

THE ROLE OF RUMAH KURASI IN IMPROVING PRODUCT STANDARDIZATION IN MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN KEDIRI CITY

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THE ROLE OF RUMAH KURASI IN IMPROVING PRODUCT STANDARDIZATION IN MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN KEDIRI CITY

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ABSTRACT

The purposes of this study are: 1) To find out the role of Rumah Kurasi in increasing product standardization in terms of legality, product quality, and MSME packaging in Kediri City. 2) To find out the role of Rumah Kurasi in providing training and mentoring for MSMEs in the City of Kediri. This study uses a qualitative method with a descriptive approach. This type of research is field research. Determination of subjects using purposive sampling, namely directors, curators, artists, graphic design staff, and MSME perpetrators who have product curation at Rumah Kurasi. Data collection methods used are observation, interviews, and documentation. Data validity uses source triangulation. The findings of this study are to provide a new area of research regarding the standardization and curation of MSME products covering three aspects, that is legality, product quality, and packaging. Through product curation it is proven to be able to increase the standardization of MSME products.

Keywords: Legality, Packaging, Product Curation, Product Quality, Standardization

INTRODUCTION

The economy in Indonesia is divided into several sectors, one of which is Micro, Small, and Medium Enterprises (MSMEs). As a potential sector, MSMEs play an important role in maintaining the stability of the country's economy. Consider that small and medium enterprises generally have much higher levels of participation in the workforce and improve societal well-being. However, from another meaning and point of view, MSMEs have a broader understanding. For economic perpetrators, MSMEs are referred to as businesses run by individuals, households, or small businesses (Farisi et al., 2022).

MSMEs contribute to the Indonesian economy and have increased every year. In terms of quantity, 99.99% of the number of businesses in Indonesia are in the MSME category, only 0.01% in the large business category. MSMEs absorb up to 97% of employment and contribute to 62% of the Gross Domestic Product (GDP) (Subagyo & Samari, 2022). Even though they play a major role in the Indonesian economy, MSMEs still have many obstacles that must be corrected. One of the important requirements and aspects in improving the quality of MSMEs is the fulfillment of business licensing. Legality is a standard that must be met by economic perpetrators. MSMEs must meet these requirements in order to compete. This requirement is a problem because many economic perpetrators do not yet have business licenses. These obstacles are due to lack of funds, difficulties in correspondence, lack of knowledge, and so on (Anggraeni, 2021). Even though business legality is an important factor for MSME perpetrators, having legality will prove that the business is feasible and passes aspects that make products safe.

In order to be able to compete with its competitors, SMEs must be able to improve the quality of their products. Quality is the main aspect of a product, quality is the most important consideration in product competition in order to provide satisfaction to consumers who are more or at least able to match the quality of competitors' products. If a product chosen by consumers does not meet standards, it allows consumers to be more interested in other products because the quality obtained is not as expected (Santoso, 2019).

In addition to product quality, packaging is an important factor in purchasing decisions for a product. Basically, packaging functions to cover the product and protect it from damage.

But in the world of marketing, packaging is more than just wrapping and storing a product. Packaging also functions as a marketing tool designed to create a brand image for consumers. Packaging that is well-designed is able to create the impression to consumers that the products purchased are of high quality. Making attractive packaging requires an understanding of design to marketing strategy (Ermawati, 2019). Because an attractive design can convince consumers to buy a product. Because, a package will describe and image the contents of a product (Kusumawati et al., 2022).

Kediri City is the third largest city in East Java Province. The City Government of Kediri encourages business people to upgrade through product curation so they can compete on a national scale. This aims to encourage MSME perpetrators to be able to increase the value of their products in terms of legality, quality, and packaging. The Mayor of Kediri, Abdullah Abu Bakar said, holding product curation could help improve the quality of MSMEs. With this curation, it is hoped that MSME perpetrators can find and package the uniqueness of their products and be ready to compete. The Director of Rumah Kurasi, Setyohadi explained, the appearance of the packaging also has a big influence on the selling price of MSME products. He emphasized that MSME perpetrators must work to improve performance and ensure legality so that their products are suitable for display in supermarket windows and at exhibitions. Before product curation is carried out, MSME perpetrators will receive material regarding legality, marketing, labeling, and packaging branding (beritajatim.com, 2021).

Previous research conducted by (Eliyana et al., 2022) found that the implementation of product packaging assistance made participants aware of the importance of product selling points through selecting the right packaging and attractive designs, as well as correct product labeling. Previous research by (Anekawati et al., 2021) socialization and training on product standardization, packaging, and branding can increase market competitiveness. In addition, previous research conducted by (Ilham, 2023) concluded that product curation assistance is very important for MSMEs to assess quality, legality, taste, appearance, and product packaging so that MSMEs are able to keep up with market competitiveness.

Rumah Kurasi is an institution for product curation and standardization activities in the aspects of legality, product quality, packaging, quality control, and business management. Rumah Kurasi helps MSMEs to develop their businesses, because the initial steps must be taken so that products can develop so that MSMEs can be controlled to continue to scale up their businesses. Given that the main focus of Rumah Kurasi is to be a place that will help MSMEs to improve the quality of their products. Rumah Kurasi is the first curating institution in Indonesia to standardize and optimize products through curation and mentoring activities. In addition, Rumah Kurasi is under the auspices of Bank Indonesia (BI), the East Java Chamber of Commerce and Industry, and the East Java Provincial Government. Considering the importance of product curation in an effort to improve MSME product standardization in the City of Kediri, the author will further examine the role played by Rumah Kurasi and its implications for further marketing.

LITERATURE REVIEW

Training

According to (Mokhtar & Susilo, 2017) Training is a learning process to increase knowledge and skills in order to develop thinking skills in solving work-related problems. Whereas in the Regulation of the Minister of Cooperatives, Small, and Medium Enterprises Number 18 of 2015 what is meant by training is a method that is carried out in a controlled and sustainable manner to improve quality and expertise to increase the skills of micro, small and medium entrepreneurs.

From this description it is concluded that training is a process of practicing in order to gain more knowledge that is carried out continuously so that individuals are able to develop their abilities or skills.

Mentoring

According to (Sihombing, 2018) Assistance is defined as an effort to direct, assist, and support individuals or groups through problem formulation, planning, implementation, and evaluation in developing their business. From this description it is concluded that MSME assistance is a process of formulating problems, planning, implementing, and evaluating related to business development through targeted assistance.

Product Curation

According to the Big Indonesian Dictionary (KBBI, n.d.) Curation is the activity of managing objects in a museum. Meanwhile, from a business perspective, curation has a different meaning. According to (Fitria & Jurniati, 2021) Product curation is a method of protecting value and managing products so they can be improved or developed. The curation process is carried out by a curator. The curator is the person responsible for managing MSME products. The curator is in charge of determining the eligibility of a product to be widely distributed in traditional markets, modern markets, and export markets. The competence of the MSME product curator expertise is proven by a certificate of expertise from the National Professional Certification Agency (BNSP) (Fitria & Jurniati, 2021).

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Standardization

Standardization originates from the word standard, which is a unit of measurement in comparing products, value, quality, quantity, and work. Standardization is the process of establishing technical standard definitions, procedures, specifications, test methods, and so on (Supriyadi, 2019).

Business Legality

Business legality is a standard that must be met by MSME owners in order to be declared legal by law. Business legality is a form of validation issued by the authorities to carry out business activities by entrepreneurs or business entities (Indrawati & Rachmawati, 2021). According to (Hidayat, 2021) Business legality is an important factor in determining a business entity to be legalized by the community. Business legality must be legal in accordance with applicable laws, so that the company is safe because it fulfills legal provisions. From this description it is concluded that business legality is a standard that must be owned by business owners so that their business is legal by law so that it makes it easier to carry out business activities.

Product Quality

According to (Alamsyah & Cahyono, 2021) Product quality is a set of product or service characteristics based on their ability to fulfill consumer desires. Product quality is a company's effort towards its products which has the aim of meeting consumer expectations, so that the product is said to be a quality product (Lestari et al., 2022). From this description it is concluded that product quality is the ability of a product or service to meet consumer desires in accordance with the expected needs.

Packaging

Packaging is a way to package products so that a product is attractive. This attraction is a goal in increasing product superiority, so that consumers are encouraged to use, consume, and recommend products to others. (Indrasari et al., 2021) Packaging is a creative design that combines materials, shapes, colors, images, typography, structure, design, and is equipped with product information to enable products to be sold (Kusumawati et al., 2022). From this description it is concluded that packaging is a creative design to place a product in order to have appeal. It is used to increase the competitiveness of a product.

METHODS

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This study uses a qualitative method with a descriptive approach to determine the role of Rumah Kurasi in increasing product standardization for MSMEs in Kediri City. This type of research is field research, namely the author collects data directly into the field to obtain valid data, namely to observe the role of Rumah Kurasi in improving product

standardization for MSMEs in Kediri City directly. This study uses primary and secondary data. Primary data were obtained from direct interviews with informants, secondary data were obtained from books, journals, literature and documents. In determining informants, the authors used a purposive sampling technique, namely sampling is limited to certain informants who can provide accurate data and meet the criteria used by the authors in conducting research (Uma Sekaran, 2017). The author chose several informants at Rumah Kurasi who were used as informants, namely directors, curators, admins, graphic design staff, and MSME perpetrators who had curated products. Methods of data collection using observation, interviews, and documentation. Observations were made by going directly to the field, interviews were conducted directly with informants at Rumah Kurasi, as well as documentation in the form of pictures of the results obtained from the research. The validity of the data using source triangulation, namely the author looks at the validity of the data that has been obtained in the field as a result of interviews, by viewing and comparing with the results of observations and documentation.

RESULTS

This research produced several findings related to the role of Rumah Kurasi in increasing product standardization for MSMEs in Kediri City which will be presented as follows:

The Role of Rumah Kurasi in Improving Product Standardization in terms of Legality, Product Quality, and Packaging for MSMEs in the City of Kediri.

Legality Curation

Legality is a benchmark for Rumah Kurasi in providing assistance to MSME perpetrators, because there are still many MSMEs that have not taken care of their business permits. The most basic legality that MSMEs must have is the Business Identification Number (NIB).

This statement is in accordance with the results of an interview with Mr. Setyohadi as the director of Rumah Kurasi:

"Rumah Kurasi provides facilities for MSMEs to manage and renew legality related to products and company legality. If the legality of the company is like a Business Identification Number (NIB), if the legality of the product involves issues such as SPP-IRT, lawful, BPOM, SNI, HaKi, HAACP, Expired, Nutrition Fact, and others. Because it is difficult or maybe MSMEs say that this is complicated, Rumah Kurasi provides facilities to help arrange business licensing".

This statement is supported by the results of an interview with Mr. Leonardo as the curator at Rumah Kurasi:

"This legality is actually our benchmark, for the most basic legality, MSMEs are required to have a Business Identification Number (NIB). If MSMEs do not have an NIB, it means that their products cannot be curated. Because the most basic legality NIB. Then for food products, after having an NIB, we have to take care of the P-IRT, we cross-check and they are also asked by the curator whether they already have a P-IRT or not, the validity period has expired or it is still long, besides that it is lawful because in 2024 MSMEs will be required to have lawful certification for their products. Apart from that, BPOM is the same as P-IRT, but BPOM is more national, so if P-IRT is a household permit or its distribution is specific to that area, BPOM can be broad, namely on a national and even international scale".

This statement is also supported by Mrs. Sri Endah Yuni Wulandari as the owner of MSME Niky Coklat who has already taken care of the lawful certificate:

"After taking care of lawful certification at Rumah Kurasi, more and more people like my chocolate products, because for now customers trust more if the products they buy are lawful certified".

Based on the results of the interviews, the response was appropriate so that according to the triangulation of sources, the validity of the data was known and the importance of legality was known, which is a basic requirement that must be owned by MSME perpetrators because by taking care of licensing, MSME products are declared valid by law. In this case, Rumah Kurasi provides facilities for MSME perpetrator who wish to take care of their business licensing.



Figure 1. Business Licensing Services
Source: Instagram @rumah_kurasi, 2023

Product Quality Curation

The next aspect is product quality. Quality is the main aspect of a product, quality is the most important consideration in giving satisfaction to consumers. Because product quality is a determinant in purchasing decisions. Rumah Kurasi itself has three markets to classify MSME products according to their quality, namely traditional markets, modern markets, and export markets.

This statement is in accordance with the results of an interview with Mr. Leonaldo as the curator at Rumah Kurasi:

"The MSME product quality standards are divided into three, namely in terms of traditional, modern, and export markets. MSMEs do not have to continue in traditional markets, but must upgrade from traditional to modern markets and export. For this reason, Rumah Kurasi always recommends which MSMEs to curate at which market point they have reached. For the quality of our products, we also cross check, the most basic is the expiration date of the product, to determine it from the traditional market the expiration period is no more than one month, it automatically enters the traditional market, in the modern market the expiration period reaches 6-8 months. Then the production code on the packaging has been included or not. In terms of taste, the curator will try the product. In terms of price, not according to the product. The composition has been listed or not on the packaging. For production capacity is already a lot or not. And for nutritional tests, there may or may not be, but for modern markets or exports, they must be available because the main thing for consumers to see is the nutritional test".

This statement is supported by Mr. Setyohadi as the director of Rumah Kurasi:

"The quality standard has several indicators, if the quality can be seen from the taste, because it adjusts to each individual's taste, then it is also seen from the durability,

namely the expiration date, if the expiration date is determined by a competent laboratory, it means that the quality of the goods is getting better and better, then Therefore, the standard export expiration date must be more than one year. If in the supermarket should be more than six months. Then whether this item is lawful or not. So it can be seen from a number of indicators, then also seen from the nutritional content, namely the nutrition fact that if it is being sold now, it's the online era that was seen earlier, from certificates or product permits".

Based on the results of the interviews, the response was appropriate so that according to triangulation, the sources met the validity of the data and it was known that product quality was an important aspect in meeting the quality standards of a product. Product quality has important indicators in fulfilling the desires or expectations of each consumer, so that the product can be said to be a quality product.



Figure 2. Implementation of Product Curation
Source: Instagram @rumah_kurasi, 2023.



Figure 3. Product Quality Curation
Source: Rumah Kurasi, 2023

Packaging Curation

Rumah Kurasi also focuses on packaging in assessing the quality standards of a product. Because many MSME perpetrators only package their products soberly. Therefore, Rumah Kurasi also provides facilities for MSME perpetrators who want to upgrade their product packaging so that the packaging can increase profit or profit for MSME products.

This statement is in accordance with the results of an interview with Mr. Oki as a graphic design staff at Rumah Kurasi:

"For packaging, Rumah Kurasi focuses because packaging is an important point of a product. Packaging is not only for protection, because packaging is the main attraction of the product itself. Many MSME players are not standardized regarding their product packaging, so Rumah Kurasi also provides facilities related to product packaging upgrades".

This statement is supported by the results of an interview with Mr. Leonardo as the curator at Rumah Kurasi:

"For this packaging, we will see from the pet whether it is correct or not, because there are certain packages that contain poisons so they are unhealthy to use, besides that the appearance of the packaging matches the product accordingly or not because the product is packaged in packaging that does not match the nature of the product. Provide protection against product durability. Whether the design is attractive or not, later if it doesn't meet the criteria or is still bad, we will provide input to MSMEs. As for the completeness of the packaging, it usually includes a sealer or safety so that the packaging does not expire easily".

Also supported by Ms. Sismiati as the Hanii Kitchen MSME perpetrators who has upgraded the product packaging:

"After upgrading my product packaging at Rumah Kurasi, my product designs are getting better, because the packaging designs provided by Rumah Kurasi meet packaging standards and my product packaging is becoming more attractive, so my product sales are increasing".

Based on the results of the interviews, the response was appropriate so that according to triangulation, the sources met the validity of the data and it was known that packaging was one of the important aspects in increasing product standardization. With a packaging design that meets standards and has aesthetic value, it can increase the selling value of a product.



Figure 4. Product Packaging Upgrades
Source: Rumah Kurasi, 2023

The Role of Rumah Kurasi in Providing Training and Assistance in Curating MSME Products

The efforts or methods of the Rumah Kurasi in providing training and assistance related to product curation to MSME perpetrators are carried out after the product curation process is complete. After going through registration, data verification, product curation, and product curation, a certificate or report card will be issued by Rumah Kurasi. This training and mentoring is a form of follow-up to the curation. The training and assistance is carried out directly offline and online via zoom meetings. In this case, Rumah Kurasi does not only focus on MSMEs in Kediri City, but MSMEs throughout Indonesia.

Based on the results of an interview with Mr. Setyohadi as the director of Rumah Kurasi:

"So after the product has been curated, the MSME problems are mapped, this training and assistance is a follow-up to the mapping. For example, MSMEs are weak in marketing, so we provide online and offline marketing training. So the entire company ecosystem, be it financial management, production management, control management, marketing, and the most important thing at the beginning, the spirit of entrepreneurship to change the mindset, we will provide all of that during the training. The difference between training and mentoring is that mentoring is how we accompany MSMEs to actually be able to fulfill the desired output. So the mentoring is more practical. Because the key for MSMEs is assistance".

This statement is supported by the results of an interview with Mr. Leonaldo as the curator at Rumah Kurasi:

"After the product has been curated, MSME perpetrators can take part in training and assistance. The training is between three to five days, for training depending on the material presented, while for mentoring it can be up to 1 month. Actually the training is the provision of material and mentoring is the practice. So training first, then mentoring. This is for measuring the extent to which MSMEs have developed. Seen from turnover, social media, and marketplace. If everything is well organized, the turnover will definitely increase. In addition, you can increase turnover through marketplaces such as Tokopedia and Shopee. Because previously sales were only offline, after being curated from the training and mentoring they are also equipped for online sales".

Also supported by Mrs. Yuyun as the owner of MSME Frenzy (Ibuke Chocolate):

"The benefit after curating the product is that we know what our product's deficiencies are and how we manage our business (business ecosystem). Provide suggestions for improvements, including in terms of licensing and product packaging. If you need an upgrade, Rumah Kurasi is ready to help".

Also supported by Mrs. Tri Juli Astuti as the owner of MSME Callista who has curated products:

"My product has been curated by Rumah Kurasi, the benefit that I can feel is that my product has been corrected, namely regarding the legality, label, packaging, then from the quality of the product such as the texture of my product. After participating in product curation, my products are getting better quality and my product packaging is getting better".

Based on the results of the interviews, the responses were appropriate so that according to triangulation, the sources met the validity of the data and it was found that training and mentoring were beneficial in increasing the quality of MSME products. After the product has been curated which includes aspects of legality, product quality, and packaging, the MSME problems are mapped. Rumah Kurasi provides services for MSME perpetrators in the form of training and assistance to follow up product curation both directly offline and online.

Direct Training and Assistance

Direct training and assistance is carried out face-to-face or offline through various events, outreach, seminars, webinars, and so on. In this activity, the curators will present several materials to add insight and knowledge to MSME perpetrators as a follow-up to product curation.



Figure 5. Direct Training and Assistance
Source: Instagram (rumah_kurasi)

Indirect Training and Assistance

Indirect training and assistance is carried out online through zoom meetings by curators at the Rumah Kurasi by delivering material and implementing product curation with MSME perpetrators.



Figure 6. Indirect Training and Assistance
Source: Rumah Kurasi

DISCUSSION

15 Based on the description of the data and interpretation of research data, it can be concluded that in increasing the standardization of MSME products by Rumah Kurasi it has been well achieved. In this case, the writer can conclude the findings obtained as follows:

The Role of the Rumah Kurasi in Improving Product Standardization in terms of Legality, Product Quality, and Packaging for MSMEs in the City of Kediri Legality Curation

The business licensing services provided by Rumah Kurasi have been carried out. Based on the results of the data found, it can be said that the licensing services provided by Rumah Kurasi are beneficial for MSME perpetrators, because MSME perpetrators can make and renew legality related to their products and businesses, such as services for making Business Identification Number (NIB), SPP-IRT, lawful, and so on. This is in line with research by Kusuma Wardhani Mas'udah with the results of his research namely that business perpetrators in Pulosari Village are assisted in the business legality management program, that is Business Identification Number (NIB) (Mas'udah et al., 2022).

Product Quality Curation

Product curation in terms of quality carried out by Rumah Kurasi has been carried out. Based on the results of the data found, it can be said that the curation of product quality provided by Rumah Kurasi is beneficial for MSME products because they can improve the quality of their products in terms of taste, product texture, adjusting consumer tastes, product shelf life, appearance, and so on. This is in line with research by Bahrul Ulum Ilham with the results of his research namely the importance of curating product quality, that is taste, product visual appearance, content, or nutrition of food products (Ilham, 2023).

Packaging Curation

Packaging curation carried out by Rumah Kurasi has been carried out, that is having MSME perpetrators who have upgraded packaging for the better, that is considering security, presenting product identity, and complete packaging to extend the expiration date. In addition, packaging must be unique and attractive in order to add value to the sale of a product. Then, based on the results of the data obtained, it can be said that the packaging design provided by Rumah Kurasi has had a positive impact on MSME players where they have upgraded their product packaging through this curation. This is in line with research by Bahrul Ulum Ilham with the results of his research namely packaging curation can protect, maintain quality, and increase product expiration dates. In addition, product labels also present correct and clear information such as safety, quality, content, and others (Ilham, 2023).

The role of Rumah Kurasi in providing Training and Assistance for MSME Product Curation

After the product has been curated which includes aspects of legality, product quality, and packaging, the MSME problems are mapped. Rumah Kurasi provides services for MSME perpetrators in the form of training and assistance to follow up curation of MSME products by curators both directly, offline and online. Direct assistance, which is carried out face-to-face or offline through various events, outreach, seminars, and so on. Meanwhile, indirect assistance (online) is carried out through zoom meetings. Based on the data found, it shows that training and mentoring are beneficial to increasing the quality of MSME products. This is in accordance with the results of an interview with Mr. Setyohadi as the director of Rumah Kurasi who stated that the training and assistance is a follow-up to the mapping of MSMEs. If MSMEs are weak in marketing, they will be given marketing training. The difference between training and mentoring is how to assist MSMEs to meet the desired output. Assistance is more practical. This is in accordance with the results of an interview with Mr. Leonardo as the curator at Rumah Kurasi who stated that training is material provision and mentoring is practice. This is for measuring the extent to which MSMEs have developed. Like sales that were previously only offline, after being curated from the training and mentoring they are also equipped to sell online through marketplaces such as Tokopedia and Shopee. This was reinforced by the results of an interview with Mrs. Yuyun as the owner of MSME Frenzy who stated that by participating in product curation, you know your shortcomings and know how to better manage your business ecosystem. Because through curation, suggestions for improvement will be provided, such as business licensing and product packaging. In addition, it is supported by the opinion of Mrs. Tri Juli as the owner of MSME Callista who stated that participating in product curation is useful in correcting product deficiencies, such as in terms of legality, product quality, and packaging. This is in line with research which states that the implementation of product packaging assistance makes participants aware of the importance of the selling value of a product through choosing the right packaging and attractive design, as well as correct product labeling (Elliyana et al., 2022). In addition, socialization and training on product standardization, packaging and branding can increase market competitiveness (Anekawati et al., 2021). Product curation assistance is very important for MSME perpetrators to assess quality, legality, taste, appearance, and product packaging so that MSMEs are able to keep up with market competitiveness (Ilham, 2023).

1 CONCLUSION

Based on the description of the data and interpretation of research data, it can be concluded that in increasing the standardization of MSME products by Rumah Kurasi it has been well achieved. In this case, it can be concluded that the findings obtained are as follows: 1. The role of Rumah Kurasi in Improving Product Standardization in terms of legality, product quality, and packaging in MSMEs is carried out for several reasons. First, Legality Curation is carried out because legality is a basic requirement in product curation as well as within the scope of law. Rumah Kurasi provides services related to business and product licensing for MSME perpetrators. Second, Product Quality Curation is carried out to upgrade the level of MSME products, which was originally from a traditional market perspective, increasing to modern markets, up to the export market. The purpose of product quality curation is to improve product quality standards. Rumah Kurasi focuses on improving product quality standards so that MSME products are worthy of competing in the market. The third is Packaging Curation. Rumah Kurasi focuses on packaging because there are still many MSMEs whose packaging does not meet standards. Rumah Kurasi also provides services to upgrade MSME product packaging because attractive packaging and meeting standards can increase the selling value of a product. 2. The role of Rumah Kurasi in providing MSME Product Curation Training and Assistance is a follow-up to MSME mapping. After the product has been curated and received a certificate, MSME perpetrators can take part in training and mentoring. This is to measure the extent to which MSMEs are able to develop. Seen from turnover, social media, and marketplace. The training and assistance is carried out by curators either directly (offline) through outreach activities, seminars, webinars, and so on or indirectly (online) through zoom meetings.

Theoretical implications in this study provide a new area of research regarding the standardization and curation of MSME products through three aspects, that is legality, product quality, and packaging. Through product curation it is proven to be able to increase the standardization of MSME products. Practical implications of the results of this research can provide ideas to other similar institutions to help improve MSME product standardization, and can follow the policies implemented by Rumah Kurasi in running their company.

The results of this study can be used as a reference for future researchers to be able to discuss further and in more detail regarding the importance of product standardization and curation for MSME products so that they can be better standardized so that MSMEs can compete in the market.

LIMITATION

The limitations of this research rely on the role played by Rumah Kurasi in increasing product standardization in the aspects of legality, product quality, and packaging for Micro, Small, and Medium Enterprises (MSMEs) in Kediri City and the Role of Rumah Kurasi in providing training and mentoring for MSME Product Curation in Kediri City.

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