

INCREASING THE ADDED VALUE OF GOGO RICE THROUGH MILLING TECHNOLOGY, PACKAGING AND RICE PRODUCT BRANDING IN KOBAKMA VILLAGE

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Abstract. Kobakma Village, Mamberamo Tengah Regency, has local agricultural potential in the form of gogo rice, which is utilized by the community as a source of food. However, post-harvest handling still requires support through assistance and product development activities to increase the added value and improve the product identity of the rice. This community service activity aimed to improve the knowledge and skills of the community in handling gogo rice products through milling, packaging, and product branding. The implementation method was carried out participatively through direct assistance, demonstrations, training, and practical activities involving the community, students participating in the Community Service Program (KKN), and Field Supervising Lecturers. The stages of the activity included assistance in harvesting gogo rice, milling paddy into rice, packaging the rice into prepared bags or packaging materials, designing and attaching labels as product identities, and training on the use of a sealer to close the packaging. The results showed that the community gained improved knowledge and skills in processing harvested products through to the packaging stage. The use of the sealer produced neater and more securely closed packaging, while branding through labelling provided an identity for the gogo rice product from Kobakma Village. This activity contributed to increasing the added value of local agricultural products and served as an initial step toward developing gogo rice as a potential flagship product of the community. Further follow-up is needed through continuous assistance in improving product quality, developing packaging and branding, and expanding the marketing of local rice products.

Keywords: gogo rice, milling, packaging, product branding

Abstrak. Kampung Kobakma, Kabupaten Mamberamo Tengah, memiliki potensi pertanian lokal berupa padi gogo yang dimanfaatkan masyarakat sebagai sumber pangan. Namun, penanganan hasil panen masih perlu didukung melalui kegiatan pendampingan pascapanen dan pengembangan produk agar beras yang dihasilkan memiliki nilai tambah serta identitas produk yang lebih baik. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk meningkatkan pengetahuan dan keterampilan masyarakat dalam penanganan hasil panen padi gogo melalui proses penggilingan, pengemasan, dan branding produk beras. Metode pelaksanaan dilakukan secara partisipatif melalui pendampingan langsung, demonstrasi, pelatihan, dan praktik bersama masyarakat yang melibatkan mahasiswa Kuliah Kerja Nyata (KKN) dan Dosen Pendamping Lapangan. Tahapan kegiatan meliputi pendampingan panen padi gogo, penggilingan gabah menjadi beras, pengemasan beras ke dalam karung atau kemasan yang telah disiapkan, pembuatan dan pemasangan label sebagai identitas produk, serta pelatihan penggunaan alat sealer untuk menutup kemasan. Hasil kegiatan menunjukkan bahwa masyarakat memperoleh pemahaman dan keterampilan dalam pengolahan hasil panen hingga tahap pengemasan produk. Penggunaan alat sealer menghasilkan kemasan yang lebih rapi dan tertutup, sedangkan branding melalui pemberian label memberikan identitas pada produk beras padi gogo dari Kampung Kobakma. Kegiatan ini berkontribusi dalam meningkatkan nilai tambah produk pertanian lokal dan menjadi langkah awal dalam pengembangan beras padi gogo sebagai produk unggulan masyarakat. Tindak lanjut yang diperlukan adalah pendampingan berkelanjutan untuk peningkatan mutu produk, pengembangan kemasan dan merek, serta pemasaran beras lokal secara lebih luas.

Kata Kunci: branding produk, padi gogo, pengemasan, penggilingan

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INTRODCUTION

Rice is one of the food commodities that plays an important role in meeting the food needs of the Indonesian population. In addition to lowland rice, gogo rice is a potential agricultural resource that can be developed, particularly in areas with dry land and traditional



farming systems. The development of gogo rice should focus not only on increasing production but also on crop handling and postharvest activities. Proper postharvest handling affects the quality and milling yield of the rice produced. The milling process, machine configuration, and grain handling are important factors in determining rice quality (Aminudin & Rusmono, 2022; Sarastuti et al., 2018).

Kobakma Village, Mamberamo Tengah Regency, has local agricultural potential that can be developed through gogo rice cultivation. The local community cultivates and harvests rice to meet their food needs. However, the utilization of harvested rice can still be improved through better postharvest practices, ranging from harvesting assistance and milling paddy into rice to product packaging and branding. Strengthening postharvest handling is important because grain quality and the milling process are related to the physical quality and milling yield of the resulting rice (Aminudin, 2025; Sarastuti et al., 2018).

The challenges in developing agricultural products are not only related to production processes but also to the community's ability to produce products with added value and consumer appeal. Rice marketed without packaging and product identification has limitations in establishing product recognition in the market. In contrast, the use of packaging, brands, and product identities can increase product appeal and support consumer purchasing decisions. Research on packaged rice products shows that product attributes, place of marketing, and brand equity influence purchasing decisions; therefore, packaging and branding strategies need to be considered in the development of rice products (Firmansyah et al., 2021).

Packaging plays an important role in protecting products while also serving as a medium for conveying information to consumers. The presence of packaging and logos can provide product identity and help consumers recognize the characteristics of a product. In the development of local rice products, appropriate packaging needs to be supported by labeling or product identification that is easily recognizable. A study of consumer perceptions of rice packaging indicates that packaging and logos are associated with information delivery and consumer perceptions of products (Lisarini & Nurmilah, 2020). Therefore, product packaging and branding are important strategies for increasing the added value of gogo rice.

The use of simple technology in the packaging process is also necessary to produce packaging that is neater and properly sealed. The implementation of packaging technology among farmer groups has been shown to improve partners' knowledge and skills in maintaining product quality. The implementation of rice packaging technology among farmer groups demonstrated that mentoring and technology-use demonstrations can help partners improve their ability to package products (Akib et al., 2022). In addition, proper rice storage and packaging are important for maintaining product quality and minimizing the risk of damage during storage (Rahman et al., 2018).

Community empowerment activities involving processing, packaging, labeling, and branding have been implemented in various community service programs as efforts to improve community skills and increase the added value of local products. Direct mentoring, demonstrations, and hands-on practice with community members can be effective approaches for introducing new technologies and skills to partners (Ridwan et al., 2022; Wadu et al., 2024). Similar activities have also demonstrated that education on packaging and labeling can help communities understand the importance of packaging as part of product identity and development (Dewi et al., 2025).

Based on these conditions, the community service program in Kobakma Village was conducted through mentoring in the harvesting and postharvest handling of gogo rice, involving community members, students participating in the Community Service Program (Kuliah Kerja Nyata/KKN), and Field Supervisors. The activities focused on assisting with gogo rice harvesting, milling paddy into rice, packaging rice products, designing and attaching labels as product identities, and training participants in the use of a sealing machine to produce neater and properly sealed packaging. This program aimed to improve community knowledge and skills in handling gogo rice and to increase the added value of local rice products through the application of milling, packaging, and branding technologies. It is expected that this activity will

serve as an initial step toward developing Kobakma's local rice products as one of the community's economic potentials in Mamberamo Tengah Regency.

METHOD

The community service program was conducted in Kobakma Village, Mamberamo Tengah Regency. The target participants were community members and farmer groups involved in the cultivation and processing of gogo rice. The implementation method employed a participatory approach and direct mentoring, actively involving community members in each stage of the program. This approach was selected to ensure that community members were not merely recipients of information but also actively participated in the implementation, practice, and evaluation processes. Participatory mentoring can encourage community involvement in the learning process and support the sustainable strengthening of partner capacity (Coombe et al., 2020)

The program was implemented through several stages, namely preparation and identification of partner needs, mentoring in gogo rice harvesting, processing of harvested rice through milling, rice packaging, development of product identity or branding, and training in the use of a sealing machine. During the preparation stage, coordination was conducted with community members and relevant stakeholders to identify the conditions and needs of partners in managing harvested gogo rice. This stage served as the basis for determining the appropriate mentoring activities and technologies to be applied.

The next stage involved mentoring in harvesting and handling gogo rice. After harvesting, the available paddy was processed through milling to produce rice. Milling is an important stage in postharvest handling because it aims to convert paddy into rice and affects the quality of the resulting product. Therefore, proper postharvest handling is necessary to maintain product quality and reduce postharvest losses (Fahroji & Zulfia, 2014).

The milled rice was then packaged using sacks or prepared packaging materials. Community members received guidance on product filling, packaging arrangement, and the use of a sealing machine to close the packages more neatly and securely. Proper packaging serves to protect the product during storage and transportation. In addition, rice packaging should include information or labels that provide the product identity (Ministry of Agriculture of the Republic of Indonesia, 2024).

The next stage involved designing and attaching labels as part of the branding of the gogo rice product. Mentoring was provided to introduce the importance of product identity and the information included on the packaging, such as the product name, product origin, and net weight. Labeling rice packaging can provide information to consumers while supporting the development of added value and product marketing (BRMP Bangka Belitung Islands, 2023).

The program was evaluated participatively through direct observation of community members' involvement and skills throughout each stage of the activities. The evaluation focused on the partners' ability to independently perform the milling, packaging, labeling, and sealing processes. The evaluation results were subsequently used to assess the community's level of understanding and determine the need for further mentoring in developing gogo rice products in Kobakma Village.

RESULT AND DISCUSSION

Harvest and Postharvest Assistance for Gogo Rice

The community service program in Kobakma Village, Mamberamo Tengah Regency, was implemented through the assistance of Community Service Program (Kuliah Kerja Nyata/KKN) students, together with Field Supervisors and local community members. The activities focused on increasing the added value of gogo rice products through assistance in harvesting, postharvest handling, milling, packaging, product identification, and the use of a sealing machine.

The initial stage of the activity involved assisting the community in the harvesting of gogo rice. This assistance was important because proper handling of harvested rice is closely related to efforts to maintain the quality of the raw material before it enters the processing stage. Appropriate harvesting and postharvest handling can help reduce yield losses, maintain quality, and increase the competitiveness and economic value of agricultural products (Molenaar, 2020). In addition, rice quality is also influenced by postharvest handling and processing stages carried out before the product reaches consumers (Swastika, 2012).



Figure 1. Assistance in gogo rice harvesting with the community in Kobakma Village

The mentoring activities provided community members with opportunities to become directly involved in each stage of gogo rice processing. Community involvement is important in community service programs because the adoption of technology and innovation is more likely to be sustainable when community members understand and are able to independently apply the technology. Agricultural technology dissemination and mentoring approaches have also been implemented in gogo rice development to improve community knowledge and skills (Purnomo et al., 2021).

Gogo Rice Milling Process

After harvesting, the activity continued with the milling of gogo rice to produce rice ready for packaging. Milling is one of the important stages in determining the physical quality of rice. The use of appropriate milling technology and proper handling of the raw material can affect rice yield, including the proportion of whole and broken rice produced (Putra et al., 2020).



Figure 2. Milling process of gogo rice into rice

In this activity, KKN students and Field Supervisors assisted the community throughout the milling process. The assistance was not only focused on transforming paddy into rice but also aimed to improve community understanding that postharvest processes are closely related to product quality and market value. Research on the implementation of *Good Handling Practices* (GHP) and *Good Manufacturing Practices* (GMP) indicates that proper handling during rice milling and processing contributes to maintaining product quality. Evaluations of several rice mills in Indonesia have also shown that the implementation of appropriate handling and processing practices still needs to be improved to produce rice products that meet quality standards (Zuwarman et al., 2020; Setyawati et al., 2020). Therefore, the milling assistance provided in Kobakma Village can serve as an initial step in introducing the importance of improved handling of harvested rice.

Gogo Rice Packaging

The milled rice was subsequently packaged as a rice product. Before the mentoring activities were conducted, the harvested rice was generally used to meet the community's household consumption needs. Through this activity, gogo rice was introduced as a product with added-value potential through more organized packaging and clear product identification. Packaging is an important stage in the development of food products. In addition to serving as a container, packaging helps protect products during storage and distribution. Postharvest handling, drying, milling, and storage are interconnected stages that contribute to maintaining rice quality (Mahmood et al., 2024).



Figure 3. Assistance in packaging gogo rice

Therefore, the packaging process was carried out by paying attention to the neatness and proper sealing of the packages so that the rice products would be better prepared for introduction to consumers. The use of packaging also forms part of efforts to improve the appearance of local products. Rice, which was previously viewed primarily as a harvested commodity, can be developed into a product with more attractive packaging. This is expected to create opportunities for developing community-based businesses based on local agricultural commodities.

Development of Product Identity and Branding for Rice Products

The next stage involved developing and attaching product identity to the rice packaging. Product identity was developed as an effort to distinguish the gogo rice produced by the community of Kobakma Village from other products. Providing a name and identity on the packaging is part of product development, as it allows consumers to more easily recognize the origin and type of product being offered.

The branding activity was conducted in a simple manner and adapted to local conditions and potential. The community was introduced to the importance of providing an identity for rice products so that the products would not only be sold as unmarked rice but would also have recognizable characteristics. Increasing added value through processing and product identity is expected to support broader marketing opportunities for gogo rice.

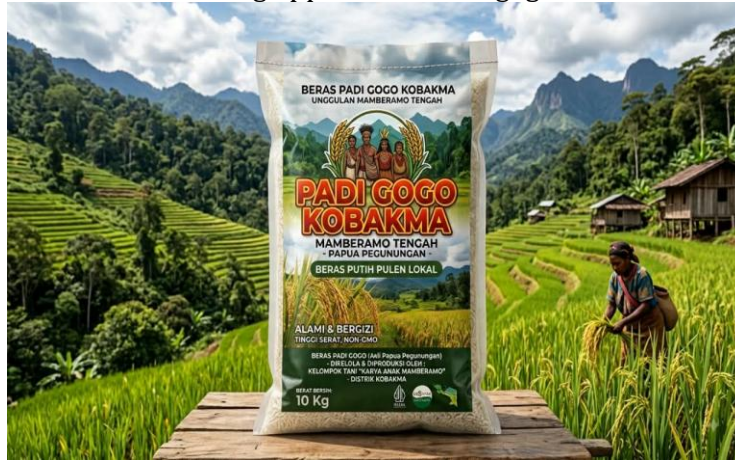


Figure 4. *Process of developing and attaching the rice product identity*

Improving the quality and economic value of agricultural products requires attention not only to production processes but also to product handling and market readiness. Gogo rice itself has the potential to be developed as an agricultural commodity that provides economic benefits to communities when supported by appropriate management and business development (Kusno et al., 2017; Prasetyo & Setiani, 2018).

Training on the Use of a Sealing Machine

The next activity was training on the use of a sealing machine to close the rice packages. KKN students and Field Supervisors demonstrated how to operate the machine, after which community members were allowed to practice using it directly. The use of a sealing machine aimed to produce neater and more secure package closures compared with packaging without a sealing process.



Figure 5. *Gogo rice packaging and branding process in Kobakma Village*

Direct hands-on practice provided community members with experience in using simple technology that can be applied to product packaging activities. The use of an easy-to-operate tool is expected to support the sustainability of the activity after the mentoring program has ended. This activity demonstrates that the application of simple technology can contribute to improving the appearance of local products. In agricultural product processing, improvements

at each postharvest stage, from material handling to storage and packaging, are related to efforts to maintain product quality (Molenaar, 2020; Mahmood et al., 2024).

Changes and Achievements

Overall, the mentoring activities provided community members with experience in viewing gogo rice not only as an agricultural product for consumption but also as a product that can be further developed through milling, packaging, and product identification. The achievements of the activities are presented in Table 1.

Table 1. *Achievements of the gogo rice added-value improvement program in Kobakma Village*

No.	Activity Stage	Activity Condition/Process	Achievement
1	Harvesting assistance	Community members were assisted during the gogo rice harvesting process	Community members received assistance in handling the harvested rice
2	Milling	Harvested rice was processed into milled rice	Gogo rice was produced and prepared for packaging
3	Packaging	Rice was placed into packaging	The product had a neater appearance and was ready for further marketing development
4	Product identity development	Product labels/identities were developed and attached	The rice had a product identity and local characteristics
5	Sealing machine training	Community members received demonstrations and hands-on practice in using the sealing machine	Community members acquired basic skills in sealing rice packages
6	Added-value development	All stages from harvesting to packaging were integrated	An gogo rice product with added value through processing and branding was developed

Based on Table 1, the community service program demonstrated that mentoring was implemented in an integrated manner, from harvesting to packaging and product identification. This approach is important because increasing the added value of agricultural products depends not only on production outcomes but also on postharvest handling, processing, quality, packaging, and product development (Raju, 2026).

This activity represents an initial step for the community of Kobakma Village in developing gogo rice as a local product. The sustainability of the program can be directed toward improving packaging quality, developing a brand, determining appropriate package sizes, and developing marketing strategies (García-Arca et al., 2026). With continuous mentoring, gogo rice products from Kobakma Village are expected to achieve greater economic value and become one of the community's potential flagship products in Mamberamo Tengah Regency.

Proper postharvest handling is an important factor in maintaining the quality of agricultural products and reducing the risk of yield losses and product quality deterioration (Nugraha, 2012). In addition, the application of packaging technology to rice products can help maintain product quality during storage and increase its market value (Akib et al., 2022; Rustam et al., 2026). Agricultural product development through improvements in packaging, labelling, and marketing management can provide opportunities to increase the economic value of products for farmer groups and communities (Ridwan et al., 2022; Mutiara et al., 2024). Sustainable gogo rice development also has important potential for supporting the utilization of dryland areas and strengthening local food production (Santoso et al., 2022; Nurmegawati et al., 2023).

CONCLUSION

The community service program through assistance in harvesting and postharvest handling of gogo rice in Kobakma Village, Mamberamo Tengah Regency, provided community members with practical experience and knowledge in increasing the added value of local

agricultural products. The assistance covered gogo rice harvesting, milling paddy into rice, rice packaging, the use of a sealing machine, and the development and attachment of labels as product identities. The activity demonstrated that community members were not merely recipients of information but were directly involved in each stage of the program. Demonstrations, hands-on practice, and mentoring enabled community members to understand the use of simple technologies that can be applied according to local conditions. The provision of product labels and improved packaging also represents an initial step toward developing a local rice product with distinctive characteristics and potential for broader marketing.

As a follow-up, continuous mentoring is needed for community members and farmer groups in Kobakma Village to improve the quality of gogo rice production, particularly in terms of quality standards, label design and information, packaging selection, and marketing management. The development of a distinctive brand or identity for Kobakma Village gogo rice should also be pursued to strengthen the added value and competitiveness of the local product. Furthermore, collaboration among community members, higher education institutions, local government, and other relevant stakeholders should be continuously developed to ensure the sustainable implementation of postharvest technology innovations and provide economic benefits to the community.

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