

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Packaging technology continues to develop from time to time, from simple or traditional packaging processes to packaging that are modern in nature. Currently, packaging is one of the important factors in competition in the business world. Almost everyone needs packaging in each product. Apart from being a protective tool from damage, packaging also serves as aesthetic value which is the reason why people choose or buy these products.

In ancient times, people were familiar with traditional / natural packaging tools in the form of leaves (banana, teak, and guava leaves) as a means of wrapping food. For example, wrapping tempeh using banana or teak leaves. Apart from banana and teak leaves, people also use corn leaves for wrapping lunthead and so on.

With the development of technology, traditional packaging is now starting to be abandoned. Although there are still some people who use this packaging for certain types of food. Now, manufacturers have used a lot of modern packaging such as plastic, paper, tin / metal packaging, and others.

Good and attractive packaging and labeling methods are of course indispensable in supporting a food product. Unfortunately not all producers such as Micro, Small and Medium Enterprises (MSMEs) can implement it. Until now, product packaging is still a problem for business managers, especially Micro, Small and Medium Enterprises. Problems with product packaging and labels are sometimes an obstacle to the development or progress of a business. Many problems arise when a business wants to have a good, quality product packaging that meets existing national standards. Problems that are often faced include packaging materials, packaging design, label design, and the most important issue, namely the cost of making the packaging itself.

For UMKM managers with all the limitations of working capital, problems regarding packaging should be handled with creativity. Good and attractive packaging is not always synonymous with expensive packaging prices. With mediocre packaging materials, as long as it is designed in such a way, both the shape and the label design will certainly create a package that is not less competitive with modern packaging.

There is a (UMKM) herbal drink that is owned by Mrs Rukani, which is located in the village of Pematang Duku Timur, whose products are well known everywhere but do not yet have a product identity, namely in the form of a logo and label of the product.

From the explanation above, the writer took the initiative to make a final project title, namely "development study on repackaging the herbal drinking of mrs rukani products (case study on the herbal drink mrs rukani in pematang duku timur).

1.2 Identification of the Project

Based on the background that has been described, the identification of the project that arises is "repackaging the herbal drinking of mrs rukani products (a case study on the herbal drink mrs rukani in pematang duku timur).

1.3 Project Objectives

The purpose of this project is divided into 2 (two), namely the general project objective and the specific project objective, as for the purpose of the Repackaging the herbal drinking of mrs rukani products (a case study on the herbal drink mrs rukani in pematang duku east) are as follows:

1.3.1 General purpose

The general objective of this project is to find out the repackaging development study of mrs Rukani's herbal beverage product.

1.3.2 Special purpose

The specific objectives of the repackaging the herbal drinking of mrs rukani products (a case study on the herbal drink mrs rukani in pematang duku timur) are as follows:

1. To know the packaging process for herbal drinks.
2. To find out the obstacles and solutions from the process of packaging herbal drink products.

1.4 Significance of the Project

This project is expected to be of benefit to interested parties, while the benefits of this project are as follows:

1. For Writers

Adding insight into the author about the importance of a new innovation in activities to develop a product. In addition, the author can also find out what steps are needed in developing an existing product without removing the characteristics of the original product.

2. For Other Parties

This project can be used as additional information and a reference for researchers from other agencies who wish to conduct further research on this title.

3. For the Community

This project is expected to contribute ideas and reveal problems that arise and provide suggestions for solving problems, so that in the end it can provide benefits to the traders themselves.

1.5 Place of Project Implementation

The place for the production process of the herbal drink product business is carried out at the Rumah Ibu Rukani on Jl.Serasi RT 002 RW 001 Desa Pematang Duku Timur, Bengkalis District, Bengkalis Regency.

1.6 Writing Systematics

In order to provide a clear picture of the writing of this project, a system was developed writing mathematics contains information about the materials discussed in each chapter. The systematics of this writing are as follows:

CHAPTER 1: INTRODUCTION

In this chapter, the authors describe the project background, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

CHAPTER 2: LITERATURE REVIEW

In this chapter, the author describes the theories that are relevant to the subject matter of this final project, which consists of two theories, namely the basic general theory of projects and the basis of project-specific theories.

CHAPTER 3: METHOD AND PROJECT COMPLETION PROCESS

In this chapter, the authors describe a project preparation plan, a project implementation plan, a project completion plan and a project reporting plan consisting of project activity implementation reports and project activity implementation financial reports.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter the author will describe the activity profile and project implementation activity reports consisting of project preparation, project implementation, project completion, project reporting and financial reporting on project activity implementation.

CHAPTER 5: CONCLUSION

This chapter contains conclusions from the discussions that have been described and with suggestions as the final description of the report.

