

## Paper cup and paper bowl design to support economic resilience through the green economy concept

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### Abstract

Pujasera Embong Tengah is one of the culinary places that has not implemented the green economy concept because the problems faced are that business actors in Pujasera Embong Tengah feel that environmentally friendly packaging is very complicated, stock availability is still difficult, costs are more expensive, and do not understand how to design packaging, so the packaging used still uses plastic that is not environmentally friendly and less attractive. The purpose of this study is to design paper cups and paper bowls to support the concept of green economy. The method used in the study is descriptive qualitative with a field study approach with sampling using the purposive sampling method. Respondents in the study were sellers and consumers. The image was designed using the AutoCAD application. The results of the study showed that the design of paper cups and paper bowls was easy to communicate, creative, different from competitors, and acceptable to consumers. This study examines the use of paper cups and paper bowls to support the concept of green economy. The findings of this study can provide important information to help the economic resilience of business actors, as well as provide insight for further research development. This study hopes that Pujasera Embong Tengah can change its packaging from plastic to environmentally friendly packaging with an attractive design so that economic resilience is maintained.

Keywords: Packaging Design, Paper Cup, Paper Bowl, Green Economy, Economic Resilience

### Abstrak

Pujasera Embong Tengah merupakan salah satu tempat kuliner yang belum menerapkan konsep green economy, karena permasalahan yang dihadapi adalah para pelaku usaha di Pujasera Embong Tengah merasa kemasan ramah lingkungan sangat ribet, ketersediaan stoknya masih sulit, biaya lebih mahal, dan tidak memahami bagaimana mendesain kemasan, sehingga kemasan yang digunakan masih menggunakan plastik yang tidak ramah lingkungan dan kurang menarik. Tujuan dari penelitian ini adalah merancang paper cup dan paper bowl untuk mendukung konsep green economy. Metode yang digunakan dalam penelitian adalah deskriptif kualitatif dengan pendekatan studi lapangan dengan pengambilan sampel menggunakan metode purposive sampling. Responden dalam penelitian adalah penjual dan konsumen. Desain gambar dilakukan dengan menggunakan aplikasi AutoCAD. Hasil penelitian menunjukkan desain paper cup dan paper bowl mudah dikomunikasikan, kreatif, berbeda dari kompetitor dan dapat diterima konsumen. Penelitian ini mengkaji penggunaan paper cup dan paper bowl untuk mendukung konsep green economy. Temuan penelitian ini dapat memberikan informasi penting untuk membantu ketahanan perekonomian pelaku usaha, serta memberikan wawasan untuk pengembangan penelitian lebih lanjut. Harapan dari penelitian ini agar Pujasera Embong Tengah dapat mengubah Kemasan dari berbahan plastik menjadi kemasan ramah lingkungan dengan desain yang menarik agar ketahanan ekonomi tetap terjaga.

Kata kunci: Desain Kemasan, Paper Cup, Paper Bowl, Green Economy, Ketahanan Ekonomi

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## 1. Introduction

The importance of entrepreneurship today contributes to the creation of jobs that support economic growth. Especially in facing global problems. Various activities show commitment to accelerating the SDGs in 2030 through a green economy. The impact is seen in the relevance of development models to entrepreneurship (Nuringsih et al., 2022). In a country, the transition to a green economy requires high support and commitment. This process is important with community involvement in implementing a green approach in national policy. The SDGs implementation process in 2030 will need to prioritize integrated promotion of environmental, social and economic elements, as well as the need to identify solutions to the challenges of the reconfiguration process in the economic model (Dogaru, 2021). A significant impact on the green economy through decentralized means, as government regulation of environmental concepts can help stable economic development (Li & Xu, 2022). However, studies and studies over the last 10 years state that the green economy has experienced a decline if drawn from 2009 to 2019 because it is suspected that green economy studies have undergone a metamorphosis which is divided into several terms that are closer to existing terms in business, such as green marketing, green product, and green packaging (Santy & Alam, 2022).

The green economy concept in Indonesia has become a major issue in business sustainability, because the green economy concept prioritizes the use of resources effectively and efficiently to harmonize development and environmental functions that can provide benefits to society (Waluyo et al., 2022). Green economy is a new economic order that uses less energy and natural resources, so it is oriented towards improving economic aspects so that national development activities still pay attention to environmental sustainability (Pradani et al., 2023). The government issues new regulations related to the environment. There is no exception for micro, small and medium enterprises (MSMEs) to implement a green economy in their businesses (Lusiana et al., 2023).

In the era of globalization, MSMEs are required to improve their capabilities by adopting technology and communication to improve their business capabilities even though they have experienced a slump in recent years due to the Covid 19 pandemic (Sriyono, 2018). The Covid 19 pandemic that hit had a major impact on the continuity of MSME businesses because 75% of business owners experienced a significant decline, thus encouraging MSME business actors to be able to rise and increase their innovation capabilities (Fitriyani et al., 2021). MSME players are an economy that has a big role in the national economy, especially if MSME players do not understand the concept of green economy, then the waste produced is indicated to be disruptive, so it would be very scary if the green economy concept is not applied in the daily activities of their business (Wijaya et al., 2022).

The culinary business has always experienced rapid development in the last few decades, based on UNWTO reports showing an increase in the number of culinary center revenues of more than 30% and tends to grow, thus explaining that culinary is

one of the elements that customers pay (Sinaga et al., 2022). Pujasera Embong Tengah is one of the culinary places in Mojokerto. The condition of the food court is located on the side of the main road, making it easier for customers to buy as seen in Figure 1.



Figure 1. Condition of Pujasera Embong Tengah

From the Figure 1, it can be seen that there is customer enthusiasm, because they can visit the Pujasera between working hours, while the operational hours are open from 09.00-17.00 WIB. The place to eat is very simple because it consists of several stands in one location. The majority of customers are workers around the location who are taking a lunch break. There are various types of food and drinks sold, such as rujak cingur, gado-gado, fruit salad, chicken noodles, meatballs and fruit juice. Pujasera also provides free Wifi, so it is possible that customers who come not only go for lunch, but can also hang out and do their homework.

The problematic phenomenon that occurred at Pujasera Embong Tengah was that several business actors in Pujasera had not implemented an environmentally friendly business concept, as can be seen from Figure 2 that the packaging used still uses ordinary plastic without an attractive design.



Figure 2. Packaging at Pujasera Embong Tengah

From Figure 2, it can be seen that the packaging of Pujasera Embong Tengah products only uses plastic and wrapping paper without a design. This is because traders do not understand the concept of a green economy, so it can be seen from the food and beverage products that are taken home using transparent plastic packaging, which is less environmentally friendly, and less attractive. The use of such packaging if left continuously will become waste, where plastic waste has the nature of taking a

long time to decompose, is not easily recycled, and is very difficult to melt. Pujasera Embong Tengah is very difficult to recycle, so the existing plastic waste is left to pile up. The negative impact of using plastic packaging can cause degradation of the product, so that the product's nutrition can decrease. However, in the long term, plastic waste can harm human health. (Suryadi et al., 2022) stated that good packaging has an attractive design and is easy to use for consumers, meaning that product design must pay attention to shape, structure, image, color and elements that can convey the product. (Aini & Walyoto, 2022) stated considering the importance of the problem of product packaging waste, business actors need to make environmentally friendly packaging. Environmentally friendly packaging is an interesting topic for consumers because it can increase public awareness of the importance of preserving the environment. (Fitriyani et al., 2022) also added that the importance of business innovation to help economic resilience, one of which is by creating attractive packaging, so that the business economy becomes increasingly stronger.

In the preliminary interview conducted with 8 employees regarding packaging, this can be seen in Table 1.

Table 1. Percentage of Data

No	Questions	Yes	Neutral	No
1	Is Pujasera Embong Tengah affected by plastic waste pollution?	75%	0%	25%
2	Does plastic waste pollution disrupt sales activities?	100%	0%	0%
3	Is plastic packaging recyclable?	12,5%	0%	87,5%
4	Does the plastic packaging have an attractive design?	0%	0%	100%

Source: Pujasera Embong Tengah (2025)

From Table 1, it can be seen that 75% stated that Pujasera Embong Tengah was contaminated by plastic waste, 100% stated that plastic waste pollution could disrupt sales activities, 87.5% stated that plastic waste was difficult to recycle, and 100% stated that plastic packaging was very unattractive. This problem is very dangerous for the environment, so it is necessary to provide an understanding to Pujasera Embong Tengah business owners so that they can switch from plastic packaging to environmentally friendly packaging, so it is necessary to instill an understanding of making packaging designs from paper that are more environmentally friendly.

In terms of cost, the comparison of paper packaging costs is more expensive, transportation costs are greater because of its heavier weight compared to plastic packaging, and paper production requires higher energy than plastic production. However, on the other hand, the use of paper packaging has benefits, where in terms of environmental effects it can decompose faster, can improve consumer reputation and loyalty, and has the advantage of being more durable than plastic packaging. From there it can be seen that the importance of maintaining environmental sustainability is supported by government policies related to waste reduction. Therefore, Pujasera Embong Tengah is required to be able to increase economic resilience in realizing environmentally friendly packaging designs and implementing them in daily activities.



One of the things that can be done to increase the economic resilience of a business is to create an attractive packaging design because it can provide added value to the products being sold, for example by providing a distinctive feature, can attract consumers, maintain product quality, and Pujasera Embong Tengah can build branding and increase its economic resilience.

In previous research conducted by (Hanifah et al., 2025) that research using the Systematic Literature Review (SLR) method with the PRISMA method resulted in the addition of cassava starch in Biodegradable packaging resulting in environmentally friendly packaging because the materials contained in cassava such as chitosan, cellulose, essential oils, and plant extracts can increase air resistance, heat resistance, and biodegradation. Research conducted by (Nairfana et al., 2023) that using the ANOVA method and DMRT Test resulted in the best paper pouch packaging obtained from a mixture of 25% corn husks and 75% sugarcane pulp. And research conducted by (Pramudiastuti et al., 2021) explained that using the Multiple Linear Regression method, the results obtained were that the packaging that was widely chosen by students was plastic packaging, so that the academic community is expected to be able to encourage the use of tumbler bottles in campus activities.

From the explanation that has been described, the aim of this research is to provide an understanding of the concept of green economy, designing paper cups and paper bowls to encourage business actors to use environmentally friendly packaging. The benefit of this research is that business people understand the concept of a green economy and can apply paper cup and paper bowl designs to support the green economy concept

## **2. Literature Review**

### **Paper Cup and Paper Bowl**

Paper cups and paper bowls are food and drink packaging made from paper coated with plastic so that it is waterproof and does not leak, but the percentage of plastic used is very small (Bommala et al., 2024). The use of paper cups and paper bowls has its own advantages for the business world, such as being more environmentally friendly because the type of waste is easily decomposed, can be recycled and can help reduce environmental pollution due to plastic waste (Zade & Jajulwar, 2021). Paper packaging is very safe for food and beverage products because it does not contain dangerous chemicals and is resistant to hot and cold conditions, so product quality is maintained without changing the taste and content of the food. Apart from that, paper packaging is very easy to carry because it is light and does not break easily (Ashriana & Fitriyani, 2020). The appearance of the packaging needs to be designed in an attractive way by highlighting branding to make it easier to attract consumers, for example, it should be designed more exclusively by printing attractive images and colors, thus giving a more exclusive and modern impression (Kumari et al., 2022).

### **Economic Resilience**

Economic resilience is the condition of a country, region or individual to recover from economic shocks caused by internal or external factors (Santoso & Samputra, 2024).

Economic resilience for the business world depends on careful business strategies and readiness to face future challenges, especially in adapting to developments (Fitriyani, Dewianawati, et al., 2024). The determining factor for economic shocks is the crisis caused by inflation and the corona virus which has occurred in the last few years. So that the demands of both large, medium and small industries are required to be able to rise from this situation. Financial development is the biggest factor, because the level of financial development can help the economy build greater resilience (Wang & Li, 2022). Things that can be done to maintain economic resilience are carrying out good financial management, for example having emergency financial reserves, managing debt and cash flow effectively, and diversifying income to minimize risk. Apart from that, implementing and managing conditions, where business actors can have the ability to adjust business strategies to suit market changes, build supply chains that are strong and resistant to shocks, and optimize operational costs to be more efficient (Wilczyński & Kołoszycz, 2021). Innovation and digitalization are also important so that economic resilience is maintained, for example by adopting technology and developing business models using online media such as e-commerce, social media or digital-based services. Apart from that, actors can innovate, for example making environmentally friendly raw materials and packaging (Sholeh et al., 2022).

### **Green Economy**

Green economy is an economic activity that has the aim of achieving sustainable economic growth while maintaining environmental sustainability and social welfare (Younas et al., 2023). The green economy is also a resource-based economic model with opportunities for synergy between social economic conditions and the environment. With a green economy, every business can improve its quality because products become environmentally friendly which has a positive impact on society (Fitriyani, Putra, et al., 2024). The green economy provides benefits for the business world in both the long and short term, for example through efficiency and cost savings which can be done by reducing air and energy use by using water-saving technology, or by optimizing raw materials and reducing waste, so as to reduce production costs (Olufemi, 2024). A green economy can be a form of compliance with government regulations, for example, with government policies on the environment, it is recommended that a business meet strict environmental standards, including running an environmentally friendly business (Buettgen et al., 2024)

### **3. Methods**

This study was conducted in February - March 2025 at Pujasera Embong Tengah. The sample used was a saturated sample where the number of samples was the same as the population, namely 20 respondents consisting of 2 gado-gado and rujak cingur traders, 2 fruit juice traders, 2 meatball and chicken noodle traders, and 2 fruit rujak traders, and 12 consumers. Each trader is a business owner and all consumers act as informants.

This research uses a descriptive qualitative method with a field study approach, where researchers look for data and information on problems obtained from field activities which can be called empirical research (Suryatmojo & Fitriyani, 2023). In-depth analysis in this research is highly prioritized, especially on the research object, namely business actors at Pujasera Embong Tengah, such as sellers of rujak cingur, gado-gado, fruit salad, chicken noodles, meatballs and fruit juice, so the sample used is the purposive sampling.

Data collection techniques are adapted to research needs, such as observation, documentation and interviews. Questions asked during online interviews include (Priscilla et al., 2020),

#### Questions for Seller

1. What type of packaging is used when selling?
2. During the establishment of the business, has the packaging ever been replaced?
3. How many wrappers are issued each day?
4. Do you understand the concept of a green economy?
5. If you already understand, what obstacles have you faced so far because you have not adopted this concept?
6. If there is a new packaging design for paper cups and paper bowls, are you willing to replace the old packaging?

#### Questions for consumers

1. How old are you?
2. Do you often or is this your first time buying products at Pujasera Embong Tengah?
3. What is your reason for buying products at Pujasera Embong Tengah?
4. What kind of product packaging do you like at Pujasera Embong Tengah?

The results of these questions will be summarized, then used as a basis for creating paper cup and paper bowl designs. The tool used for the design process is the AutoCAD application. Data analysis consists of demographic, geographic, and psychographic analysis, old packaging analysis, and new design analysis. The research activities can be seen in the Figure 3 of Research Steps.

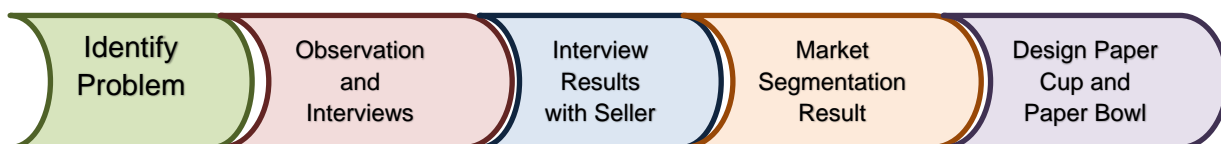


Figure 3. Research Steps  
Source: Processed Data (2025)

## 4. Result and Discussion

### 4.1 Result

The research results obtained from data collection classified by researchers and analyzed from questions to sellers can be seen in Table 2.

Table 2. Interview Results with Seller

No	Question Classification	Information
1	Packaging used	<ul style="list-style-type: none"> <li>• Plastic</li> <li>• Wrapping Paper</li> <li>• Pastic mica</li> </ul>
2	Packaging Replacement	<ul style="list-style-type: none"> <li>• Never</li> </ul>
3	Packaging Output Per Day	<ul style="list-style-type: none"> <li>• Average 2 packs of paper packaging</li> <li>• Average 10 packs of plastic packaging</li> <li>• Average 3 packs of plastic mica</li> </ul>
4	Understand the concept of green economy	<ul style="list-style-type: none"> <li>• 75% Don't understand</li> <li>• 25% Understand, but don't use it because it's complicated</li> </ul>
5	Obstacles faced due to not adopting the concept	<ul style="list-style-type: none"> <li>• Difficulty in obtaining packaging</li> <li>• Not understanding how to design packaging</li> <li>• Higher costs</li> </ul>
6	Willingness to replace old packaging if there is a new packaging design	<ul style="list-style-type: none"> <li>• 75% Willing</li> <li>• 25% waiting for profits to increase first</li> </ul>

Source: Processed Data (2025)

Next, the results of interviews with consumers were analyzed based on market segmentation such as demographics, geography and psychographics. The results of market segmentation can be seen in Table 3.

Table 3. Market Segmentation Result

No.	Market Segmentation	Information
1	Demographic	<ul style="list-style-type: none"> <li>• Age &gt; 2 years</li> <li>• All genders</li> <li>• Pocket money min. 10,000</li> </ul>
2	Geographic	<ul style="list-style-type: none"> <li>• Local communities</li> <li>• People from outside the area who stop by the food court</li> </ul>
3	Psychographic	<ul style="list-style-type: none"> <li>• Buyers find the old packaging unattractive and environmentally unfriendly</li> </ul>

Source: Processed Data (2025)

From the data in Table 3, it can be seen that the market segmentation analysis is revealed in three aspects, namely Demographic, Geographic and Psychographic aspects, where each aspect explains the characteristics of food and drink buyers at Pujasera Embong Tengah

On old package analysis, based on the results of interviews with sellers at the Pujasera Embong Tengah, the sales stands are very busy with consumers every day, because the products sold are diverse and are very popular with consumers. Due to the condition of consumers who are often culinary and enjoy food on location, many



consumers buy wrapped food or drinks, but the packaging still uses clear plastic and wrapping paper so it looks less attractive and is not environmentally friendly. Therefore, the author created a packaging design as seen in Figures 4 and 5.



Figure 4. Paper Cup Design  
Source: Processed Data (2025)

From Figure 4, you can see that the image on the left is the paper cup design, while the image on the right is the writing design and packaging image. This paper cup can be used as fruit juice packaging to make it look attractive.

Apart from paper cups, there are also paper bowl designs that can be used as packaging for meatballs, chicken noodles, rujak cingur, and gado-gado as seen in Figure 5.



Figure 5. Paper Bowl Design  
Source: Processed Data (2025)

In Figure 5 you can see that on the left is the paper bowl design and on the right is the design of writing and pictures of food. This paper bowl can be used to package meatballs, chicken noodles, gado-gado and rujak cingur at Pujasera Embong Tengah.

## 4.2 Discussion

In the discussion of the results of interviews with sellers, it was shown that the packaging used was plastic wrap, paper wrap, and mica plastic, and the sellers of Pujasera Embong Tengah had not changed the packaging. The number of packages used per day for the third type was very large, 75% of sellers stated that they did not understand the concept of green economy, while 25% of sellers understood, but did not want to change the packaging because it was complicated. This was because they felt that environmentally friendly packaging stocks were still difficult to obtain, did not understand how to design good packaging, and the costs were higher. However, if there was an offer of an attractive and environmentally friendly packaging design, 75% of sellers were willing to use it, and 25% were ready if their profits increased. In line with the statement (Wicaksana et al., 2024) that environmentally friendly packaging has a positive impact, because packaging not only functions to protect the product, but can also increase the competitiveness of the product.

Discussion of the results of observations and interviews with consumers regarding market segmentation such as demographics, geography and psychographics, which can be explained on the characteristics of consumers at the Embong Tengah Pujasera. Demographically at Pujasera Embong Tengah, product sales are for ages over 2 years and beyond, because the products can be consumed by parents, but not by babies. For gender, both men and women are allowed. In terms of pocket money, it can only be for people who hold a minimum of IDR. 10,000, because the products sold at the lowest price are fruit juice and fruit salad which are sold at Rp. 10,000, while chicken noodles and meatballs are sold at Rp. 11,000 – 13,000, and rujak cingur and gado-gado are sold for Rp. 13,000. This is in line with what was stated by (Rasmikayati et al., 2021) that demographic market segmentation can be seen from age which is the time lived since the consumer was born, gender which is the difference in biological characteristics, form and function, pocket money which is the receipt of money from the other party, in this case, is the family, expenditure being the amount of money spent to buy products, and family size, namely the number of family members living.

Geographically, at Pujasera Embong Tengah, the culinary delights are targeted at people in Mojosari and its surroundings. However, this does not rule out the possibility that the food court will become a stopover for people from out of town who go to Mojosari or whose workplaces are in the Mojosari area. This is because the location of the Embong Tengah Food Court is in the middle of the city, so that road access to the location is also easy to find because it is located behind the Mojosari Regional General Hospital. In addition, the place is also a place for online motorcycle taxis to hang out, making it easier for consumers who want to buy products at Pujasera Embong Tengah without having to leave the house, so that the potential of Pujasera is very high. According to (Rasmikayati et al., 2021) the categories included in geographic market segmentation are domicile which is the unit of territory where the community exists, residence which is the daily place where consumers carry out all kinds of activities, and access which is the entrance to the sales location. (Huda et al., 2021) Adding the use of online motorcycle taxis also benefits consumers who want to avoid traffic jams and queues, but can still buy the products they want.

Psychographically, the Embong Tengah Pujasera provides a target to be achieved, namely how enthusiastic customers are in responding to the packaging design that will be used at the Embong Tengah Pujasera. This can be seen by buyers who feel that the packaging design is attractive, it will increase their purchase intention to repurchase the product. In line with the statement (Rasmikayati et al., 2021) that consumer psychographic characteristics can be measured from activities which are consumer activities to fill their time, interests, namely consumers' interest in certain objects, and opinions, namely consumers' opinions about the perspective of something.

Meanwhile, the packaging used at Pujasera Embong Tengah still uses clear plastic and ordinary wrapping paper, because the sellers still don't understand the concept of a green economy. Sellers feel that the current packaging is cheap and easy to obtain, even though this packaging has a bad impact in the long term because the nature of the packaging is not environmentally friendly. In line with the objectives of the research,

Pujasera Embong Tengah should reduce and conserve the use of environmentally unfriendly packaging into environmentally friendly packaging. (Waluyo et al., 2022). As time goes by, waste is now piling up in TPA (Final Disposal Site). Moreover, plastic waste takes a very long time to decompose, namely around 20-100 years, making it important to change the mindset of society, including business people, to replace their daily business activities with environmentally friendly concepts (Fitriyani et al., 2023). Oleh Therefore, it is necessary for the Embong Tengah Food Court to create an environmentally friendly packaging concept, because consumers who care about waste recycling will be influenced by the use of environmentally friendly packaging (Aini & Walyoto, 2022). The wrapper needs to be designed in a new, more effective way, because an effective wrapper has a more attractive design and is easier for consumers to use (Suryadi et al., 2022).

Paper cups and paper bowls are designed because packaging plays an important role, besides being environmentally friendly packaging, it can also strengthen the product image. Packaging has an important role because it is a selling point for business actors. As stated by (Widiati, 2019) packaging is a silent seller, so packaging is not just waste that adds to the sales burden. Packaging can elevate the image of a product, and can provide added value to sales, and can protect the product well. Good packaging can provide good product protection against weather, light, temperature changes, falls, piles, dirt, insects, bacteria and so on, so the packaging structure must be easy to open, easy to close and easy to carry. The benefits of having attractive packaging make a business known to the wider community, and the business gets a very good title, because it seems to prioritize quality (Sudirjo et al., 2023). In business development, MSMEs are also required to innovate, such as product innovation or packaging innovation, because innovation is very important to increase competitiveness and business excellence (Baali et al., 2023).

The new paper cup design at Pujasera Embong Tengah, while the image on the right is the writing design and packaging image. This paper cup can be used as fruit juice packaging to make it look attractive. The design on the cup contains images of fruit and water which serves to beautify the appearance and add strength to the cup filled with fruit juice, so that it can increase the consumer's attraction to the fruit juice. In line with what was stated by (Hardian & Sari, 2016) that the appearance of the packaging is important to increase the strength of the cup, so that the appearance will look more dynamic and different from other cups, so that consumers become interested in buying the product. (Widiati, 2019) also added that packaging can be made up to date and attractive, because it is important for packaging to have an appearance that is easy, communicative, different from competitors and acceptable to consumers.

The new paper bowl design can be used to package meatballs, chicken noodles, gado-gado and rujak cingur at Pujasera Embong Tengah. This packaging functions to protect the food from being damaged when brought home. The concept of writing on the packaging is designed to display the culinary location and pictures of the food being sold to attract consumers' attention. In line with what was stated by (Yonara & Aryanto,

2023) that visuals on packaging in the form of product photos can promote the brand and illustrations which aim to increase emotional appeal which can attract consumer attention. (Banurea et al., 2023) added that the arrangement of the writing on the paper bowl must be easy to read and clear, the choice of design style is also based on the packaging image you want to obtain, where the packaging can display images of more than 1 product, so that the paper bowl can be used in a variety of applications. kinds of products.

Food and drinks displayed in attractive packaging have profitable business potential. Therefore, the design of paper cups and paper bowls is expected to be a packaging innovation that can attract consumer interest. Moreover, people of all ages and professions are interested in it, for example from toddlers to 70 years old, or people who have different professions such as doctors, nurses, teachers, civil servants, salesmen, shopkeepers and so on. the existence of business opportunities increases the economic resilience of the place of business (Soemarso et al., 2023). Economic resilience can contain the ability to develop business strength in overcoming and facing all kinds of threats both from within and outside the business, as well as directly and indirectly (Marlinah, 2017). By strengthening the economy of businesses through attractive packaging designs, it is hoped that product sales will increase. Increasing sales will encourage economic growth in the MSME sector (Niode & Rahman, 2022). Meskipun dari sisi biaya, Paper cup dan Paper bowl memiliki biaya lebih mahal

## 5. Conclusions

The conclusion of this research is that a paper cup and paper bowl design was produced as environmentally friendly packaging. The information displayed in the design contains images of the contents of the packaging, such as paper cups with images of fruit and water indicating that the packaging is used for fruit juice products. Meanwhile, paper bowls with pictures of meatballs, chicken noodles, gado-gado and rujak cingur illustrate that the packaging can be used for these products. The sentence Pujasera Embong Tengah is written clearly, showing the strength of the brand and the location where the food and drinks are sold.

Recommendations for researchers who will conduct research in this field are to be structured and effective in designing, taking into account the components of the packaging. Apart from that, it is necessary to understand the strengths and weaknesses of the brand to determine the execution of the design. This is because in design there must be consideration starting from selecting appropriate shapes, materials and images. Meanwhile, recommendations for business actors at Pujasera Embong Tengah are expected to be able to implement environmentally friendly and attractive paper cup and paper bowl designs, so that product sales will increase

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