

ABSTRAK

FERNANDI ILYAS, 2024. DAMPAK PELATIHAN PACKAGING TERHADAP KEBERDAYAAN PELAKU USAHA MIKRO KECIL DAN MENENGAH (UMKM) (Studi di Desa Beber Kecamatan Cimaragas Kabupaten Ciamis) Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Keterampilan dalam pengembangan produk oleh pelaku UMKM Desa Beber yang masih kurang dan terbatas. Pelatihan *packaging* menjadi solusi pengembangan keterampilan seseorang dalam membuat kemasan, dan label suatu produk yang diberikan kepada para pelaku usaha mikro kecil dan menengah (UMKM). Penelitian ini bertujuan untuk mengetahui proses dan dampak pelatihan *packaging* di Desa Beber, Kecamatan Cimaragas, Kabupaten Ciamis. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Pengumpulan data dilakukan dengan tiga metode yakni observasi, wawancara dan dokumentasi. Teknik analisis data yang digunakan adalah reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa proses pelaksanaan pelatihan *packaging* dilakukan melalui beberapa tahapan yaitu tahap identifikasi kebutuhan, pengolahan data, penyusunan program pelatihan, serta penentuan tujuan dan indikator ketercapaian program. Selanjutnya tahap pelaksanaan meliputi materi, metode, media, dan partisipasi masyarakat terhadap pelatihan. Tahap terakhir yaitu evaluasi program pelatihan. Pelatihan *packaging* ini memberikan hasil dan dampak pada pengetahuan, keterampilan dan ekonomi pelaku UMKM di Desa Beber. Simpulan pelaksanaan pelatihan *packaging* dilakukan melalui tahap perencanaan, tahap pelaksanaan, dan tahap evaluasi. Peserta pelatihan memperoleh hasil peningkatan pengetahuan dan keterampilan serta dampak pada aspek ekonomi.

Kata Kunci: Pelatihan, Packaging, Usaha Mikro Kecil dan Menengah (UMKM)

ABSTRACT

FERNANDI ILYAS, 2024. THE IMPACT OF PACKAGING TRAINING ON THE EMPOWERMENT OF SMALL AND MEDIUM MICRO ENTERPRISES (MSMEs) (Study in Beber Village, Cimaragas District, Ciamis Regency) Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

Skills in product development by MSMEs in Beber Village are still lacking and limited. Packaging training is a solution for developing a person's skills in making packaging and labeling a product which is given to micro, small and medium enterprises (MSMEs). This research aims to find out the process and impact of packaging training in Beber Village, Cimaragas District, Ciamis Regency. This research uses descriptive qualitative research methods. Data collection was carried out using three methods, namely observation, interviews and documentation. The data analysis techniques used are data reduction, data presentation, and drawing conclusions. The results of this research show that the process of implementing packaging training is carried out through several stages, namely the stages of identifying needs, processing data, preparing training programs, and determining goals and indicators of program achievement. The next implementation stage includes materials, methods, media, and community participation in the training. The final stage is evaluation of the training program. This training package provides positive results and impacts for the community, especially MSMEs in Beber Village. Conclusion: The implementation of training packaging is carried out through the planning stage, implementation stage and evaluation stage. Training participants gain increased knowledge and skills as well as an impact on economic aspects.

Keyword: Training, Packaging, Small and Medium Enterprises (MSMEs)