

**PERANCANGAN KEMASAN RAMAH LINGKUNGAN  
(GREEN PACKAGING) UNTUK TOMAT CERI ORGANIK  
DENGAN METODE VALUE ENGINEERING**

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**ABSTRAK**

Meningkatnya kesadaran masyarakat akan kesehatan membuatnya beralih pada konsumsi produk pangan organik. Setiap bulan rata-rata 1083 pcs styrofoam digunakan untuk kemasan tomat ceri organik. Styrofoam berbahaya bagi lingkungan karena tidak dapat terurai sama sekali dan kontak lama terhadap bahan pangan dapat memindahkan residu berbahaya. TOM memperoleh komplain karena menggunakan styrofoam untuk mengemas sayuran organik.

Perancangan kemasan ramah lingkungan dilakukan dengan metode *Value Engineering* dimana *Kansei words* dalam *Kansei Engineering* digunakan pada tahap informasi *Value Engineering*. Tahap dalam *Value Engineering* meliputi Tahap Informasi, Kreatif, Analisis, Pengembangan, dan Rekomendasi. Pada tahap pengembangan dilakukan penyimpanan kemasan konsep bambu plastik selotip, bambu plastik kantong, konsep rancangan TOM, dan kemasan Styrofoam.

Berdasarkan perhitungan *value*, kemasan *standing pouch* merupakan kemasan dengan nilai tertinggi, yaitu 1,7. Pada pengujian umur simpan dengan waktu simpan yang sama, kemasan bambu plastik kantong memiliki persentase kerusakan terkecil, yaitu 8,97% pada suhu ruang dan 2,52% pada suhu lemari pendingin. Rekomendasi yang diberikan kepada TOM adalah kemasan *standing pouch* dan bambu plastik kantong.

Kata kunci : kemasan, tomat ceri organik, *Value Engineering*

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**ENVIRONMENT FRIENDLY PACKAGING DESIGN  
(GREEN PACKAGING) FOR ORGANIC CHERRY TOMATOES  
WITH VALUE ENGINEERING METHOD**

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**ABSTRACT**

Increasing of public awareness of health make people decide to switch their consumption to organic food products. An average of 1083 pcs of Styrofoam used for organic cherry tomatoes packaging every month. Styrofoam harmful to the environment because it doesn't decompose at all and the long term contacts with the food itself can transfer such harmful residues. TOM obtains complaining about the usage of styrofoam for their organic vegetables packaging.

Environment friendly packaging design conducted using Value Engineering where Kansei words in Kansei Engineering is used at the stage of information in Value Engineering. The stages in Value Engineering include stage of Information, Creative, Analysis, Development, and Recommendations. At the stage of Development there will be a plastic tape bamboo packaging concept, plastic bag bamboo, TOM's design concept and Styrofoam packaging.

Based on the value calculation, standing pouch packaging is the packaging with the highest value, which is 1.7. On the shelf life testing with the same shelf life, bamboo plastic bag packaging has the smallest percentage of damage, there are 8.97% at room temperature and 2.52% at the temperature of the refrigerator. Packaging design recommendations are given to TOM is standing pouch packaging and bamboo plastic bag packaging.

Keywords : packaging, organic cherry tomatoes, *Value Engineering*

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