus* class, Computer Science and Information Systems who took the New Media study program.

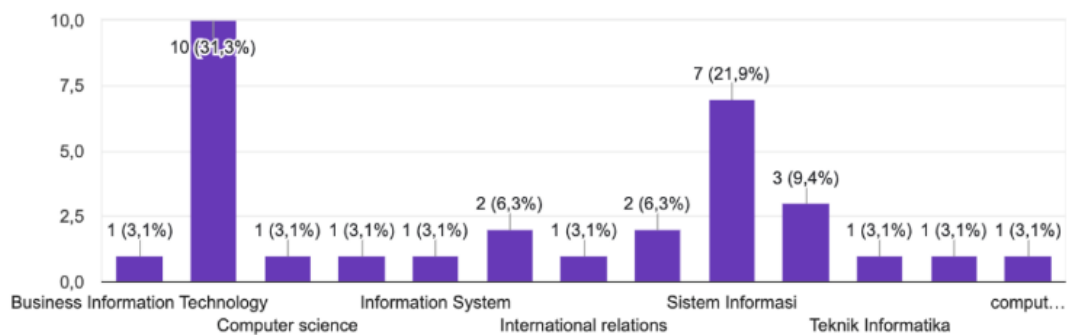


Figure 2. The origin of the student faculties participating in filling out the questionnaire is from the school of Computer Science and Information Systems.

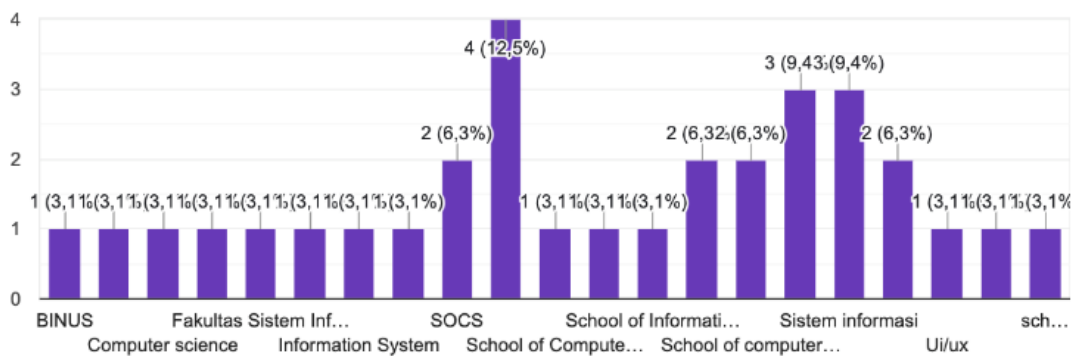


Figure 3. This figure is obtained from questions regarding the type of perfume chosen for daily routines.

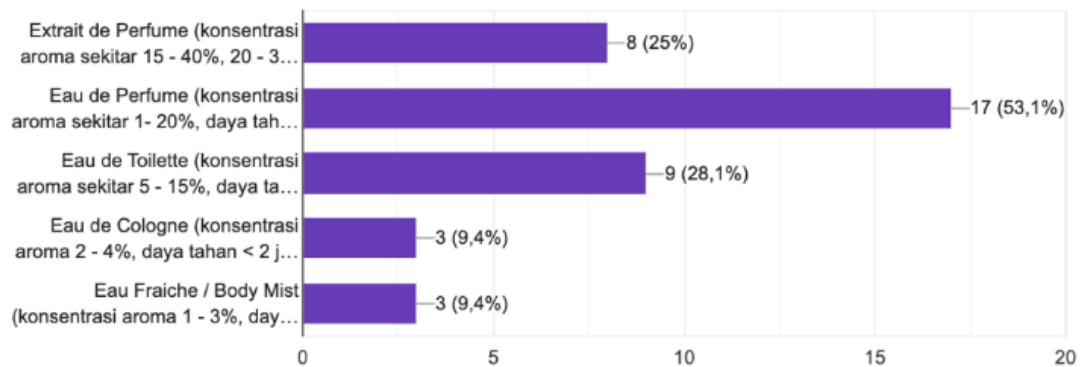
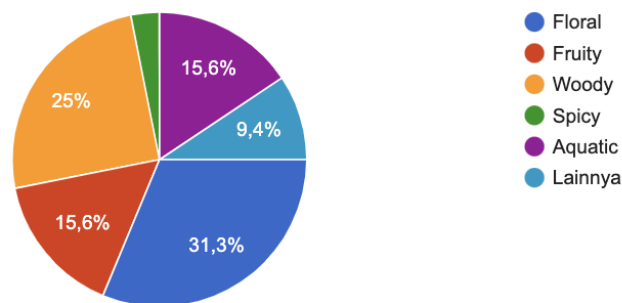


Figure 4. As many as 31.3% of them chose floral (fresh) aromas, 25% woody aromas, 15.6% fruity (sweet) aromas and 15.6% aquatic aromas.



From the results of the questionnaire, clearer results were obtained, such as 50% of students involved in choosing and deciding to buy perfume products according to personal characteristics and the level of aroma quality and perfume durability, then 40.6% of students would buy at a price of Rp. 175,000 to Rp. 250,000 and 21.9% of students will buy it at Rp. 75,000 – Rp. 125,000. The type of scent chosen was 31.3% choosing floral, 15.6% choosing fruity and aquatic. Then around 46.9% of students understand the notes (top, middle and base) in perfume and 53.1% do not understand. Next, 53.1% of students buy perfume because of the elegant packaging and 37.5% are more concerned with fragrance than packaging. Then there are

37.5% of students will choose a perfume bottle with a size of 60 ml and 21.9% choose a size of 30 ml. Finally, 37.5% of students chose simple packaging and 21.9% chose sustainable packaging taking into account the natural environment. The numbers that appear on the questionnaire can be a decision-making factor in determining the perfume scent, bottle size, logo and packaging design to be marketed with the target of students aged 19 to 21 years.

From the results of the questionnaire, followed by the process of looking for fragrances with the Business Development team from PT. Globig Multi Jaya, Pantai Indah Kapuk (PIK).[14] The type of floral sweet scent was chosen as the highest score on the questionnaire. Then proceed with the creative design process, namely designing a logo, choosing the type of perfume bottle and packaging. For student prices, numbers were selected from the results of the questionnaire and general market prices for this type of *Eau De Perfume*, where the market set prices for the best local perfume products in Indonesia based on the Shopee marketplace statement.[15] Shopee was chosen because it is the best marketplace for Indonesian people to buy their daily needs. Shopee is the most popular e-commerce and one of the largest in Southeast Asia with the concept of Customer to Customer (C2C).[16] The best price based on market analysis for *Eau de Perfume* (local brand) is between Rp. 39,900 – Rp. 89,900. As for the naming of the brand, a foreign language is used that is close to the term cosmetic. The perfume that was created is given the name *Scentrue* which means that this perfume product has the essence of natural fragrance ingredients, the origin of the aroma or the essence of a scent. As for the bottles, 30 ml is used, with the aim that they can be carried easily, are light, simple, and of course can minimize production capital expenditures.

Figure 5 and 6. The results of logo and packaging designs that are still in the form of vectors in Adobe Illustrator CS 2021.



For the outer packaging, simple design choices are used but can describe the essence of the sweet aroma and the image of the product that has been determined. And the last is to determine the selling price, determined from the local product market analysis and Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, for the MSME product level, the selling price is determined at Rp. 69,900, - by looking at the capital expenditure, product image, target market for students, the quality of the ingredients used is still the best to answer the needs of students that this perfume can be used for daily activities. In the packaging design, a QR Code has been added which is directed to the certification statement link that the perfume products produced have passed from the inspection process as a guarantee of quality and safety in terms of health and beauty, and also a barcode as a differentiator between genuine and counterfeit goods, information related to products, codes production and expiration codes, storage, prices, etc. All of them have gone through the intellectual property rights certification and legality process which



can officially be used in packaging designs. It is important to inform the MSME community, because this basis is important if the product is to continue to become a business model that develops towards exports. Local products must have quality assurance and will be able to pass the next certification process at the global level.

#### **D. CONCLUSION**

The method produced in this study can be applied to MSME community training in educational institutions simply by carrying out 3 stages for 1 semester, namely Ideation, Prototype to Market Validation. This research produces a training model that can be applied to the MSME community. The model is able to enable MSMEs to determine products that have value. Not only in designing the design of a product but also how the MSME community can maintain their products in the long term through product management strategies, market analysis, product analysis, especially in product development.

This training method is still very limited in the internal campus environment, it does not rule out the possibility of collaboration with external parties to be able to develop MSME products that have more value to be able to compete at the international level or the export market. Cooperation between universities is very open and government support in this case, because with support from various parties, we hope to add value to local products in Indonesia.

#### **E. REFERENCES**

- S. P. Fridiyanto *et al.*, *Merdeka Belajar dan Kampus Merdeka*. CV Literasi Nusantara Abadi, 2022.
- M. Tohir and others, "Merdeka Belajar: Kampus Merdeka," 2020.
- "Perjalanan Kampus Merdeka sejak Diluncurkan Januari 2020 Halaman all - Kompas.com." <https://edukasi.kompas.com/read/2021/11/30/070400271/perjalanan-kampus-merdeka-sejak-diluncurkan-januari-2020?page=all> (accessed Apr. 14, 2023).
- J. L. Nueno and J. A. Quelch, "The mass marketing of luxury," 1998.
- "Ten emerging Asia fragrance brands to know right now - Retail in Asia." <https://retailinasia.com/in-telligence/fragrance-series/ten-emerging-asia-fragrance-brands-to-know-right-now/> (accessed Apr. 14, 2023).
- S. Anholt, *Brand new justice*. Routledge, 2006.
- "Sertifikasi Halal Siap Mendunia, Indonesia Masih Butuh Auditor Halal | Kementerian Koordinator

Bidang Pembangunan Manusia dan Kebudayaan.”  
<https://www.kemenkopmk.go.id/sertifikasi-halal-siap-mendunia-indonesia-masih-butuh-auditor-halal> (accessed Apr. 14, 2023).

- I. Gunawan, P. R.-J. Kesehatan, and undefined 2021, “Formulasi dan Evaluasi Parfum Tipe Eau de Toilette (EDT) ‘Senarai Jingga,’” *ejurnal.poltekkes-tjk.ac.id*, Accessed: Apr. 15, 2023. [Online]. Available: <https://www.ejurnal.poltekkes-tjk.ac.id/index.php/JK/article/view/2637>
- R. Putri, S. S.-P. Law, and undefined 2022, “Perlindungan Konsumen Terhadap Peredaran Kosmetik Yang Tidak Mencantumkan BPOM,” *journal.unram.ac.id*, Accessed: Apr. 15, 2023. [Online]. Available: <https://journal.unram.ac.id/index.php/privatelaw/article/view/1569>
- S. P.- Aspirasi and undefined 2017, “Strategi peningkatan usaha mikro, kecil, dan menengah (UMKM) di Indonesia,” *download.garuda.kemdikbud.go.id*, Accessed: Apr. 15, 2023. [Online]. Available: <http://download.garuda.kemdikbud.go.id/article.php?article=1686258&val=18337&title=Strategi Peningkatan Usaha Mikro Kecil dan Menengah UMKM di Indonesia>
- L. A.-J. R. V. M. Pembinaan and undefined 2017, “Perlindungan hukum UMKM dari eksploitasi ekonomi dalam rangka peningkatan kesejahteraan masyarakat,” *rechtsvinding.bphn.go.id*, vol. 6, no. 3, 2017, Accessed: Apr. 15, 2023. [Online]. Available: <http://rechtsvinding.bphn.go.id/ejournal/index.php/jrv/article/view/194>
- “Dosen UMB dan Binus Lakukan Pengabdian Masyarakat di Kemanggisan Jakarta, Ini Tujuannya | jurnal.” <https://jurnal.republika.co.id/posts/203361/dosen-umb-dan-binus-lakukan-pengabdian-masyarakat-di-kemanggisan-jakarta-ini-tujuannya> (accessed Apr. 15, 2023).
- “PENGEMBANGAN BERPIKIR KREATIF BAGI MAHASISWA PENDIDIKAN SEJARAH - Departemen Pendidikan Sejarah.” <http://sejarah.upi.edu/artikel/dosen/pengembangan-berpikir-kreatif-bagi-mahasiswa-pendidikan-sejarah-2/> (accessed Apr. 14, 2023).
- “PT Globig Multi Jaya.” <https://perusahaan.net/detail/ZXGLJ/Globig-Multi-Jaya/> (accessed Apr. 15, 2023).
- “10 Rekomendasi Parfum Lokal yang Tahan Lama dan Punya Wangi Unik.” <https://shopee.co.id/inspirasi-shopee/rekomendasi-parfum-lokal-yang-tahan-lama/> (accessed Apr. 14, 2023).
- “11 Aplikasi Belanja Online Terbaik dan Termurah (2023) - InvestBro.” <https://investbro.id/aplikasi-belanja-online-terbaik/> (accessed Apr. 14, 2023).