

ABSTRACT

Sustainable packaging is an important aspect of environmentally friendly business practices. This study aims to analyze the implementation of sustainable packaging in Bakpia Atom Cirebon products, produced by Merrylan Cake & Cookies and marketed under the Zirbon brand. The main issue addressed is that the packaging used has not fully met sustainability principles in terms of material, design efficiency, and recyclability. The research focuses on the types of materials used, the challenges in their application, and consumer perceptions of sustainable packaging. This research employed a qualitative method with a case study approach. Data were obtained through interviews with the business owner, direct observation of the packaging process, and consumer perception analysis. The results show that the implementation of sustainable packaging involved transitioning from paper to glass jars as primary packaging, bamboo baskets (besek) as secondary packaging, and biodegradable (oxium) plastic as protective wrapping. Based on the five main dimensions of sustainable packaging, the findings indicate that: (1) most materials used are environmentally friendly, biodegradable, and partially reusable; (2) the packaging design is material-efficient, functional, and aesthetic; (3) ecological functions are enhanced by reducing post-consumption waste and enabling easier recycling; (4) consumer responses are positive, especially toward the natural look and premium impression, which encourage repeat purchases; and (5) socio-economic value is reflected in increased brand competitiveness despite slightly higher production costs. This study concludes that sustainable packaging innovations can enhance brand image and market potential, while serving as a strategic step for MSMEs in supporting the Sustainable Development Goals (SDGs), particularly Goal 12 Responsible Consumption and Production and Goal 13 Climate Action.

Keywords: Sustainable Packaging, Bakpia Atom Cirebon, Zirbon, Merrylan Cake & Cookies, Environmentally Friendly