

ABSTRACT

The plastic waste bursting phenomenon has become an important issue in every part of The World. Especially in Small and Medium enterprises, So many of these Small and Medium Enterprises or (UKM) still use Plastic as the main material to package their product. The excessive usage of plastic as packaging material could cause damage to environment, as plastic waste very hard to unravel, so it could pile up in Garbage Dump as we see In Garbage Dumps in Bandung. With The Sustainable Packaging Theory that consist of four principals, Fit For Purpose, Resource efficiency, Low-Impact materials, dan Resource Recovery and The Design theory that Packaging could be focal point of Visual Communication Design. And Research will be carried out by Observational methods, Which is by collecting data and direct observational of observation object. Direct interview and by some help of questioner to People in Small Business Enterprises, Too see whether entrepreneurs understand about their product package they are using. And in the end, We will see some result about how to design packaging with sustainable packaging principals and the right choose for entrepreneurs, especially in food industry, so in the future we can expect to reduce garbage volume that hae been piled up in Bandung City.

Keywords : Environment Friendly, Packaging, Plastic Waste, Sustainable Packaging, Traditional Snack