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UTILIZING CANVA IN THE PARTICIPATORY DESIGN OF SHREDDED TEMPEH PRODUCT STICKERS TO STRENGTHEN MSME VISUAL IDENTITY IN BEJI VILLAGE, BATU CITY

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Abstract

Micro, small, and medium enterprises (MSMEs) often lack a recognizable visual identity on their packaging, which weakens their position in local markets. This community service activity assisted KWT Srikandi (Srikandi Tani), a women farmers' group in Beji Village, Junrejo District, Batu City, in designing a product sticker for its shredded tempeh (abon tempe) brand, BONTE. Six group members took part in three meetings held on 17, 18, and 23 August 2026. A participatory design approach was applied: needs identification and concept development, design production in Canva, revision based on partner feedback, and application of the sticker to the packaging. The final sticker combines the brand name, illustrations, a slogan, variant and net-weight information, composition, an expiry field, and producer identity in a green, cream, and yellow-orange scheme. A descriptive design analysis based on visual hierarchy, contrast, and legibility describes how the sticker organizes brand and product information in one layout. The effect on partners and consumers was not measured, Canva was operated by the team, and compliance with food-labelling requirements remains to be verified; these points are discussed as limitations.

Keywords: Canva; MSMEs; Participatory Design; Shredded Tempeh; Visual Identity.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) occupy a strategic position in the Indonesian economy through both employment absorption and their contribution to community welfare (Farisi et al., 2022). Based on data from Statistics Indonesia (BPS) for Batu City reported by ANTARA, the number of MSME actors was approximately 25,524 (Febrianto, 2024). Among household-scale processed-food MSMEs, packaging is often not well organized: brands, logos, and product information are not presented consistently, making products difficult to distinguish from similar offerings (Foster et al., 2021; Palloan et al., 2021). Visual identity is a combination of elements such as logos, colors, typography, and illustrations that are used consistently to represent a product or business. Ward et al. (2025) developed an objective measure of visual branding cohesion across product portfolios and emphasized the importance of consistency in visual elements for brand distinctiveness. Packaging therefore functions not only as a container but also as a visual communication medium that influences how consumers recognize a product. Several community service activities have reported that packaging design and branding are associated with the brand image of MSME products (Foster et al., 2021), the visual appeal of traditional food packaging (Kusumawati et al., 2022), and stronger product image in local markets (Palloan et al., 2021). For further-processed products, value-added analysis of shredded-food processing has demonstrated economic benefits for home industries (Kurniawati & Budiarto, 2025), indicating that shredded tempeh, as a processed tempeh product, merits improvement in its visual presentation.

Canva is widely used in community service activities to produce visual materials because it is relatively easy to operate. Its use has been reported for creating sticker logos for fermented cassava MSMEs (Sekar Sari & Suwaidi, 2023), assisting with packaging logos (Nourma Ulva et al., 2023), training MSMEs in product design (Chandra et al., 2024), and marketing regional specialty food products (Solihah & Zakiah, 2022). Participatory approaches to MSME packaging sticker development have been reported for cassava chips (Nur'aini et al., 2026) and fish crackers (Aqilah et al., 2025). The studies cited in this article generally report design outputs or improvements in participant skills, but they do not describe in detail design decisions based on partner needs

together with a descriptive design analysis of processed-tempeh packaging. This activity addresses that gap through assistance to KWT Srikandi. The partner, KWT Srikandi (Srikandi Tani) in Beji Village, Junrejo District, Batu City, had operated for one year and produced BONTE shredded tempeh in ORI and MIX variants with net weights of 150 g and 300 g. The partner needed a label design that would give the product a distinctive identity and present product information more systematically. This activity aimed to: (1) identify branding needs and product information that should appear on the packaging; (2) develop a sticker design concept combining the brand name, illustrations, slogan, and product information; (3) produce a final sticker design in Canva through discussion and revision with the partner; and (4) apply the design to the product packaging.

METHOD

The activity was conducted in Beji Village, Junrejo District, Batu City, with KWT Srikandi (Srikandi Tani) as the community partner. Six group members participated. The activity was implemented in three meetings on 17, 18, and 23 August 2026 as part of the KKN MAS community service work program. Attendance of KWT members at each meeting was documented through field notes. The activity used a participatory design approach in which users or partners are involved in design decisions (Spinuzzi, 2005). In this activity, the partner determined the information to be displayed, provided feedback on the concept and design, and approved the design before implementation, while the team acted as facilitator and Canva operator. The activity stages are presented in Table 1.

Table 1. Activity stages and schedule

Meeting	Date	Stage	Activities
1	17 August 2026	Identification, discussion, and concept development	Identify partner needs and information to be displayed on the sticker; discuss the product name, product information, and producer identity with the partner; determine the color concept, typeface, brand, illustrations, slogan, and layout.
2	18 August 2026	Design development and revision	Develop the sticker design in Canva based on the agreed concept; adjust the design according to partner feedback and needs.
3	23 August 2026	Application	Use the final sticker design and apply it to the shredded tempeh packaging.

The tools and materials included the free version of Canva, a tablet and mobile phone, and chromo sticker material printed using a printer owned by a local resident in Beji Village. The design was created in Canva using built-in Canva elements, while several other elements were generated using artificial intelligence (AI) features. The data consisted of photographic documentation, implementation notes, and design drafts. Data were analyzed descriptively by examining design decisions in relation to partner needs and label-design principles, namely visual hierarchy, contrast, and legibility (Lidwell et al., 2010), as well as consistency of visual elements (Ward et al., 2025). The activity did not use questionnaires or structured interviews, and formal responses from partners and consumers were not collected. Therefore, the assessment constitutes a design analysis rather than an impact measurement.

RESULTS AND DISCUSSION

Partner Profile and Initial Condition

KWT Srikandi (Srikandi Tani) had operated for one year. The product developed was BONTE shredded tempeh in ORI and MIX variants, with net weights of 150 g and 300 g and a price of IDR 20,000 per package. Before the activity, the product packaging did not have a sticker combining the brand and product information (Figure 1). Identification during the first meeting showed that the partner needed a design that gave the shredded tempeh a distinctive character while presenting product information in a more organized manner.

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Figure 1. Initial condition of BONTE shredded tempeh packaging before sticker application (17 August 2026). Source: Authors' documentation.

Design Concept and Decisions

The concept was developed on 17 August 2026 using a combination of green, cream, and yellow or orange. The name BONTE was displayed prominently in the main area, accompanied by a tempeh character illustration, an image of shredded tempeh, and leaf ornaments. Variant, composition, net-weight, and expiry information were placed in the lower section, while producer identity was shown through the statement "Produced by KWT Srikandi." The relationship between partner needs, design decisions, and their rationale is presented in Table 2.

Table 2. Partner needs, design decisions, and rationale

Identified Partner Need	Design Decision	Rationale
Easily recognizable brand	Large BONTE name in the main area, with a tempeh character illustration	The largest and most contrasting element becomes the first visual focal point (visual hierarchy).
Clear product type and character	"SHREDDED TEMPEH" description, "Delicious-Savory-Nutritious" slogan, and shredded tempeh image	Communicates the product type and taste characteristics concisely.
Natural impression	Green color and leaf ornaments	Green and leaf motifs are associated with a natural impression and align with the tempeh ingredient (Farida et al., 2020).
Stronger and warmer product appearance	Cream and yellow/orange colors	Warm colors strengthen the visual appearance and create contrast with green.
Organized product information	Lower information block: variants (ORI, MIX), composition, net weight (150 g, 300 g), and expiry field	Related information is grouped together to make it easier to read.
Producer identity	"Produced by KWT Srikandi" and "Batu - Indonesia"	Indicates the product origin and how to contact the producer.

Source: Needs identification during Meeting 1 (17 August 2026).

Design Development in Canva

On 18 August 2026, the team developed the design in Canva based on the agreed concept (Figure 2). The layout, illustrations, and information blocks were organized on a single editable design page so that changes could

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be made in response to partner feedback. Canva was operated by the team, while the partner provided input on the content and visual appearance.

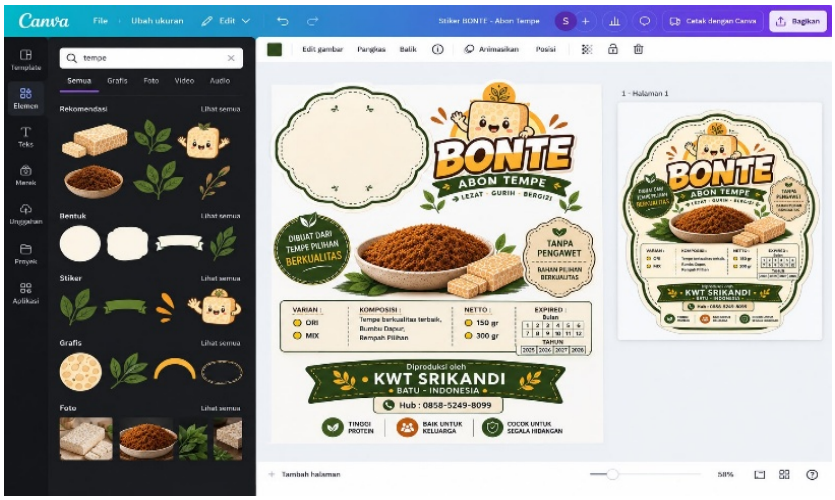

Figure 2. Development of the BONTE sticker design in Canva (18 August 2026).

Source: Authors' screenshot.

Design Discussion and Revision

Discussion of the product name, product information, and producer identity was conducted with KWT members on 17 August 2026. On 18 August 2026, the design was adjusted based on partner feedback and needs before being established as the final design (Figure 3). Details of changes from the initial to the final version were not systematically documented and therefore cannot be presented as a comparative table.



Figure 3. Discussion and review of the BONTE sticker design with KWT Srikandi members: (a) and (b), from left to right. Source: Authors' documentation (2026).

Final Design and Application to the Packaging

The final design (Figure 4) includes the BONTE name, the description "SHREDDED TEMPEH," a slogan, product illustrations, ORI and MIX variants, net weights of 150 g and 300 g, composition (selected-quality tempeh, cooking seasonings, and selected spices), an expiry field (month and year), producer identity, location, and business contact number. The expiry field is presented as a month-and-year grid labeled "EXPIRED" with year options from 2025 to 2028. The design also contains additional statements such as "no preservatives," "high in protein," "good for families," and "suitable for all dishes." Compliance of these statements with claim regulations has not yet been verified (Badan Pengawas Obat dan Makanan, 2022), and this remains a point for design improvement (see the Food Label Completeness subsection).



Figure 4. Final sticker design for the BONTE shredded tempeh product.

Source: Authors' work in Canva (the origin of design elements is explained in the Method section).

The sticker was applied to the shredded tempeh packaging on 23 August 2026 (Figure 5). This stage demonstrated the appearance of the design on the actual product. The sticker can be seen on both pouch and bottle packaging (Figures 6 and 7); the sticker dimensions were 8 × 8 cm for the larger size and 7 × 7 cm for the smaller size.



Figure 5. Application of the BONTE shredded tempeh sticker to the packaging (23 August 2026): (a) and (b) sticker application process, and (c) packaging after the sticker was attached. Source: Authors' documentation.



Figure 6. Five KWT Srikandi members holding BONTE shredded tempeh products with the new sticker.
Source: Authors' documentation.

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Figure 7. With the chairperson of KWT Srikandi holding a BONTE shredded tempeh product with the new sticker.
Source: Authors' documentation.

Design Analysis

In terms of visual hierarchy, the large, high-contrast BONTE name in the main area is expected to become the first visual focal point, followed by the product-type description, illustration, and the information block at the bottom. This arrangement is consistent with principles of visual hierarchy and contrast (Lidwell et al., 2010). Ward et al. (2025) examined visual cohesion across product portfolios. Because BONTE currently consists of one brand with two variants, the relevance of this concept lies in maintaining consistency in colors, typefaces, and layout if additional variants or package sizes are introduced.

In terms of legibility, related information is grouped into blocks for variant, composition, net weight, and expiry, making the package appear more organized than the packaging without a sticker. However, the sticker contains many elements simultaneously, including two information badges, an expiry grid, three information icons, and several claims, while Figures 6 and 7 show that the sticker is relatively small compared with the packaging. Completeness of information therefore competes with legibility, and the readability of text in the lower information block at actual size should be tested; such testing was not conducted in this activity. Regarding identity suitability, the combination of green, tempeh illustrations, and leaf ornaments conveys a natural impression associated with the raw material (Farida et al., 2020), although this assessment reflects the team's analysis rather than evaluations by partners or consumers.

Comparison with Previous Studies

Compared with previous studies, this activity can be viewed from three perspectives. First, in terms of process, owner involvement in sticker development was also reported by Nur'aini et al. (2026) for cassava chips and by Aqilah et al. (2025) for fish crackers. Aqilah et al. used Participatory Action Research, whereas the present activity did not systematically record partner feedback, resulting in more limited evidence of participation. Partner participation in this activity was consultative rather than fully collaborative: the partner determined the information to be displayed, provided feedback, and approved the design, while the team designed the sticker and operated Canva. Second, regarding sticker content, studies on sticker-logo and packaging-logo development (Sekar Sari & Suwaidi, 2023; Nourma Ulva et al., 2023) focused on logo creation, whereas the sticker in this activity also includes product information, namely variants, net weight, composition, an expiry field, and producer identity. This completeness raises food-label compliance issues (see the following subsection) that are less relevant to stickers containing only a logo, showing the need to verify labeling requirements from the design stage for food-MSME stickers that contain product information. Third, regarding evaluation, Canva training studies measured participant skills (Chandra et al., 2024; Solihah & Zakiah, 2022), and Aqilah et al. (2025) monitored sales data for one month without reporting sales figures. In contrast, this activity did not measure skill transfer because Canva was operated by the team and did not assess impact, so its outcomes cannot be considered equivalent to those studies.

Food Label Completeness

The sticker includes the product name, composition, net weight, producer name, producer city, and an expiry field. Based on the design shown in Figure 4, information on a distribution permit or P-IRT number, halal status, allergen information (tempeh is made from soybeans), and the producer's complete address is not yet visible because only the city is stated. The expiry field is labeled "EXPIRED" and provides year options from 2025 to 2028; both the terminology and year range should be aligned with applicable labeling requirements and the product's shelf life, for example by using wording equivalent to "expiry date" or "best before." Statements such as "no preservatives" and "high in protein" are claims that must be verified for compliance with regulations governing claims on processed-food labels (Badan Pengawas Obat dan Makanan, 2022). Processed-food labeling is regulated by Badan Pengawas Obat dan Makanan (2018), as amended by BPOM Regulation No. 20 of 2021 and No. 6 of 2024 (Badan Pengawas Obat dan Makanan, 2021, 2024). Requirements applicable to home-industry food products and the partner's NIB, P-IRT, and halal status should be verified before the sticker is used on products distributed more widely. Accordingly, the next design revision should include a field for the distribution permit or P-IRT number, halal information consistent with the partner's status, an allergen statement such as "contains soy," the producer's complete address, and adjustment or removal of unverified claims in accordance with applicable regulations.

For facilitators assisting food MSMEs, this activity suggests a safer workflow: label completeness and claims should first be checked jointly with the partner, after which the visual hierarchy should be arranged. This prevents distribution-permit information, allergen statements, and expiry information from being added only at the final stage when the sticker layout is already crowded.

Activity Limitations

This activity reports the design and application of a sticker rather than its impact. Partner and consumer responses were not collected through questionnaires or interviews; therefore, improvements in visual identity, brand recognition, and consumer acceptance cannot be concluded, and claims regarding time or cost efficiency were not measured. Canva was operated by the team and the partner was not trained, so the ease of Canva use for non-designers cannot be assessed from this activity. Participation by six KWT members was demonstrated through discussion and revision activities, but feedback and design changes were not systematically recorded, preventing a detailed comparison between the initial and final versions. In addition, label completeness and the partner's licensing status were not verified (see the Food Label Completeness subsection), and the licensing status of Canva assets used in the design should be checked before BONTE is registered as a trademark. Future activities should add evaluation instruments, systematic documentation of partner feedback, and a Canva training session so that these aspects can be assessed.

CONCLUSION

This activity addressed four objectives. First, partner needs were identified on 17 August 2026, including a clear brand, organized product information, and producer identity on the packaging. Second, the design concept was developed using a combination of green, cream, and yellow-orange, a prominently displayed BONTE name, illustrations, a slogan, and a product-information block. Third, the final design was created in Canva through discussion with six KWT members and revision on 18 August 2026. Fourth, the sticker was applied to shredded tempeh packaging on 23 August 2026.

Overall, the activity produced a visual identity design in the form of a sticker that integrates brand and product information within a single layout. The effect of the sticker on brand recognition and consumer acceptance has not yet been measured and should be examined in follow-up activities.

RECOMMENDATIONS

1. Verify label completeness (P-IRT or other distribution permit, NIB, halal status, allergen information, and product claims) and Canva asset licensing before the sticker is printed for products intended for wider distribution.
2. Conduct follow-up evaluation through partner questionnaires or interviews and consumer legibility testing, while documenting both the initial and final design versions.

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3. Provide a short Canva training session for KWT members so they can edit the design for new variants while maintaining consistency in color, typography, and layout. This process model can be replicated for other KWT groups or food MSMEs in Batu City.

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