

HANDMADE CRAFT PRODUCTION GUIDANCE HAMPERS BOX IN BANJAR REJO VILLAGE BATANGHARI EAST LAMPUNG

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ABSTRACT

The increasing number of entrepreneurs in Indonesia has created opportunities for the development of creative businesses, including hamper box production. Hamper boxes are widely used for various occasions such as religious celebrations, weddings, engagements, births, and graduations. In addition to requiring relatively low start-up capital, this business offers promising income opportunities for community members. This community service activity aimed to improve participants' entrepreneurial knowledge and skills in hamper box production and marketing. The program was conducted at Mr. Karyono's residence in Banjar Rejo Village, Batang Hari District, East Lampung Regency, Lampung Province, on November 30, 2021. Participants consisted of students living near the training location. The implementation process was divided into two stages: pre-proposal activities, including business identification and team preparation, and post-proposal activities, including product design, production, marketing, evaluation, and reporting. The training combined practical demonstrations of hamper box production with discussions on marketing strategies through community networks and social media. The effectiveness of the program was evaluated using an entrepreneurship questionnaire distributed to 13 participants. The results showed that 90.9% of participants responded very positively, while 9.1% responded positively to the training activities. Participants expressed enthusiasm and expected similar programs to be continued in the future. In conclusion, the community service program successfully enhanced participants' entrepreneurial knowledge, practical skills, and understanding of marketing strategies, thereby supporting the development of small-scale creative business opportunities within the community.

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INTRODUCTION

In today's world, human needs are evolving progressively, from basic necessities to additional needs. This is influenced by rapid economic and technological developments. Furthermore, demographic trends encourage many people to start small businesses, which facilitate business

opportunities and positively foster an entrepreneurial mindset. Especially when developed in rural areas, managing handicraft businesses like these can create jobs for local residents, reduce unemployment, and boost economic growth (Undari & Lubis, 2021). Rapid economic growth will influence the rapid development of the business world, as evidenced by the increasing number of companies or commercial agents creating a wide variety of products to meet growing demand. One business sector that contributes significantly to national economic growth is the Micro, Small, and Medium Enterprises (MSMEs) sector (Norvadewi & Zahroni, 2024). This product diversity demonstrates increasing purchasing power and community welfare.

Increasing purchasing power will impact the level of competition, especially in the commercial sector. With the growing number of entrepreneurs in Indonesia, packaging craftsmen, including Hamper Boxes, have become a profitable business opportunity. Hampers are gifts or parcels closely related to food baskets (Nova et al., 2021). Hampers are a number of products or gifts specially designed with a specific theme according to customer requests and packaged in containers in various styles and shapes. These hampers are also commonly given to close friends as an expression of happiness with a symbol similar to giving a gift (Patrice & Wardaya, 2018). In this industry, in addition to the product inside, the appearance of the outer packaging and the quality of the box greatly determine consumer satisfaction and positive value (Amanah et al., 2022; Putri & Sudarmanto, 2022). Therefore, beauty and aesthetic value are highly prioritized, so customers are satisfied with the gifts they receive. Hampers are often shared with family and close friends, or given as souvenirs for events or as tokens of appreciation. Hampers today vary in terms of the box material used, the decorations, and the contents themselves. (Purwasari, 2020)

Hamper box business This business continues to grow due to growing interest and relatively low startup capital. This makes this handicraft-based business model a viable alternative, offering flexible operating hours and a relatively low capital requirement (Perdani & Susilowati, 2024). However, for this business to survive, entrepreneurs must understand sound marketing management.

Marketing management is one of the main activities carried out by companies to maintain business continuity, grow and generate profits (Priangani, 2013). Marketing management is the process of setting marketing objectives for an organization (taking into account internal and external resources), planning and implementing activities to achieve those objectives, and measuring their performance. There are four key elements to consider in a marketing strategy: product, price, location, and promotion. Properly addressing these four elements will help start-up entrepreneurs increase customer numbers and satisfaction (Firmansyah & Mochklas, 2018; Anggraeni & Iriani, 2021).

Of these four factors, promotion is key for sellers to introduce their products. Promotion is a way for producers to influence consumers to buy or choose their products. Promotion is an action Communicating information from sellers to buyers through channels to influence attitudes and behavior (Ayu et al., 2021). Good promotion will inspire consumers, as all handicraft products must highlight creativity and attractive design functions (Yunus, 2020). Promotion can be done through advertising and disseminated in various ways, for example by using banners or similar, then disseminated through mass media, such as newspapers and magazines, or even more easily, through social media (Djogo, 2022; Rahmatullah & Rahadian, 2025). Social media is used as the primary means of product promotion to gain wider exposure (Nursidiq & Iftayani, 2020). The social networks used are WhatsApp, Instagram, and Facebook. Technological development in Indonesia is very rapid. This is evidenced by the increasing use of technology, such as the internet (Watie, 2016).

Unfortunately, this enormous business potential has not been fully utilized by the community in Banjar Rejo Village, Batanghari District, East Lampung Regency. Banjar Rejo was selected as the target location because preliminary observations and discussions with community members indicated limited entrepreneurial skills, particularly in creative packaging production and digital marketing. Although there is growing interest in small-scale businesses, most residents lack the knowledge and practical skills needed to produce neat, durable, and attractive hamper boxes. In addition, they have limited experience in promoting products through social media platforms.

To address these specific needs, a training and mentoring program was designed to provide hands-on experience in hamper box production and practical guidance on digital marketing strategies. The program focused on improving participants' technical skills in designing and producing creative packaging, while also introducing effective methods for product promotion through social media. Similar training programs have been shown to enhance marketing strategies, product visibility, competitiveness, and sales performance (Kusumaningrum et al., 2024). Furthermore, participants were encouraged to develop entrepreneurial awareness and utilize locally available materials to reduce production costs. Through this approach, the training directly responded to the community's identified needs and supported the development of sustainable income-generating opportunities.

IMPLEMENTATION METHOD

The business development program was implemented through two main phases: pre-proposal and post-proposal activities. The program was conducted over a one-day training session lasting approximately 2.5 hours and was facilitated by four mentors. To ensure effective guidance, each mentor assisted three to four participants during practical activities.

Participants were selected based on the following criteria: (1) residing in Banjar Rejo Village or nearby areas, (2) having an interest in entrepreneurship and creative industries, (3) being willing to participate in all training activities, and (4) having no prior formal training in hamper box production. A total of 13 participants met these criteria and were involved in the program.

a. Business Identification

Business identification was conducted during the pre-proposal phase and lasted approximately 30 minutes. This activity aimed to identify business opportunities and included market surveys, product surveys, price analysis, and the determination of production tools and materials required for hamper box manufacturing.

b. Initial Product Design

The initial product design stage was conducted for approximately 20 minutes. Before production began, participants were introduced to hamper box design concepts and examples. Product design is important because it improves product quality through functionality, aesthetics, and usability (Ariela, 2018). This stage resulted in a preliminary design that served as a guide for production activities.

c. Preparation of Tools and Materials

The preparation stage lasted approximately 15 minutes and involved introducing participants to the tools and materials required for hamper box production. Participants were also encouraged to identify locally available materials that could reduce production costs while maintaining product quality.

Table 1. Tools and Materials for Making Hampers

TOOL	MATERIAL
Scissors	tissue paper
Cutter	Paper
Glue gun	cardboard box
Strapless	Sticker
Masking tape	Greeting card
Double-sided tape	Tape
Paper hole puncher	Snacks/goods

Based on Table 1, the tools and materials used in this community service activity were selected based on the needs of making simple, attractive, and easily applicable hamper boxes for the community. Through this activity, participants were provided with direct guidance on hamper box making techniques, starting from the preparation stage of tools and materials, the assembly process, and the final decoration stage to produce a product that has aesthetic value and sales value. The tools and materials for making Hamper Boxes are shown in Figure 1.



Figure 1. Tools and Materials for Making Hamper Boxes

Figure 1 shows the tools and materials used in the hamper box-making training, including cardboard, decorative paper shreds, ribbons, ropes, flowers, adhesives, and gift items. These materials were selected because they are affordable, easily accessible, and suitable for producing attractive hamper boxes.

a. Production Process

The production process for Hampers Boxes consists of the following manufacturing processes:

1. Prepare the tools and materials to make a snack/goods hamper box
2. First, decorate the snacks/items that will be the contents of the hamper box using ribbons, stickers and so on.
3. After that, prepare a cardboard box, line it with tissue paper and add more pieces of paper to give a more beautiful and voluminous impression.
4. decorated snacks/items neatly into a cardboard box lined with tissue paper and pieces of paper.
5. After that add a greeting card. Tie the box with a ribbon to make the box look prettier.
6. Printed greeting card and tie it to the ribbon. The following is the process for making the hamper box, shown in Figure 2.



Figure 2. Hamper Box Making Process

Figure 2 illustrates the step-by-step process of making a hamper box, including preparing the box, arranging filler materials, placing products inside the box, adding decorative elements, and completing the final packaging. Through this hands-on activity, participants learned practical skills in producing attractive and marketable hamper boxes.

b. Promotion and Marketing

Product promotion and marketing activities are conducted both online and offline. Online, we promote and market through social media platforms like WhatsApp, Facebook, and Instagram. Offline, we promote and market through events like graduation ceremonies and other events.

c. Evaluation and Reporting

The next step is to monitor the progress of the hamper box business, both during production and marketing, to ensure it runs according to the established schedule. Furthermore, production and marketing evaluations are conducted to identify any obstacles encountered in the production process or marketing activities. The location of this entrepreneurship activity was carried out at Mr. Karyono's house, located at Jl. Ki Hajar Dewantara, SMK Taruna Bumi Alley, Menur 2 Hamlet, RT/RW 16/05, Banjarejo Village, Batang Hari District, East Lampung Regency, Lampung Province. The target participants in this community service activity were the community around Mr. Karyono's house.

RESULTS AND DISCUSSION

This entrepreneurship activity was held at Mr. Karyono's house located at Jl. Ki Hajar Dewantara, SMK Taruna Bumi Alley, Menur 2 Hamlet, RT/RW 16/05, Banjarejo Village, Batang Hari District, East Lampung Regency, Lampung Province on Tuesday, November 30, 2021, from 1:00 PM to 3:30 PM WIB. Participants in this entrepreneurship activity were local residents who wanted to become entrepreneurs around the organizer's house. In this entrepreneurship event, the Mathematics Education Study Program of Muhammadiyah University of Metro Muryati, one of the organizing members, acted as a speaker and provided mentoring with the assistance of the organizing members directly for the community around Mr. Karyono's house.

The first stage carried out in this entrepreneurial activity is to provide an understanding to the participants of the hamper making training regarding current business opportunities, because in an increasingly modern era most people do not want to be bothered anymore, especially when there are activities such as seminars, graduations, and so on. By opening a business making hampers, it will certainly attract the attention of many people because these hampers can be used as gifts at events such as those mentioned above, besides their shape looks simpler but is not embarrassing to bring as a gift. The second stage is to explain the design of the product to be sold, namely by directing in making an attractive product design so that the hamper product looks like it has a high selling value and many people are interested in this product.

The fourth stage is product creation, in this stage of course each participant received supervision during the making of the hampers but there were still difficulties in making these hampers, namely when arranging the items in the box and when tying the ribbon on the hamper box because the participants felt that they were still not neat in arranging the items in the box and when tying the ribbon there were still some who were not neat in tying it. After the creation stage, the next stage is determining the selling price and promoting the product in the market, previously we can promote through social media and through friends on campus so that many will know and be interested in our products as research by (Agustina et al., 2023) social media as a digital marketing strategy to facilitate sales for MSMEs. The results of the activity showed an increase in participants' understanding in using digital marketing and product packaging, thereby helping to increase product appeal, expand promotional reach, and support increased sales (Ermawati & Utami, 2025). The importance of packaging innovation as a factor that can strengthen the influence of digital marketing training. (Pranowo et al., 2024). Furthermore, training, particularly in digital marketing, can help enhance creativity in product packaging and drive improved sales performance for micro-enterprises. After marketing, we naturally conduct an evaluation to determine the current profit or loss of our business. The implementation of training activities is shown in Figure 3.



Figure 3. Implementation of Hamper Box Making Training Activities

Figure 3 shows that the training and mentoring activities went well and the community was enthusiastic about participating in the training and mentoring for making Hampers Boxes.

Entrepreneurship Activity Response Questionnaire Analysis

$$Persentase = \frac{\text{jumlah peserta menjawab baik}}{\text{total peserta}} \times 100\%$$

The calculation:

$$Persentase = \frac{10}{11} \times 100\% = 90,9\%$$

Based on the results of the analysis of the entrepreneurial activity response questionnaire distributed to 11 training participants, 90.9% (10 participants) of the training participants gave a very positive response and 9.1% (1 participant) gave a positive response to this training activity. The results of the training response questionnaire are shown in Figure 4 as follows:

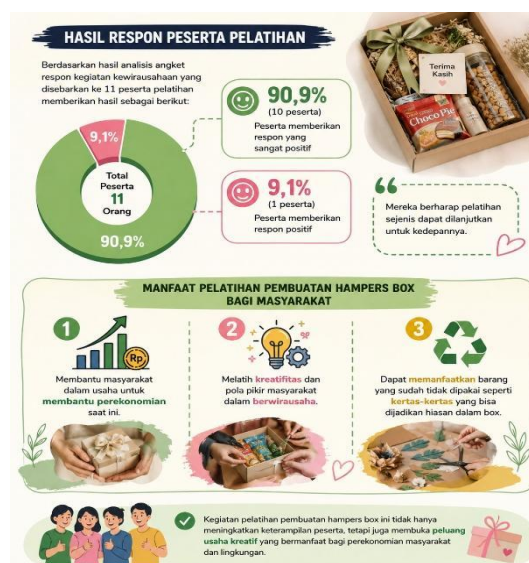


Figure 4. Results of the Response Questionnaire Given by Hampers Box Training Participants

Figure 3 presents participants' responses to the hamper box-making training and the perceived benefits of the program. The results show that 90.9% of participants provided very positive responses, while 9.1% provided positive responses. Participants expressed interest in continuing similar training activities in the future. The training also contributed to strengthening entrepreneurial awareness, enhancing creativity, supporting household income generation, and encouraging the use of recycled materials for hamper box decoration.

The results of the entrepreneurship questionnaire showed that participants responded positively to the hamper box training program. Most participants stated that the training provided practical knowledge and skills that could be applied to generate additional income. They also expressed their hope that similar training programs would continue in the future. The benefits of the training extended beyond technical production skills, developing the capabilities of MSMEs in facing business competition and utilizing digital technology, which plays an important role in encouraging sustainable local economic development (Silfiani et al., 2026). Participants reported increased creativity, greater entrepreneurial awareness, and improved understanding of how to utilize low-cost and recycled materials, such as discarded paper, as decorative elements for hamper boxes. The importance of recycling and managing plastic waste through making handicrafts (Hasbi et al., 2025). These practices not only reduced production costs but also promoted environmentally friendly entrepreneurship.

The findings are consistent with previous studies reporting that entrepreneurship and product development training can improve participants' business knowledge, creativity, marketing capabilities, and product competitiveness. The study indicates that Micro, Small, and Medium Enterprises (MSMEs) need to adopt active learning-based digital marketing strategies to enhance their business performance and competitiveness (Rahmawan & Nurhayati, 2025; Suprihatin, et al., 2024). Similar community empowerment programs conducted in other regions have also demonstrated positive impacts on entrepreneurial motivation and the development of small-scale businesses. Therefore, the positive responses obtained in this program indicate that hamper box training can serve as an effective strategy for strengthening community-based entrepreneurship.

To ensure business sustainability, follow-up activities are needed after the completion of the training. These activities may include continuous mentoring, assistance in digital marketing practices, product quality evaluation, and support for market expansion through social media and local business networks. In addition, periodic evaluations should be conducted to assess the long-term economic impact of the program, including changes in participants' income, business continuity, and entrepreneurial engagement. Such follow-up efforts are essential to ensure that the skills acquired during the training can be transformed into sustainable income-generating opportunities for the community.

CONCLUSIONS AND SUGGESTIONS

The hamper box entrepreneurship training successfully improved participants' knowledge and skills in producing attractive hamper boxes and understanding marketing strategies through social media. The results of the participant response questionnaire indicated that 90.9% of participants gave very positive responses, while 9.1% gave positive responses. These findings demonstrate that the training was well received and effectively increased participants' entrepreneurial awareness and creativity. Furthermore, the activity provided participants with practical opportunities to develop small-scale business ideas that require relatively low start-up capital.

For future programs, it is recommended that similar training activities be conducted on a regular basis to ensure the continuous development of participants' entrepreneurial skills. Follow-up mentoring programs should also be provided, particularly in digital marketing, product branding, and business management, to help participants transform their skills into sustainable business ventures. In addition, collaboration with local government agencies, community organizations, and small business networks is recommended to expand market access and strengthen the long-term economic impact of the program. Future evaluations should also assess

the extent to which participants apply the acquired skills and generate income from hamper box businesses after completing the training.

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