



Packaging and Marketing Training for Products of Waste Processing Sites in Mangrove Tourism Area, West Oesapa Village, Kupang City

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ABSTRACT

This community service activity aims to improve the skills of the 3R Waste Management Site (Recycle, Reuse, Reduce) management group in the mangrove ecotourism area of Oesapa Beach, Kupang, NTT. This TPS was built through collaboration between the government and local communities, aiming to manage waste and support economic improvement through organic fertilizer production. However, there are obstacles in the marketing of these organic fertilizers, including unattractive packaging and limited sales points in tourist areas. This service method consists of several stages: preparation, implementation, evaluation, and reporting. At the preparation stage, partner problems are identified. The implementation stage includes training on packaging fertilizer products that are neater and more attractive and marketing strategies in tourist areas, which are delivered through workshops and hands-on practice. The evaluation was carried out by comparing the condition of the partners before and after the training. The results of the activity showed an increase in skills in product packaging and the ability to design more effective marketing strategies, which can be seen from the increase in consumer interest in organic fertilizer products. The positive impact of this activity is expected to support the sustainability of the 3R TPS management group's business and contribute to environmental and economic preservation of the local community through more optimal waste management.

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A. INTRODUCTION

Mangrove forests or mangroves are forests that grow in brackish water that is affected by the tides (Fauzi et al., 2019). The benefits can affect coastal ecosystems, seas, and land. Currently, mangrove forests are not only mangrove conservation areas, but also the location of tourist destinations for tourists or Natural Tourism Attractions (ODTWA) which are also of educational value (Titisari et al., 2022). One of them is the mangrove forest on Oesapa Beach, Kupang Bay Nature Tourism Park (TWA), Kupang City, East Nusa Tenggara Province (NTT). Mangrove forests are a specific group of plants that grow in coastal areas in sub-tropical and



tropical regions. The area of mangrove forests in West Oesapa mangrove ecotourism covers an area of approximately 5 hectares exactly on West Oesapa Beach. This location is managed by community groups which are a collaboration with the local government.

One of the business units that is a collaboration between the government and community groups is the 3R Waste Processing Site (Recycle, Reuse, Reduce) (Susmono, 2017). The government through the Kotaku (City Without Slums) program has helped to erect the physical buildings needed for the management of this Waste Management Site (TPS). The purpose of establishing TPS is so that local communities can help maintain cleanliness in mangrove tourism areas as well as increase their income. Currently, the TPS management community group has tried to process waste in the area by turning it into organic fertilizer. This product was then marketed in the Kupang City area with a marketing system that was still simple. According to the TPS manager's admission, they have difficulties in marketing because often the existing products do not sell well in the market.

Based on initial observations made by the community service team, the fertilizer products produced still have shortcomings in terms of packaging. The packaging used is not neat, the size is not standard and does not vary. In addition, there is also no point of sale of fertilizer from TPS waste processing in mangrove tourism areas (Kusuma et al., 2021). In fact, the opportunity to market organic fertilizers in tourist areas that highlight environmental and educational issues is very open (Pan et al., 2018). Based on these conditions, it is considered that the waste management community group in this mangrove tourism area needs knowledge on how to make good packaging and marketing this organic fertilizer product in the mangrove tourism area so that the TPS 3 R business can run well.

The Kupang State Polytechnic Research and Service Center through PkM activities carried out several activities in West Oesapa Village, one of which was training activities on packaging and marketing organic fertilizer products from waste processing.

B. METHODS

This community service method is carried out through several stages, namely preparation, implementation, program evaluation, and reporting (Saroinsong et al., 2018). In the Preparation stage, it begins with a pre-survey to identify the problems and needs of partners followed by the formation of a Community Service (PKM) team based on expertise relevant to the partner's problems (Wijaya Widiyanto et al., 2021). Next, the team creates a proposal containing solutions to the problems faced by the partners and plans the implementation of the program conceptually and operationally, including the division of tasks of team members (Clarke & Fuller, 2010). At this stage, the preparation of training tools and materials as well as materials is also carried out.

The Implementation Stage involves training activities and workshops consisting of material presentation through question and answer discussions, as well as direct practices that are relevant to the needs of partners. After implementation, the Program Evaluation stage is carried out by comparing the conditions of partners before and after service activities to measure positive changes resulting from the program (Fynn et al., 2022). The last stage is Reporting, where reports are compiled as a form of accountability for the programs that have been implemented. This report is then published to share the results and impacts of the community service programs that have been carried out (Dharmacahya et al., 2022).



C. RESULTS AND DISCUSSION

This discussion or question and answer method is carried out after the presentation of the material. This discussion was carried out so that participants better understood the material that had been delivered so that it was not just a transfer of knowledge but could share experiences and problems faced by partners.

Partners' participation in community service program activities is as follows:

1. The partner as a provider of a place for the implementation of training activities is located at TPS 3R, West Oesapa Village, Kupang City.
2. Partners act as training participants and actively participate in discussion/question and answer and practice activities.
3. Partners are involved in the PKM program as a whole including problem formulation, program planning, activity scheduling, program implementation to the activity evaluation stage.

The results of this community service activity show that the training provided has succeeded in improving the understanding and skills of the community group that manages TPS 3R in terms of packaging and marketing organic fertilizer products (Muliarta et al., 2023). Before the program was implemented, fertilizer products produced by TPS managers had weaknesses in packaging aspects, such as untidy packaging, non-standard sizes, and lack of packaging variety. In addition, community groups do not have an effective marketing strategy, especially in mangrove tourism areas which actually have great potential for the organic fertilizer market.

After the training, there was an improvement in the quality of the product packaging. Packaging is now more attractive and meets standards, with packaging sizes and variations that are more in line with market preferences. This is expected to increase the attractiveness of the product and expand the marketing reach of organic fertilizers. In addition, community groups also gain an understanding of the importance of branding and how to market products in the tourist environment. The marketing of organic fertilizer products around mangrove tourism sites now has a better opportunity because it is directly related to relevant and educational environmental issues for visitors (Islam et al., 2018).

At the evaluation stage, positive changes were seen in TPS managers who showed an increased understanding of the importance of packaging and marketing strategies. They have also become more active in utilizing mangrove tourist attractions as sales locations, making organic fertilizer products more accessible to visitors. With this change, the TPS 3R business in the Oesapa Beach mangrove tourism area not only helps maintain environmental cleanliness, but also has the potential to increase the income of local community groups through the sale of more attractive products with higher selling value.

The reporting of this activity shows that collaboration between the government, the community, and educational institutions such as the Kupang State Polytechnic can produce a significant impact in the development of community-based businesses that are environmentally oriented. In addition, this activity also provides important lessons for community groups on how to increase product value through packaging improvements and marketing strategies. With strong collaboration between various parties, it is hoped that community-based businesses can continue to grow and provide wider benefits for the surrounding environment. Through the lessons learned from this activity, it is hoped that community groups can continue to improve the quality of their products and gain wider market access. Hopefully, the collaboration that has been established can be an example for similar efforts in the future to support the development of sustainable community-based businesses (Ratnasari et al., 2023).



D. CONCLUSION

Community service activities carried out by the Department of Business Administration, Kupang State Polytechnic in the Oesapa Beach mangrove tourism area have succeeded in improving the understanding and skills of community groups managing the 3R Waste Processing Site in the aspects of packaging and marketing organic fertilizer products. Previously, the organic fertilizer products produced faced various obstacles, especially in unattractive and non-standard packaging and limited marketing strategies. This has an impact on low buyer interest and lack of market access for their products.

Through the training and workshops provided, community groups are now able to package products better, neatly, and varied according to market standards. Understanding the importance of branding and marketing strategies in environmental tourism areas has also opened up opportunities for them to sell organic fertilizer products in locations that are relevant to educational and environmental values, namely mangrove tourism areas. With more attractive packaging and a more effective marketing strategy, this organic fertilizer product now has a higher attraction for tourists visiting the area.

Overall, this community service program shows the success of collaboration between the government, the community, and educational institutions in an effort to improve the economic welfare of local communities and preserve the environment. With the potential that exists in the mangrove tourism area, TPS 3R managers can contribute significantly to environmental cleanliness while generating additional income from the sale of organic fertilizers. This program is expected to be an example for similar activities in other tourist areas in harnessing local potential to support a sustainable economy and better environmental management.

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F. AUTHOR CONTRIBUTIONS

The writing of this community service article involved collaborative contributions from Business Administration team of Politeknik Negeri Kupang lecturers. Each team member has a specific role and contributes according to their respective skills. The main author is responsible for compiling the main concept of community service, formulating the background and objectives of the activity, and designing the stages of program implementation systematically. The lead author also led the data collection through pre-surveys and analysis of partner needs to ensure that the program was designed in accordance with the problems faced by the community groups that manage TPS 3R. In addition, the main author monitors the implementation of the training, evaluates the success of the program, and prepares a final report as a form of documentation of the results of the activity.



Other team members make important contributions to the implementation of activities operationally. They are involved in the preparation and development of training materials, both in terms of product packaging and marketing strategies. The members are also tasked with providing direct training to partners through interactive discussion methods, practices, and marketing simulations. They ensure that partners are able to understand and implement the material delivered effectively. In the evaluation phase, team members help measure the impact of activities by observing changes in the quality of packaging and marketing skills of partners. In addition, several team members are responsible for documenting the process of activities through photos, videos, and field notes that support the accuracy of reporting. Overall, the team works synergistically to ensure the success of the program and the achievement of community service goals, which is to improve the welfare and capacity of partners through more effective packaging and marketing.

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