

**Abstract No. 35**

**TECHNOLOGICAL INVOLVEMENT AS AN ALTERNATIVE WAY TO ADD  
AN ECONOMIC VALUE FOR SUSTAINABILITY  
OF WEST JAVA'S PACKAGING FOOD SOUVENIRS**

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**ABSTRACT**

At present, sustainable tourism has become a global issue. Three main aspects that need to be considered by the tourism industry at present and the future are environmental, social and economic aspects. Since 2016, Indonesia's achievements in sustainable tourism have begun to stand out. Food souvenirs become one of the links in tourism which is mostly produced by local MSME. These MSME products require a creative packaging design that is good and has the value of sustainability from an economic, cultural, social and ecological perspective. This can be realized if MSME's entrepreneurs have directed motivation when they want to market their products. Observations that have been made by the research team on the food souvenir packaging design of West Java's MSME revealed that in selling their products, MSME's entrepreneurs are driven only by economic motivation, seen in one of the marketing tools that use non-concept packaging designs and look "me too." Using a simulation of four packaging designs sample from traditional ranges to cyber Augmented Reality (AR) technology, the study will focus on motivations that influence the design of sustainable packaging designs. This study uses the Triangulation method, with more dominant qualitative data obtained from the Focus Group Discussion and supplemented by quantitative data collected from online questionnaires to 82 respondents. There are two findings in this study. The first finding revealed that in Indonesia, packaging designs that use natural/traditional materials still excel in economic, cultural, social, ecological motivation to support sustainability. The second finding revealed that the innovation of cyber technology in the form of Augmented Reality that can be applied to non-natural material packaging designs could be an alternative to sustainability in the economic, cultural, social and even ecological aspects. Through this technology, various information content, as well as promotions, can be included. Packaging design will have additional functions to communicate local culture especially to future generations in a way that is appropriate in this digital era. This will add value to the packaging design and experience that is new to its customers, thus supporting sustainable tourism in Indonesia.

**Keywords :** *Food souvenirs; Motivation; Packaging design; Sustainability*