

## ABSTRACT

### **THE DEVELOPMENT OF FOOD-GRADE PACKAGING DESIGN IN THE F&B INDUSTRY**

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*The SME sector contributes 61%, equivalent to Rp. 9,580 trillion to the Gross Domestic Product (GDP), and accounts for 97% of employment absorption. Warung Limboto is one of the SMEs engaged in the food industry. In marketing its products, Warung Limboto still uses styrofoam packaging, which contains additives that can migrate to the packaged food and are carcinogenic. This packaging has many weaknesses, such as lacking product information, not being resistant to the heat of food, being harmful to human health, and being easily deformed under pressure. This study aims to develop a food-grade packaging design for Warung Limboto.*

*The research method used is descriptive qualitative. This approach involves systematic data collection and analysis through observations and interviews, asking relevant parties questions to obtain research data.*

*The results of this study indicate that the development of food-grade packaging design in the F&B industry is carried out through eight stages of product development: idea generation obtained from five packaging criteria indicators, namely appearance, protection, function, cost, and waste handling. After generating ideas, the process moves through the subsequent stages of idea screening, concept development, marketing strategy, business analysis, product development, market testing, and commercialization. Following these stages, the research result is a food-grade packaging design made of ivory material with a polyethylene (PE) plastic layer that is resistant to the heat of food, oil, and water.*

**Keywords:** *Product Development, Design, Packaging, Food Grade, F&B*

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