

ECO-FRIENDLY PACKAGING IMPLEMENTATION THROUGH COMPOSITE CANS FOR SOLO SOUVENIR PRODUCTS

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Abstract

Abstract. Solo's specialty souvenir products have great potential to develop as a cultural identity as well as a superior regional economic commodity. Ironically, many souvenir products still use packaging that is not visually attractive, has minimal information, and does not reflect local characteristics. This study aims to develop packaging design innovation through the application of composite cans as an eco-friendly alternative for Solo's specialty souvenir products. The study focused on the process of designing visual label designs, selecting packaging materials, and the stages of production and design evaluation. The method used was a descriptive qualitative approach with field observation and design experiments. The design process included the development of a visual identity implemented on the packaging label applied to composite cans measuring 9.9x7 cm and 7.3x17 cm. The results of the study showed that composite can packaging was able to provide visual appeal that had an impact on the selling value of the product. The design of the packaging label strengthens the image of Solo's specialty culinary products that are authentic, high quality and have high selling value. This innovation is expected to help MSMEs compete in a wider market with packaging that is superior in terms of aesthetics, functionality, and sustainability.

Keywords: Composite Can, Eco Friendly, Packaging, Labels

INTRODUCTION

The city of Surakarta, or Solo, is one of Indonesia's cultural centers, rich not only in artistic traditions but also in culinary heritage that holds great potential for development as a local economic strength. Snack products such as *intip*, chips, *brem*, *geti*, and *serundeng* have long been part of the region's culinary identity and are often positioned as special souvenirs for tourists (Putra, 2024). However, despite the wide variety of authentic local flavors, there is a visible gap between the products' potential and their ability to penetrate broader markets. One of the fundamental issues often overlooked by local business actors is packaging especially from the perspective of sustainability and environmental awareness. In the context of creative economic development that must also consider ecological aspects, packaging can no longer be seen merely as an outer wrap, but rather as a representation of product values and the sustainability vision promoted by producers.

The shift in consumer awareness regarding environmental issues in recent years has significantly impacted their preferences for both products and packaging. Consumers are becoming more careful and critical in choosing products that are not only high in quality but also environmentally conscious in their packaging. Single-use plastic waste, for example, is a major contributor to environmental damage as it decomposes very slowly and pollutes ecosystems in the long run. Consequently, many consumers, business actors, and even governments are turning to more sustainable packaging solutions-not only to protect the environment but also as a form of commitment to green economic development (Nawang & Astuti, 2025). In this context, innovation in eco-friendly packaging has become a strategic and urgent step. Industry players, including UMKM, must adapt to this global trend to remain competitive in increasingly ecology-conscious markets.

One type of packaging that is gaining attention is the composite can-a cylindrical package made of a combination of cardboard with a metal lid. This packaging not only offers physical product protection but also has sustainability advantages because it can be recycled and is more environmentally friendly than conventional plastic packaging. Additionally, its modern and sturdy shape gives products a premium impression, without compromising on functionality or aesthetics. In the context of Solo's souvenir products, composite cans are highly suitable for dry foods such as chips, *intip*, or *brem*, which require protection from moisture while maintaining an attractive and recognizable presentation. (Rundh, 2016) stated that modern packaging must meet consumer needs not only in terms of practicality but also in being environmentally friendly, easy to use, and visually appealing.

From the consumer behavior perspective, the decision to buy a product is influenced not only by price or product content quality but also by the packaging appearance and the values conveyed through it. (Firmansyah, 2018) states that aspects such as shape, model, function, and packaging play an important role in the consumer decision-making process. (Schiffman, 2004) explains that consumers' actions in choosing, using, and evaluating products are significantly influenced by their experiences with all product elements, including packaging. Poor packaging design often causes local products to be less attractive despite their high intrinsic quality (Rahayuda, 2024). Therefore, when packaging also communicates a sustainability message, it indirectly adds value to the consumer's evaluation process, which increasingly considers social and environmental issues.

Unfortunately, many UMKM souvenir products in Solo are still packaged using thin plastic, without clear labeling or a value narrative reflecting a commitment to quality or environmental concern. In today's open and digital market era, packaging can no longer be considered merely a passive container or protective layer. It is a key communication medium between product and consumer. (Semaryani, 2023) states that packaging is a visual marketing instrument that shapes consumer perception and directly influences a product's selling value. In practice, well-designed packaging acts like a "silent salesman" that communicates on the store shelf without words. This is especially true in the tourism context, where consumers from various backgrounds rely more on visual perception when choosing souvenirs, making packaging the first point of contact between local products and external markets.

The current condition of UMKM in Solo shows that most business actors have not yet optimized packaging potential, either visually or in terms of value communication. Many products are still sold in plain packaging without brand names, ingredient lists, or expiration

dates. Furthermore, many have not considered the environmental impact of the materials used. (Fajrina, 2023) reveals that the lack of awareness about packaging importance makes UMKM products hard to recognize and gives them a weak identity in the consumer's eyes. In this situation, choosing composite can-based packaging could be a solution that not only meets aesthetic needs but also addresses sustainability aspects that are increasingly valued in the market.

Packaging also has a strategic function in differentiating a product from its competitors in the market. (Benachenhou, 2018) explains that packaging helps consumers recognize and distinguish a particular brand from others in the same product category. This indicates that investing in packaging is not merely an added production cost, but a long-term investment in brand development, strengthening consumer relationships, and increasing local product competitiveness. Therefore, if Solo's UMKM want to level up and enter more competitive markets, transformation in packaging is essential.

In this regard, discussions about packaging cannot be separated from design elements. Even on a smaller scale, design must be discussed as part of packaging's communication function. Eco-friendly packaging such as composite cans will be much more effective when paired with informative label designs and distinctive visual identities. (Pebriani, 2024) emphasizes that integrating social media and packaging design is a crucial strategy for increasing product attractiveness and visibility, especially in the digital era. Although this study focuses primarily on packaging shape and material, visual elements still play a role in reinforcing the value messages being conveyed to consumers. Thus, packaging is not only physically appealing but also carries educational, informative, and culturally rooted identity content.

Additional support for the important role of packaging in branding and sales value enhancement has been widely discussed. (Qammar, 2019) explains that the external appearance of a product can boost purchasing interest and quality perception. When combined with a sustainability narrative, packaging becomes a bridge connecting local values with global awareness, making Solo's souvenir products not only consumer goods but also representations of cultural values and environmental responsibility.

Several studies have examined the packaging of souvenir products. For example, a study by (Rahayuda, 2024) discussed the packaging and improvement of packaging design for the household industry product Nyoman Restini. Another study by (Juniawan, 2023) explored the development of product packaging design to empower household industries using the Participatory Learning and Action method. In addition, there are studies that focus on eco-friendly packaging, such as the research by (Zed, 2025), which analyzed the influence of product packaging on consumer purchasing decisions in the food industry. There are also studies specifically addressing Solo's souvenir products, including one by (Ika Anjarsari, 2025) that analyzed the product attributes of Surakarta souvenirs influencing consumer purchasing decisions. Furthermore, a study by (Febrianur I. F. S. Putra, 2024) examined the empowerment of UMKM actors in the Solo Raya souvenir sector through digital marketing training.

Among all existing studies, none has specifically addressed the implementation of eco-friendly packaging for Solo's traditional souvenir products. Therefore, this research aims to respond to that gap by focusing on the implementation of eco-friendly packaging using composite cans as an innovative solution for Solo's souvenir products. This study not only

presents a practical approach that can be directly adopted by UMKM actors, but also promotes collective awareness of the importance of sustainability in the local creative industry. By utilizing packaging that is strong, safe, recyclable, and visually appealing, Solo's souvenir products have the potential to secure a stronger position in the hearts of modern consumers who are increasingly selective, environmentally conscious, and appreciative of local values presented in a responsible manner.

IMPLEMENTATION METHOD

This study employed a descriptive qualitative approach to describe the implementation process of eco-friendly packaging based on composite cans for Solo's specialty souvenir products. This approach was chosen so the researchers could present a detailed explanation of each step, from planning to on-site packaging implementation. The descriptive qualitative method served to provide an in-depth understanding of the process without using numerical or statistical data. Qualitative research allows for detailed explanations of observed phenomena, making it suitable for analyzing a context-specific implementation process. The main method used was direct observation. The researchers were actively involved in observing the entire series of activities, from the packaging design preparation to the application of composite cans to Solo's souvenir products. Observations were conducted to record the production process, technical challenges, and the final outcomes of the packaging application. Documentation was also carried out through photographs of the implementation results for further analysis.

This study was carried out in two main phases. The first phase was the preparation stage, where the researchers identified packaging needs for Solo's souvenir products. Products such as chips, *brem*, and *intip* were selected due to their compatibility with composite can characteristics. The researchers then determined the packaging dimensions, base materials, and other technical specifications. In addition, the label design was developed to reflect Solo's cultural identity while also considering eco-friendly aspects.

The second phase involved the application of composite cans to the products. In this phase, the researchers printed the pre-designed labels and affixed them onto the body of the composite cans. The label application process was carefully executed, paying attention to the accuracy of label placement and the strength of the adhesive. Subsequently, a simulated distribution trial was conducted to observe the durability of the packaging during storage and transportation. All activities were observed and documented systematically. Data collected through observation were analyzed descriptively. Findings from each stage were narratively described to provide a comprehensive overview of the implementation of composite cans as an eco-friendly packaging solution. The researchers also noted significant differences between composite cans and conventional plastic packaging, both in terms of material sustainability and visual quality.

RESULTS AND DISCUSSION

Analysis of Packaging of UMKM Souvenir Products in Solo



Figure 1. Original Packaging f Solo Souvernir Products

Source: Author's Documentation

Solo's souvenir products have their own distinct variety, ranging from cassava chips, *intip*, *brem*, *geti*, *serundeng*, to *rengginang*. Each product carries cultural value and traditional flavors that serve as the main attractions for tourists. However, behind this potential, many MSME actors still face serious challenges in product packaging. Field realities show that most of these souvenir products are still simply packaged using transparent plastic without labels or clear business identity. The packaging used often serves only as a physical wrapper, without considering visual appeal, product information, or added aesthetic value. This causes the products to lose competitiveness in the market, especially when compared to similar products that are professionally packaged.

This condition is not solely due to UMKM actors' negligence toward packaging quality, but more because of limited knowledge, resources, and access to proper packaging technology. For many small business owners, the main priority remains on production and distribution, while packaging is considered an additional element that incurs extra costs. As a result, packaging innovation is often neglected. On the other hand, cheap and easily available plastic packaging is still the main choice, even though its environmental impact is highly detrimental. Single-use plastic is difficult to decompose and significantly contributes to environmental pollution. However, because it is considered practical and economical, its use continues among UMKM. This issue becomes more complex in the context of souvenir products, where packaging should not only protect the contents but also represent the cultural identity and quality of the product to consumers from outside the region.

Besides packaging material issues, Solo's UMKM souvenir products are often not equipped with basic information such as product name, composition, net weight, or expiration date. The absence of this information makes the products less trustworthy for first-time

consumers. In an increasingly competitive market, products with minimal packaging will inevitably lose out to others that appear more convincing. Beyond aesthetics, packaging also functions as a communication medium between producer and consumer. Products without visual identity will find it difficult to build customer loyalty and may be perceived as lacking quality standards. This situation is certainly detrimental to UMKM players who actually have quality products but fail to showcase that value through their packaging.

From a durability standpoint, the use of thin plastic packaging also poses additional problems. Dry products like chips or *rengginang* are prone to breaking if not supported by sturdy packaging. Plastic packaging often fails to protect products from physical pressure during distribution. As a result, products that reach consumers in damaged condition reduce satisfaction and trust in the brand. Furthermore, plastic does not provide adequate protection from external factors such as humidity and sunlight, which in the long term can affect the quality of dry food products. This demonstrates that packaging issues in Solo's UMKM souvenir products impact not only visual image but also the functionality and durability of the product.

Considering these various issues, the need for higher-quality, more functional, and eco-friendly packaging is becoming increasingly urgent. Solo's souvenir products require packaging innovations that not only reinforce local identity but also address environmental sustainability and market competitiveness. Without packaging improvements, these local products will struggle to grow and compete in the increasingly competitive marketplace. Therefore, a packaging solution is needed that can fulfill product protection needs, convey cultural value, and support plastic waste reduction efforts as part of a broader sustainability commitment.

Product Label Design Planning

Designing product food labels is one of the essential steps in starting a business in the food sector. A label design not only functions as a product's unique identity but also serves as a visual communication medium between producer and consumer. Therefore, the label design process requires careful and strategic planning so that the result is not only aesthetically pleasing but also effectively conveys the brand identity and important product information. In designing product labels, several steps can be taken to ensure that the resulting design truly aligns with business goals from understanding packaging information to conducting product trials.

1. Identifying Packaging and Product Information

The first step in designing a product label is identifying the information related to the packaging. This identification phase is crucial to ensure that the label design corresponds with the characteristics and needs of the product. This process includes choosing the type of packaging material to be used, as each material has its advantages and disadvantages in terms of durability and aesthetics.

Once the packaging material is determined, measurements of the packaging dimensions should be conducted, especially if composite cans are used. Measurements include the diameter of the can and the height of the tube, which will serve as the basis for determining label size and proportions so that the label fits well and does not interfere with the overall product appearance.

Besides identifying the packaging material, it is also important to determine the essential information that must be included on the product label. This information includes the product or brand name, net weight, ingredient list, producer's name, expiration date, and contact details such as address, phone number, and social media accounts. Labels must not only fulfill aesthetic standards but also meet informative aspects aligned with the product being sold.

2. Creating a Label Design Sketch

The next step is creating a label design sketch. This sketch arranges the layout of product information in a structured manner from product name, ingredients, and net weight to expiration date. It also includes choices of label colors, fonts, font sizes, and label shapes adjusted to the packaging. The sketch serves as the initial reference before proceeding to digital design.

3. Digitalizing the Label Design

After sketching, the label can be designed digitally by creating appealing graphics that reflect the product's character to attract consumer interest. During this process, color combinations and illustrations that symbolize the product such as a chili image to indicate a spicy flavor (as shown in Figure 1) can be used. A product logo may also be added as a core element in the label design. The final label should appear simple but effective in drawing consumer attention. A clean, clear, and engaging design will make the product information easier to read and increase consumer interest.

4. Product Trial with Composite Can

Before mass-producing the labels, it is essential to conduct packaging trials using the selected materials on the food product. This trial aims to evaluate the durability of the packaging once applied. Composite cans offer several advantages, including being lightweight, eco-friendly, and recyclable, while also maintaining the product's quality effectively.

The Design of eco-friendly product labels using composite cans is shown in Figures a and 3 below.



Figure 2. Eco-friendly composite can label design (size: 9.9 x 7 cm)

Source: Author's Documentation



Figure 3. Eco-friendly composite can label design (size: 7.3 x 17 cm)

Source: Author's Documentation

Use of Composte Cans as Packaging Media



Figure 4. Composite Can Before Label Application

Source: Author's Documentation



Figure 5. Composite Can After Label Application

Source: Author's Documentation

Packaging serves two primary functions: protective and promotional. The protective function helps safeguard the product from damage caused by varying climate conditions and the distribution process. Meanwhile, the promotional function facilitates marketing efforts, as packaging often features visual elements such as color, shape, and design that attract consumer attention (Hadi, 2021). One widely recognized type of packaging is the composite can, also known as a paper can, which is made primarily of paper and typically fitted with a lid made of metal gold or silver-colored or plastic, with the interior lined with aluminum foil. This type of packaging is commonly used for processed food and beverage products such as chips, cookies, tea, and coffee. As it is made from biodegradable and recyclable materials, composite cans are categorized as environmentally friendly. Moreover, they are considered food-grade packaging, making them safe for direct contact with food and beverages.

The strength of food-grade packaging lies in its ability to prevent direct contamination of food contents. Examples of food-grade materials include paper, cardboard, glass, and metal. This type of packaging is also designed to withstand specific temperatures without reacting with the food inside. In addition to maintaining food quality, the use of safe, food-grade packaging enhances consumer trust and maintains a business's positive image. Since it is recyclable, this packaging also helps reduce the negative impact of waste on the environment.

According to Leonor Crossley in (Ni Made Ayu Gemuh Rasa Astiti, 2023), the way a product is packaged and how it appears on store shelves plays a role in determining whether a buyer will purchase it or not. If the packaging appears dull, buyers are likely to ignore it and choose another product with more attractive packaging. Therefore, packaging has a significant influence on consumer interest.

Plastic packaging is known for being durable, waterproof, and inexpensive. However, its negative environmental impact is a major concern. Plastic waste is difficult to decompose and can take years to break down naturally (Nafisah, 2025). Eco-friendly packaging can be used to replace single-use plastics. This type of packaging helps reduce plastic waste since it

decomposes naturally and is easy to recycle. Switching to eco-friendly packaging provides a practical and tangible step toward preserving ecosystems. Both producers and consumers can work together to create sustainable environmental preservation and maintain ecological balance for future generations.

Solo's souvenir products are highly suitable to be packaged in composite cans. This packaging is food-grade and fundamentally different from plastic, as it can ensure product safety and prevent direct contamination from the packaging material. In addition, composite cans offer better protection against physical impact, thanks to their thickness and strength compared to plastic packaging. They are also practical to carry, as the cylindrical shape makes them convenient for consumers, and their metallic look enhances the aesthetic value of souvenir products.

Implementation and Evaluation of Packaging Design

Packaging offers two main types of appeal: visual appeal and practical appeal. Visual appeal relates to the graphic elements designed to attract attention through the sense of sight, especially the eyes. Meanwhile, practical appeal refers to the functional aspects of packaging that provide convenience for consumers, such as ease of opening, closing, and portability (Rosandi & Sudarwanto, 2014).

Essentially, packaging serves as a concise representation of the product image that the producer wishes to convey. Therefore, packaging must be able to clearly and consistently present the product's identity (Natadjaja, 2021). In this regard, color plays a vital role as the most dominant visual element. It is a key component in graphic design, as it becomes the first impression perceived by the eyes when observing the product, and it also plays an essential role in generating initial consumer interest.

In addition to color, the label is another important element in enhancing packaging appeal. For example, as shown in Figure 1, the label uses a vinyl matte sticker with high-quality, sharp printing, making the appearance more attractive and professional. The combination of quality materials and portability adds a positive impression to the souvenir product.

Moreover, creativity in label design also influences consumer interest. Consumers generally do not spend much time reading all the information, so the layout and placement of label content must be well-designed and strategically structured. The producer's understanding of effective layout and writing techniques is crucial in supporting marketing strategies and product branding. Illustrations or other visual elements included on the label also help consumers quickly grasp the product type. For instance, an image of shredded meat (abon) on the label (as shown in Figure 1) directly signals to consumers that the product is abon. Once consumers recognize the product type, they are more likely to read additional details, such as ingredients, expiration date, and other important information.

Therefore, the combination of color, layout, and font size on the packaging creates a visual effect that attracts consumer attention. All of these aspects contribute to the packaging's aesthetic value, which in turn increases consumer interest in purchasing the product.

CONCLUSION

The city of Solo holds great potential to develop as a culinary center that supports the community's economic independence. A variety of traditional snack products from Solo are distinct attractions for tourists. However, many souvenir products are still packaged in simple ways, failing to showcase the product's quality optimally.

Products with attractive and aesthetic packaging can draw consumers' interest to make purchases. Packaging design becomes a crucial element that can influence the visual image of a product. In addition to visual aspects, important information such as product name, composition, expiration date, and others also affects consumer trust in the product.

The use of composite cans by sellers of Solo's specialty souvenirs can be implemented as a replacement for conventional plastic packaging in selling these products. Composite cans are a type of eco-friendly packaging that is easily recyclable. Their more modern design gives an exclusive impression, which can increase consumer purchasing power. Furthermore, the packaging design process also plays a role in enhancing product quality. Creating a label is also an important step in starting a souvenir product business. In the label-making process, several aspects need to be considered, such as product and packaging identification, initial sketching, graphic and layout processing, and product testing stages. By combining the idea of composite can packaging and visually appealing design, souvenir products can project a more modern and high-quality impression while gaining strong competitiveness in the market.

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