

# **Teknologi Packaging dan Pemasaran untuk Keberlanjutan Pendampingan Usaha Olahan Kacang Kelompok Ibu-Ibu PKK di Desa Pacarejo Kabupaten Gunungkidul**

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## **ABSTRACT**

The progress of MSMEs in Pacarejo Village is very dependent on the active contribution of PKK women. One of the hamlets, namely Kepuh, Pacarejo Village, Gunungkidul Regency, has received intensive assistance from UNY through training in processing hide beans (in 2021) and processing technology for processing hide beans (in 2022). In 2023, partners really hope for continued assistance in developing one of the processed nuts, namely through the marketing of peanuts. The problem currently faced by partners is product quality related to packaging and marketing. Product quality problems focus on making packaging that highlights the identity of Pacarejo Village and marketing problems focus on wide market expansion. The objectives of this PPM include: (1) Improving product quality through the use of packaging technology to attract buyers and (2) Expanding the marketing reach of MSME products by utilizing digital marketing. The method for implementing PPM goes through four steps, namely: collaboration stage, design and construction stage, and implementation stage. PPM outputs are PkM articles published in the SINTA journal, collaboration manuscripts, and publications on online media via YouTube videos. The result of implementing PPM is that training has been carried out to increase the insight and skills of PKK Pacarejo women regarding packaging technology and digital marketing. The average perception value for packaging design as a result of the training is 84.13, which is in the good category, culinary technology with a score of 84.80 is in the good category, and product marketing gets an average score of 77.33.

Kata Kunci: *Packaging technology, marketing, kacang umpet, Pacarejo Village, empowering MSMEs*