

## INNOVATIVE COFFEE PACKAGING DESIGN TRAINING AS A SALES INCREASE STRATEGY IN TORAJA

(Sion Oktafianus 1)<sup>1</sup>, (Ernytha Galla 2)<sup>2</sup>, (Sakti Swarno 3)<sup>3</sup>, (Maria Asensao Kolo 4)<sup>4</sup>

<sup>1</sup>[Agroteknologi, Fakultas Pertanian, Universitas Kristen Indonesia Toraja, Indonesia]

<sup>2</sup>[Kimia Pertanian, Fakultas Pertanian, Universitas Kristen Indonesia Toraja, Indonesia]

<sup>3</sup>[Pertanian Berkelanjutan, Fakultas Pertanian, Universitas Kristen Indonesia Toraja, Indonesia]

<sup>1</sup>E-mail: [sion@ukitoraja.ac.id](mailto:sion@ukitoraja.ac.id)

<sup>2</sup>E-mail: [angelaernytha@gmail.com](mailto:angelaernytha@gmail.com)

<sup>3</sup>E-mail: [sakti@ukitoraja.ac.id](mailto:sakti@ukitoraja.ac.id)

<sup>4</sup>E-mail: [sensakolo34@gmail.com](mailto:sensakolo34@gmail.com)

### Abstrak

The coffee industry in Tana Toraja, known for its unique and high-quality coffee, is a critical component of the local economy. However, the effectiveness of coffee sales can be significantly influenced by packaging design, which plays a crucial role in attracting consumers and differentiating products in a competitive market. This study explores the educational needs and strategies for improving coffee packaging design among local producers in Tana Toraja.

The research identifies key areas where packaging design can be enhanced to boost market appeal, including aspects such as branding, visual aesthetics, functionality, and sustainability. Despite the rich tradition of coffee production in Tana Toraja, many local producers lack specialized knowledge in contemporary packaging design techniques that can elevate their product's market presence.

To address this gap, the study proposes a comprehensive educational program focused on coffee packaging design. This program includes workshops, training sessions, and digital resources tailored to the specific needs of Tana Toraja's coffee producers. The curriculum covers essential topics such as design principles, consumer psychology, effective branding strategies, and sustainable packaging materials.

By equipping local coffee producers with the skills and knowledge to create attractive and functional packaging, the study aims to enhance their market competitiveness and contribute to the broader goal of economic development in the region. The findings suggest that targeted education in packaging design

can lead to improved sales performance and a stronger market presence for Toraja coffee, benefiting both producers and the local economy.

This study underscores the importance of integrating packaging design education into the coffee production process to maximize the commercial potential of Tana Toraja's esteemed coffee products.

Keywords: education, coffee, packing, design, sale

## A. Background

Tana Toraja, renowned for its distinctive and high-quality coffee, has long been a cornerstone of the region's economy and cultural identity. (Maspul, 2023) As the global coffee market becomes increasingly competitive, effective packaging design has emerged as a critical factor in enhancing product visibility, appealing to consumers, and driving sales. Despite the region's rich coffee heritage, (Illien, 2024) local producers often face challenges in leveraging modern packaging strategies that can significantly impact their market success.

(Sundar et al., 2020) Packaging design is more than just an aesthetic consideration; it encompasses branding, functionality, and sustainability. An appealing and functional package can differentiate a product in a crowded market, convey quality, and influence consumer purchasing decisions. In Tana Toraja, (Islam et al., 2023) many coffee producers lack access to advanced knowledge and tools for creating effective packaging that meets contemporary market demands.

This study aims to address this gap by focusing on the educational needs of local coffee producers regarding packaging design. It explores the current state of packaging among Toraja coffee producers, identifies areas for improvement, and develops targeted educational interventions. These interventions include workshops, training sessions, and digital resources designed to enhance producers' understanding of key design principles, branding strategies, and sustainable packaging practices.

(Zhu et al., 2022) By improving packaging design through education, the study seeks to elevate the market appeal of Toraja coffee, fostering increased sales and contributing to the region's economic growth. The ultimate goal is to bridge the gap between traditional



coffee production practices and modern market requirements, ensuring that Tana Toraja's coffee can compete effectively on both local and global stages.

Tana Toraja, located in South Sulawesi, Indonesia, is celebrated for its exceptional coffee, which reflects the region's unique environmental conditions and traditional cultivation practices. (Bravo-Monroy et al., 2016) This coffee is not only a significant economic driver but also a vital aspect of the local culture and heritage. However, in a global market that increasingly values product differentiation and consumer engagement, the role of packaging design has become pivotal.

(Bravo-Monroy et al., 2016) Effective packaging serves as a powerful tool in marketing, as it directly influences consumer perceptions and purchasing decisions. In the competitive coffee industry, packaging is not merely about containing the product; it is a strategic element that communicates brand identity, product quality, and sustainability. Despite the high quality of coffee produced in Tana Toraja, many local producers struggle with outdated or inadequate packaging designs that fail to capture the attention of modern consumers or meet market expectations.

This study explores the educational needs of coffee producers in Tana Toraja concerning packaging design and aims to address these needs through a structured educational program. (Rice, 1997) The current state of packaging among Toraja coffee producers reveals several challenges, including a lack of innovation, an insufficient understanding of design principles, and limited knowledge of effective branding and marketing strategies.

The educational program is designed to be integrated into existing agricultural training frameworks, ensuring that it is accessible and relevant to the needs of coffee producers in the region. By equipping local producers with the skills and knowledge to enhance their packaging design, the study aims to improve the marketability of Toraja coffee, increase sales, and support the economic development of the region.

## B. Review of Literature

Coffee packaging design plays a crucial role in the marketing and sales of coffee products. The design not only affects the visual appeal but also communicates important information about the product, such as origin, quality, and brand identity. Studies show that effective packaging design can significantly influence consumer purchase decisions (Underwood & Klein, 2002).

Research on consumer behavior indicates that packaging design impacts perceptions of quality and value. For instance, a study by (Silayoi and Speece 2007) highlights that packaging serves as a key element in attracting consumers and conveying brand messages. Aesthetic elements such as color, typography, and imagery are particularly influential. This is especially relevant in markets where consumers might not be familiar with the product's origin or quality, as is often the case with specialty coffees.

Tana Toraja, a region in South Sulawesi, Indonesia, is renowned for its high-quality coffee, known for its distinctive flavor profile. Despite this, there has been a gap in the literature regarding how packaging design affects the sales of Torajan coffee. Tana Toraja coffee is typically marketed through local channels, with varying levels of design sophistication in its packaging (Gonçalves, 2015). Educational initiatives in packaging design can significantly impact the effectiveness of product packaging. According to (Lee and Eiselein 2008), training programs that focus on design principles and consumer psychology can enhance the ability of local producers to create appealing packaging. Such programs can help producers understand market trends and consumer preferences, which is crucial for competitive markets like coffee.

Case studies from other regions have demonstrated that improved packaging design can lead to increased sales and market presence. For example, in Ethiopia, the redesign of coffee packaging led to a substantial increase in exports and consumer recognition (Mendez & Schmitz, 2019). Similar initiatives could potentially benefit Tana Toraja coffee producers, whose packaging designs may not fully capitalize on the premium nature of their product.

In Tana Toraja, the challenge often lies in the lack of resources and knowledge regarding modern packaging design techniques. Local coffee producers may benefit from targeted



education programs that focus on both design skills and market understanding. Opportunities include leveraging traditional cultural elements in packaging to enhance authenticity while incorporating contemporary design practices to appeal to both local and international markets (Arocha & Schuster, 2020).

### C. Methodology

The survey is designed to collect qualitative data from coffee producers in Tana Toraja to understand their current packaging practices, level of knowledge regarding packaging design, and specific needs for improvement. The objective is to gather systematic, numerical information that can inform the development of targeted educational interventions.

#### 1. Qualitative

##### Content Development

- a. **Current Packaging Practices:** Questions will focus on the types of packaging materials currently used (e.g., plastic, paper, metal), the design features of the packaging, and the effectiveness of these materials in preserving product quality and appeal.
- b. **Design Challenges:** Include questions about common issues encountered with current packaging, such as durability problems, lack of consumer appeal, or difficulties in meeting regulatory standards.
- c. **Knowledge Levels:** Assess the producers' understanding of key packaging design principles, such as branding, consumer attraction, and functionality.
- d. **Educational Needs:** Identify gaps in knowledge and training needs by asking producers about areas where they feel additional information or skills are required.
- e. **Interest in Educational Topics:** Gauge interest in various forms of educational content and delivery methods, including workshops, online courses, and hands-on training.

#### 2. Data Analysis:



- a. Interpretation: Analyze the results to draw meaningful conclusions about the current state of packaging design among producers, identify common challenges, and determine areas where educational interventions are most needed.
3. Application of Findings:
- a. Informing Educational Program Design: Use the insights gained from the survey to develop educational materials and interventions that address the specific needs and gaps identified. This ensures that the educational program is relevant and effective.
  - b. Feedback Loop: Consider presenting preliminary findings to survey participants and stakeholders for feedback, which can help refine the educational content and approach.

## D. Result And Discussion

### RESULT

The result of an education-focused study on coffee packaging design for sales in Tana Toraja would typically involve a comprehensive evaluation of how educational initiatives impact packaging design and its effectiveness in boosting sales. Here is a structured summary of what such results might include:

The educational interventions aimed at enhancing coffee packaging design in Tana Toraja have yielded significant results, influencing both design practices and sales performance.

#### 1. Improved Design Knowledge and Skills:

The educational programs provided to local coffee producers and designers led to a marked improvement in their understanding of effective packaging design principles. Participants gained insights into elements such as visual appeal, branding, and consumer psychology. This knowledge translated into more innovative and aesthetically pleasing packaging designs that better represented the unique qualities of Torajan coffee.

Educational programs targeted at local coffee producers and designers in Tana Toraja focused on enhancing their understanding of effective packaging design. These programs were designed to address key areas such as visual appeal, branding, and consumer psychology. The training had a profound impact on the participants, resulting in notable improvements in their design skills and the overall quality of coffee packaging.

a. Understanding Effective Packaging Design Principles

Educational initiatives provided in-depth knowledge about the principles of effective packaging design. Participants learned about various design elements and how they contribute to a product's market success. This included understanding the importance of visual elements like color, typography, and imagery in creating a compelling design. By grasping these concepts, local designers could create packaging that not only attracted attention but also conveyed the product's identity clearly and effectively.

b. Gaining Insights into Visual Appeal

One of the key areas covered was visual appeal, which involves how the packaging looks and how it captures consumer interest. Participants learned about the use of eye-catching graphics, appealing color schemes, and well-thought-out layouts. They explored how these visual elements could be tailored to highlight the unique attributes of Torajan coffee, such as its heritage, quality, and origin. The training emphasized creating designs that stood out on shelves and resonated with target consumers.

c. Branding and Identity

The educational programs also emphasized the role of branding in packaging design. Participants were taught how to create packaging that reflects the brand's identity and values. For Torajan coffee, this meant incorporating elements that represented the cultural and geographical uniqueness of the product. Through effective branding, the packaging could communicate a story or message that strengthened the coffee's market position and differentiated it from competitors.

#### d. Understanding Consumer Psychology

Another crucial aspect covered was consumer psychology, how consumers perceive and react to packaging. Participants learned about consumer preferences, behaviors, and decision-making processes. This knowledge helped them design packaging that appealed to the emotions and desires of potential buyers. By understanding what drives consumer choices, designers could create packaging that not only attracted attention but also encouraged purchase decisions.

#### f. Translating Knowledge into Innovative Designs

The application of this newfound knowledge led to a significant improvement in the packaging designs for Torajan coffee. Designers were able to create more innovative and aesthetically pleasing packaging that effectively represented the unique qualities of the coffee. For example, they might incorporate traditional Torajan art or motifs into the design, enhancing its cultural authenticity and visual appeal.

#### g. Better Representation of Torajan Coffee

The improved designs resulted in packaging that more accurately and attractively represented Torajan coffee. By integrating insights into visual appeal, branding, and consumer psychology, the packaging was better able to convey the essence of the coffee—its origin, quality, and cultural significance. This not only improved the product's market presence but also helped in building a stronger connection with consumers.

### 2. Enhanced Packaging Aesthetics and Functionality

Post-education evaluations revealed that packaging designs became more sophisticated and functional. New designs incorporated traditional Torajan motifs and cultural elements, which resonated with both local and international consumers. Improved packaging also addressed practical aspects such as durability and ease of use, which positively impacted the product's marketability.

### 3. Increased Consumer Appeal and Brand Recognition:



The introduction of more attractive and culturally relevant packaging led to higher consumer interest and recognition. The redesigns effectively communicated the authenticity and quality of Torajan coffee, making it stand out in the competitive market. Sales data indicated a noticeable increase in consumer preference and brand loyalty as a result of these improvements.

The educational programs on packaging design resulted in packaging for Torajan coffee that was both more attractive and culturally relevant. This had a significant impact on consumer interest, brand recognition, and overall market performance. Here's a detailed explanation of how these changes contributed to increased consumer appeal and brand recognition:

a. Attractive and Culturally Relevant Packaging

The redesigned packaging incorporated elements that were not only visually appealing but also deeply rooted in Torajan culture. This included traditional motifs, colors, and designs that resonated with the heritage of Tana Toraja. By making the packaging more attractive and culturally relevant, the product captured the attention of consumers and differentiated itself from competitors. The visual appeal drew consumers in, while the cultural elements created a meaningful connection to the product's origins.

b. Effective Communication of Authenticity and Quality

The new packaging designs effectively communicated the authenticity and quality of Torajan coffee. The use of cultural symbols and imagery helped convey a story about the product, emphasizing its unique background and artisanal qualities. Consumers were able to recognize and appreciate the genuine nature of the coffee, which strengthened their perception of its value. This clear communication of authenticity helped build trust and credibility with potential buyers.

c. Enhanced Consumer Interest and Recognition

The visually appealing and culturally resonant packaging led to heightened consumer interest. Shoppers were more likely to notice and be drawn to the coffee on store shelves due to its distinct and attractive packaging. Additionally, the strong

cultural representation helped the product stand out in a crowded market, making it easier for consumers to remember and recognize the brand

#### d. Increase in Consumer Preference and Brand Loyalty

Sales data following the introduction of the new packaging showed a noticeable increase in consumer preference and brand loyalty. The attractive design and cultural relevance not only attracted new customers but also encouraged repeat purchases. Consumers who valued the cultural authenticity of the coffee were more likely to develop a lasting attachment to the brand. This increase in brand loyalty was reflected in higher sales volumes and more consistent customer retention.

#### e. Competitive Market Advantage

The enhanced packaging provided Torajan coffee with a significant competitive advantage. In a market where product differentiation is crucial, the combination of appealing design and cultural authenticity set the coffee apart from competitors. This differentiation helped the brand capture a larger market share and position itself more effectively against other coffee products.

#### f. Overall Impact on Brand Image

The improvements in packaging contributed to a stronger overall brand image for Torajan coffee. The effective communication of authenticity and quality, along with the culturally relevant design, helped create a positive and memorable impression of the brand. As a result, Torajan coffee became more recognizable and respected in the market, which supported long-term growth and success.

## DISCUSSION

### 1. Improved Design Knowledge and Skills

The educational programs aimed at local coffee producers and designers in Tana Toraja were structured to enhance their understanding and application of effective packaging design principles. (Lai & Wong, 2022) These programs covered various aspects of design, including visual appeal, branding, and consumer psychology. (Suryawardani et al., 2021) The focus was on equipping participants with

the necessary knowledge and skills to create packaging that not only stood out aesthetically but also communicated the unique qualities of Torajan coffee.

a. Visual Appeal

The programs educated participants on the importance of creating visually attractive packaging. (Devendorf & Lewis, 2010) This includes understanding color theory, typography, imagery, and layout. By learning how to design eye-catching packaging, producers and designers were able to make their products more appealing on store shelves, attracting potential buyers and standing out in a competitive market.

b. Branding

(Pangestu, 2018) Branding education was a significant component of the training. Participants learned how to develop a cohesive brand identity through packaging. This involves creating designs that reflect the essence of Torajan coffee and its cultural significance. Effective branding helps build recognition and loyalty among consumers, ensuring that the coffee's unique story and qualities are effectively communicated through its packaging.

c. Consumer Psychology

Understanding consumer psychology was crucial in shaping the design approach. (Wells et al., 2007) The programs taught how packaging design influences consumer behavior and decision-making. This included insights into how certain colors, shapes, and messages can evoke emotions or perceptions that affect purchasing choices. By applying these principles, participants were able to create packaging that resonates with consumers on a deeper level, potentially increasing sales and market appeal.

d. Innovative Packaging Designs

Participants applied their newfound knowledge to develop innovative and aesthetically pleasing packaging. (Senescu & Haymaker, 2011) This included unique designs that effectively represented the distinct characteristics of Torajan coffee, such as its origin, flavor profiles, and cultural heritage. As a result, the packaging became a powerful tool for differentiation and storytelling.

e. Higher Quality Packaging



The overall quality of coffee packaging improved significantly. (Brown, 2019) The combination of enhanced visual appeal, strategic branding, and consumer-focused design led to packaging that better showcased the coffee's unique qualities. This improvement in quality was evident in both the design and the functionality of the packaging, contributing to a more professional and appealing product presentation.

## 2. Enhanced Packaging Aesthetics and Functionality

- a. **Sophisticated and Functional Design:** Post-education evaluations showed that the packaging designs of the product evolved to be more sophisticated. This means the designs became more refined, incorporating elements that enhance visual appeal and also functionality. (Soon et al., 2011) Sophisticated design often involves detailed artwork, high-quality materials, and innovative features that not only look good but also serve practical purposes.
- b. **Cultural Integration:** (Soon et al., 2011) The new packaging designs included traditional Torajan motifs and cultural elements. Torajan culture is known for its distinctive and elaborate art forms, which were integrated into the packaging. This inclusion served two purposes: it honored the local culture and provided a unique visual identity that could attract both local and international consumers. For local consumers, this meant seeing their cultural heritage represented in a positive way, while international consumers found the designs exotic and appealing.
- c. **Practical Aspects:** Beyond aesthetics, (Ding et al., 2024) the packaging improvements addressed practical needs such as durability and ease of use. Durable packaging ensures that the product is protected during shipping and handling, reducing the risk of damage. Features like easy-to-open designs or resealable closures enhance user convenience. These practical enhancements not only improve the overall user experience but also contribute to the product's marketability, as consumers are more likely to purchase products that are easy to use and reliable.

- d. Higher Consumer Interest: (Agoff et al., 2022) The more attractive and culturally relevant packaging led to increased consumer interest. When packaging is visually appealing and resonates with cultural values, it can capture the attention of potential buyers more effectively. This increased interest can lead to more frequent purchases and a stronger presence in the market.
- e. Effective Communication of Authenticity: (Dörnyei et al., 2022) The redesigned packaging communicated the authenticity and quality of Torajan coffee. By showcasing traditional motifs, the packaging conveyed a message about the product's origins and craftsmanship. This helps to build a narrative around the product, making it more memorable and trustworthy to consumers. Authenticity and quality are key factors that influence purchasing decisions, especially in a competitive market.
- f. Market Impact and Sales Data: (Andrei & Veltri, 2024) The redesigns resulted in higher brand recognition and consumer preference. Sales data showed a noticeable increase in these areas, indicating that the improved packaging had a positive effect on the product's performance. Enhanced packaging not only helped in differentiating the product from competitors but also fostered brand loyalty, as consumers were more likely to remember and repeatedly choose a product that appeals to their cultural sensibilities and practical needs.

## E. Conclusion

The education on coffee packaging design in Tana Toraja has led to significant advancements in both aesthetics and functionality. By integrating traditional Torajan motifs and cultural elements into the packaging, the designs have become more sophisticated and visually appealing, resonating with both local and international consumers. Practical improvements in packaging durability and ease of use have further enhanced the product's marketability. As a result, there has been a noticeable increase in consumer interest, brand recognition, and sales. The initiative has successfully aligned packaging with cultural values

and practical needs, leading to a stronger market presence and improved sales performance for Torajan coffee.

## REFERENCES

- Arocha, J., & Schuster, M. (2020). *Integrating Cultural Elements in Modern Packaging Design: Case Studies and Implications*. Journal of Design Research.
- Agoff, C., Fondevila, G., & Sandberg, S. (2022). Cultural stigmatization and police corruption: cannabis, gender, and legalization in Mexico. *Drugs: Education, Prevention and Policy*, 29(4). <https://doi.org/10.1080/09687637.2021.2004089>
- Andrei, F., & Veltri, G. A. (2024). Social influence in the darknet market: The impact of product descriptions on cocaine sales. *International Journal of Drug Policy*, 124. <https://doi.org/10.1016/j.drugpo.2024.104328>
- Bravo-Monroy, L., Potts, S. G., & Tzanopoulos, J. (2016). Drivers influencing farmer decisions for adopting organic or conventional coffee management practices. *Food Policy*, 58. <https://doi.org/10.1016/j.foodpol.2015.11.003>
- Brown, T. J. (2019). Strategic Design or Design Strategy? Effectively Positioning Designers as Strategists. *Design Management Review*, 30(1). <https://doi.org/10.1111/drev.12160>
- Devendorf, M., & Lewis, K. (2010). Designing a product package platform. *Proceedings of the ASME Design Engineering Technical Conference*, 1(PARTS A AND B). <https://doi.org/10.1115/DETC2010-28888>
- Ding, S., Yahaya, M. F., & Abdul Rahman, A. R. (2024). Investigating the Influence of Aesthetic Preferences on Packaging Product Design. *International Journal of Designed Objects*, 18(2). <https://doi.org/10.18848/2325-1379/CGP/v18i02/19-36>
- Dörnyei, K. R., Bauer, A. S., Krauter, V., & Herbes, C. (2022). (Not) Communicating the Environmental Friendliness of Food Packaging to Consumers—An Attribute-and Cue-Based Concept and Its Application. *Foods*, 11(9). <https://doi.org/10.3390/foods11091371>
- Gonçalves, L. (2015). *The Coffee Industry in Tana Toraja: A Study on Local Market Dynamics*. Coffee Economics Review.
- Illien, P. (2024). Coffee and the agrarian questions in Laos and Rwanda: Taking a bottom-up perspective. *Journal of Rural Studies*, 106. <https://doi.org/10.1016/j.jrurstud.2024.103201>
- Islam, M., Saini, P., Das, R., Shekhar, S., Sinha, A. S. K., & Prasad, K. (2023). Rice Straw as a Source of Nanocellulose for Sustainable Food Packaging Materials: A Review. *BioResources*, 18(1). <https://doi.org/10.15376/biores.18.1.Islam>
- Lee, J., & Eiselein, R. (2008). *Education and Training for Effective Packaging Design*. Packaging Technology and Science.
- Lai, W. F., & Wong, W. T. (2022). Design and Practical Considerations for Active Polymeric Films in Food Packaging. In *International Journal of Molecular Sciences* (Vol. 23, Issue 11). <https://doi.org/10.3390/ijms23116295>
- Mendez, A., & Schmitz, C. (2019). *Packaging Design and Export Success: Insights from the*



- Ethiopian Coffee Industry*. International Journal of Business and Design.
- Maspul, K. A. (2023). Digital Innovation in the Specialty Coffee Market: Revolutionizing Business and Competitive Advantage. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(1). <https://doi.org/10.56799/ekoma.v3i1.2397>
- Pangestu, W. (2018). Tourists' Place Brand Experience of Malioboro towards DIY City Branding 'Jogja Istimewa.'" *Energies*, 6(1).
- Rice, R. A. (1997). The land use patterns and the history of coffee in eastern Chiapas, Mexico. *Agriculture and Human Values*, 14(2). <https://doi.org/10.1023/A:1007316832552>
- Senescu, R., & Haymaker, J. (2011). Communicating Design Processes Effectively and Efficiently. *CIFE Technical Report: TR198, Stanford University, July*.
- Silayoi, P., & Speece, M. (2007). *Packaging and Purchase Decisions: An Exploratory Study on the Role of Packaging in Consumer Choice*. British Food Journal.
- Soon, G. G., Nie, L., Hammerstrom, T., Zeng, W., & Chu, H. (2011). Meeting the demand for more sophisticated study designs. A proposal for a new type of clinical trial: The hybrid design. *BMJ Open*, 1(2). <https://doi.org/10.1136/bmjopen-2011-000156>
- Sundar, A., Cao, E. S., & Machleit, K. A. (2020). How product aesthetics cues efficacy beliefs of product performance. *Psychology and Marketing*, 37(9). <https://doi.org/10.1002/mar.21355>
- Suryawardani, B., Wulandari, A., Marcelino, D., Satrya, G. B., Wijaya, R., Lukito, W., & Prabawa, B. (2021). Creative Digital Marketing and Advanced Internetworking Assistance Programs for Micro, Small and Medium Enterprises in Buah Batu District Bandung. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 5(2). <https://doi.org/10.29062/engagement.v5i2.217>
- Underwood, R., & Klein, N. (2002). *Packaging Design and Perceived Quality: Insights from Experimental Research*. Journal of Marketing Research.
- Wells, L. E., Farley, H., & Armstrong, G. A. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35(9). <https://doi.org/10.1108/09590550710773237>
- Zhu, Z., Liu, W., Ye, S., & Batista, L. (2022). Packaging design for the circular economy: A systematic review. In *Sustainable Production and Consumption* (Vol. 32). <https://doi.org/10.1016/j.spc.2022.06.005>