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Packaging Innovation and Entrepreneurship Coaching to Boost The Motivation of Rengginang Lestari Business Owners in Kuta Pinang Village

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Abstract
Traditional food businesses face challenges in maintaining sustainability amid changing consumer tastes; one such challenge is packaging that remains simple and fails to keep up with trends. This community service project aims to increase the motivation and understanding of the owners of the Rengginang Lestari business in Kuta Pinang Village in developing their business through product packaging innovation. The activity took place over two days and involved 13 participants, including business owners and individuals involved in production and packaging. A descriptive qualitative approach was used, with data collected through observation, interviews, and documentation, following the stages of problem identification, mentoring, new packaging design, and evaluation. As a result, the new packaging looks more appealing, featuring a product logo that the team updated, as well as instructions on how to fry "Rengginang Lestari." According to the business owners, the mentoring helped foster motivation to innovate and increased their understanding of the importance of packaging redesign. These findings reflect the business owners' short-term perceptions and do not yet measure the impact on sales. Packaging updates accompanied by mentoring can serve as a first step to encourage business owners to continue innovating.

Keywords: Motivation, Needs, Human Resources, MSME Entrepreneurship Strategies, Packaging.

Introduction

Rengginang Lestari is a traditional food business in Kuta Pinang Village that produces rengginang and opak. Based on the team's initial observation on October 12, 2026, and the final evaluation on October 21, 2026, the packaging used remains simple and appears outdated. The shortcomings of the old packaging observed in the field include plain packaging sealed only with ordinary tape, as well as a logo that looks unremarkable featuring only the business name without an attractively designed logo. The business owner also mentioned facing a challenge: concerns about packaging costs, as plastic prices continue to rise, without having sought information about plastic agents or suppliers who could be partnered with in this business to help reduce packaging costs. This situation reflects the challenges faced by many traditional food SMEs, as outlined below.

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in boosting the local economy, particularly in creating jobs and helping to meet families' basic needs. One sector that still holds potential for growth is the traditional food industry, such as rengginang a snack made from glutinous rice that boasts a distinctive flavor and has long been familiar to the public. However, sustaining traditional food businesses in today's world is no easy task. Business owners must navigate changing consumer demands, evolving trends, and competition from a variety of snack products that appear more appealing and modern. (Aulia et al., 2024) explain that entrepreneurial motivation is linked to the ability of MSME owners to survive, innovate, and grow their businesses.

Running a business requires not only capital and the ability to produce goods, but also strong motivation on the part of business owners to persevere and embrace change. Many small business owners struggle to grow their businesses because they must divide their attention among production activities, meeting their families' needs, and limited resources. When sales fall short of expectations, the drive to innovate can wane. (Fazal et al., 2022) shows that entrepreneurial motivation specifically self-confidence, the ability to adapt to change, and the desire to succeed plays a role in enhancing entrepreneurs' skills and supporting the sustainability of their businesses.

In addition to motivation, needs are also an important aspect of human resource management.(Rahmawati, et al., 2025) states that motivation and needs can influence a person's productivity. Entrepreneurs have economic needs to support their daily lives as well as the need to develop their businesses to ensure long-term survival; to that end, they require adequate knowledge, skills, means of production, and support. Limited financial resources and the inability to keep up with the times can prevent these needs from being fully met. Therefore, an understanding of business owners' motivations and needs serves as the foundation for determining the type of assistance best suited to their business circumstances.

These motivations and needs are clearly evident in the decision to update the packaging. Motivation is an inner drive to take action to achieve a goal (Muhfizar et al., 2021), whereas needs include the things necessary to ensure survival and well-being (Nafila et al., 2024). In traditional food businesses, both factors determine the owner's willingness to modify their products, including the packaging, which remains simple. This is important because (Putra et al., 2020) shows that packaging influences consumers' purchasing interest. Packaging serves as a system for containing goods within a wrapping medium (Rahmad et al., 2021) They may still protect the product, but they aren't necessarily appealing or in line with today's consumer tastes. Amid the wide variety of snack products available, traditional products risk being perceived as outdated if their packaging isn't appealing even if they taste good. The challenge is to preserve the product's distinctive character while adapting its appearance to keep up with the times.

This issue is not only related to packaging design but also to the motivation and needs of business owners to implement changes. Packaging innovation requires a willingness to learn, the courage to try new things, and an awareness that business development is part of the effort to ensure business sustainability. Business owners need to be encouraged not only to focus on day-to-day production activities but also to be motivated to enhance product value through changes that align with their business capabilities. At the same time, the need for

attractive packaging designs, appropriate packaging materials, and knowledge of packaging must be taken into account so that changes can be implemented realistically without incurring excessive costs.

Rengginang Lestari has the potential for growth through enhanced motivation and the fulfillment of business development needs. Based on the shortcomings of the old packaging observed in the field, one approach that can be taken is to update the packaging to make it more modern, attractive, and in line with current trends. This update can be achieved through a cleaner design, appropriate color selection, the inclusion of the product's identity, and the use of packaging materials that preserve the quality of the rengginang. Although the packaging's appearance is updated, the distinctive characteristics of rengginang as a traditional food must still be preserved so that the product's value is not lost.

From a human resource management perspective, packaging changes can serve as a means to boost business owners' motivation. Direct involvement of business owners in selecting designs, determining packaging formats, and evaluating the results of these changes can foster a sense of ownership and responsibility toward the business's growth. Guidance on the importance of packaging and how to select it also helps meet business owners' needs for knowledge and skills. Thus, the solutions provided go beyond merely changing the product's appearance; they also strengthen capabilities and encourage a greater openness to innovation. (Fidianto et al., 2024) It also shows that packaging innovation is a key factor in strengthening MSME products.

Strengthening motivation and meeting these needs are expected to help business owners develop a more progressive mindset, boost their confidence in managing their businesses, and foster a willingness to make improvements. Updating packaging is a concrete step toward demonstrating that traditional businesses can keep pace with the times without losing their identity.

Based on the above description, this community service activity focuses on strengthening the motivation of the owners of Rengginang Lestari and meeting their needs through packaging redesign and mentoring. The objectives of this activity are (1) to increase business owners' motivation and understanding of the importance of packaging redesign, (2) to produce new packaging designs that align with the business's capabilities without losing the product's traditional characteristics, and (3) to equip business owners so they can implement the new packaging independently. The expected outcome is that the business owners will continue to use the packaging and logo that the team has updated and provided to the MSME owners, with a total of 100 pieces of packaging and logos provided by the team. Initially, the business owners were reluctant and had reservations primarily because they feared the packaging would be expensive but after we conducted observations and provided training to the business owners, Ultimately, the business owners became interested and motivated to adopt the updated packaging and logos we provided. The impact on sales and long-term business sustainability falls outside the scope of this activity and requires further monitoring..

Method

This community service activity employed a descriptive qualitative approach and was conducted at the Rengginang Lestari business in Kuta Pinang Village on October 12, 2026, and October 21, with a mentoring period of 2 days. The subjects of the activity were the business owner and 3 employees those directly involved in production and packaging. Informants were selected through purposive sampling based on the following criteria: (1) business owners or employees directly involved in the production and packaging of rengginang; (2) having worked or operated the business for at least 6 months, thereby understanding packaging conditions and the production process; (3) willing to participate in mentoring sessions, interviews, and observations; and (4) able to provide information regarding the business's motivations, needs, and knowledge of packaging.

Data was collected using three methods. Observations were conducted based on the following indicators: (1) the condition of the old packaging, including the type of packaging material, shape, size, labeling, cleanliness, visual appeal, and ease of use; (2) the packaging process, including the weighing stage, selection of packaging materials, packing, labeling, storage, and product cleanliness and safety; and (3) business owners' involvement in the activities, including participation in discussions, providing input, making decisions regarding packaging design, implementing the new packaging, and evaluating the results of the assistance. Interviews were conducted to explore business owners' motivations, needs, and knowledge regarding packaging. Key interview questions included: Interviews were conducted to explore business owners' motivations, needs, and knowledge regarding packaging, with the following key questions: (1) what was the condition of Rengginang Lestari's product packaging before the redesign; (2) what challenges were encountered during the packaging redesign; (3) what caused business owners to feel hesitant or reluctant to use the new packaging; (4) what the business owners' needs were regarding the packaging update, particularly concerning design, materials, and costs; (5) how well business owners understood the importance of packaging and logos for their products; (6) how business owners responded after participating in the mentoring activities and receiving the updated packaging; and (7) Do business owners have the desire and readiness to continue using the new packaging on their own? Documentation for this activity was carried out by collecting photos throughout the mentoring process. The documentation includes the condition of Rengginang Lestari's packaging before the update, observation activities and discussions with business owners, the handover of the new packaging, and the results of implementing the updated packaging design. This documentation serves as evidence of the activity's implementation and illustrates the changes in the product packaging before and after the mentoring.

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Figure 1. Condition of the Lestari Rengginang Packaging Before the Redesign.



Figure 2. Observation and Discussion with the Owner of Rengginang Lestari.

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Figure 3. Presentation of the New Packaging to Business Owners.



Figure 4. Results of the Rengginang Lestari Product Packaging Redesign.

The initiative focuses on boosting motivation and meeting the needs of business owners by updating the packaging of rengginang transitioning from simple packaging to packaging that is more modern, attractive, and in line with current trends. The implementation includes

identifying issues, providing guidance to boost motivation, designing and implementing new packaging, and evaluating the results of the initiative.

The data were analyzed descriptively through data reduction, data presentation, and drawing conclusions. Field notes and interview transcripts were read repeatedly and then grouped into the themes of motivation, needs, and packaging knowledge. Coding was performed manually by identifying key information from the field notes and interview transcripts and then grouping it based on commonalities into three main themes. Information related to enthusiasm, willingness to learn, courage to make changes, and the desire to grow the business was grouped under the theme of motivation. Information regarding packaging design, materials, costs, and skills was grouped under the theme of needs. Meanwhile, information regarding business owners' understanding of the function and importance of packaging and logos was grouped under the "packaging knowledge" theme. The validity of the findings was verified through triangulation by comparing information from interviews with business owners, observations of packaging conditions and activity implementation, and documentation obtained during the mentoring process. The consistency of information regarding packaging conditions, obstacles to renewal, and business owners' responses was verified against the results of observations and activity documentation. The results are presented in the form of descriptive analyses as well as before-and-after documentation of packaging renewal to illustrate the benefits of the mentoring program on business owners' motivation, knowledge, and readiness.

Results

The results of community service activities are achieved through the following stages:

1. **Preparation and Problem Identification Phase**

   The community service team coordinated with the owner of Rengginang Lestari, assessed the business's initial conditions, and identified the business owner's motivations and needs regarding product development. The purpose of this phase was to ensure that the solutions provided were tailored to the business's circumstances and capabilities. The diagnostic findings, interventions, and expected outcomes are summarized in Table 1.



Figure 5. Field observations to identify problems

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Table 1. Diagnostic findings, interventions, and expected outcomes

Issues Observed	Interventions	Expected Results
The old packaging is simple and seems outdated; it is still plain, the brand identity is unappealing because it uses only plain white paper to display the business name, the labeling is not informative, and the packaging is sealed with ordinary tape, resulting in suboptimal product protection.	Design and implementation of new packaging (color, design, shape, product identity)	The packaging has a more modern and appealing look without losing its traditional character
Motivation and readiness to embrace change still need to be strengthened; business owners initially resisted and expressed reservations because they feared high packaging costs and had not yet sought out information on plastic suppliers or distributors with whom they could partner to reduce costs.	Support for building motivation: the desire to learn, the courage to change, and the readiness to adapt	Business owners are more open to innovation and more confident (owners' perceptions)
Needs related to design, materials, costs, and packaging skills have not yet been met	Discussion of requirements and selection of materials based on budget	Packaging updates can be implemented realistically without incurring excessive costs
The ability to implement new packaging independently remains limited	Support for the implementation of the agreed-upon packaging design	Business owners understand the packaging process and can carry it out on their own

2. The stage of strengthening motivation and identifying needs

The mentoring program consisted of two sessions held on October 12, 2026, and October 21, 2026, with 13 participants who provided motivation and guidance to business owners to help make their businesses more recognizable to customers. The material covered the importance of a willingness to learn, the courage to make changes, and the readiness to adapt to the times. The practical assignments completed by the participants

were to create updated packaging that would better attract buyers and to design logos for the business owners. At this stage, the business owners' needs regarding design, materials, costs, and packaging skills were also discussed so that the updates could be implemented realistically.



Figure 6. Outreach on strengthening human resources through business innovation

3. Packaging Design and Update Phase

The team, in collaboration with business owners, developed a new, more modern, and appealing packaging concept without compromising rengginang's identity as a traditional food. The design adjustments included changing the packaging type and creating a more eye-catching logo. The chosen packaging material is thick, clear plastic—known as a "Standing Pouch Zipper" taking into account product protection, ease of use, and the business's cost capacity. Label elements include the business name, rengginang variety, contact information, and address. The estimated cost of the new packaging is Rp. 1,400 per unit, compared to Rp. 500 per unit for the old packaging.



Figure 7. New packaging for rengginang and opak products

4. The packaging implementation support phase

The company is assisted in implementing the agreed-upon packaging design. The purpose of this assistance is to ensure that the company understands the packaging process and is able to implement it independently once the program is complete.



Figure 8. Guidance on packaging implementation



Figure 9. New packaging

5. Evaluation Phase

The evaluation was conducted by observing the results of the packaging updates, soliciting feedback from business owners, and interviewing them about the program's impact on their motivation, knowledge, and readiness to grow their businesses. In an interview on October 21, 2026, a business owner stated: "I'm more motivated to grow my business because my products now have more attractive packaging and a logo," and "I didn't realize before that packaging and a logo were important." Observations showed that the new packaging and logo had just been implemented, so there had not yet been any feedback from buyers; business owners were still in the early stages of introducing the new look of their products, but appeared enthusiastic and confident when showing and using the packaging. The challenges they still faced included limited funds to purchase packaging and print the packaging logo. These findings represent the perceptions of business owners and do not yet constitute a measurement of business performance.

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Figure 10. Reviewing the results of the packaging update

Discussion

The community service activity at the Rengginang Lestari business in Kuta Pinang Village benefited the business owner, particularly by boosting her motivation to grow the business through product packaging redesign. Before the activity, the rengginang packaging still featured the old, simple design. Through the mentoring, the business owner came to understand that packaging not only protects the product but can also make it look more appealing and modern.

This change in attitude is consistent with the findings (Aulia et al., 2025) and (Fazal et al., 2022) that motivation, self-confidence, and the ability to adapt to change are linked to the ability of MSMEs to innovate and survive. Packaging updates are also in line with (Fidianto et al., 2024) which positions packaging innovation as a way to enhance MSME products, as well as (Putra et al., 2020) which indicates that packaging influences purchase intent. However, the effect of the new packaging on purchase intent and sales of Rengginang Lestari has not yet been measured in this study.

From a human resources management perspective, this initiative highlights the importance of motivation in encouraging business owners to grow. Strong motivation fosters a willingness to learn, try new things, and address business shortcomings. The mentoring program also helps meet business owners' needs for knowledge and ideas on packaging innovations, in line with (Rahmawati et al,, 2025) Motivation and needs influence productivity. Thus, this initiative not only changes the appearance of the products but also boosts business owners' confidence.

The continued use of the new packaging depends on its affordability and availability. The cost of the new packaging—Rp. 70,000 for 50 pieces is higher than that of the old packaging, and the packaging materials can be purchased at plastic stores; however, we recommend buying them online to get a more affordable price, using the online store information we have provided to make it easier for business owners. After the program ended,

business owners reordered the packaging and were able to implement it independently. The limitations of this program include a small number of participants, a short implementation period, and the lack of sales data; therefore, the findings should be viewed as the first step in a gradual innovation process.

Conclusion

Based on the results of interviews and observations, this initiative resulted in new packaging for Rengginang Lestari in Kuta Pinang Village, and according to the business owner, this has increased her motivation to grow the business, her openness to innovation, and her self-confidence. These findings reflect short-term perceptions and do not yet measure changes in sales or business sustainability. Further monitoring of the use of the new packaging and sales trends is recommended.

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