

COMMUNITY ENGAGEMENT ARTICLE

Improving Production Efficiency and Packaging Innovation among Women-Owned MSMEs of FKKS in Ciracas District through Participatory Production Training

Pristina Hermastuti¹ | Enung Siti Saodah² | Dodi Prastuti³ | Diah Pranitasari^{4*} | Iman Sofyan Suriawinata⁵

^{1,2,3,4*,5} Department of Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, East Jakarta City, Special Capital Region of Jakarta, Indonesia.

Correspondence

^{4*} Department of Management, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, East Jakarta City, Special Capital Region of Jakarta, Indonesia.

Email: nitadpranitasari@gmail.com.

Funding information

Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta.

Abstract

Women-owned micro, small, and medium enterprises (MSMEs) often face technical production constraints that hinder business growth, including inefficient workflows, inconsistent raw material quality, limited innovation, and weak packaging competitiveness, common among informally managed home-based enterprises. This community service activity aimed to strengthen the production capability of women MSMEs under the Forum Komunikasi Komite Sekolah (FKKS) in Ciracas District through participatory production training, focusing on workflow efficiency, raw material standardization, product diversification, and packaging improvement. Thirty women entrepreneurs participated through workshops, demonstrations, hands-on practice, and four weeks of mentoring. Results show substantial behavioral change: 81% established raw material standards, 93% developed new product variants or improved packaging, 90% applied more efficient workflows, and 82% achieved better product consistency. These findings indicate that practical, production-oriented assistance can meaningfully improve technical capability and competitiveness among women-led MSMEs.

Keywords

Women MSMEs; Production Training; Product Innovation; Packaging; Empowerment.

Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) milik perempuan sering mengalami kendala teknis produksi yang menghambat pertumbuhan bisnis, seperti alur kerja tidak efisien, kualitas bahan baku tidak konsisten, inovasi terbatas, dan daya saing kemasan lemah, yang umum terjadi pada usaha rumahan dengan manajemen informal. Kegiatan pengabdian ini bertujuan memperkuat kemampuan produksi UMKM perempuan di bawah Forum Komunikasi Komite Sekolah (FKKS) Kecamatan Ciracas melalui pelatihan produksi partisipatif yang menekankan efisiensi alur kerja, standarisasi bahan baku, diversifikasi produk, dan peningkatan kemasan. Tiga puluh wirausaha perempuan berpartisipasi melalui lokakarya, demonstrasi, praktik langsung, dan pendampingan selama empat minggu. Hasil menunjukkan perubahan signifikan: 81% peserta menetapkan standar bahan baku, 93% mengembangkan varian produk baru atau memperbaiki kemasan, 90% menerapkan alur kerja lebih efisien, dan 82% mencapai konsistensi produk lebih baik. Temuan ini menunjukkan bahwa bantuan praktis berorientasi produksi dapat meningkatkan kemampuan teknis dan daya saing bisnis UMKM yang dipimpin perempuan.

Kata Kunci

UMKM Perempuan; Pelatihan Produksi; Inovasi Produk; Kemasan; Pemberdayaan.

1 | INTRODUCTION

The existence of MSMEs remains a major pillar of the community's economy, especially among households that use small businesses as a source of supplementary or primary income. In the Indonesian context, MSMEs not only function as labor absorbers but also as a space for the growth of family- and community-based entrepreneurship. Appropriate mentoring has proven to be a crucial factor in improving the sustainability of MSMEs, particularly when the businesses are still micro-scale and managed simply (Alom *et al.*, 2025; Muhammad *et al.*, 2021; OECD, 2023). Among these MSMEs, women play a fairly dominant role, as many home-based businesses grow out of domestic skills such as food processing, crafts, and simple services. However, women-run businesses generally still face technical production constraints. Production processes often operate based on habit rather than a measurable work system, so tasks such as material preparation, processing, and packaging tend to be carried out spontaneously according to daily needs rather than a planned sequence. As a result, product quality tends to fluctuate, production time becomes inefficient, and operational costs are difficult to control. This situation is worsened by low product innovation and the use of very simple packaging, which results in less than optimal product sales value (Purba *et al.*, 2025; Riandika & Mulyani, 2025).

These findings align with the results of various MSME empowerment programs, which indicate that micro-enterprise stagnation is generally rooted in weak production capacity and a limited ability to create added value (Pranitasari, Suriawinata, *et al.*, 2026). When production management is left unaddressed, businesses tend to remain at a subsistence level regardless of how much marketing support is provided, because inconsistent product quality and outdated packaging continue to undermine consumer trust. Product innovation, packaging improvement, and work process efficiency have proven to be the three most important factors in increasing MSME competitiveness in both local and digital markets (Pranitasari *et al.*, 2025; Pranitasari, Suriawinata, *et al.*, 2026). These three aspects are closely related to one another: an efficient production process provides the time and resources needed to experiment with new variants, while improved packaging strengthens the perceived value of the resulting product. Strengthening these technical foundations is therefore considered a prerequisite before women-owned MSMEs can compete more broadly, whether through conventional retail channels or digital marketplaces.

A similar situation was found among women-based MSMEs within the Ciracas District School Committee Communication Forum (FKKS). Based on initial mapping, the majority of participants operate home-based food businesses with traditional production patterns inherited from daily household routines rather than formal business training. To obtain a clearer picture of participants' production practices, the community service team conducted a direct survey using questionnaires prior to the training. The results are presented in Table 1.

Table 1. Conditions of Production Management of Female MSME Actors

Questions	Yes	No
Do you understand the efficient and consistent production flow of your business?	57%	40%
Do you have standards for selecting raw materials (size, quality, type)?	63%	37%
Have you ever created new variants of your main product?	80%	20%
How important do you think packaging innovation is in attracting buyers?	Frequency	Percentage
Not Important	0	0%
Somewhat Important	3	10%
Very Important	27	90%
Total	30	100%

Prior to the activity, only 57% of participants stated that they understood an efficient and consistent production flow, while 63% had established raw material selection standards. Meanwhile, 80% had experience creating new product variants, and as many as 90% of participants considered packaging innovation very important for attracting buyers. This data indicates that most businesses still operate without consistent production guidelines, even though awareness of the importance of innovation and packaging is already relatively high. In the long term, this gap between awareness and practice can hinder business growth, since the absence of consistent production standards makes it difficult to maintain stable product quality from one production batch to another. Based on these challenges, the community service team believes that strengthening women's MSMEs cannot be focused directly on marketing but must begin with improving their production capacity. Marketing efforts without a solid production foundation tend to be short-lived, as inconsistent quality will eventually be recognized by consumers. Therefore, participatory production training was conducted, specifically emphasizing workflow efficiency, raw material standardization, product variant innovation, and packaging updates, so as to provide participating businesses with a stronger technical foundation before other aspects of business development are introduced. This training was delivered by Dr. Iman Sofian Suriawinata, a resource person specializing in production management, as part of the Ciracas District FKKS women's MSME empowerment program.

2 | METHOD

2.1. Location and Time

This community service activity was held in the Ciracas District, East Jakarta, a gathering place for female MSMEs under the guidance of the School Committee Communication Forum (FKKS). This location was chosen based on the consideration that the majority of participants were housewives and home-based business owners who actively participated in FKKS community activities, facilitating coordination and participant engagement throughout the program. The core production training activities took place on July 28, 2025, in a face-to-face meeting combined with hands-on practice. The training lasted approximately three hours, consisting of material presentation, interactive discussions, demonstrations, and simulations of simple production techniques. The training time was adjusted to suit participants' free time to avoid interfering with their daily production activities or domestic responsibilities.

2.2. Target Audience

The primary target group for this activity was 30 female MSME actors who were active members of the Ciracas District FKKS. Participants were selected based on their willingness to participate in the entire training series and their existing small- or medium-scale home-based businesses. The majority of participants operate in the processed food, home-made snacks, simple catering, and other daily consumer products sectors. This group is considered a relevant target for the program because their businesses still rely heavily on manual production skills and lack a structured work system. Furthermore, most participants still operate their businesses based on everyday experience without established production standards, requiring practical and easily implemented mentoring.

2.3. Community Service Method

The activity implemented a participatory, applied approach, a training method that positions participants not merely as listeners but as direct participants in the entire learning process. This approach was chosen because female MSME actors typically understand material more easily through real-world examples and practical experience than simply receiving theoretical explanations. The activity began with a presentation of core material on the importance of production management in small businesses, particularly as it relates to work efficiency, consistent product quality, and simple ways to increase sales value. During this session, the resource person provided an overview of various problems common in home businesses, such as raw material waste, excessively long production times, and frequently fluctuating product results. This was followed by a demonstration of raw material selection. Participants were shown firsthand how to determine suitable raw materials based on quality, size, freshness, and uniformity. This demonstration was important because many businesses purchase raw materials solely based on price or market availability, without considering the impact on product quality. Building on this, a simulation of a production flow was conducted. In this session, participants were guided to understand a more efficient work sequence, from material preparation, processing, and storage to packaging. The resource person explained the parts of the work that often waste energy and time, and then, together with the participants, developed a simpler yet more effective work pattern. Subsequently, participants engaged in product and packaging innovation practices. They were asked to review their own products and discuss possible developments, including flavor variations, product sizes, presentation styles, and packaging design. In this session, participants not only received examples but also directly tried to implement ideas for changes that align with the characteristics of their businesses. Following the workshop, participants received implementation support in the form of mentoring for four weeks through WhatsApp group discussions, direct consultations, and periodic monitoring conducted by the community service team. The mentoring process aimed to ensure that participants could apply the production improvements discussed during the training and overcome practical obstacles encountered during implementation. This method was chosen because it provides a more active learning environment, is less monotonous, and is more closely aligned with the participants' real-world needs. With direct involvement, participants more easily understand that the training material is not merely theoretical but can be immediately applied in their businesses.

2.4. Indicators of Success

The success of the activity is determined through several indicators directly related to changes in participants' production behavior after the training. A key indicator is an increase in participants' ability to standardize raw materials, meaning they are able to select materials based on the same size, type, and quality to achieve more consistent product results. Another indicator is the emergence of product and packaging innovations, characterized by changes in product variants, improved appearance, or the use of more attractive containers. In addition, participants are expected to begin implementing a more efficient production workflow, such as a more organized division of work stages, shorter production times, and reduced material waste. Success is also reflected in an increase in the consistency of production results, including taste, size, shape, and neatness of packaging. These indicators were chosen because they are considered to best reflect the success of production training for home-based micro-enterprises.

2.5. Evaluation Method

Activity evaluation is conducted to determine the extent to which the training material is truly understood and implemented by participants. The evaluation process is carried out through several methods. Post-training observations are conducted to observe direct changes in participants' business practices, particularly in how they prepare ingredients, process products, and package them. Group discussions were also held to explore participants' experiences implementing the material, including any challenges they still encountered in the field. Furthermore, the community service team, consisting of trainers and research assistants who directly observed participants' business practices during the mentoring period, administered a follow-up questionnaire at the end of the four-week mentoring period. To measure changes consistently, the same questionnaire items—covering production workflow efficiency, raw material standardization, product and packaging innovation, and production consistency—were administered both before and after the intervention. Through this combination of observation, group discussion, and questionnaires, the team was able to assess not only participants' level of understanding but also the tangible and sustained impact of the training on their daily business production activities.



Figure 1. Training Activities.

3 | RESULT AND DISCUSSION

3.1. Results

3.1.1. Improvement in Production Workflow Efficiency

The production training provided to female MSMEs in the Ciracas District FKKS began with a discussion on the importance of an efficient workflow in home-based businesses. This initial session revealed that most participants had been carrying out production processes based on daily habits without a clear work sequence. Material preparation, processing, storage, and packaging were carried out spontaneously, according to current needs. Through the training, participants were introduced to a more systematic way of thinking, namely that production activities are not simply about producing finished goods but must also consider process efficiency. The resource person encouraged participants to map out simple work stages—identifying which tasks could be prepared in advance, which parts could be done simultaneously, and which points in the process consumed the most time. These changes were evident in the post-training evaluation. Ninety percent of participants stated that they had begun implementing a more organized and time-saving workflow than before. Although the changes were simple—such as preparing ingredients at one time, dividing the cooking and packaging processes, or organizing equipment more neatly—these small steps had already impacted the smoothness of daily production.

3.1.2. Standardization of Raw Materials

Besides workflow, another major issue encountered by participants was the inconsistent use of raw materials. Prior to the activity, many businesses purchased ingredients based on the lowest price or simply on market availability. As a result, the size, quality, freshness, and characteristics of the main ingredients used often varied, directly affecting the taste, texture, appearance, and durability of the resulting products. Through a simple demonstration, participants were shown that standardizing raw materials does not necessarily require expensive materials, but rather the ability to select materials with consistent characteristics for each production process. Participants were taught to determine material measurements, the minimum quality required, and how to separate primary and secondary materials to ensure consistent

results. After the mentoring period, 81% of participants had begun establishing simple standards for raw material selection—an indication of increased awareness that product quality is built on consistent habits from the outset.

3.1.3. Product and Packaging Innovation

One common obstacle faced by micro-enterprises is the tendency to stick with old product patterns considered sufficiently marketable. This mindset was also frequently found among training participants, most of whom felt no need to make changes due to concerns that new products would not be accepted by the market or would increase production costs. In the innovation session, the resource person demonstrated that innovation does not always mean creating an entirely new product; it can start with small steps, such as adding flavor options, creating more economical sizes, changing presentation styles, or using more practical packaging. Participant response in this session was highly enthusiastic. Some participants began developing ready-to-cook frozen menus, others added value-packaging packages, and still others improved their packaging labels to make them cleaner and more attractive. Evaluation results showed that 93% of participants successfully innovated either their products, their packaging, or both, as illustrated in Figures 2 and 3 below.

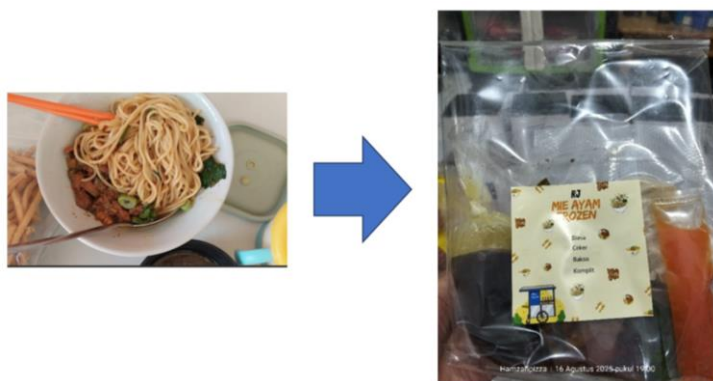


Figure 2. Adding Variations with Frozen Chicken Noodles



Figure 3. Adding Fried Chicken Variants

Beyond product development, packaging also played a crucial role in this process. Previously, most participants used makeshift containers without considering visual cleanliness or consumer comfort. After the training, participants began to understand that packaging is not merely a wrapping tool but also the first impression a product makes when received by a buyer, as shown in Figures 4 and 5.

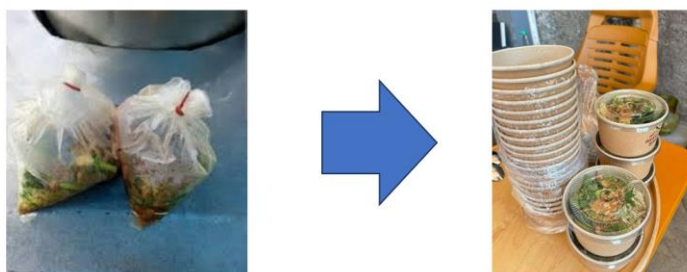


Figure 4. Improving Packaging/Containers for Takeaway



Figure 5. More Attractive Labeling Improvements

3.1.4. Production Consistency and Activity Success

The success of this activity was reflected in a change in participants' mindset regarding their production activities. Before the training, most participants viewed their businesses as merely an additional, casually undertaken activity, with production done simply to fulfill orders or maintain inventory. This shift was evident in the increased consistency of production results reported by 82% of participants, whose products became more uniform, neater, and more marketable. A summary of the changes observed before and after the training is presented in Table 2.

Table 2. Evidence of Quantitative Results Indicating Increased Empowerment

Before Training	After Training	Key Impacts
No raw material standards (only 63% had established standards)	81% have established raw material standards	Improved product quality, consistency, and diversification
Limited product variety	93% have created new variants and/or packaging	

Production process still manual and inefficient	90% have implemented a more efficient production flow
Low product consistency	82% have more consistent products

3.1.5. Early Operational Performance Indicators

Although the primary objective of this program was to improve production capability, several operational performance improvements were also observed during the mentoring period. Participants reported shorter preparation times due to better workflow organization, reduced raw material waste resulting from standardized purchasing practices, and more efficient packaging processes. Some participants also indicated an increase in repeat orders following the introduction of improved packaging and new product variants. Producers of frozen chicken noodles reported easier product storage and distribution, while catering businesses experienced more practical takeaway packaging that improved customer convenience. These findings were based on participant self-reports and were not measured using formal financial records.

3.2. Discussion

This work method—relying more on experience than systematic planning—is common in household-based micro-enterprises, where production activities often run ineffectively, resulting in wasted time, energy, and raw materials (Febriana *et al.*, 2025; Mindhayani *et al.*, 2019). This finding aligns with Febriana *et al.* (2025), who showed that efficiency issues in micro-SMEs are often caused not by limited equipment but by the lack of structured work habits. Improving manual work systems, streamlining production stages, and adopting simple operational procedures have been proven to increase business productivity even without expensive technological support. In other words, changing the way participants work provides the foundation for their businesses to grow to a larger scale.

In micro-scale culinary businesses, the quality of raw materials is the starting point for determining product quality, so even small changes in the ingredients used can significantly affect the final product (Dorthy *et al.*, 2026). In home-based businesses, variations in raw materials are often considered normal, as business owners assume consumers will continue purchasing as long as the product remains edible. However, from a consumer behavioral perspective, inconsistent quality actually contributes to declining customer trust. Consumers who experience varying tastes, sizes, or textures with each purchase tend to perceive the product as lacking clear quality standards, which in the long term can reduce satisfaction and repeat purchases (Juwita & Sudigdo, 2025). For women-owned MSMEs, standardizing raw materials is therefore a fundamental step in establishing a quality business identity while maintaining consumer trust. These changes demonstrate that female MSME actors possess considerable creativity but simply lacked the appropriate stimulus and role models (Marlina *et al.*, 2025). Parlyna & Girsang (2024) explain that product innovation in micro-enterprises thrives when entrepreneurs are provided with hands-on experience and a discussion space aligned with the reality of their businesses. This was evident in this activity, where innovation emerged not from theoretical pressure but from participants directly observing the potential for change (Junaidi *et al.*, 2025). Regarding packaging, this simple shift in understanding is quite effective in raising awareness that product appearance directly influences sales value (Irawan, 2022; Mawati *et al.*, 2026).

This kind of behavioral change represents a significant achievement. Empowerment programs do not always have to result in an instant surge in revenue; more importantly, partners' awareness and ability to improve their businesses independently must grow. When entrepreneurs begin to recognize their own production weaknesses and strive to correct them, the empowerment process has truly begun. Thus, this participatory production training not only provides additional technical knowledge but also fosters new work habits that are more efficient, quality-conscious, and open to innovation—habits that will serve as the foundation for women-owned MSMEs to advance to the next stage of business development. This finding is consistent with Pranasari *et al.* (2026), who emphasized that sustainable empowerment of women-owned MSMEs requires practical capacity-building interventions accompanied by mentoring and ecosystem support. The improvements observed among FKKS Ciracas participants indicate that strengthening production capability, product innovation, and packaging quality can serve as an important foundation for enhancing business competitiveness and long-term sustainability. Future empowerment programs should incorporate quantitative indicators—such as production time reduction, waste reduction rates, repeat purchase frequency, and sales growth—to provide stronger evidence of business competitiveness improvement.

3.3. Activity Limitations

Despite the positive outcomes achieved, several limitations were encountered during the implementation of this community service program. The training duration was relatively short, consisting of a three-hour workshop followed by a four-week mentoring period, so some participants required additional time to fully implement the recommended production improvements. Participants also demonstrated varying levels of business experience and technical knowledge, which influenced the speed of adoption of new production practices. Furthermore, the assessment primarily focused on behavioral and operational changes rather than detailed financial performance indicators such as sales growth, profit margins, or productivity measurements. Therefore, the results should be interpreted as evidence of early capacity-building

outcomes rather than comprehensive business performance improvements.

4 | CONCLUSIONS AND FUTURE WORK

Participatory production training for women's MSMEs from the Ciracas District FKKS has had a considerable impact on strengthening the technical capacity of participants' businesses. Workflow improvements, raw material standardization, product innovation, and packaging enhancements encouraged participants to produce more efficient, consistent, and competitive products. This program demonstrates that strengthening women's MSMEs is more effective when it begins with technical production issues, which have historically been the main obstacle to business sustainability. In other words, once the production process is well organized, opportunities for business development in the areas of management and marketing become much more attainable. In addition to these behavioral changes, participants reported several operational improvements, including more organized production activities, reduced material waste, more practical packaging processes, and early indications of increased repeat orders. These findings suggest that strengthening production capability can generate early business performance benefits for women-owned MSMEs, laying a stronger foundation for their subsequent growth.

Future empowerment programs should be expanded to include broader aspects of business development, such as digital marketing, financial literacy, business management, and access to financing. Long-term mentoring and periodic evaluation are also recommended to ensure the sustainability of the improvements achieved. In addition, future studies may examine the long-term impact of participatory training on business performance, income growth, and the economic empowerment of women entrepreneurs in other regions.

REFERENCES

- Alom, K., Rahman, Z., Khan, A. I., Akbar, D., & Hossain, M. (2025). Digital finance leads women entrepreneurship and poverty mitigation for sustainable development in Bangladesh. *Journal of Innovation and Entrepreneurship*. <https://doi.org/10.1186/s13731-025-00471-2>
- Dorthy, H., Sinaga, E., Loo, P., & Dianta, R. (2026). Local raw materials and food quality in shaping local economic linkages: The mediating role of consumer satisfaction. *Ekulilibrium: Jurnal Ilmiah Bidang Ilmu Ekonomi*, 21(1), 52–71.
- Febriana, W., Anggriani, R., Sumadewa, I. N. Y., & Widyawati, L. (2025). Implementasi manajemen operasional sederhana untuk meningkatkan efisiensi produksi pada pelaku UMKM di Desa Beleka, Kecamatan Praya Timur, Kabupaten Lombok Tengah. *Jurnal Pengabdian Pada Masyarakat IPTEKS*, 2(2), 1–9.
- Irawan, F. (2022). Pelatihan branding dan packaging sebagai strategi pemasaran pada produk UMKM Desa Karangjati, Kecamatan Sampang, Kabupaten Cilacap. *Kampelmas (Kampus Peduli Masyarakat)*.
- Junaidi, Y., Purba, K. F., Tafari, M. F., Sari, D. W., Wardani, A., & Yuliani, M. T. (2025). Pendampingan inovasi kemasan dan digital marketing produk lokal kemplang tunu pada kelompok usaha perempuan Seroja di Kabupaten Ogan Komering Ilir. *Jurnal Pengabdian dan Pengembangan Masyarakat Indonesia*, 4(2), 436–447. <https://doi.org/10.56303/jppmi.v4i2.922>
- Juwita, D., & Sudigdo, A. (2025). The influence of service timeliness and product quality on purchase intention: The mediating role of consumer trust in Sweet City Tofu. *Agency Journal of Management and Business*, 5(2).
- Marlina, M. A. E., Yusup, A. K., Nugraha, K. A., Suyanto, K. J., & Tandiawan, S. A. (2025). Pemberdayaan UMKM Ibu-Ibu Dasa Wisma Pakal melalui pelatihan inovasi, pemasaran digital, dan keuangan. *Jurnal Abdimas Ekonomi dan Bisnis*, 5(1), 39–49. <https://doi.org/10.31294/njmr8010>
- Mawati, Y., Rahmawati, D., & Nugroho, A. (2026). Pelatihan desain dan inovasi packaging untuk meningkatkan daya saing produk UMKM perempuan PKH. *Ahmad Dahlan Journal of Public Service*, 3(1), 55–66. <https://jurnal.portalpublikasi.id/index.php/AJP/article/view/2060>

- Mindhayani, I., Lestariningsih, S., & Susianti. (2019). Pelatihan kewirausahaan dan produksi terkontrol pada industri rumah tangga di Desa Trimulyo Bantul. In *Seminar Nasional Abdimas II: Sinergi dan Strategi Akademisi, Business dan Government (ABG) dalam Mewujudkan Pemberdayaan Masyarakat yang Berkemajuan di Era Industri 4.0* (pp. 856–861).
- Muhammad, S., Ximei, K., Saqib, S. E., & Beutell, N. J. (2021). Women's home-based entrepreneurship and family financial position in Pakistan. *Sustainability (Switzerland)*, 13(22), 1–14. <https://doi.org/10.3390/su132212542>
- OECD. (2023). *Empowering women entrepreneurs in the digital economy*. OECD Publishing. https://www.oecd.org/en/publications/enhancing-women-empowerment-through-entrepreneurship_bb885dbf-en.html
- Parlyna, A., & Girsang, L. R. (2024). Mengulik peran pelaku UMKM perempuan dalam adopsi inovasi digital. *Jurnal Ilmiah Ilmu Komunikasi*, 23(2). <https://doi.org/10.32509/wacana.v23i2.4038>
- Pranitasari, D., Harini, S., & Nugroho, S. H. (2026). Digitalization and financial inclusion among women-led micro and small enterprises in Indonesia: An empirical perspective. *Frontiers in Sociology*, 11, Article 1813070. <https://doi.org/10.3389/fsoc.2026.1813070>
- Pranitasari, D., Suriawinata, I. S., & Andyarini, K. T. (2025). Literasi digital dan keuangan pelaku UMKM perempuan untuk keberlanjutan usaha. *Berdaya: Jurnal Pendidikan dan Pengabdian kepada Masyarakat*, 7(3), 471–480. <https://doi.org/10.36407/berdaya.v7i3.1723>
- Pranitasari, D., Suriawinata, I. S., & Warcito. (2026). *UMKM perempuan: Digitalisasi dan inklusi keuangan*. Arta Media Nusantara.
- Purba, T., Sitorus, D. H., & Ompusunggu, H. (2025). Optimizing women's entrepreneurship to enhance family domestic income: A case study of female entrepreneurs in Batam, Indonesia. *Journal of Innovation and Entrepreneurship*, 14(1), 1–18. <https://doi.org/10.1186/s13731-025-00489-6>
- Riandika, D., & Mulyani, E. (2025). The role of entrepreneurship development for women welfare in rural area. *Jurnal Ekonomi Pembangunan: Kajian Masalah Ekonomi dan Pembangunan*, 21(1), 23–31. <https://doi.org/10.23917/jep.v21i1.7921>.

How to cite this article: Hermastuti, P., Saodah, E. S., Prastuti, D., Pranitasari, D., & Suriawinata, I. S. (2026). Improving Production Efficiency and Packaging Innovation among Women-Owned MSMEs of FKKS in Ciracas District through Participatory Production Training. *AJAD : Jurnal Pengabdian Kepada Masyarakat*, 6(2), 353–360. <https://doi.org/10.59431/ajad.v6i2.831>.