

# **SOUVENIR FOOD PACKAGING DESIGN IN BANDUNG REGENCY MSMEs**

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## **ABSTRACT**

*Micro, Small, and Medium Enterprises (MSMEs) are one of the pillars supporting Indonesia's national economy, with the Food & Beverage (F&B) sector being a high productivity growth sector. In West Java province, Bandung Regency has the highest number of Food and Beverage MSMEs, including the production of souvenir food products. One of the problems faced is the low competitiveness of MSME products due to the less aesthetically appealing packaging. The research methodology includes observation, interviews, and questionnaires, with data analysis through content analysis and visual analysis. The main findings of the research show that most MSMEs use poly bag (plastic) packaging with paper labels due to the low cost. From the questionnaire results, this packaging design received low ratings, and consumers preferred packaging that is comprehensively designed on its surface. The conclusion of this research indicates that attractive and comprehensive packaging design can enhance the perceived quality of products in the eyes of consumers and make them more appealing to purchase. Therefore, design recommendations are given to souvenir food MSMEs in Bandung Regency to utilize the appeal of packaging design to improve their product competitiveness in the market.*

**Keywords:** *MSMEs, Packaging Appeal, Packaging Design, Souvenir Food*