



## Strengthening Product Identity and Packaging Design as an Effort to Empower the Home-Based Industry Toya Kumkuman (Ukupan) Radhika

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### ABSTRACT

*The Toya Kumkuman (Ukupan) Radhika household industry, producing sacred water used in Balinese Hindu rituals, faces several challenges in its production and marketing. Despite positive market reception, the products were hindered by weak packaging quality, leakage due to manual sealing, and the absence of a clear brand identity. The lack of labels not only complicated consumer recognition but also prevented the inclusion of important information such as production and expiration dates, reducing competitiveness in the market. To address these issues, the community engagement team from ITB STIKOM Bali implemented a series of structured interventions. The activities included socialization with partners, mentoring on improved packaging design, the creation of product logos and labels reflecting the business philosophy, and the provision of production equipment such as a cup sealer and thermal printer. These implementations were complemented by workshops and training to ensure sustainable application. The outcomes demonstrated significant improvements: the new cup-sealed packaging reduced leakage and extended product shelf life, while the professionally designed logo and label strengthened product identity and consumer trust. Furthermore, the use of appropriate equipment enhanced efficiency in production and branding capacity. Overall, the program successfully empowered the partner by elevating product quality, improving market competitiveness, and fostering brand awareness, thereby ensuring the sustainability of Toya Kumkuman Radhika as a home-based industry.*

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## A. INTRODUCTION

Toya Kumkuman is sacred water that has been blessed and holds a central role in various religious ceremonies and rituals within Balinese Hindu practices. Etymologically, the term toya means water, while kumkuman refers to a mixture of flowers that impart distinctive colors and fragrances. Thus, Toya Kumkuman can be understood as holy water prepared with natural ingredients and used as one of the primary elements in ritual offerings. This sacred water plays a vital role in the spiritual life of Balinese communities, particularly in a wide range of traditional rituals and ceremonies. (Badra, 2019), (Darmawan & Krishna, 2020). Toya Kumkuman functions as a medium for purifying both individuals and ritual objects prior to the commencement of the main ceremony. It is believed to spiritually cleanse negative elements (mala) and to prepare both the physical body and the inner self for a state of purity (*Hermeneutika Kesusastaan Bali: Memahami Dan Menghargai Karya Luhur Para Leluhur - Anak Agung Gde Oka Widana - Google Buku, n.d.*).

The process of preparing Toya Kumkuman traditionally employs the ukupan technique. This method involves heating selected spices and fragrant flowers over embers, which subsequently produce vapor or smoke (Wicaksana & Wicaksandita, 2023). The aromatic vapor, rich in the essence of these natural ingredients, is then infused into water, a process that enables the liquid to bind and absorb the aromatic molecules. Through this mechanism, Toya Kumkuman not only acquires its distinctive fragrance and flavor but is also believed to embody spiritual energy essential for ritual purposes and purification in Balinese Hindu ceremonies.

Toya Kumkuman (Ukupan) Radhika is a home-based industry that produces toya kumkuman, a product widely used in Hindu religious ceremonies in Bali. This household enterprise was initiated by I Ketut Sudiarta, with production activities carried out at home, as illustrated in Figure 1, through various trials to develop a formulation of toya kumkuman favored by the community. Toya Kumkuman (Ukupan) Radhika is distinguished by its commitment to freshness and fragrance, with strict attention to the quality of raw materials and the cleanliness of the production process



Figure 1. The Production Process of Toya Kumkuman



At present, Toya Kumkuman Radhika products have been distributed through several shops specializing in ceremonial and offering supplies in the Batubulan and East Denpasar areas. The products have received positive responses from the community, as evidenced by a significant increase in orders, particularly during religious festivals. However, this growing demand also presents challenges for the producers, especially regarding plastic-packaged products, as the manual packaging process remains prone to leakage. In addition to packaging-related issues, Toya Kumkuman Radhika faces another challenge – the absence of a clear brand identity. The lack of labeling on the packaging often leads to the products being confused with or indistinguishable from similar items in the market (*Pengaruh Identitas Merek, Harga, Dan Word Of Mouth Terhadap Keputusan Pembelian Produk | Jurnal Ekonomi*, n.d.). This situation not only creates difficulties for the community but also hinders the partner's efforts to build brand awareness among consumers.

Furthermore, the absence of product labeling also prevents the inclusion of crucial information such as the production date and expiration date. In fact, effective packaging design—including the presence of a logo—has a significant positive impact on consumers' repurchase intention (Akbar & Abadi, 2024), (Hitami, 2023). Research findings indicate that the presence of a logo on packaging and consumers' understanding of the product (consumer knowledge) are critical factors influencing repurchase decisions (Ramadhayanti, 2019). Therefore, establishing a strong and informative brand identity is essential for enhancing customer loyalty and improving product competitiveness (Malik & Depi, 2025).

In an effort to address the challenges faced by the partner, a community service team consisting of lecturers and students from ITB STIKOM Bali initiated an internally funded project. This initiative focuses on two main aspects: improving packaging quality and developing brand identity. The lecturers provide technical assistance to enhance the type of product packaging, ensuring it is safer and more efficient. Meanwhile, the students are fully responsible for designing the brand identity, including the creation of the product logo and label. This design initiative aims to distinguish Toya Kumkuman Radhika from similar products in the market and to support the development of brand awareness among consumers.

## **B. METHOD OF IMPLEMENTATION**

This community service activity was carried out through several stages to ensure alignment with the proposed solutions to the identified problems. The community service team implemented the program in the following stages:

### **1. Program Orientation**

The first stage of the activity was the orientation, which aimed to provide the partner with a comprehensive understanding of the entire series of community service project activities (Putra, 2023). In this session, the implementation team introduced themselves, outlined each stage and process to be undertaken, and agreed upon the project schedule. Beyond the technical presentation, this stage also involved in-depth discussions with the partner. The discussions covered the identification of the partner's specific needs, exploration of the philosophy behind the Toya Kumkuman product, and the collection of other relevant information. The data obtained from these discussions served as the primary reference for developing a strong brand identity (brand awareness) that aligns with the intrinsic values of the product.



2. Assistance in Packaging Design Development

At this stage, the partner received guidance in developing new packaging to be utilized. The community service team provided recommendations on several types of packaging that could be adopted by the partner.

3. Creation of Packaging Logo Design

The community service team conducted discussions regarding the philosophy underlying the partner's business, which served as the foundation for designing the partner's logo. This was followed by the development of packaging label designs tailored to the partner's needs, thereby strengthening the product's identity.

4. Delivery of Equipment and Workshop

In this stage, the equipment purchased was delivered to the partner, accompanied by a workshop on how to use the equipment and apply the logo and label designs appropriately.

5. Evaluation

Evaluation represented the final stage of this community service activity. It was conducted to measure the partner's understanding of the training provided. The assessment focused on the use of new packaging variants, the utilization of equipment, and the proper application of packaging labels.

## C. RESULTS AND DISCUSSION

The implementation of the community service project was carried out in accordance with the stages established at the beginning. The results of each stage are as follows:

1. Orientation

The research team conducted the orientation by directly visiting the business site of Toya Kumkuman Radhika, where they met with the owner, Mr. I Ketut Sudiarta. The purpose of this meeting was to discuss in detail the challenges faced in relation to product packaging and brand identity. Based on this discussion, the team successfully identified several key points regarding the obstacles encountered.



Figure 2. Orientation and Discussion of Activities

2. Assistance in Packaging Design Development

To address the weaknesses of the previous packaging, the community service team assisted the partner in adopting new packaging solutions. Toya Kumkuman products are now packaged in plastic cups sealed with a cup heat sealer. After several trials, this



method proved to be highly effective in preventing leakage, while also simplifying the packaging and storage process. Moreover, this sealing method helped extend the product's shelf life by maintaining the quality of Toya Kumkuman more effectively.



Figure 3. Product Packaging

### 3. Creation of Packaging Logo Design

A logo was developed to serve as the product's visual identity and to be applied consistently across all of the partner's products.



Figure 4. Logo

At this stage, a brand book was also delivered to the partner, containing guidelines for proper logo usage, which had been prepared by the community service team.



Figure 5. Brandbook

#### 4. Delivery of Equipment and Workshop

The community service project was implemented in two key phases, each designed to meet the partner's needs for production support equipment and packaging. The first phase involved the handover of a cup sealing machine and plastic cup sealers to the business partner. This assistance aimed to improve efficiency in the packaging process, reduce production time, and deliver packaging that was more hygienic and professional.



Figure 6. Documentation of Cup Sealer Product Handover

The second phase consisted of providing a thermal printer and sticker paper rolls to support product labeling and branding. This equipment enabled the partner to independently print product labels in accordance with their brand identity, thereby enhancing the product's market appeal and strengthening its overall brand image.



Figure 7. Documentation of Label Printer Handover

These two phases were designed to be continuous and complementary, thereby strengthening the partner's production capacity and promotional efforts in a holistic manner.



Figure 8. Thermal Printer Usage Training

##### 5. Evaluation

The evaluation was conducted using questionnaires distributed to the partner after the training sessions. The results of the completed questionnaires indicated that the partner found the training highly beneficial and expressed hope for the continuation of such community service activities in the future.

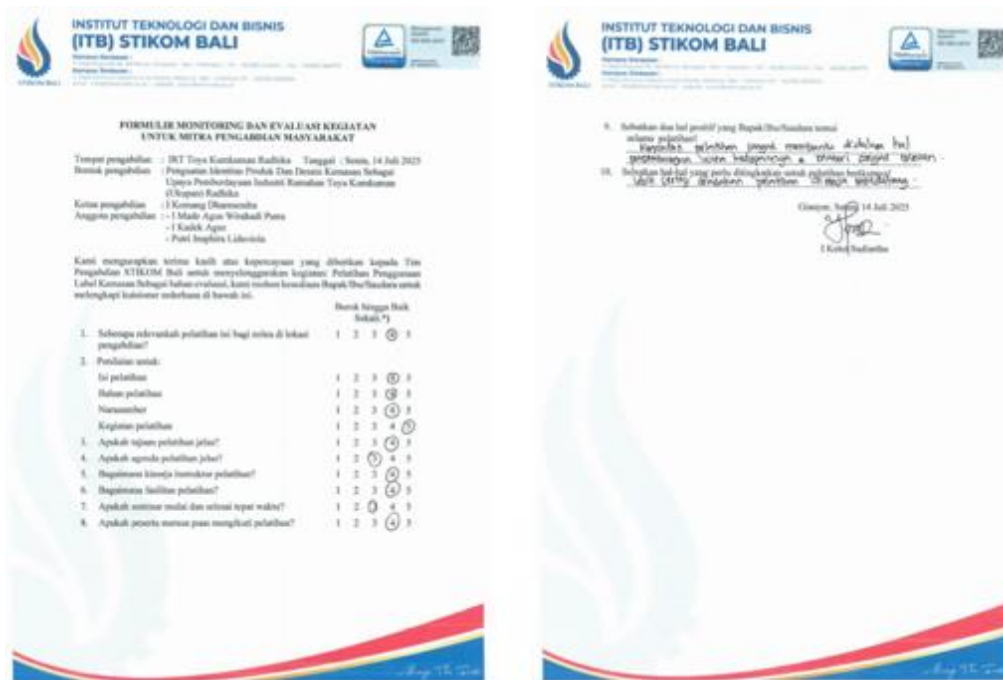


Figure 9. Monitoring and Evaluation Questionnaire

## D. Conclusion

The implementation of this community service project, which involved providing equipment such as a cup sealer, a thermal printer, and other supporting materials, along with the development of the business's visual identity, has successfully improved the partner's product quality and branding capacity. Through structured stages, the partner now possesses new and more professional packaging variants, a logo that reflects the business philosophy, and product labels for different variants. These innovations not only enhanced the physical appearance of the products but also increased production efficiency and expanded market potential.

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