



SEMINAR NASIONAL HASIL PENGABDIAN MASYARAKAT

JUDUL TULISAN: **IMPLEMENTASI MANAJEMEN MEREK DAN KEMASAN PADA USAHA MIKRO KECIL MENENGAH (UMKM) DI DESA WALANTAKA KOTA SERANG**

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Abstrak

Rendahnya kesadaran pelaku usaha atas pentingnya merek dagang dan kemasan dapat mempengaruhi pertimbangan konsumen. Berdasarkan hal tersebut tim pengabdian masyarakat melakukan pendampingan kepada pelaku usaha terkait dengan implementasi manajemen merek dan kemasan. Berdasarkan hasil pengabdian dihasilkan merek dagang Kerupuk Pedas ketilas dan AR Damai Kacang Saghray dengan terbentuknya merek dagang dan kemasan yang layak pelaku usaha dapat meningkatkan daya saing, produk lebih diterima di masyarakat, dan citra merek terbangun. Berdasarkan kegiatan pengabdian masyarakat, pengetahuan mitra terkait dengan manajemen merek dan kemasan mengalami perubahan yang lebih baik.

Kata kunci: Manajemen Merek dan Kemasan

Abstract

The low awareness of business actors related to the importance of trademarks and packaging so as to influence consumer purchases based on this, the community service team was moved to provide assistance to business actors related to the implementation of brand and packaging management. Based on the results of dedication, the trademark of Spicy Crackers and AR Damai Kacang Saghray was produced with the formation of a dangang brand and decent packaging, business actors can increase competitiveness, products are more accepted in the community, and a brand image is built. And the most important thing from the results of this dedication is that the knowledge of partners related to brand management and packaging has undergone a better change.

Keywords: Brand and Packaging Management

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