

Eco-friendly Packaging Design made from Teak Leaves as the outer Packaging Layer for Brownies

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Introduction

The environmental effects of plastic packaging can have a serious impact on the environment at every stage, according to data almost every person per year uses 100 kg and 100,000 tons of plastic will likely end up in waterways and into the ocean. If we don't take action on this, this plastic pollution can threaten our marine wildlife and contaminate our food chain. Switching to eco-packaging is the most viable solution to minimise this problem.

Packaging is used as a medium to convey product attributes and brand image [1]. In a product always has quality, prestige value and selling value so that the products sold are more salable and can compete with competitors. Product quality is an important aspect in influencing purchase intention and consumer satisfaction [2]. According to Schiffman & Kanuk, buying interest in a product is influenced by consumer behavior which includes psychology, sociology, anthropology, history and economics. The economic level of consumers has a significant effect in determining the products consumed [3]. At this time the demand for green products increased significantly. The phenomenon of the issue of global warming and the increasing amount of waste in the environment are factors that affect consumers so that they are more aware of the importance of protecting the environment. With an understanding of the behavior of green consumerism, knowledge is obtained about the needs and desires of green consumers for green products including: which is in it [4]. By knowing consumers' understanding of green products and environmentally friendly packaging.

The concept of green products has a significant effect on consumer perceptions. Packaging with the concept of green packaging offers a different concept compared to products in general. And in this study, the author conducted research related to teak leaves that can be used as part of the outer packaging and the action by processing teak leaf waste to become an environmentally friendly packaging design. The goal is to avoid chemicals, namely kerosene, thinner, printing ink, because the cardboard is not offset printed but coated with dry teak leaves.

Methods

The method used is training and mentoring with a participatory and collaborative approach in developing innovations for Brownies owners. The research focused on the development of packaging using teak leaf waste or dried teak leaves. This research is an action research with descriptive research method that uses a qualitative approach. Data was collected through several methods, including field observations, in-depth interviews from the brownies company, and equipped with literature and document study methods. The sampling technique was carried out using purposive sampling method. The action that will be taken is to try to design a prototype related to the utilization of teak leaf waste as the outer layer of brownie packaging. In addition to action research analysis, this study also uses methods to assess the potential of teak leaf waste for packaging.

Results & discussion

Development of packaging design innovation and promotion through social media for small business food for rural communities through packaging design innovation and promotion through social media. By developing a Visual Branding identity so that this product is more attractive and in line with the market, as well as increasing the selling value of Brownies. This flavor variant will later be adjusted to the color of the outer packaging, the waste layer of teak leaves is chosen in a different color, because dry teak leaves have color variants, light brown, yellowish brown and light brown. The concept of green packaging will be a unique packaging concept and strategy in the appearance of brownie products.

Consumer knowledge about environmentally friendly products affects their decision to buy green packaging. The results of other studies show that the value of the green packaging route has a positive and significant effect on consumer perceptions. Consumers assume that using and consuming green products means participating in contributing to protecting and preserving the environment [5]. Green products in general have a more expensive price when compared to products in general, so it is necessary to pay attention to the target of green products [6]. Green products generally use selected raw materials that have good quality and benefits for consumer health and for environmental sustainability. Good quality green products will give satisfaction to customers [7]. For green packaging, it has a direct effect on buying interest in a product and consumers are faced with many choices for products [8].

Results & discussion

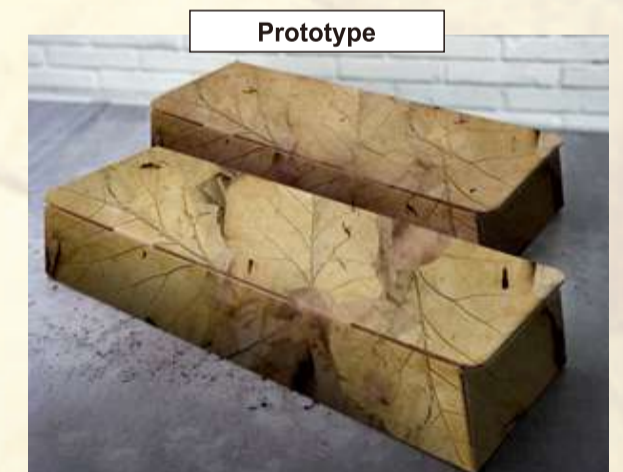
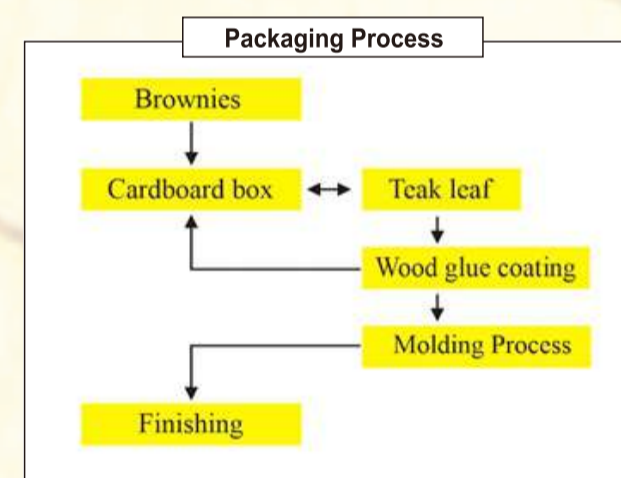
By looking at consumer interest and the concept of green packaging or the term eco-friendly product design, research continues on eco-friendly brownie packaging designs, with packaging that uses teak leaf waste. The dried teak leaves can be used as the outer layer of the brownies packaging.

3.1. Layers of packaging.

Product packaging has three layers namely inner, outer, and product packaging. You may need one or all three of these depending on the type product. Inner packaging keeps the product safe and fitted snugly. Outer packaging for the customer is going to see first to focus of interested. It protects of products from external elements. And Product packaging is what a customers will remember the product.

3.2. Layers of Teak leaf Waste

The teak leaf waste will become the outer packaging after the cardboard packaging, the initial process is by pasting dry teak leaves on a plain cardboard, pasting using glue that does not affect the quality of the brownies, without chemicals. Teak leaves have a long shelf life, with an estimated 2-3 months, and for brownies it only lasts 5 days. So the comparison of the duration of durability is that the outer packaging will last longer than the product.



Conclusion

The results show that eco friendly packaging that carries the concept of green packaging has a significant effect on consumer perceptions. This is because consumers tend to want products with environmentally friendly and recyclable packaging. green packaging also has a significant effect on consumer perceptions of consumers about protecting the environment. Utilization of teak leaves as the outer layer of brownies will increase the selling value and product value. Another purpose is teak leaves that have dried as a plain cardboard cover and are not printed to avoid chemicals, namely kerosene, thinner, printing ink. It is hoped that there will be further research related to the utilization of teak leaf waste that is useful for reducing waste and continuing the concept of green packaging.

Reference

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