

ABSTRACT

Instant noodles are one of the most popular food products worldwide, and packaging is an important element in influencing product appeal, safety, and convenience of use. This research aims to examine packaging improvements in Bestwok Noodle products with a focus on increasing product attractiveness, safety aspects, and sustainability. This packaging improvement was carried out in an effort to answer the challenges of increasingly fierce competition and evolving changes in consumer preferences in the instant noodle industry.

The research method involved analyzing consumer preferences, evaluating the safety aspects of packaging, and measuring the effective impact of packaging improvements on market share and sales of Bestwok Noodle products. The results showed that the packaging improvements successfully enhanced product appeal, increased consumer satisfaction, and met product safety standards and sustainability aspects that are increasingly important in today's society.

These results provide significant benefits to the Bestwok Noodle manufacturing company, as well as providing insight into the importance of innovation in product packaging in the context of a competitive food industry. In addition, this research can serve as a reference for the food industry and similar product manufacturers in an effort to improve product quality, safety, and sustainability through improved packaging.

Keywords: Bestwok Noodles, Instant Noodles, Packaging, Product Attractiveness, Packaging Safety, Sustainability.