

ABSTRACT

In daily life, the use of food packaging can't be separated from food product, both used as containers and can be also used as a place to protect food in order to hold longer. Still a lot of sellers of food and drinks are still using food packaging that is dangerous because they want to suppress modal sale but did not realize the harmful effect of packaging. In addition to harmful to the body, such as plastic packaging, styrofoam and others also have a negative effect on the environment because it is difficult to be recycled and damaging ecosystems. Some are in Indonesia have already confirmed some type of packaging food or drink prohibited such as styrofoam. One of them is the area of Bandung which was already severely for the food vendors, whether that are environmentally friendly and safe for health. In this design the acquisition of data that will be used is a study library, observation, interview, questionnaire, as well as the analysis that is used is the SWOT analysis, PEST analysis and matrix analysis. The expected results of this design is an understanding of eco-friendly packaging could be improved, are able to cope with the harmful food packaging and can be replaced with alternative packaging is safer for the environment and health through the campaign is done.

Keywords: Packaging, Environment, Health, Campaigns, Videographic