

UNDERGRADUATE THESIS

**REPACKAGING THE HERBAL DRINKING OF Mrs RUKANI
PRODUCTS
(Case Study on the Herbal Drink Mrs Rukani in Pematang Duku
Timur)**

*In Partial Fulfillment of Requirement for Applied Bachelor Study Program of
International Business Administration at Business Administration Department
State Polytechnic of Bengkalis*



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**APPLIED BACHELOR DAGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT STATE
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2021**

APPROVAL SHEET

DEVELOPMENT STUDY PROJECT ON REPACKAGING
THE HERBAL DRINKING OF MRS RUKANI PRODUCTS
(Case Study on the Herbal Drink Mrs Rukani in Pematang Duku
Timur)

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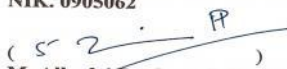
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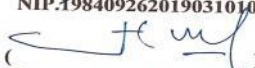
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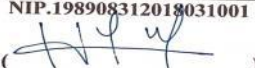
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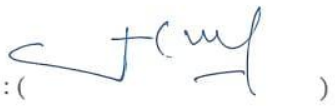
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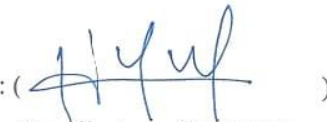

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ACCEPTANCE SHEET

We actually state that, we have read the entirety of this undergraduate thesis, and we believe that this undergraduate thesis is feasible and eligible to obtain an applied bachelor degree.

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DECLARATION SHEET

I certify that this thesis is purely my own work and no work has ever been done to obtain an Applied Bachelor degree at State Polytechnic of Bengkalis, and to the best of my knowledge there are also no works or opinions that have ever been written or published by other, except in written source mentioned in the text and in the bibliography.

Bengkalis,

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**REPACKAGING THE HERBAL DRINKING OF Mrs RUKANI
PRODUCTS**
(Case Study on the Herbal Drink Mrs Rukani in Pematang Duku Timur)

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ABSTRACT

This final project is entitled herbal drink Beverage development study on repackaging the herbal drinking of Mrs Rukani products (case study on the herbal drink Mrs Rukani in Pematang Duku Timur). The objective of this final project is to know the packaging process for herbal drinks, to find out the obstacles and solutions from the process of packaging herbal drink products. This final project is carried out in several stages, namely the Project Preparation Plan, Project Implementation Plan, Project Accomplishment Plan. From the completion of the project, the following results are obtained. The packaging process for herbal drinks logo, label and packaging are the most important aspects for customer interest in the product. The logo set from Mrs Rukani's herbal drink product is made as attractive as possible as a product identity. Initially, Mrs Rukani's herbal drink product did not have a logo and finally I dedicated this logo to attract customer interest and packaging Mrs. Rukani's herbal drink products were packaged using bottles measuring 250 ml which were packaged in a modern way, and of course can compete again in a wider market. The obstacles and solutions from the process of packaging herbal drink products. Obstacles is Limited sales of bottles of herbal drink products in Bengkalis hampered the delivery of goods that have been ordered. Designing logos and labels has many errors due to the desired customer satisfaction so that the design and printing process is somewhat hampered. The production of herbal medicine is somewhat hampered because the basic ingredients of herbal medicine are limited. Solution is Buy bottles online in large quantities, so the marketing process will run smoother. Making logo and label designs is done through a direct statement by the product owner so that the label can work smoothly. I as a writer as well as a person who markets products to help search for raw materials for making herbal medicine, so that the production and marketing process is not hampered.

Keywords: Repackaging, herbal drink, process

DEDICATION SHEET

Alhamdulillahirrobbil'allamiin

Author pray to Allah SWT who has provided health, grace and guidance, so that the author can complete this Undergraduate Thesis, as one of the requirements for getting a degree. Though it is far from the word perfect, but the author is proud to have reached this point, which finally this Undergraduate Thesis can be completed on time.

Author's friend said, "Actually our enemy is yourself, study strictly with yourself". This is what makes the writer motivated in completing this Undergraduate Thesis, at the right time. So, I dedicate this Undergraduate Thesis or final project to:

Father and Mother, Saringat and Lina Safitri

Thank you for your prayers, enthusiasm, motivation, sacrifice, advice and love that never stop until now and forever.

The Best Advisor

Mr. Teguh Widodo, S.Sos., M.SM.,M.Rech who has guided and is very supportive so I can complete this Undergraduate Thesis.

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Alhamdulillah, Praise and Gratitude, the writer extends to the presence of Allah SWT, because with His grace, the author can complete the final report entitled "Marketing development study of herbal drinking (Case Study of The Herbal Drinking Product Business of Mrs. Rukani)".

This final report is made to fulfill one of the requirements to complete the D4 lecture program in the International Business Administration Study Program, at Bengkalis State Polytechnic.

In making this final project report, the author received a lot of assistance from various parties. On this occasion the author would like to thank:

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This final report still has many shortcomings, therefore the authors hope that readers can provide constructive criticism and suggestions, in order to improve subsequent reports. In conclusion, the authors thank you, I hope this final report can be useful for readers regarding entrepreneurship, especially in the marketing section. Amiin Yarobalaa'lamin.

Bengkalis, Januari 2021
Penulis

**M.MUJAHID ASFAR
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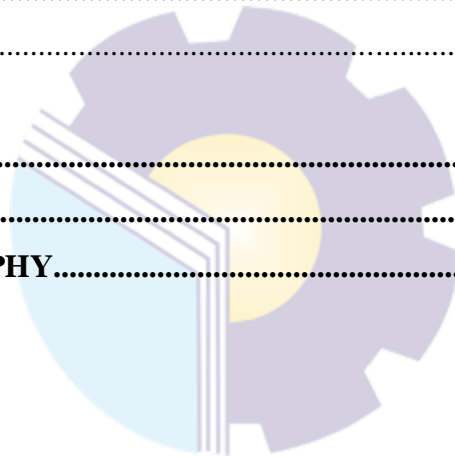


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CHAPTER I

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 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.

CHAPTER II

LITERATUR REVIEW

2.1 Genel Theory of the Project

2.1.1 Product Design

According to Kotler (2003) in Alfin NF Mufrenia (2016). there are 6 elements that must be met when making a product design, namely, size, shape, material, color, text and brand. Color plays an important role in conveying cognitive messages to prospective buyers, Professor Jennifer Aaker in her study concluded that there are 5 colors that dominate the market with their respective cognitive percentages, these colors are light blue which symbolizes sincerity, red symbolizes interest, green symbolizes competence, purple symbolizes establishment and yellow symbolizes endurance.

The colors mentioned above are not absolutely usable as colors of domination in product design, consumers with different demographic backgrounds have different tastes and perceptions. A study conducted by Joe Hallock in a "color assignment" that consumers, both male and female, like products that are predominantly light blue, and do not like brown products, the majority of respondents are European. In different cases, culture has an effect on color perception such as pink being the color of women while black, dark blue are the colors of men.

Another determining factor in product design is the choice of text or fonts to use. Fonts are clear examples of shapes that affect perception, COMICS SANS fonts show jokes, fictional or imaginary, these fonts are not suitable when included in product designs but are suitable for magazines or comics. Research conducted by Paras Chopra shows that text size and font selection are influential in increasing purchase interest.

2.1.2 Form Packaging

Ahmed Khaled El Gammudin (2016) in Christian Elroy Mohedet (2018) The form of packaging describes the size of the product that is packaged in it. Consumers use form as a perception in determining the content or weight of the product in it. Some packages are made larger, which is usually found in dry food, the packaging is made to attract the perception of potential buyers to competitors' products.

Consumers think that bigger packages contain more products, research conducted by Raghubir and Krishna (1999) although consumers feel that the content or volume of the product is not appropriate or less than the size of the packaging, does not change the perception of using the packaging form as a benchmark in determining contents of the product in it.

The form of packaging is very influential on the psychology of potential consumers, with an attractive packaging form that seems big will make consumers more interested in buying. This is widely applied at certain times, usually on holidays and year-end holidays, ordinary products look better and more attractive when packed in product bundles so that they seem more economical. Biscuits, syrups and teas are common products which, when attractive, can increase sales. Prendergast and Marr (1997) in their study found that consumers feel ordinary products become more value for money when packaged in a larger form, and quality becomes an inferior choice when ordinary products are packaged in a larger form.

2.1.3 Packaging Material

Syukrianti Mukhtar (2015) Products are generally divided into 3, namely solid (solid), liquid (liquid) and granule (pellet). Each type of product requires different handling, but in general the packaging must be able to protect light and airtight so that it can extend the product's life. There are 5 main packaging materials that are common to both large and SME industries, namely plastic, metal foil, styrofoam, glass and paper.

Plastics come from petroleum and artificial synthetics, the plastic itself is processed to get the desired shape and compound by lamination, extrusion and copolymeration (Syarief, et al, 1989) in Syukrianti Mukhtar (2015) Besides being easy to get plastic, the price is relatively affordable. Metal foil comes from earth minerals, which is usually relatively used because it is cheap and abundant is aluminum. The character of this mineral is resistant to acidic environments, non-toxic and oil resistant. Paper metal is a packaging revolution that combines the advantages of plastic packaging and aluminum foil, in making paper metal, aluminum sheets are heated on paper sheets and the top layer is entrusted by a plastic layer. The advantages of this packaging are longer durability but with plastic flexibility.

2.2 Specific Basis of Project Theory

2.2.1 Packaging

Silayoi and Speece (2007:11-12) in Fitta Ummaya Santi (2015) that in cases when the consumer is undecided, the package becomes an important in the buying choice because it communicates to the consumer during the decision-making time. There are various factors that influence the buying behavior of consumers such as Packaging Color, Design of Wrapper, Printed Information, Background image, Packaging Material.

1. Innovation

Deliya and Parmar (2012:10), are of the view that innovative packaging increases the value of the goods if it meets a consumer needs. In most instance customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products.

2. Typhography

Samuel and Gross (2008:35-42), found that typeface can interact with the emotional qualities of text to influence persuasion. They showed that satirical readings presented in Times New Roman were viewed as funnier and angrier

(i.e., more satirical) than those presented in Arial. The finding that persuasion is enhanced when a typeface is consistent with the content of the message suggests the usefulness of typeface as a graphic design element in reacting persuasive marketing communications.

3. Durability

Zener A (2015). Durability indicates the age of the product, is the amount of use a product before it is replaced or damaged. The longer the durability would be more durable. Which product Durable will perceive more qualified than the product which sold out or quickly replaced.

4. Background Image

Underwood (2003), suggest that the product package typography affect the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colors, fonts, package materials, pictorials, product descriptions, shapes and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed in the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the customer easily locates, identify and notices their preferred brand.

5. Graphic Design

Hasani and Zeqiri (2015), Packaging is used for identification of the product. It plays an important role in attracting the consumer. Eye-catching graphics make the product stand out on the shelf and attract the consumers.

6. Size

According to Smith and Taylor (2004), Consumption or frequency of use of a product increases when packages are redesigned or available in larger sizes.

Packaging size depends on products features and the target market. Larger pack sizes convey better quality and increases impulse consumption (Keller 2009).

7. Shape

According to Jafari et al (2013), package shape is one of the important criteria for consumer evaluation on after-the-purchase activities. Various shapes of the package, considering the demands and conditions of the product, can play an important role.

8. Packaging Material

According to Shah (2013), Material of packaging is important element which prevents the product from loss. High quality material will attract customers more than a low. According to Smith and Taylor (2004:234) link the packaging materials is associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product.

9. Discount Label

According to Kotler (2003), the discounted price represents the savings offered to the consumer from the normal price of a product listed on the label or packaging of the product. According to Belch and Belch (2003), promotion of discounts provides several advantages: it can add consumers to buy in large quantities, promotion promotions compete, and support trade in larger quantities.

10. Sustainability

According to Svanes et al (2010), eco-friendly packaging can be described as packaging that has the general functions of a package, produced with eco-friendly materials (made with minimal recyclable and biodegradable materials), and is economically sustainable.

11. Convenience of Usage

According to Draskovic. N (2010), packaging convenience is directly related to the packaging material, shape and size. Packaging material determines the

physical characteristics of a package like breakability, rigidity, transparency, weight, etc. Design, on the other hand, can improve packaging convenience through the modifications of shape and size, or by adding special features to a package e.g. resealing capability, which mean convenience of usage one of the visual elements of packaging.

12. Semi-Disposable

One of the important factors that may impact to consumers buying decisions is the used package can be transform into art or usefully stuff, and have initiative buy the product and think the shape and the material of the package is useful for creating and design something new, In making a design of functional products made from raw waste plastic need to know some things which is related to the product design itself. These principles are absolutely necessary as guidelines for the achievement of values aesthetics that are visually appealing and into a unity that produces Beautiful, meaningful and communicative works (Irawan. 2013).

13. Printed Information

As noted, many consumers feel that it is important to consider information on the package in order to compare quality and value. The trend toward healthier eating has highlighted the importance of food labeling, which allows consumers the opportunity to cautiously consider alternatives and make informed food choices, (Coulson. 2000).

14. Country of Origin

According to Keller, (2009), Consumers may make decisions to buy products with such national ties in order to portray a self's image and to fulfill the need. In addition, such strong positive associations and beliefs of consumers regarding various brands could create a point of difference regarding the country of origin.

15. Printed Techonlogy

Digital packaging will be even more important in the future. With digital codes it will be easy to able from store as many additional information as they like on

the packaging. Drupa (2017). McNeal and Ji, (2003). Technology is somewhat of a special case relative to other informational elements, because packaging technology conveys information which is often linked to the consumer's lifestyle. In other words, technology developed for packaging comes directly from current trends of products and consumer buying decisions.

16. Color

The right choice of colors is an important factor in creating the impression needed to influence brand and product selection, Gofman (2010). Color of packaging has an important role in making apart one company product from other.

17. Shelf-life Product

Shelf life sometimes also called durable life, as the period, commencing on the day on which a prepackaged product is packaged for retail sale, during which the product, when it is stored under conditions appropriate to that product, will retain, without any appreciable deterioration, its normal wholesomeness, palatability, nutritional value and any other qualities claimed for it by the manufacturer. Plastic packaging can already triple shelf life can protect the product from temperature packaging has become a vital tool of marketing today due to such developments as increasing social prosperity, deepened awareness of health and hygiene concerns, emphasis on customer satisfaction and consumer rights protection, (Dilber 2012).

18. Bonus Pack

Foo nin Ho (1997), The bonus pack is one of the dozens of techniques used in sales promotion. As a promotional tactic, advertising serves as the most important tool in generating product awareness and stipulation of the mind of a potential consumer to take ultimate purchase choices.

19. Label

Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors such as, brand awareness, labeling, price and origin. According to Morris, J (1997), cited in Hasani and Zeqiri (2015), product labels help consumer to differentiate a product more easily.

20. Photography

The presence of photographic illustrations is better able to turn natural raw materials from the content of products such as fresh vegetables, fruits, meat, and others. Illustrations on packaging are also used to communicate informatively, functionally and educate the instructions on opening and closing packaging, using and preparing products, careful warnings or hazards. Usually this illustration is separate from the more aesthetic visual aesthetic and has an important purpose to provide direction for consumers Klimchuck (2007).

2.2.2 Purpose of Packaging

Why a product must be packaged has its own reasons. According to Louw and Kimber (2007) in Putra (2019), there are at least seven benefits and purposes of packaging a product and the following explanations.

1. Barrier Protection

Packaging has the benefit of protecting the product from oxygen barriers, moisture, dust and other impurities that can potentially damage the contents of the product.

2. Physical Protection

Packaging is made with the aim of protecting the product from temperature, vibration, shock, pressure, and others around it.

3. Information Transmission

Usually packaging is also a medium for providing information about how to use transportation, recycling, and disposing of the packaging.

4. Containment or Agglomeration

Packaging aims as a grouping so that the handling and distribution process becomes more efficient.

5. Reducing Theft

The packaging on the product can prevent theft by looking at the physical damage or the difference in quantity.

6. Convenience

Packaging is one of the features that can add convenience in distribution, handling, display, opening, closing, selling, and reusability.

7. Marketing

An attractive packaging design can be used by marketers to encourage prospective buyers to buy the product.

2.2.3 Function, Purpose & Type of Product Packaging

Packaging has an important role in a product to be sold. Besides being able to add aesthetic value, packaging design can also attract attention as well as promotional materials. In addition, products that have entered the packaging process usually last longer and can protect the product itself from the danger of damage during the distribution process. For more details, see the complete information below.

The meaning of packaging is a wrapper or container that is usually used to prevent or minimize damage to the goods being wrapped. The definition of packaging is a process of providing a container or packaging for a product. Packaged products are usually products that will be distributed, stored, sold, and used. Packaging also serves as a good means of information and marketing, especially if it is designed creatively and attractively so that it is easy for consumers to remember.

There is also an understanding of the packaging suggested by experts. Below is the explanation.

1. Cahyorini and Rusfian (2011)

Cahyorini and Rusfian define packaging as an activity carried out by a company which consists of structural design, graphic design, and product information.

2. Danger (1992)

According to Danger, packaging is a container or wrapping that is useful for preparing goods so that they are ready to be transported, distributed, stored, sold and used. With the packaging, the products inside will be protected.

3. Rodriguez (2008)

Rodríguez defines packaging as a container that can change the condition of foodstuffs with the addition of active compounds in order to extend the shelf life of packaged food ingredients, increase safety, and maintain product quality.

4. Klimchuk and Krasovec (2006)

The definition of packaging according to Klimchuk and Krasovec is a creative design that connects structure, material, shape, color and design elements with other product information so that it can be marketed.

5. Point Wijayanti (2012)

According to Titik Wijayanti, packaging is an effort made by a company to provide information to consumers about the products offered.

6. Kotler and Armstrong (2012)

The definition of packaging according to Kotler and Armstrong is an activity that involves design and production so that packaging can protect the products contained in it.

2.2.3.1 Packaging Function

1. Self Service

The purpose of self-service in packaging is to show the characteristics of a product being sold. Therefore, between products must have different packaging.

2. Company and Brand Image

Packaging can be the brand image of a company so that it can become a company identity that is easily recognized by the public.

3. Consumer Affluence

If the packaging is designed in such a way as to attract consumer interest, then the packaging can influence consumers to be willing to pay more.

4. Innovational Opportunity

Innovative packaging can provide benefits for consumers and can benefit companies.

There is also a packaging function suggested by experts, one of which is Simora. The following is the function of packaging according to Simora.

1. Protective function

The purpose of the protective function is that the packaging functions as a protection or product safety from something that can damage it, for example the weather or during the distribution process.

2. Promotional functions of packaging

Packaging can be a promotional or marketing medium. You can make it as attractive as possible from various sides, such as color, design, size, and so on.

2.2.3.2 Benefits of Packaging

1. Packaging is useful as a place for a product during the shipping process, from manufacture to consumer hands.
2. Packaging can prevent damage as well as preserve the product. For example, protecting from direct sunlight, humidity, oxygen, contamination from viruses or dust, and collisions.
3. Product packaging can be used as a medium of guidance for consumers through information or signs on the packaging.

4. Packaging can improve product functionality, for example simplifying product calculation based on packaging and making it easier to estimate the delivery and storage of these products.
5. Expanding the use and marketing of a product. For example, sales of sauces or syrups have increased after the application of packaging with bottles.

2.2.3.3 Packaging Terms

1. In order to have maximum function, packaging must be made in accordance with the following qualification requirements.
2. Has good packaging capacity to facilitate the process of handling, distribution, allocation, storage, and product arrangement.
3. Packaging must be able to secure the contents of the product from various external risks, such as protection from sunlight, humidity, foreign odors, friction, impact, and contamination of microorganisms.
4. The design has its own charm so that consumers want to buy it.
5. Packaging must prioritize product introduction, information, appearance, color, and beauty of the material.
6. Having economic requirements, which means that the capacity can meet market wants, target communities, and buyers' goals.
7. Packaging must have a size, shape, and weight according to the existing standard pattern. In addition, it must be easy to make or print and can be recycled again.

2.2.3.4 Types of packaging

At least the types of packaging can be grouped into three categories as described below.

1. Based on the content structure

The type of packaging which is based on the structure of the contents is a container made according to its contents. This type of packaging is further divided into three.

a. Primary Packaging

Primary packaging is a packaging material that becomes a direct container for food ingredients. Examples that are often encountered in everyday life are milk cans, drink bottles, plastic snacks, and so on.

b. Secondary Packaging

The definition of secondary packaging is packaging that has a function to provide protection against other packaging groups. Examples are cardboard boxes used as wrappers for milk cans or wooden boxes for storing fruit.

c. Tertiary Packaging

Tertiary packaging is a wrapper that functions to store or protect products during the distribution or delivery process.

2. Based on the frequency of use

As before, packages based on the frequency of use are also divided into several types.

a. Disposable packaging

Disposable packaging is disposable packaging that is used only once and then discarded. Examples are plastic wrap, paper wrap, banana leaf wrap, and so on.

b. Multi Trip Packaging

Multi trip packages can be used more than once by consumers and some can be returned to the selling agent so that they can be used again. An example of this type of packaging is a drink bottle.

c. Semi Disposable Packaging

Semi-disposable packaging is packaging that does not need to be thrown away because it can be used for other things by consumers, for example, biscuit cans.

2.2.4 Definition, Function, Type and Label Conditions

2.2.4.1 Label

Provisions regarding labeling products are regulated in Law Number 7 of 1996 concerning food. Food label is any information regarding food in the form of pictures, writing, a combination of both, or other forms attached to food, inserted into, attached to, or part of the package.

Here are some definitions and definitions of labels from several book sources:

1. According to Marinus (2002: 192), a label is a part of a product that carries verbal information about the product or seller.
2. According to Kotler (2000: 477), labels are simple displays of intricately designed products or images that are an integral part of the packaging. Labels can only include brand or information.
3. According to Tjiptono (1997: 107), the label is part of a product that conveys information about the product and the seller. An ordinary label is part of the packaging, or it can also be an tag (identification) attached to the product.
4. According to Private (1984: 141), a label is part of an item in the form of information (words) about the item or the seller. Thus, a label may be part of the packaging, or it may be a tag attached directly to an item.

2.2.4.2 Label Function and Purpose

Labels are not only a means of conveying information, but also function as advertisements and branding of a product. According to Kotler (2000: 478), the label function is as follows:

1. Memory or Memory.
2. Consumer Trust.
3. Customer Satisfaction.
4. Consumer Loyalty.
5. Competitive Strategy.

6. The label identifies the product or brand.
7. The label defines the product class.
8. The label describes several things about the product (who made it, where it was made, when it was made, what was in it, how to use it, and how to use it safely).
9. Labels promote products through a variety of attractive images.

The purpose of the label is as follows:

1. Provides information about the contents of a labeled product without having to open the packaging.
2. Serves as a means of communication between producers and consumers about things that consumers need to know about the product, especially things that are visible or not known physically.
3. Give the right directions to consumers to obtain optimum product function.
4. Advertising means for producers.
5. Provides a sense of security for consumers.

According to Marinus (2002: 192), there are three types of labels based on their function, namely as follows:

1. Brand label is the use of a label that is solely used as a brand.
2. Grade label is a label that shows a certain quality level of an item. This label is expressed by means of writing or words.
3. Descriptive Label (Descriptive Label) is objective information about the use, construction, maintenance of appearance and other characteristics of the product.

Meanwhile, according to Simamora (2000: 502), labels are classified into several types, namely as follows:

1. Product label is part of the packaging of a product that contains information about the product or product sales.
2. The brand label is a brand name that is placed on the product packaging.

3. The grade label identifies the quality of the product, this label can consist of letters, numbers or other methods to indicate the quality level of the product itself.
4. Descriptive labels describe the content, usage and characteristics of the product. Labeling is a very important product element that deserves close attention in order to attract consumers.

2.2.5 Product Labels that can be Displayed on Food Packaging

Irsyad, M. F. (2020) Said about product labels that can be displayed on food packaging is as follows:

1. Name or Product Brand

In the increasingly successful business competition, you must also have a competitive advantage over other competitors. Many companies take advantage of the opportunity to become a competitive advantage, making consumer loyalty even higher. As a businessman, when creating a product brand, what must be considered is to include the name of the type of processing and the brand of the product used. Creating a product name or brand is very important to do, not only for consumers, but also for the success of your business.

By definition, branding is a marketing practice when your business creates a name, symbol / logo, or design so that it is easy to identify between one product and another. Branding is important for every entrepreneur so that the product brand being marketed can be recognized by many consumers.

2. Include Information Regarding Product Net Weight on Food

Given that processed food products can be packaged in various types of sizes, it is important for you as a businessman to include net weight on the label of the food products you manufacture. This is because consumers also consider the quantity of the product in each food package. Information regarding the amount of processed food contained in the packaging or container is stated in metric units. Writing net weight or net content is written as:

- a. Solids are written in milligrams (mg), grams (g), kilograms (kg)
 - b. Liquid is written in milliliters (ml or mL), liters (l or L)
 - c. Semi-solids are written in units of milligrams (mg), grams (g), kilograms (kg), milliliters (ml or mL), liters (l or L).
3. Provide complete information on producers and distributors
- Provide information regarding the name and address of the factory on the food product label containing information regarding the name and address of the party who produces, imports and distributes food to Indonesian territory. However, for the city name, postal code and Indonesia are listed on the main part of the product label while the name and address are listed in the information section. However, providing information on this matter does not need to be a complete address, usually only the name of the producer, the name of the city and the name of the country. You can also provide customer service information in the form of a telephone number and email or a website if you have one. This is to make it easier for consumers if you want to provide criticism or suggestions regarding your product.
4. Lists the composition and materials used
- What you need to include next is the composition and list of ingredients used during the production process. In this case, you can include the composition on the product label in full along with the quantities used. It is better if as a business actor must include clear and honest information with the food products being traded. It is also important to take care of your consumers who may have food restrictions that should be avoided, because they have allergic diseases when consuming foods that contain certain ingredients. Running a business is also not only concerned with the benefits you get, but you must also pay attention to the safety and comfort of consumers when consuming your product.
5. Including the legality of the product
- The thing that you cannot ignore is the issue of legality or product licensing. You have to get a product permit starting from a permit issued from BPOM RI,

a halal permit from the MUI, or a temporary permit issued by the local health office which is usually a P-IRT permit. This is very influential for consumers if consumers want to consume them and this will also add to the consumer's credibility of your food products, so that it will make consumers more trusting in your products.

6. Include the Product Validity Period

Business actors who produce food must include the expiration date on the label of the food product. This is because processed food products have a fairly short time limit for use. The existence of an expiration date can also help you in your sales strategy. Usually when it is approaching expiration, a discount will be applied so that it will be sold immediately and so that there will be no losses. Because including expiration on the label of food products is very important to maintain the safety of your product because food products will definitely be consumed directly by people. A slight mistake during the period can lead to something fatal because it could involve human life.

7. Production Code

Production code is a tool used to describe the production process of a product that is produced at the same time and conditions. Usually the production code can be accompanied by a production date which includes the date, month, year of manufacture of the product. However, this barcode may not have a big impact on consumers, but this barcode can make it easier in terms of recording, especially if your product is marketed through minimarkets. Because with the barcode it will facilitate the process of recording product stocks, the purchasing process, and others. Creating product labels is not only for beautifying the appearance and making the appearance of your product more convincing. This could also be the reason why your business is running smoothly or not.

2.2.5.1 Stages of Creating a Good and Attractive Logo

Nugroho, A., Bagiarta, I. G. N. N., & Santoso, J. (2020) Logo is the face of your company brand. The logo also represents the characteristics, personality and ideals of a company for a long time. It is very important to have a good logo and have an image in it. Therefore, you must know the work stages of creating a logo so that the logo can have a soul that is able to represent your company's brand identity. The following are the stages of work that must be done by a beginner designer to a professional designer to design a good and attractive company logo, including:

1. Research

The first thing that is done is to look for facts about the entity, including its competitors. For example, if the entity is a company, the first things to be researched are the industry sector, vision, mission, company structure, market analysis, target groups, strengths and weaknesses. Then hold a special interview to get the personality of the brand. The overall results of this research and analysis are summarized in a creative brief which will be used for the next stage.

2. Thumbnails

Based on creative briefs, we make thumbnails which are visual brainstorming, in the form of rough sketches of pencils or pens done manually. It is highly discouraged to use a computer at this stage.

3. Computers

The next stage we just use the computer. Several thumbnails that could potentially be selected, then transferred to the computer. Either by scanning it and then editing it, or redrawing it using drawing software. It is recommended to use vector-based software such as Adobe Illustrator or Corel Draw. What is not recommended is if we do everything on a computer from an early stage.

4. Review

After collecting the edited and tidied alternative logo designs, the next step is to submit them to the client to be selected. At this stage the client's involvement must be intense, even from an early stage the client must continue to actively

provide the necessary data. Don't forget to research the logos of other companies to anticipate similar shapes. This should even be done from the initial design stage. A logo that is similar to another logo, although not intentional, will put the reputation of the client and the designer at risk.

5. Registration of marks

The finished logo is then registered with the Directorate General of Intellectual Property Rights (Dirjen Haki), Ministry of Law and Human Rights for the protection of the right from unauthorized use by other parties. This registration process should begin at the time of filing the brand name.

6. Identity System

In this stage the designer determines other company attributes such as derivative logos, color systems, typography systems, logo application systems on various media, and others. All of this is summarized in the identity system guidelines.

7. Production

Based on the identity system guidelines, various internal and external media began to be produced using registered or patented identities.

2.2.6 Repackaging

means an action taken to repack a product into a new package in a size smaller than the original packaging size. This repackaging system is generally carried out on large quantities of products, which require packaging into more practical packaging for resale, such as rice, flour, granulated sugar, and so on. The development of the online shop trend is currently an opportunity for businesses to take advantage of repackaging. on cosmetic and food products that carry famous brands, which are often referred to as share in jar / share in bottle.

The concept of share in jar / share in bottle contains the understanding of sharing the contents of a product in several small containers (jars / bottles). The purpose of the share in jar / share in bottle concept is so that consumers can buy and try a product without having to immediately buy the product in its original size. Or in other words, this concept can be equated with the concept of sample / tester, but not all products provide a sample / tester especially for sale in the market. (Ellora, 2017)

Products with share in jar / share in bottle are sold in small packages, so the selling price is quite cheap when compared to the price of the existing dull size product. Therefore, the concept of share in jar / share in bottle is quite popular for consumers, especially for consumers who want to experiment with these products first and make them an opportunity to do business and make profits.

2.2.7 Innovation in Repackaging

Mahera Mazhar et.al, (2015) in Stated in his paper that Packaging is one of the first parts of promoting, planning and plays a critical job in marketing. The research paper further stated that packaging is the last impression for buyers and they settle on acquiring choices based on item packaging which manufactured an observation in the purchaser's mind, therefore it is vital that packaging is endeavoring to secure the sale, this might be as brand values, brand image, product quality and innovations. The results demonstrate that the independent variable such as packaging colour, wrapper design, background image, and packaging innovation have appropriate relationship with the dependent variable. On the other hand, no association has been found in cases of packaging materials, font style and printed information in marketing of the products. (Bidyut Kumar Ghosh, 2016) observed that although the package design is an included constituent of the promotional mix, it is moreover a significant carrier of brand equity in the store. They found that packaging color, background image and covering design of milk product have reasonable and significant connection with the customer purchasing behavior. However, the study also reveals that the other dimensions of

packaging like materials used for packaging, font size, innovative ideas in packaging etc., were found to be very weak and as such there are no such effects on customer buying behavior. (Jusuf ZEKIRI et.al, 2015) confirmed that when customer is making a decision, color plays a vital role in the process. Organizations used color to express different moods, like, blue for trust, black shows power, red shows energy, green shows balance or fresh and organic. The research further concluded that the packaging color helps consumers distinguish their most wanted brands, and for companies it helps to grab consumers' interest and attention. Randi Priluck Grossman, (1999) uncovered that purchasers lean toward specific colors in particular product classification dependent on the affiliation they have shaped in past through experience. In another study, (Misbah E, Samreen L, 2015) concluded that material of packaging is most essential for shopper on the off chance that the great quality is utilized in packaging material; at that point it will pull in purchaser. The second most essential component for purchaser is color of packaging since color. Hence it has been concluded that packaging that has alluring and engaging colors convey a point of distinction to an item and the brand can have certain color proprietorship. Getie A. I, (2017) and Asadhollahi & Givee (2007) recommend that the package color display communicates and reflect some notable highlights and immaterial qualities of the brand. It thus implies that the color pass on extraordinary messages about the brands which at last make a remarkable selling preposition.

2.2.8 Repackaging Home Industry Product Labeling

1. Definition of label

According to Marinus Angipora (2002: 192) Label is a part of a product that carries verbal information about the product or seller. So, based on the above understanding, the label is a very important for the product because with this label consumers can recognize and considering the product, this is because the product already has an identity that contains information about the product.

2. Label Function

According to Kotler (2000: 478), the label function is as follows:

- a. The label identifies the product or brand.
- b. The label defines the product class.
- c. The label describes several things about the product (who the maker, where it was made, when it was made, what was in it, how use it, and how to use it safely)
- d. Labels promote products through a variety of attractive images. Society, Journal of Social Science Education Department.

3. Label types

Broadly speaking, according to Basu Swastha (1984: 142), there are three kinds labels that are often used by several companies, namely:

- a. Brand label is a label solely as a brand. For example on fabrics or textiles, one can look for an inscription that reads: "sanforized, berkolin, tetoron ", and so on. These names are used by all the companies that produce them. In addition to this label brand, each company also lists the brands it owns on manufactured textiles.
- b. Grade label is a label that shows a certain level of quality of an item. This label is stated with an article or words.
- c. Descriptive label or also called informative label is a label describes how to use, arrange, maintain, the work result of an item.

4. Benefits of Using Effective Labels

The advantages of using effective labels are as follows:

- a. Increase sales
- b. Encourage greater promotion
- c. Protection of consumers
- d. Protection against bad competition
- e. In line with economic goals.

5. Labeling Purpose

- a. Provides information about the contents of the product that is labeled without having to open the packaging
- b. Serves as a means of communication between producers and consumers about what consumers need to know about the product these, especially things that are visible or unknown physical.
- c. Providing precise instructions to consumers to obtain functions the optimum product. Advertising means for producers.
- d. Provide "a sense of security" for consumers.

2.3 Framework

Thinking Framework is a model or also a picture in the form of a concept in which it describes a relationship between one variable and another. Therefore, it is better if the frame of mind is made in the form of a diagram or schema, with the aim of making it easier to understand some of the data variables which will then be studied at a later stage. This framework also aims to determine the strategy that is carried out for process repackaging the herbal drinking of mrs rukani products . This is made to smoothly achieve the author's goals.

The pattern that can be made from the framework of the development study on repackaging the herbal drinking of mrs rukani products is as follows :

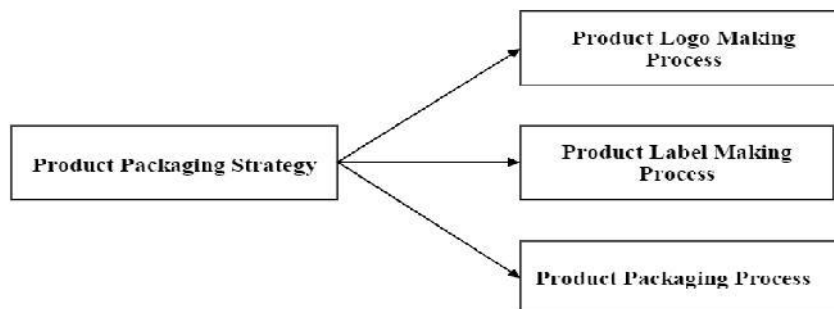


Figure 2.1 Framework
Source: Processed data, 2020

CHAPTER III

METHOD AND ACCOMPLISHMENT PROCESS

3.1 Project Preparation Plan

Project preparation plans are plans drawn up for the implementation of the Repackaging the herbal drinking of mrs rukani products (case study on the herbal drink mrs rukani in pematang duku timur). so that this project can run as planned. This project preparation plan needs to be made so that what is desired can be achieved.. The plan for preparing this project can be seen in the following flow chart.

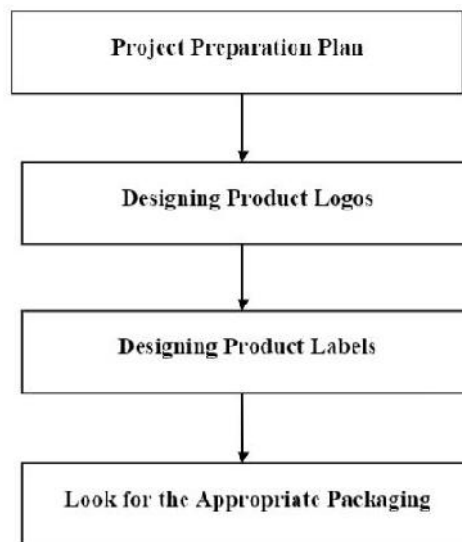


Figure 3.1 Flowchart of the Project Preparation Plan Method

Source: Processed data, 2020

After looking at the flow chart on the project preparation plan, it can be explained that the project preparation consists of several stages to support activities. Some of these stages are as follows:

1. Everything that includes designing a product logo from the preparation of product design planning to the creation of the logo.
2. Everything that includes designing a product label from the preparation of product design planning to the creation of the label.

3. The process of searching for the packaging of the product, namely the packaging bottles that taste the way the seller wants them.

3.2 Project Implementation Plan

The project implementation plan will be carried out by the Rukani Buk house, namely in Serasi Desa Pematang Duku Timur Kec. Bengkalis Kab. Bengkalis. The project implementation plan will be implemented for three months and will be produced three times a week. The flow chart of the Project implementation plan is as follows:

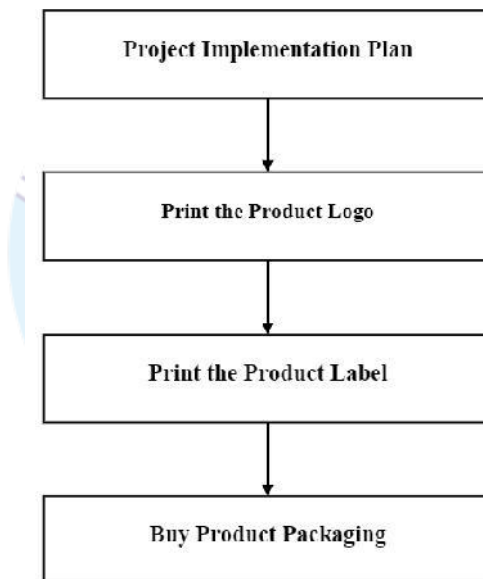


Figure 3.2 Flowchart of the Project Implementation Plan Method

Source: Processed data, 2020

After looking at the flow chart on the project implementation plan, it can be explained that the project implementation will be able to run smoothly with several stages. Some of these stages are as follows:

1. Follow-up activities from the preparation process, namely when you have a good logo design, print it immediately.
2. Follow-up activities from the preparation process, namely when you have a good label design, print it immediately.

3. Follow-up activities from the preparation process, namely when you find a bottle package that matches the seller's criteria, buy it immediately.

3.3 Project Accomplishment Plan

This project will be completed in 3 (three) months, starting from October to December. In completing this project, it will go through two stages. Namely, the production stage and the marketing stage. The project completion plan can be seen from the following flow chart:

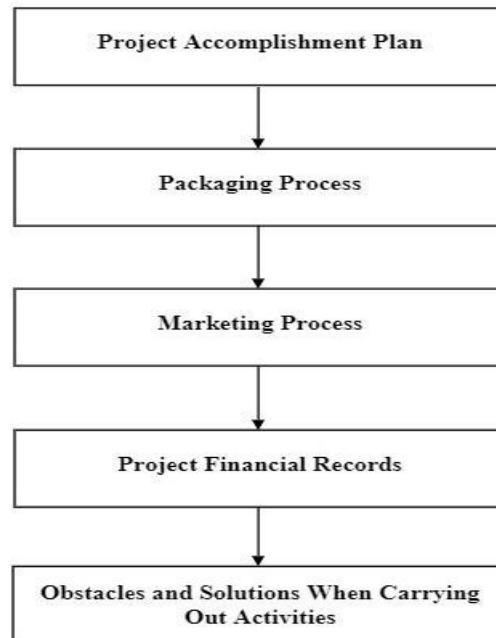


Figure 3.3 Flowchart of the Project Accomplishment Plan Method

Source: Processed data, 2020

Project accomplishment plan of the Development study on repackaging the herbal drinking of Mrs. Rukani products (a case study on the herbal drink Mrs. Rukani in Pematang Duku Timur). So that this project can run as planned. This project accomplishment plan needs to be made so that what is desired can be achieved. The plan for accomplishment this project can be seen in the following flow chart:

1. All matters regarding the product packaging process.
2. After carrying out the packaging process the next stage is the product marketing stage.
3. After carrying out the packaging process and the product marketing stage, the next process is recording marketing activities.
4. Describe the constraints and solutions to repackaging activities.

3.4 Schedule and Budget of Project

In this project reporting plan, there are several reports that must be done. The final project reporting plan can be seen from the following flow chart:

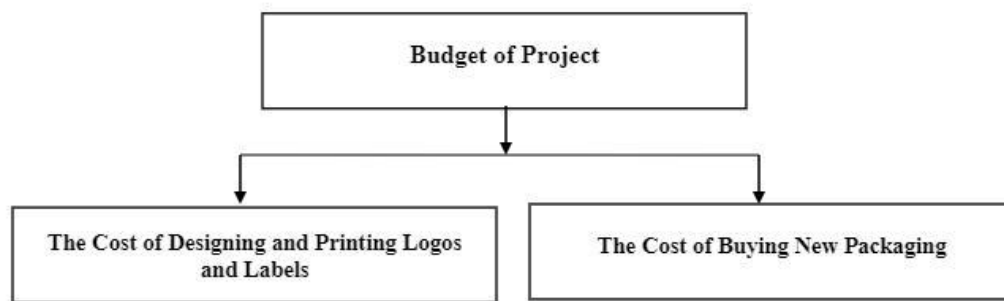


Figure 3.4 Flowchart of Project Reporting Plan Method

Source: Processed data, 2020

The following is an explanation of the image above as follows :

1. Costs that include from the initial design of the logo and label to the completion of the repackaging activity is complete.
2. Total cost which includes all packaging purchases from the initial purchase to the end of the activity

CHAPTER IV

RESULT AND DISCUSSION

4.1 Business Profile

For clearer information regarding Mrs. Rukani's herbal drink products, here are the authors list the data on Mrs. Rukani's herbal beverage business. The product name for the herbal drink, the owner of the home industry or home business, is the daru bu rukani family whose address is Jalan Serasi, Pematang Duku Timur Village.

This herbal medicine business was founded by Mrs. Rukani in 2017, which at first was only sold or given to close family members, but over time there were neighbors who intended to buy large quantities of herbal medicine to be resold, and from there not. introduced its products to a wider market, and in the end the products were also known everywhere from Bengkalis and Bantan districts.



Figure 4.1 Herbal Drink Products Before the Repair Process

Source: Processed data, 2020

4.2 Project Preparation

The preparation for a development study project on bu Rukani's herbal drink can be explained in the following final project work flow chart:

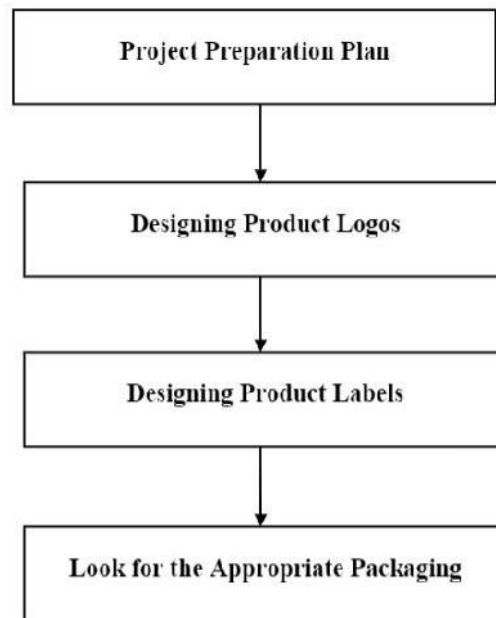


Figure 4.2 Flowchart of the Project Preparation Plan Method

Source: Processed data, 2020

1. Before designing a logo, of course, we must have the tools to make the logo. I am here designing the logo using the CANVA application which can be downloaded directly on Playstor.
2. Designing a label is the same as designing a logo, which is designed using the CANVA application because on the label there is a logo which is one aspect of it.
3. Before we repack the product, of course, we must have a new packaging. here I am as a writer buying the new packaging using the online media / online shop that has been ordered long ago.

4.3 Project Implementation

In the implementation of the development study project on Mrs. Rukani's herbal drink products, it can be explained in the following final project work flow chart:

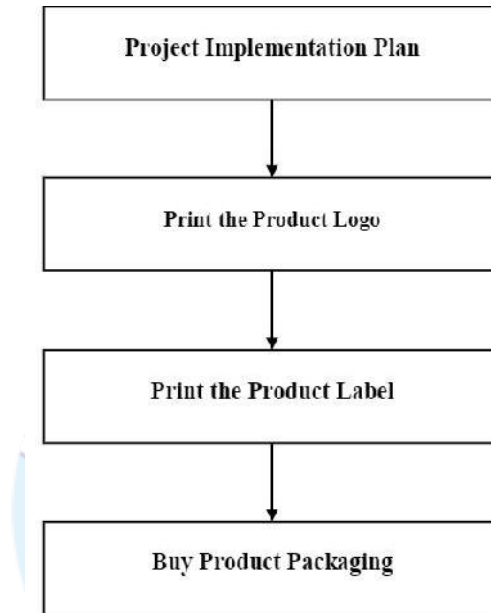


Figure 4.3 Flowchart of the Project Implementation Plan Method

Source: Processed data, 2020

1. After finishing designing the product logo, go straight to the next process, namely label printing. label printing using a special paper printer machine (not plain paper), namely special paper for labels.
2. Similarly, the label logo is printed side by side, because part of the label is the product logo.
3. Purchasing product packaging using an online shop is a very appropriate decision besides the guaranteed good goods are also very cheap.

4.4 Project Accomplishment Plan

This project will be completed in 3 (three) months, starting from October to December. In completing this project, it will go through two stages. Namely, the

production stage and the marketing stage. The project completion plan can be seen from the following flow chart:

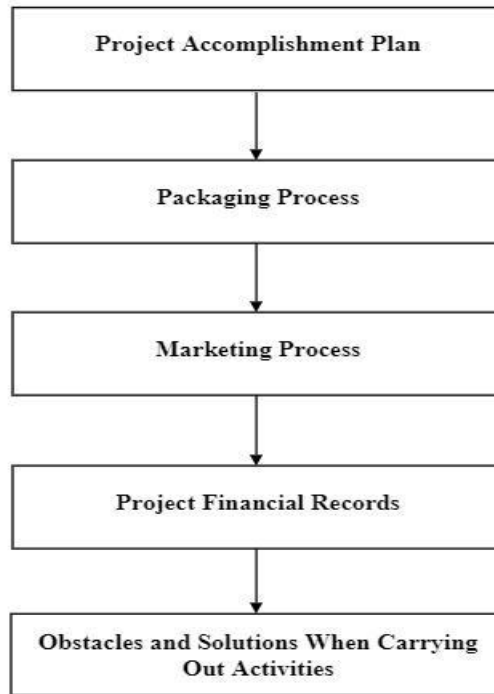


Figure 4.4 Flowchart of the Project Accomplishment Plan Method
Source: Processed data, 2020

4.4.1 Accomplishment of Project Actives

In developing a market strategy, it is developed by applying a marketing strategy which consists of:

4.4.1.1 Packaging Process

The main part of an offering is of course the product itself. This first element is the most important aspect of the marketing mix, that element is the product. Product is something that has functional value and can be used by customers to achieve something. logo, label and packaging are the most important aspects for customer interest in these products.



Figure 4.5 Herbal Drink Products

Source: Processed data, 2020

The explanation regarding the design of the logo and packaging for Mrs. Rukani's herbal drink products is as follows:

1. Logo

The logo set from Bu Rukani's herbal drink is made as attractive as possible as the identity of the product. Initially, Bu Rukani's herbal drink product did not have a logo and finally I dedicated this logo to attract customer interest in Figure 4.6 below:



Figure 4.6 Herbal Drink Products Logo

Source: Processed data, 2020

The following are the stages of work in the Canva application that must be done when creating a logo for Mrs Rukani's herbal drink products, namely:

- a. Open the Canva app, and in the Browse options section of Canva tap Logo
- b. How to Select the desired logo template category or select All if you want to display all available templates.
- c. Select the desired template or feel suitable
- d. Tap Edit to change the contents of the logo template
- e. To change the background color, tap on the background, then several color options will appear to choose from.
- f. Next, tap on the text to change the text content, size and font / text color as desired.
- g. To adjust the layout and width of the text, please tap on the text until 4 white circles appear on each corner
- h. To move the position, simply hold in the middle of the text then drag it to the desired part

- i. When you've finished making adjustments, tap the tick icon in the top left corner.
 - j. Then tap the Save icon (see picture) to save the Canva logo design that has been made to the cellphone Gallery (wait until it says "Successfully saved. Tap to view."
2. Product Label Proses

In every product, of course there is a label that becomes the identity of the product. In this herbal drink product, the author makes a packaging label that contains, product composition, production and expiration time, product benefits, product net content, the address where the product is made and the product owner's contact person. The following is a picture of the herbal drink product label Mrs. Rukani:



Figure 4.7 Herbal Drink Products Label
Source: Processed data, 2020

The label is a tool to show information on a product as well as the label listed above which is a label for herbal beverage products that I designed myself as a description of the product, starting from the composition, benefits, expiration time, net weight and social media of the product. The how to make this label the process is the same as the process of making a logo.

b) Tertiary Packaging.

Tertiary packaging is a package that functions to store or protect products during the distribution or delivery process. In herbal beverage products do not carry out distribution activities.

b. Based on the frequency of use

As before, packages based on the frequency of use are also divided into several types.

a) Disposable packaging

Disposable packaging is disposable packaging that is used only once then discarded. Herbal beverage products are packaged using bottles so that the packaging can be reused.

b) Multi Trip Packaging

Multi trip packages can be used more than once by consumers and some can be returned to the selling agent so that they can be used again. Because this product is liquid, the packaging must be a bottle and of course the packaging can be reused.

c) Semi Disposable Packaging

Semi-disposable packaging is a packaging that does not need to be thrown away because it can be used for other things by consumers, from the explanation above, Mrs Rukani's herbal drink packaging can be used again or not it depends on the consumer

c. Based on the level of readiness to use

Based on the level of readiness to use, the packaging is divided into two types.

a) Ready to assemble packaging

The ready-to-raft packaging must go through the assembly stage first, while the packaging for Mrs Rukani's herbal drink is ready to use.

b) Ready-to-Use Packaging

As the name implies, ready-to-use packaging is ready to be filled with products and its perfect shape is a practical packaging so that it can be used as ready-to-use product packaging such as this herbal drink.

4.4.1.2 Price

Price is the second most important element in the marketing mix. Price is the value that will be obtained in exchange for the product. This is what the customer will pay for the use of the product. Price is mainly determined by the cost of the product and also how much the customer wants to pay for it. If we overcharge, no one buys. However, if we give a price that is too low, the company that makes the product will suffer a loss. So marketers have to develop the right pricing strategy to make our marketing mix even more perfect.

After carrying out the production process for Mrs. Rukani's herbal drink, the next step is to calculate the Cost of Production for each bottle of product, this calculation also includes equipment costs because this project also buys some of the equipment needed for the production process.

The calculation of the Cost of Production for Mrs. Rukani's herbal drink uses the following formula:

$$\begin{aligned} \text{Cost of Production / bottle} &= \frac{\text{Total Cost}}{\text{Amount Generated}} \\ &= \frac{\text{Rp. 150.000}}{30 \text{ bottle}} \\ &= \text{Rp. 5.000} \end{aligned}$$

Raw Material Cost

First Production	= Rp. 150.000
Marketing Cost	= Rp. 50.000
Overall Costs	= Rp. 200.000

$$\begin{aligned}
 \text{Unit Cost} &= \frac{\text{Rp. 200.000}}{30} \\
 &= \text{Rp. 6.700} \\
 \\
 \text{Desired Markup} &= 20\% \\
 \text{Selling Price} &= \text{Capital Raw Material} + \\
 &\quad (\text{Capital Raw Material} \times \text{Markup}) \\
 &= \text{Rp. 6.700} + (\text{Rp. 6.700} \times 20\%) \\
 &= \text{Rp. 6.700} + \text{Rp. 1.340} \\
 &= \text{Rp. 8.040} \\
 \text{Rounded To} &= \text{Rp. 8000}
 \end{aligned}$$

4.4.2 Accomplishment of Project Finance

Spending the label printing process and purchasing product packaging from the start of the activity to completion:

Table 4.2 Product Marketing Capital

Name of Goods	The Amount of Goods	Price of Goods
Herbal Bottle	100	Rp. 100000
Herbal Medicine Label	-	Rp. 50000
Banner	1	Rp. 50000
Total		Rp. 200000

Source: Processed data 2020

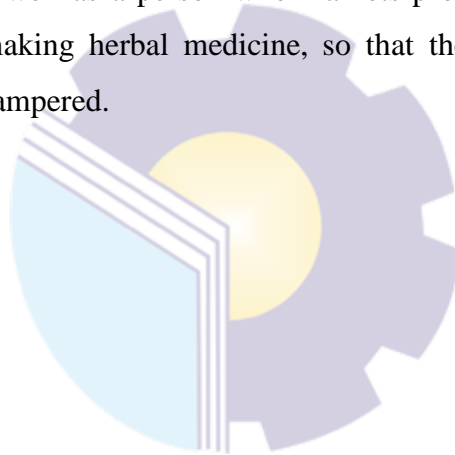
Constraints In the Project Marketing Process In the marketing process, of course, there are obstacles that hinder the marketing process, here are the obstacles during the marketing process of herbal drink products:

1. Limited sales of bottles of herbal drink products in Bengkalis hampered the delivery of goods that have been ordered.
2. Designing logos and labels has many errors due to the desired customer satisfaction so that the design and printing process is somewhat hampered.

3. The production of herbal medicine is somewhat hampered because the basic ingredients of herbal medicine are limited.

Solution of Constraints In The Project Marketing Process The each problem, of course there is a solution to the problem, here is a solution to the problems in the marketing process for the herbal medicine product:

1. Buy bottles online in large quantities, so the marketing process will run smoother.
2. making logo and label designs is done through a direct statement by the product owner so that the label can work smoothly.
3. I as a writer as well as a person who markets products to help search for raw materials for making herbal medicine, so that the production and marketing process is not hampered.



CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the implementation of a final project entitled marketing development study on repackaging the herbal drinking of Mrs Rukani products (a case study on the herbal drink Mrs Rukani in Pematang Duku Timur). The following conclusions can be drawn:

1. a study on the repacking of Mrs. Rukani's herbal drink products, namely discussing all existing product packaging processes that make the product even better, such as adding labels to the repackaging packaging in the place of packaging and giving brand logos to products.
2. The process of packaging logos, labels and packaging herbal drinks is the most important aspect for the benefit of consumers for these products. This activity is called the activity of repackaging of Mrs. Rukani is because the product does not have a proper label and packaging that is why this repackaging activity occurs. The logo set of Ibu Rukani's herbal drink products is made as attractive as possible as a product identity. Initially, Bu Rukani's herbal drink products did not have a logo and finally I presented this logo to attract consumers and the packaging of Bu Rukani's herbal drink products was packaged using 250 ml bottles that were packaged in a modern way. and of course can compete again in a wider market.
3. Obstacles and solutions from the process of packaging herbal drink products, of course, in every activity there are obstacles when carrying out this activity and of course in every obstacle there are definite solutions that can be found in the field. Obstacles are limited sales of bottles of herbal drink products in

Bengkalis. delivery of goods that have been ordered. Logo and label design mistakes occur because of the desired consumer satisfaction so that the design and printing process is somewhat hampered, the production of herbal medicine is somewhat hampered because the basic ingredients of herbal medicine are limited, the solution is to buy bottles online in large quantities, so that the marketing process runs more smoothly. making logo and label designs is done through direct statements by product owners so that labels can work smoothly. I as a writer as well as a person who markets products helps find raw materials for making herbal medicine, so that production and marketing processes are not hampered.

5.2 Suggestion

Based on the previous explanation and the conclusions above, the following are some suggestions that can be considered in marketing this herbal drink product:

1. Promoting a product, of course, there must be a strategy that makes potential customers curious and feels curious about the products being sold, previously they still haven't used a promotional brochure distribution system which, according to the author, is a very effective strategy. At is not everyone uses social media.
2. In the process of delivering herbal drink products, sometimes the delivery is not on time because the author himself delivers it, so looking for a new address will take a long time, the authors suggest that in the process of product delivery, the delivery should work with a fast delivery service provider that has already been delivered. there is service in bengkalis.

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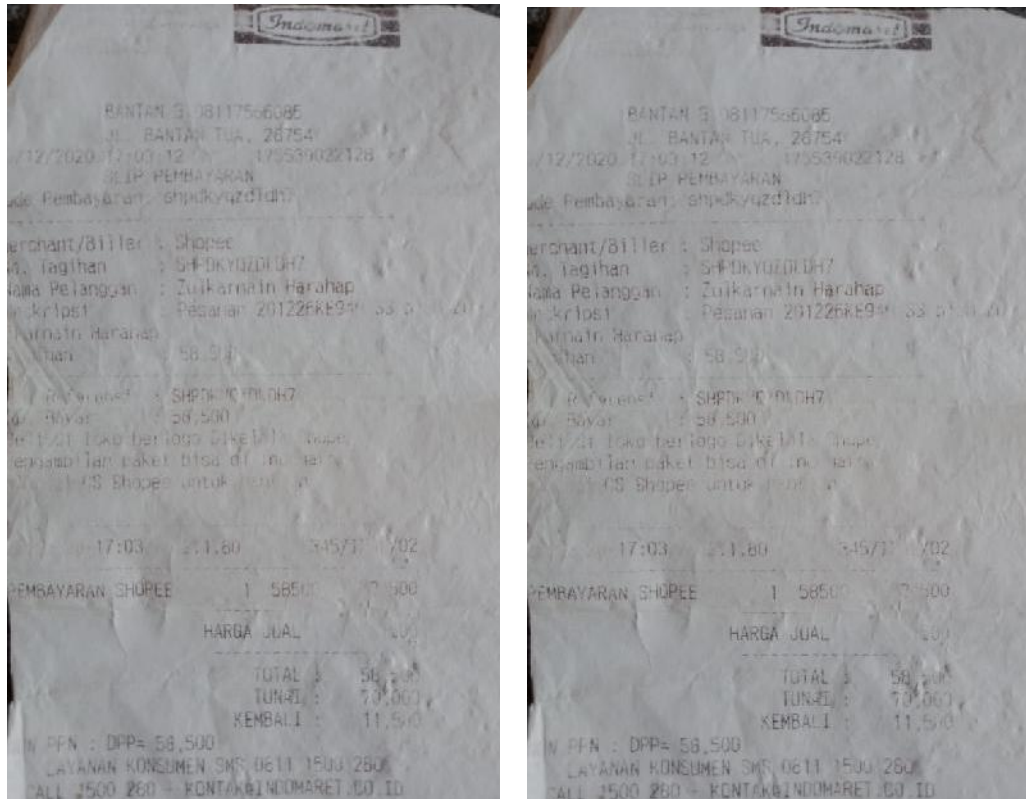
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APPENDICES

Appendix 1 : Bottle purchase receipt and proof of payment for printing labels and logos.



Appendix 2 : Proof of making labels and logos using the Canva application.



Desain Anda ▾



Kemasan bersih 250 ml



refresco



JAMU BUK RUKANI



Poster - Desain Tanpa Judul



888
Template



Desain

888
Akun

Appendix 3 : Photo of consumers who bought Mrs. herbal drink products. Rukani, after the product, does the repackaging stage.



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II. Educational Background

2010-2011 : Sd N 35 Pematang Duku Timur
2013-2014 : Mts Darussalam Pematang Duku
2016-2017 : Man 1 Bengkalis

III. Organization Experience

2014 – 2018 : Marching Band Andam Dewi Bengkalis
2015 – 2016 : Members Of Osis In Man 1 Bengkalis
2019 - 2020 : Association Of Niaga Administration (Himania)
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2017 : Pramuka State Politechnic

IV. Achievement

- 2016 :1st Place Marching Band Competition In Sumatera Island In
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- 2016 :5th Place In The National Marching Band (Gpmb) Champion
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