

## THE MODEL OF

# ECO-FRIENDLY PACKAGING CENTER

TO INCREASE THE COMPETITIVENESS OF MSMEs' LOCAL PRODUCTS

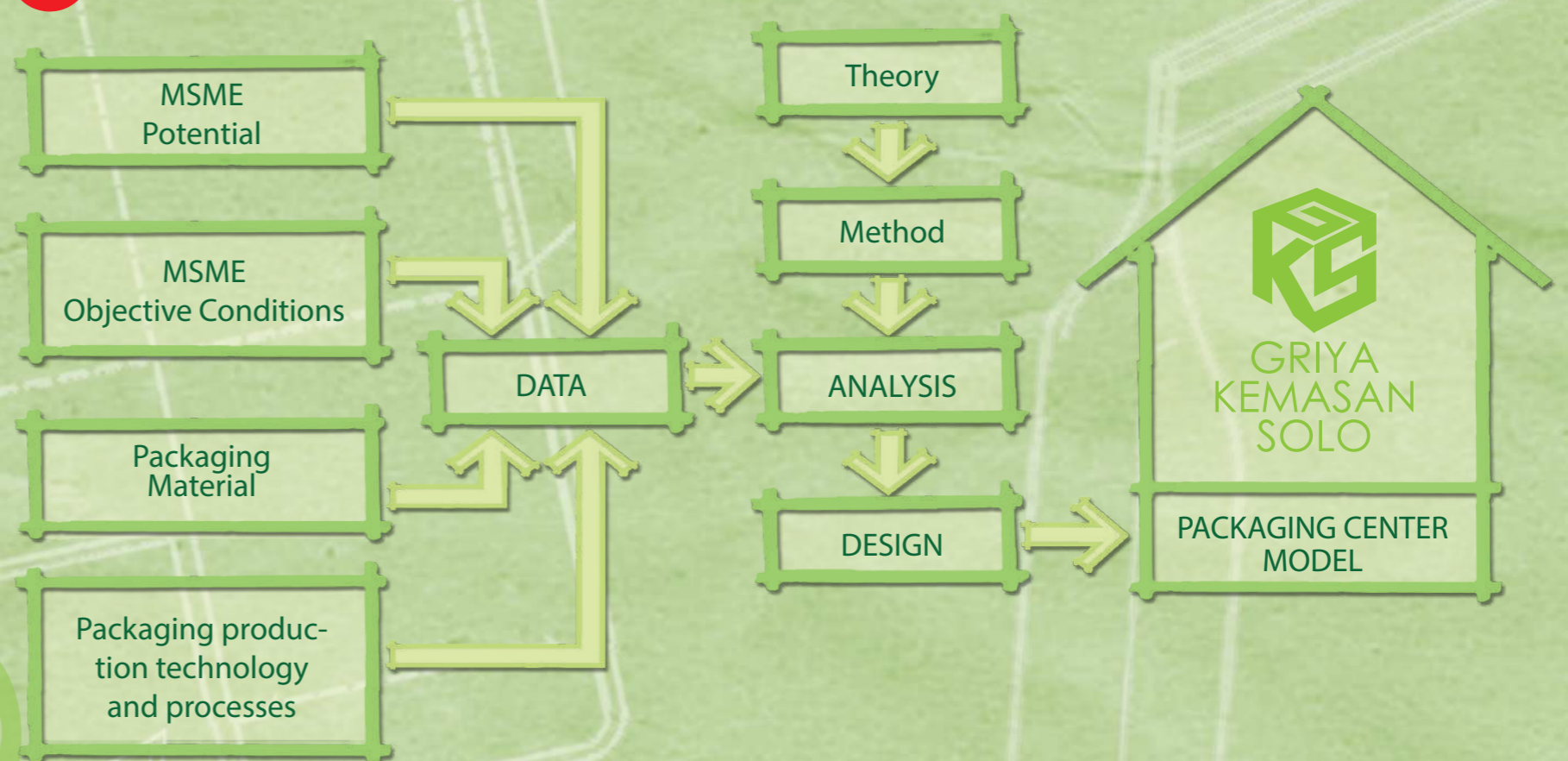
### 1 Introduction

Until now, the number of packaging houses that are oriented towards the environment is still limited, not in accordance with the number of MSMEs in Indonesia just yet. In Central Java, there is only one packaging development center under the Department of Industry and Commerce of Central Java Province (Semarang). Likewise, in Indonesia, there are only four packaging houses for MSMEs, namely in Bandung, Semarang, Denpasar, and Jakarta. The fact states that the limited number of packaging houses that support the creative food and beverage industry causes the slow growth of the creative industry to penetrate in the global market.

### 2 Purpose

In general, this research aims to develop eco-friendly packaging and pioneer the Eco-Friendly Packaging Development Center that is able to increase the competitiveness of processed food MSME products in Central Java

### 3 Method

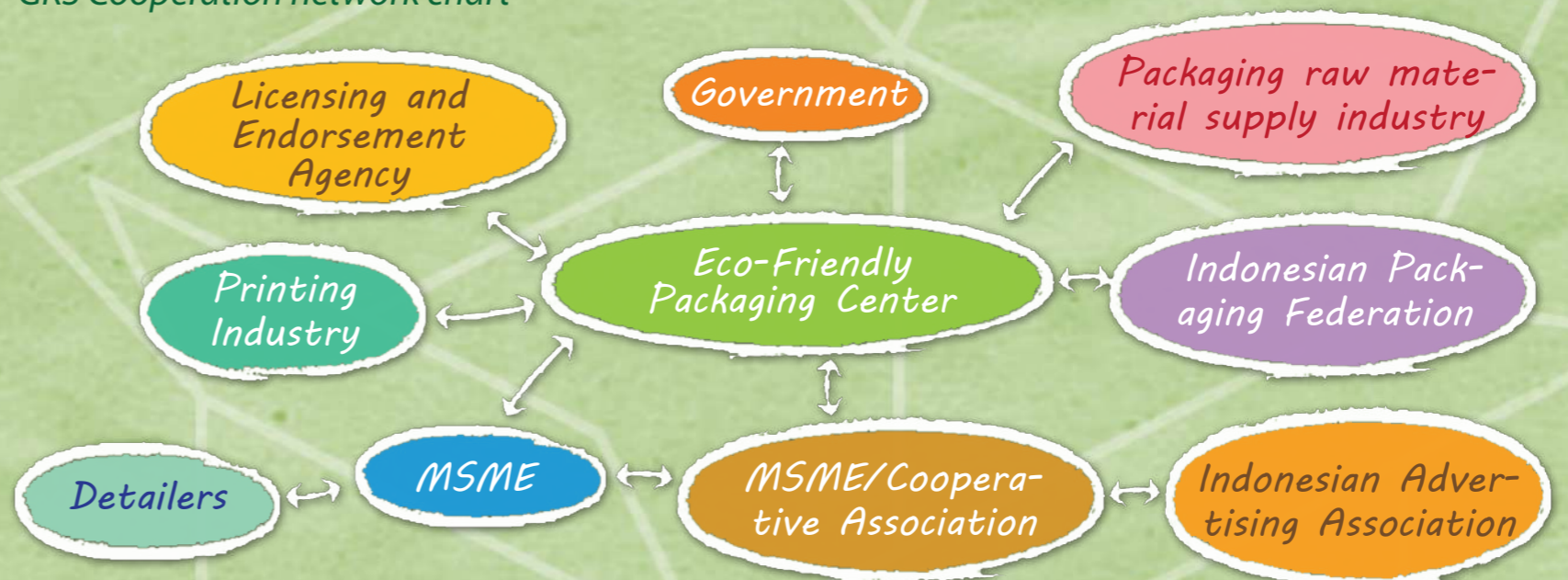


### 4 Results and Discussion

Eco-friendly packaging become an alternative in global business competition. The use of eco-friendly packaging is a necessity that must be applied by every industrial player in Indonesia considering that currently the world is being enlivened by issues regarding the dangers of waste originating from product waste, especially plastic waste.

The "Griya Kemasan Solo" (GKS) is a packaging house responds to the "go green" issue by applying the concept of environmentally friendly packaging, especially for food and beverage products produced by local MSMEs. GKS is a packaging house concept that was formed based on concerns about the existence of MSMEs in the midst of the onslaught of foreign products that dominate the market in Indonesia.

GKS Cooperation network chart



### 5 Conclusion

The eco-friendly packaging house model is a solution to the problems of the downturn of MSMEs in the midst of global market competition. Consulting services, mentoring, training, design, and packaging production are offered, mixed in a strategic and model. For the sustainability of the packaged house program, a serious handling is needed, and collaboration with various stakeholders and capital is needed.



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