

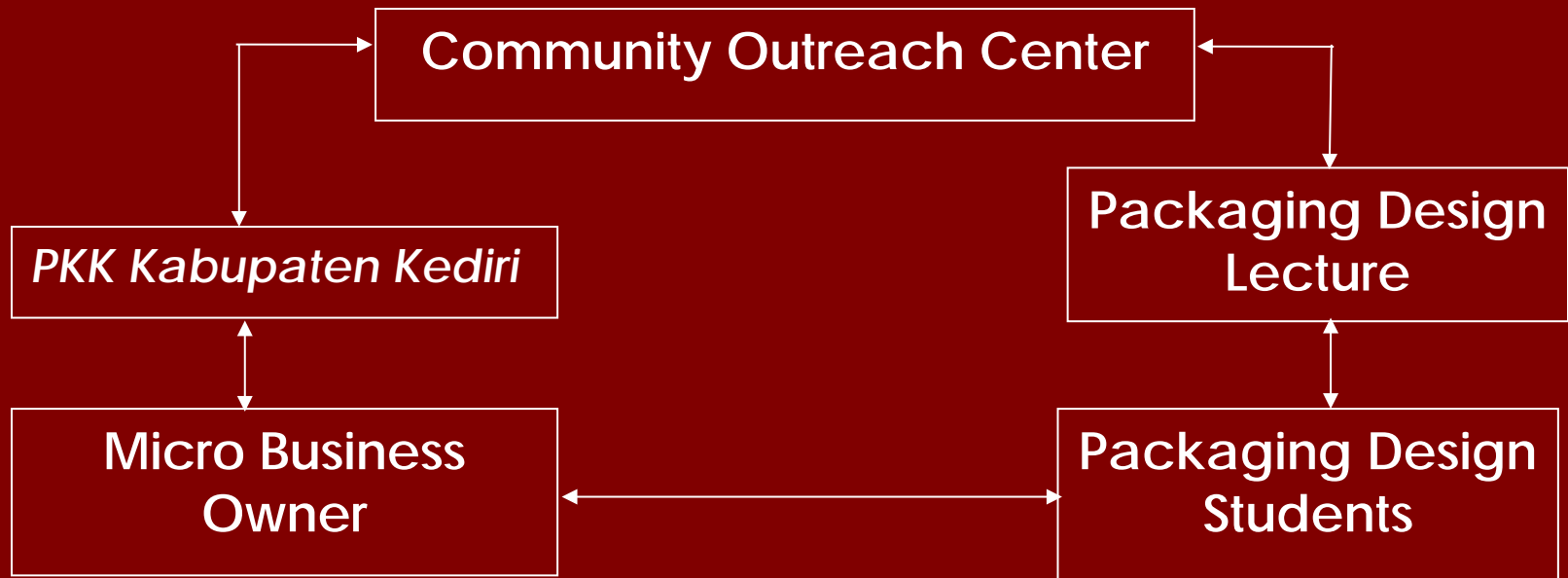
The Impact of Service Learning in Supporting Family Empowerment and Welfare Program

Case Study : Packaging Design Class Project for Micro Industries in *Kediri*



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Packaging Design Class has conducted 4th times Service Learning



The Link in Service Learning Program

The AIM

to observe the advantages and the problems in order to obtain the description of suitable Service Learning implementation.

Specifically, the aims of this research were for:

1. Getting accurate information of Service Learning implementation
2. Developing social research based on the design and art science
3. Knowing directly the real condition of S-L implementation

Background THEORY

Service Learning

The teaching should represent all levels of the activity that is emotional and rational, the communicative, the technological, and the awareness of the social context (Frascara, 1995).

Reasons for engaging their students and faculty in programs linking service and learning are: education reform, the development of human values, leadership, citizenship, cross cultural communication, theory and practice, institutional mission, student interest and demand. (Berry, 1999).

Packaging Design

The most basic function of packaging is to preserve and protect the product and its contents, but in a changing society, packaging is increasingly called upon to fill a more complex role.

The final step, from the shelf to shopping basket, is significantly affected by the product's packaging (Sonsino, 1990).

Packages perform the primary purpose of containment and protection, but vary enormously in appearance, texture, graphic, shape, cost and structure.

When designing a package,
no single package is necessarily right or wrong
but one might be considerably more appropriate than another
(Denison, 1999).

Family Empowerment and Welfare Program

1. Total comprehension and implementation of Pancasila as the states fundament
2. Mutual assistance among others
3. Foodstuff
4. Clothing
5. Housing and the quality of house hold arrangement
6. Skills education
7. Health
8. The development of economic enterprise
9. Environment preservation
10. Health plan

Packaging Design Class

The aims of packaging design class are introducing and understanding the packaging design and what kind of elements needed in designing the packaging

Since 2006, 4 packaging, design by 21 students (4 tutors)
In 2007, 15 packaging, designed by 30 students (4 tutors)
In 2008, 34 packaging, designed by 34 students (3 tutors)
In 2009 the participants are 31 students.

Totally, from 2006 :

4 packaging designs for *Surabaya* and *Sidoarjo*

80 packaging designs for micro industries in *Kediri*.

Education

Service Learning

Industry - - - - - UKM

dkv.

Service Learning PROCESS

There were **5** important steps in this process.

- 1.** observation and research
- 2.** presentation and discussion
- 3.** package the product in the new packaging
- 4.** exhibition and product selling
- 5.** reflection

Observation and Research

students must choose the product then do the observation and research before making the design.



Presentation and Discussion



The students experienced the new ways of education. Because of the different ethnic, education and economic background, students and producers must work very hard to eliminate the gap between them.

Package the product



Packaging the product in the newly designed packaging.

The activities included:
putting the product into the new packaging, weighing & sealing

Exhibition and Product selling

The purpose of exhibition and sales were for:

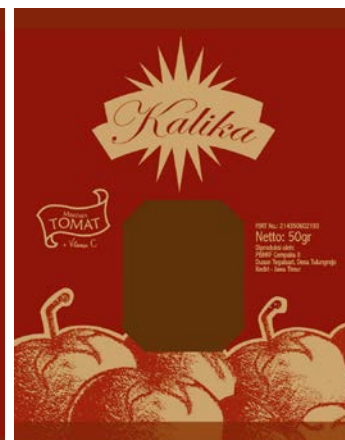
1. Grading consideration.
2. Grading the point of purchase design.
3. The importance of students' experience.



Exhibition and Product Selling at Petra Christian University

Tomato Candy

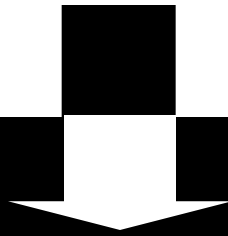
Design Alternatives



Marketed outside
Kediri

Reflection

The reflection was very important as a report to evaluate and improve on the next Service Learning program.



Based on some reports,
some producers have used the students' packaging design.

Research...

Research METHODOLOGY

DEPTH INTERVIEW TECHNIQUE

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Observation & documentation



The Service Learning activity in 2007,

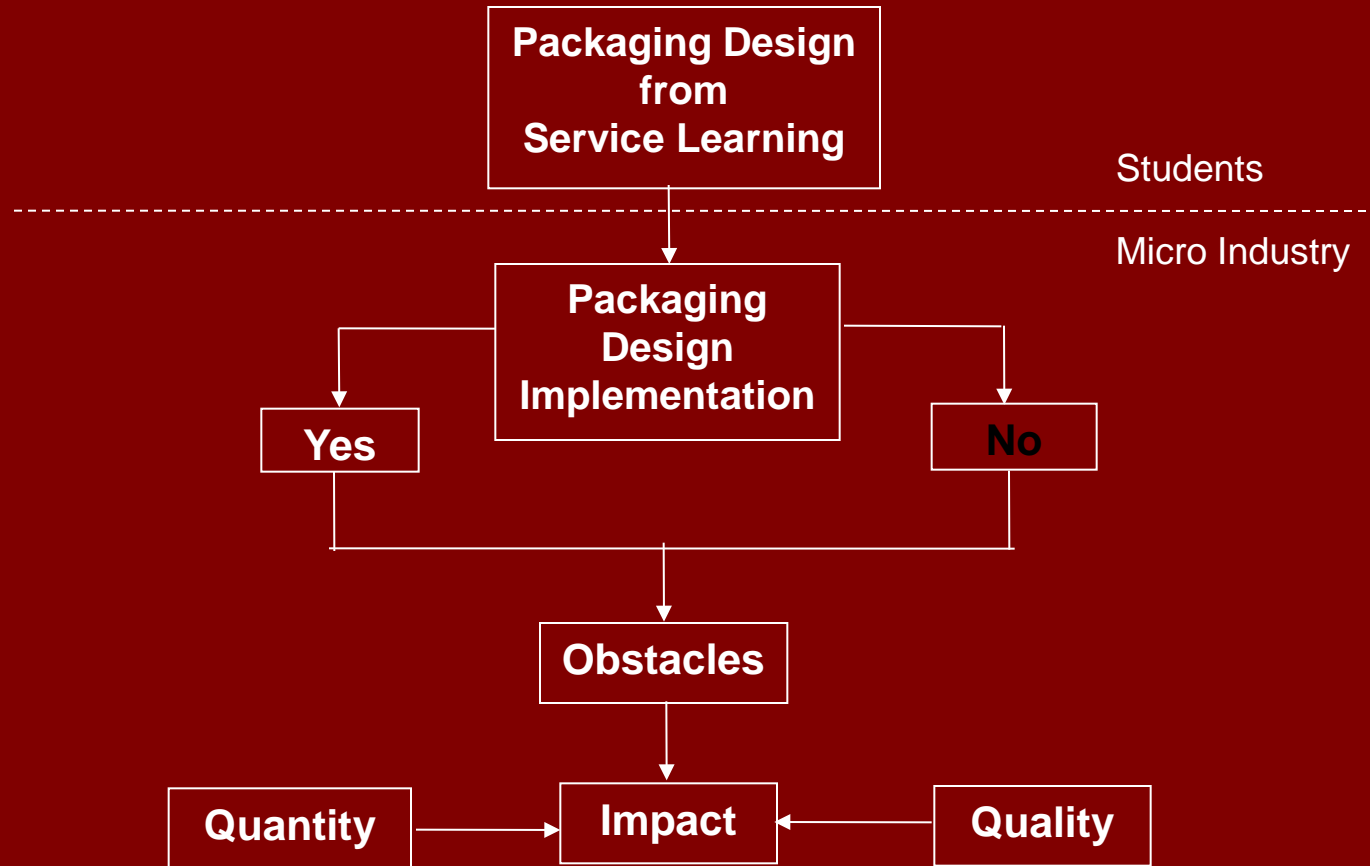
Population : 12 persons

Respondents : 10 persons

Totally, there were 13 products to be examined;
there were two producers who got 2 and 3 packaging designs.

It represented more than 60% of total population.

Research Conceptual Plan



Research Difficulty

Researchers' & Respondent's aspects, Budget and time aspects

The RESULT

5 types' of responses to students' packaging design

very enthusiastic

reprinted the design,

made the design variation similar with the new design but implemented in a different material.

joined some exhibition and competition.

This product was carang mas crackers.



Mrs. Sunarti won the 2nd place of best product and in food stuff category in 2007

Producers **re-printed** the design given by students.
Baroni peanut (molen kacang Baroni),
Wilis crackers (rempeyek Wilis),
gambir crackers (semprong or krupuk gambir),
Kalika tomato candy (permen tomat Kalika).



Mrs. Sumini got third runner up in province
best product competition.



Some of the producers didn't want to use the new design but they were **motivated** to redesign their packaging

The products in these categories are:
banana crackers (kripik pisang)
Raja Nangka banana snack (gethuk pisang Raja Nangka)
Zeinza bon-bon (kembang gula Zeinza).



Some of producers didn't response
the new design, but they still used for **market testing**.



Producers **kept the student's design**,
they didn't use it because
they didn't want to reprint.
they didn't use the new
design for market testing.

The Implementation and Its Obstacles

2 major obstacles in design implementation, from:

Producers

got a beautiful design but not compatible with their financial

have implemented the new packaging but difficult to market the product.

used the new packaging but there wasn't any significant sales improvement,

some of producers were not motivated and pessimistic

Design

students' design was unrealistic

expensive material and they couldn't find in local market.
too many colors implemented and impractical.

the different taste in material,
size, shape and color between students and producers.

couldn't find the qualified printing service in *Kediri*.

The Impact of Service Learning

quality and quantity impact

To gain the quality improvement they wanted to eliminate the oil permeation that wasn't well seen and unhealthy.

Develop the quantity and increased the product market.

Family Empowerment and Welfare Program motivated to support micro industries by facilitating home industry comprehensive training to get product registration number, capital loan program and permanent showroom establishment.

The Micro Industry Expectation

Producers wanted to get funding

The producers expected the formal and informal cooperation especially with local government and also Petra Christian University.

For design, they wanted a simple and practical design.

CONCLUSION & Sugestion

The reason of using the packaging design from Petra's students

1. they like the new design,
2. reasonable price
3. they were motivated and optimistic

There were two main reasons producers didn't use the students' packaging design, which were:

1. Internal factors (financial & human resources)
2. External factors. (expensive material and cost of printing)

there were psychological obstacles between producers and students, when they had interaction and discussion.

In the future we have designed a better application to fulfill community expectations and benefits all the Service Learning participants.

Students' selection and submit complete data
Products' and producers' selection

Many of producers' hope that this program could be continue.

Quality life improvement.

Service Learning was very **helpful** for micro industry and supporting Family Empowerment and Welfare Program



Thank you