

Sustainability of BUMDes MSME Optimisation: Strengthening the Marketing of Bontot Through Packaging, Labelling and Halal Certification in Tanara Village

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Halal

Abstract

Salah satu penerapan dari TRI DHARMA di Perguruan Tinggi adalah dengan melakukan pengabdian kemitraan masyarakat (PKM). Kegiatan pengabdian kepada masyarakat dalam skema pemberdayaan berbasis masyarakat ruang lingkup pemberdayaan kemitraan masyarakat merupakan salah satu kegiatan pengabdian yang dilakukan oleh Dosen dengan menggandeng mitra Desa atau pun Industri mikro hingga makro. Dengan adanya hibah PKM DPPM Kemdiktisaintek Tahun 2026, diharapkan akademisi dapat secara langsung terjun kelapangan untuk mengetahui kesulitan mitra yaitu pelaku UMKM yang dikelola oleh BUMDes Citra Wisata Niaga di Desa Tanara. Lokasi yang dijadikan mitra dalam pengabdian kemitraan masyarakat 2026 ini adalah Desa Tanara Kecamatan Tanara Kabupaten Serang Provinsi Banten. Karena tanahnya yang subur dan luasnya wilayah laut dan pesisirnya, sebagian besar penduduk Banten adalah petani dan nelayan. Permasalahan yang mitra hadapi adalah aspek pemasaran yang belum maksimal, walaupun sudah dilakukan pembuatan website BUMDes dan juga pelatihan salesmanship dan digital marketing. Maka dari itu, dengan adanya hibah PKM DPPM tahun 2026 yang dilakukan oleh tim PKM Universitas Bina Bangsa dalam menghadapi permasalahan mitra maka perlu diadakanya keberlanjutan Optimalisasi dalam penguatan pemasaran bontot melalui kemasan, label, dan halal. Kegiatan ini akan dilakukan dengan transfer teknologi tepat guna dan penyerahan mesin labelling semi otomatis dan mesin sealer plastik kepada mitra BUMDes Desa Tanara. Hasil evaluasi dari kegiatan penguatan pemasaran serta kemasan dengan penggunaan teknologi tepat guna maka bertambahnya minat konsumen terhadap produk olahan ikan payus berupa bontot dan kerupuk sehingga peningkatan perekonomian rumah tangga warga desa Tanara meningkat.

Keywords:

Bontot, Payus Fish,
Fish Crackers,
Packaging, Marketing,
Labelling, Halal

Abstract

One of the applications of the TRI DHARMA in higher education is through community partnership service (PKM). Community service activities within the community empowerment scheme, specifically, the scope of community partnership empowerment, are among the service activities carried out by lecturers in collaboration with village partners or micro- to macro-level industries. With the PKM grant from the DPPM Kemdikti and the Ministry of Science and Technology for 2026, it is hoped that academics can engage directly in the field to understand the challenges faced by partners, namely MSME actors managed by BUMDes Citra Wisata Niaga in Tanara Village. The location selected as a partner for the 2026 community service partnership is Tanara Village, Tanara District, Serang Regency, Banten Province. Owing to its fertile land and extensive coastal and marine areas, the majority of the population in Banten are farmers and fishermen. The problem faced by the partner is that marketing efforts are not yet optimal, despite the creation of a BUMDes website and the delivery of sales and digital marketing training. Therefore, to address the partner's challenges, it is necessary to continue strengthening the marketing of 'bontot' through packaging, labelling, and halal certification, utilising the 2026 PKM DPPM grant administered by the PKM team from Bina Bangsa University. This activity will be carried out through the transfer of appropriate technology and the provision of semi-automatic labelling machines and plastic sealers to the BUMDes partner in Tanara Village. The evaluation results from the marketing and packaging enhancement activities using appropriate technology indicate an increase in consumer interest in processed payus fish

products, such as bontot and crackers, leading to an improvement in the household economy of the residents of Tanara Village.

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INTRODUCTION

Banten Province is one of the regions in Indonesia that possesses abundant natural resources and cultural diversity, which form the identity of the region (https://id.wikipedia.org/wiki/Tanara,_Serang, n.d.). Some examples of Banten's distinctive cultural heritage include the indigenous Baduy community, which continues to uphold its traditional values even in modern times. Banten is well-known for its prosperous agricultural and maritime sectors, but it also possesses a distinctive cultural heritage. Geographical conditions, supported by fertile land and coastal areas, mean that the majority of Banten's population relies on the agricultural and fisheries sectors for their livelihoods. The village of Tanara, located in the Tanara Sub-district of the Serang Regency in the province of Banten, has a significant amount of potential in the fields of capture fisheries and seafood processing.

Its location close to the coastline of Cangkir Island makes fishing one of the main sources of livelihood for the local community, with the fishing profession dominating the population's livelihood structure. Administratively, Tanara Village covers an area of approximately 670 hectares, comprising around 300 hectares of swamp land, 270 hectares of rice fields, and around 1.7 hectares of peatland (Serang Regency BPS, 2021). Pedaleman Village borders the village to the north, Kedaung Village to the south, Sukamanah Village to the west, and Jenggot Village to the east. This geographical location provides fairly good accessibility, as Tanara Village is situated not far from the administrative centre of Tanara Sub-district, at a distance of around 2.7 kilometres or a journey time of approximately five minutes. Meanwhile, the distance from the administrative centre of Serang Regency is approximately 37.5 kilometres, which can be covered in around 55 minutes by private vehicle (Serang Regency Government, 2021).

According to data from the Serang Regency Central Statistics Agency (2021), the population of Tanara Village stands at 2,887 people, comprising 1,423 men and 1,464 women. The community's livelihood structure indicates that the agriculture and fisheries sectors remain the mainstays of the village's economy. In addition, some residents also work as traders, teachers, healthcare workers, private-sector employees, or civil servants (ASN), reflecting the diversity of economic activities among the people of the village. Tanara Village has developed quite rapidly in recent years, supported by its strategic location on the route connecting the Serang and Tangerang regions, as well as its position on the inter-district border. As a result of these conditions, there has been an increase in the mobility of the population as well as economic activity, which has contributed to the village's increasingly dynamic growth and the formation of a community that has a greater variety of social and occupational backgrounds.

One of the main sources of livelihood for the residents of Tanara Village is fishing, and the abundant fish catch often serves as the daily income for the village community to improve their economic situation. One of the marine fish caught by local fishermen is the payus fish, which is the main ingredient for making bontot and fish crackers. One of the initiatives undertaken by the local government to promote the MSMEs of Tanara's residents is the establishment of a Village-Owned Enterprise (BUMDes), often referred to as the Village-Owned Enterprise (Nursetiawan, n.d.). It is hoped that the BUMDes will provide a platform for SME, IKM, and UKM operators, as well as home-based industries, who do not yet have a framework within which to develop their businesses, and also a place to expand their knowledge (Rosa Ratna Sri Anggraeni & Jaya Yogyakarta, 2016). The home-based processing of marine fish, specifically payus fish, which is used as the base ingredient for a type of cracker known as 'bontot', is carried out by households as a sideline business to boost the family's income for daily living (Dewi et al., 2025b).

Following an initial visit carried out by the 2026 PKM Grant Team from the Ministry of Education, Research, Technology and Higher Education's Directorate General of Research and Community Service (DPPM Kemdiktisaintek) specifically under the Community-Based Empowerment Scheme within the scope of Community Partnership Empowerment which was awarded to the 2026

Grant Team from Bina Bangsa University in partnership with the village-owned enterprise (BUMDes) “Citra Wisata Niaga”, several issues were identified in the production and processing of payus fish, which forms the basis for making bontot and fish crackers in Tanara Village (Dewi et al., 2025c). Although the first year involved various mentoring programmes, an increase in product sales has yet to materialise. This situation is due to a lack of readiness in marketing elements, particularly regarding product packaging management, which has not yet been able to enhance the products' competitiveness effectively. Product packaging still serves merely to protect the product. It has not been utilised as an effective tool for brand communication to build brand identity, enhance visual appeal, or provide product information to consumers.

Furthermore, the layout of product labels does not meet standards for information completeness, design, and consistency with brand identity, thereby reducing customer trust and purchasing interest. Halal certification and labelling on products remain another issue. The packaging of a product still serves no purpose other than to protect the product. It has not been utilised as an efficient tool for brand communication to build brand identity, improve visual appeal, or provide consumers with product information.

ISSUES AND RESEARCH QUESTIONS

Small and medium-sized enterprise (MSME) operators, whom BUMDes Citra Wisata Niaga supports, face three major issues that are interconnected and directly affect the business growth of businesses and the well-being of home-based industry operators. Despite the availability of promotional media based on websites to market Tanara Village's flagship products, there has not been an increase in product sales. This is the first problem that needs to be addressed. Given the current circumstances, it is clear that the utilisation of digital platforms has not been optimised through the implementation of an integrated marketing strategy that is centred on increasing market reach. The second problem revolves around the packaging of the product, which does not yet conform to the standards of contemporary marketing. The packaging of processed fish-based products, such as “bontot” and fish crackers, is typically made of plain plastic and does not include any branding, product information, ingredients, nutritional labels, or halal certification. As of result, the value-added ratio of the product is low, consumer appeal is reduced, and there are fewer opportunities to enter larger markets.

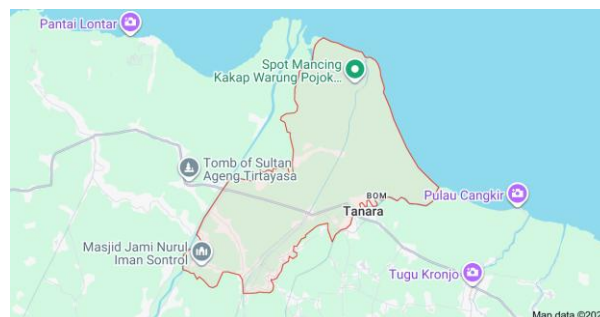


Figure 1. Location of the 2026 DPPM PKM Activity

Source: Internet

The third issue relates to marketing capacity and market penetration, which remain relatively low. Although SME operators have received guidance on *sales* techniques and marketing management, the implementation of effective marketing strategies still faces various obstacles, meaning that the distribution of processed payus fish products remains limited to the local area. In fact, these products have the potential to be developed and marketed at both regional and national levels if supported by appropriate marketing strategies, brand identity strengthening, and improvements in product quality. Furthermore, the public's low level of knowledge regarding nutritional content, food safety, and hygiene aspects in the processing of fishery products is also a factor hindering the optimal utilisation of marine fish as raw materials for home-based industries. Therefore, a more comprehensive support programme is required, covering capacity building for MSME operators in digital marketing, standardisation of packaging and product labelling, halal certification procedures, and education on food safety and the nutritional value of processed fishery products. These efforts are expected to enhance product

competitiveness, expand market access, and drive sustainable economic growth for local communities based on local potential.

Permasalahan Mitra (Prioritas)	Solusi yang Ditawarkan	Target Luaran
Metode pemasaran/penjualan masih secara konvensional ditiptikan ke warungwarung, sehingga volume penjualan sulit naik. sehingga perlu penguatan kepercayaan pasar	Pendampingan pemasaran hilir berbasis packaging-labeling-halal , sekaligus optimasi konten pemasaran digital (katalog, foto produk, deskripsi, harga, CTA, admin order) dan penataan etalase digital (marketplace/WA Business).	Paket materi pemasaran digital siap pakai (katalog + foto + copywriting); (2) etalase digital aktif; (3) performa pemasaran/penjualan meningkat (target 75%).
Belum menggunakan metode dan teknologi dalam proses pengemasan Pengemasan & pelabelan sehingga tampilan dan mutu produk tidak seragam.	Pelatihan & pendampingan penggunaan mesin continuous band sealer dan mesin labeling , penetapan parameter standar, serta penerapan QC per batch (seal & kerapihan label).	Operator mampu menjalankan mesin; (2) ≥80% kemasan lolos QC seal; (3) ≥80% label terpasang rapi & konsisten; (4) SOP & checklist QC tersedia.
Kepatuhan label & halal belum kuat/terintegrasi, sehingga trust dan akses pasar formal masih terbatas.	Penertiban informasi label pangan olahan sesuai ketentuan, pendampingan penyusunan SJPH dan proses pengajuan sertifikasi halal , serta panduan penerapan label halal pada kemasan.	Label lengkap dan seragam sesuai standar; (2) dokumen SJPH selesai; (3) pengajuan sertifikasi halal dilakukan; (4) panduan penggunaan label halal siap.

Figure 2: Partners' Challenges and Proposed Solutions

Source: DPPM PKM Grant Proposal 2026

One potential resolution to the aforementioned concerns is the continued enhancement of marketing and packaging by implementing halal certification and labelling for the products of the BUMDes Citra Wisata Niaga MSMEs in Tanara Village. As a result of awareness-raising activities for micro, small, and medium-sized enterprise (MSME) operators and home-based industries that are involved in the processing of payus fish into bontot and fish crackers, it is anticipated that the small and medium-sized enterprises (SMEs) managed by BUMDes Citra Wisata Niaga will be able to produce processed products, such as "bontot" and fish crackers, more quickly. This will be accomplished by utilising appropriate technology, such as semi-automatic labelling machines and automatic plastic sealers by making use of appropriate technology. This will result in improved family welfare as well as the local economy.

LITERATURE REVIEW

The continuation of the programme to optimise the marketing of SME products is a strategic step to enhance business competitiveness and drive community economic growth, particularly for the home-based industry in Tanara Village (Dewi et al., 2025a). As it acts as a link between customer needs and preferences and the products manufactured, marketing is crucial to business success (Dedy Khaerudin et al., 2024). Consequently, product quality is not the sole factor influencing marketing success; promotional strategies, brand identity, and packaging quality each play a role in enhancing the product's value for customers. The SME sector specialising in processing payus fish into bontot and fish crackers still employs rudimentary packaging methods that fail to meet marketing standards, which is one of the main issues. Fisheries products are typically encased in standard plastic with inadequate sealing, resulting in potential leaks, packaging deterioration, or product imperfections during storage and transportation. These conditions not only affect product quality but also undermine customer confidence in the products being marketed (Salah et al., 2022).

Today's consumers consider not only the taste of a product but also the information listed on the packaging (Fatimah et al., 2024). They are now more vigilant regarding specifics like ingredient formulation, nutritional value, expiration dates, marketing approvals, and food safety assurances. Nutritional information about food is a crucial factor for certain consumers before their buying decisions. In contrast, the absence of certification or labelling denoting halal status on the packaging leaves some consumers uncertain about the halal classification of the products, despite their fish-based composition, which is generally regarded as halal. This situation has led to limited consumer confidence and may hinder market share growth. Therefore, as a component of a marketing enhancement strategy, continuous support is required. This support can be provided by enhancing the quality of the packaging, refining the labelling of the product, including nutritional information, and providing halal certification. It is hoped that these measures will increase consumer confidence, broaden market reach, and provide added value, all of which will result in increased revenue and improved welfare for micro, small, and

medium-sized enterprises (MSMEs) in Tanara Village. There is high hope that these measures will accomplish these goals.

METHOD

Using a chronological (phased) approach, this community service activity in Tanara Village, Tanara Sub-district, Serang Regency, was organised in 2026 by BUMDes Citra Wisata Niaga and funded by the DPPM Kemdiktisaintek as part of the community-based partnership empowerment scheme. The methodology consisted of three stages: partner situation analysis, preparation and transfer of science and technology, implementation, and program evaluation and sustainability.

1. Partner Situation Analysis Phase

The 2026 DPPM Ministry of Education, Research, Technology and Higher Education (Kemdiktisaintek) PKM grant was used to prepare the community-based empowerment scheme. The team travelled to the location of the MSME partner, which is managed by BUMDes Citra Wisata Niaga in Tanara Village. As part of the community service activities under the community-based empowerment scheme, the PKM grant team conducted a site survey to confirm the sustainability of the issues raised by the chairperson of BUMDes Citra Wisata Niaga. A field survey was conducted to ensure that the village's program was in alignment with the PKM team's program, thereby ensuring the smooth implementation of the project.

2. Preparation and Science and Technology Transfer Stages

The preparatory phase of this community partnership program entailed direct interaction with the partner organization, BUMDes Citra Wisata Niaga, which oversees home-based MSME businesses in Tanara Village. The objective was to evaluate the ongoing challenges encountered by the MSMEs operating under BUMDes in Tanara Village. The PKM team conducted interviews and direct observations at the site where processed payus fish is transformed into bontot and fish crackers. This was a critical component of the agenda, as the PKM team conducted additional observations regarding product packaging and marketing issues. The transfer of suitable science and technology, specifically a semi-automatic labelling machine and an automatic plastic sealer, is anticipated to enhance the marketing efforts of MSME operators and increase their household income.

3. Implementation Phase

As part of the implementation activities to be carried out by the DPPM PKM team under the community-based service scheme, awareness-raising sessions will be held on the use of appropriate technology, specifically a semi-automatic labelling machine and an automatic plastic sealer. For the purpose of ensuring that the products that are manufactured have standardised packaging that is in accordance with the distribution licences that are currently in place, additional training in labelling, packaging, and halal certification will be provided. Housewives who run home-based micro, small, and medium-sized enterprises (MSMEs) that process sea fish, specifically payus fish, into crackers to improve their family's and the local economy will be the participants in this skills awareness campaign and training. These participants are members of the Citra Wisata Niaga Village-Owned Enterprise (BUMDes), which is comprised of MSMEs.

4. Evaluation and Sustainable Programme

The subsequent task involves assessing the partners of BUMDes Citra Wisata Niaga, particularly the operators of MSMEs, regarding the MSMEs operators use of suitable technology. The partners continue to face obstacles regarding the implementation of suitable technology, including semi-automatic labelling machines and automatic plastic sealing machines, in the processing of payus fish into "bontot" and fish crackers.

RESEARCH FINDINGS AND DISCUSSION

a. Results

Tanara Village, Tanara Sub-district, Serang Regency, Banten Province was the location of the community service activities that were carried out by the PKM Grant team. These activities were funded by the DPPM (Directorate of Research and Community Service) under the Ministry of Education, Higher Education, Science and Technology (Kemdiktisaitnek) for the 2026 fiscal year, which began on May 21, 2026 and did not end until December 2026. The Tanara Village Office was the location where the partner situation analysis and survey of micro, small, and medium-sized enterprise (MSME) partners managed by BUMDes Citra Wisata Niaga were carried out. This was followed by visits to BUMDes MSME partners, specifically home-based industry professionals.



Figure 3. Signing of the 2026 DPPM PKM Grant Contract

Source: Documentation from the LPPM, Bina Bangsa University

Phase of Situational Assessment for Collaborators

The preliminary action taken by the community service team post-contract signing with Bina Bangsa University was to thoroughly comprehend the MSMEs overseen by the Tanara Village-Owned Enterprise (BUMDes) and to analyse the conditions in Tanara Village, Tanara Sub-district, Serang Regency, designated for the community partnership service efforts. The PKM team visited the partner organisations, BUMDES Citra Wisata Niaga and the MSMEs, to see directly the challenges faced by the partners in marketing processed marine fish products (payus fish) and fish crackers, and the product packaging and labelling. During the visit to the village, the team was welcomed directly by the Head of Tanara Village, who warmly and cordially received the 2026 DPPM Kemdiktisaintek PKM Grant Team. Furthermore, the BUMDes Citra Wisata Niaga partner was very enthusiastic about the presence of the PKM team, which would provide awareness-raising sessions and share knowledge with the MSME operators involved in the home-based industry of processing payus fish into fish cakes and fish crackers.



Figure 4. Visit to Tanara Village and Handover of the PKM Assignment Letter

Source: Documentation by the 2026 DPPM PKM Team

Everything ran smoothly throughout the partner analysis and the survey of operators of small and medium-sized enterprises. Their partner home-based business operators, who make 'bontot' and fish crackers from marine fish, were raving fans. They received them with tremendous enthusiasm. Residents, as partners, were very keen to take part in the outreach activities under the Community-Based

Empowerment scheme within the scope of Community Partnership Empowerment. The residents of the Tanara Village Community-Owned Enterprise, as partners and home-based industry operators involved in processing marine fish into fish crackers, will be equipped with skills in strengthening product marketing, packaging, labelling, and ensuring the halal status of payus fish products, namely bontot and fish crackers.



Figure 5. The PKM team with MSME operators from BUMDes Tanara

Source: Documentation by the DPPM 2026 PKM team

b. Discussion

The Community Service (PKM) activity began with a field visit to the partners, namely the home-based SME operators managed by BUMDes Citra Wisata Niaga, Tanara Village, Serang Regency. The purpose of this visit was to assess the current state of the businesses and to discuss with the partners the various challenges they still face in product development and the marketing of processed fishery products. According to the findings of the observations and interviews that were conducted, it was discovered that processed payus fish products, such as bontot and fish crackers, have a significant economic potential due to the fact that they have a distinct flavour and a wide range of market opportunities. However, their marketing remains limited to the local area due to sub-optimal aspects of packaging, labelling, product information, and the marketing strategies implemented by the SME operators. As a follow-up to these issues, the Grant Team of the Community Service Programme (PKM) under the Directorate of Research and Community Service (DPPM) of the Ministry of Higher Education, Science and Technology for the year 2026 conducted an awareness-raising session for partners on the importance of improving product quality as a means of strengthening competitiveness in the market. The purpose of the awareness-raising activity was to determine consumers' requirements for processed fishery products. These requirements included information on food safety, nutritional content, product quality, and legality of business operations. The findings from this identification process served as the foundation for the development of a more comprehensive mentoring program tailored to meet the partners' requirements.

One of the planned priority programmes is the conduct of laboratory tests on 'bontot' and fish crackers to determine the nutritional content, protein levels, and other nutritional components present in processed payus fish. The results of these laboratory tests will subsequently be included on the product packaging as a form of transparency towards consumers, whilst also enhancing confidence in the quality of the products produced. In addition, the PKM team also provided support in designing packaging, developing brand identity, refining product labels, and facilitating the halal certification process. These efforts are expected to increase the products' added value, expand their market reach, and strengthen the position of Tanara Village's MSME products in the face of market competition. Following the completion of the awareness-raising session, the PKM team continued their work by preparing all requirements for the technical guidance on the production process. This stage began with visits to partner businesses producing 'bontot' and fish crackers to conduct hands-on training in the production process.

Technical guidance was provided from the selection of raw materials, the processing of payus fish into 'bontot' as the main product, through to the subsequent stages as raw materials for fish cracker production. These practical activities aim to ensure that every stage of production adheres to the principles of food safety, hygiene and quality control, so that the resulting products are of a higher quality, meet marketing standards, and are capable of sustainably enhancing the competitiveness of MSMEs.



Figure 6. Practical Activity on the Production of 'Bontot'

Source: Documentation from the DPPM 2026 PKM Team

CONCLUSION

Tanara Village, Serang Regency, was the site of an initiative in 2026 known as the Community Service Programme (PKM), which was part of the Community-Based Empowerment Scheme and funded by the Directorate of Research and Community Service (DPPM) of the Ministry of Higher Education, Science and Technology. The initiative partnered with home-based MSME operators overseen by the Village-Owned Enterprise (BUMDes) Citra Wisata Niaga. The programme focused on strengthening the capacity of MSME operators who process fishery products, particularly payus fish, into value-added products such as bontot as the main product and raw material for fish crackers. The implementation of the programme aims not only to improve product quality but also to strengthen business capacity through mentoring in the areas of production, packaging, labelling and marketing. The BUMDes Citra Wisata Niaga plays a strategic role as an institution that facilitates the empowerment of SME operators, provides a platform for coordination and consultation, and supports the resolution of various issues encountered during the production process and business development. Through the PKM team, the Village-Owned Enterprise (BUMDes), and SME operators, this programme is expected to boost business productivity, expand market access, and contribute to increased income and the well-being of the community in Tanara Village.

As a follow-up, the PKM programme will focus on the application of appropriate technology through training in the use of *semi-automatic labelling machines* and *automatic plastic sealing machines* to support a more efficient, hygienic, and product labelling and packaging process that meets marketing

standards. The use of this technology is expected to improve packaging quality, strengthen product identity, and provide added value that can enhance the competitiveness of processed fishery products in a wider market. Furthermore, a follow-up evaluation will be conducted to assess the program's effectiveness by examining changes in marketing aspects, sales volumes, and distribution reach following the implementation of packaging, product labelling, and halal certification. The findings of this evaluation are expected to serve as the foundation for developing long-term support strategies to optimise SMEs' development based on local potential and increase their competitiveness.

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Our highest appreciation is also extended to the Tanara Village Government, in particular the Head of Tanara Village, for the warm welcome, cooperation, and support provided to the implementation team throughout the activities. Furthermore, thanks are extended to the Village-Owned Enterprise (BUMDes) Citra Wisata Niaga, the MSME operators, and the entire community of Tanara Village, who actively participated and demonstrated enthusiasm throughout the series of activities, ensuring that the entire programme was carried out effectively, in an orderly manner, and in line with the planned objectives. It is hoped that the outcomes of this community service initiative will not only benefit our partners and the local community but also serve as a reference for the development of future community service programmes, whilst contributing to the advancement of knowledge, particularly in the field of community empowerment, as part of the implementation of the Tri Dharma of Higher Education.

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