

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Fundamental Theory**

##### 2.1.1 The Concept of Jajanan Pasar

*Jajanan pasar* are Indonesian traditional snacks that are sold in traditional markets. Or another definition of *jajanan pasar* is another name for a variety of cakes that were originally traded in traditional markets.

Made from generation to generation with the same recipe and passed down from generation to generation. The basic ingredients of the snack market itself, usually using materials that are easily available in the market or even sometimes from their own garden or agricultural farming. For example, rice, glutinous rice, corn, tubers, yams, coconut and brown sugar (Sapta, 2018). Almost in every region of Indonesia, is familiar with these basic ingredients. Although now more and more variations of snacks that are outside adaptations, but still popular market snacks. Each region has a culinary heritage of market snacks that are almost similar, although with different names. How to cook it is also almost the same. Some are boiled, steamed or fried, depending on the characteristics of each region.

Until now, the market snacks are still in demand by the public even though there are already many foreign foods that have entered the market, but the market snacks are still in great demand because the market snacks are not only affordable prices but also tastes delicious and the types are diverse and are very easy to obtain, so until now the market snacks still exist (Sora, 2015)

The difference between what is considered as *jajanan pasar* and a main course, is that even though both are usually sold in street vendors in Indonesia, *jajanan pasar* is usually snacks that are easy to bring around and eat, whereas main course meals are usually in plates where you can actually in it there and the street vendors would provide the plates, but with *jajanan pasar* they are usually wrapped in plastic and you can just eat it there while walking around or bring them home.

With *Jajanan Pasar* coming from different areas, and the aims and benefits is to promote the origin of these, we will start with *Jajanan Pasar* that originated in Central Java which are;

a. *Clorot*

*Clorot* is a snack made from steamed rice flour dough and brown sugar. This food is one of the typical snacks from Purworejo, Central Java. Tourists who visit there also enjoys this snack, it is served as a souvenir or can be eaten there right away. *Clorot* has a very unique, sweet taste and chewy texture it gives a distinctive taste. In the manufacturing process, brown sugar, salt, mixed with coconut milk, then cooked while stirring it evenly. After that, they pour the coconut milk mixture into a container containing rice flour, then stir until smooth. Then pour the mixture into a pack made of cone-shaped coconut or palm leaves. Then steamed until cooked.

Besides its distinctive taste, the packaging for wrapping *Clorot* is also very unique. *Clorot* wrap is made of young coconut leaves which are made cone, circular and elongated. So that the middle can be filled with dough. In making the *Clorot* wrap, the palm leaves are turned at the edges to form a cone. At the bottom should be tight so that it does not leak when

pouring the mixture. (CLOROT JAJANAN KHAS DARI PURWOREJO, JAWA TENGAH, 2015)

*Clorot* is best served served warm, For those of you who have never enjoyed it might be confused about how to eat it because of the unique package. To eat it, it must be pressed the bottom of the cone using a finger. After the contents come out, then we can eat it.



Figure 2.1 *Clorot*

Source: [kompasiana.com](http://kompasiana.com)

*b. Wajik*

*Wajik* has several different names in every area. the name of the *Wajik* itself is more famous in the area of Central Java where they are originally from and that is Pemalang.

*Wajik* have a sweet taste. The sweet taste is often added with other scents such as the taste of pandanus and vanilla while the taste of this food has a taste of brown sugar and durian. They have a texture like unripe rice but when eaten it will feel soft and easy to bite, besides that they also have a coconut flavor.

They have various shapes but one of the most famous one is in the form of rhombus or parallelogram. The form of rhombus or parallelogram by Javanese people is called a diamond shape. Therefore, this cake is called Wajik (which means diamond) (Arsip, n.d.)



Figure 2.2 *Wajik*

Source: indozone.id

c. *Pukis*

*Pukis* is truly timeless. In the past, the taste was limited to the original, cheese and chocolate, now the choices of this cake have gone up in grade. Many are modifying with contemporary flavors, such as green tea, red velvet, and many more. Not a lot of people actually know but *Pukis* is , a typical traditional snacks from the village of Kabupaten Banyumas, Central Java. Their taste is very similar to waffles, as the mixture is also nearly the same. (Anggraini, 2019)



Figure 2.3 *Putu Pukis*

Source: [blog.tokowahab.com](http://blog.tokowahab.com)

d. *Putu Ayu*

*Putu Ayu* is a type of soft wet cake originating from Central Java. With sweet and pandan fragrance. At the top of this cake, there is grated coconut which makes the taste of the cake become slightly salty and mixed with the sweetness of pandanus. *Putu Ayu* cake is also called *Putri Ayu* which means pretty princess, because of the looks of the cake, and how pretty it is.

Although it has a name that is almost the same as *Kue Putu*, but actually the basic ingredients for making *Putu Ayu* cakes differ greatly from *Kue Putu* which only use rice flour for the mixture. (Luthfiyyah, n.d.)



Figure 2.4 *Putu Ayu*

Source: resepkoki

And traditional snacks that are originated in East Java;

*a. Klepon*

*Klepon* is a traditional Indonesian snack that is included in the market snacks group. Almost all regions in Indonesia have it. It comes from Pasuruan, East Java (Arganata, 2017). Green round balls and brown sugar inside. *Klepon* are made from glutinous rice flour and can also be made from sweet potatoes, they are shaped like small balls and they are usually filled with brown sugar and the way it is cooked, is by boiling them in water. Then after the cooked *Klepon* is done, it is then rolled over the grated coconut so that it sticks, which makes the *Klepon* wrapped in grated coconut. It is usually wrapped in a container made of banana leaves.

In Lombok, the *Klepon* snack gets a special name, that is, the *Klepon* “kecerit-kecerit” which means squirt and it is taken from the characteristic of the *Klepon* that is; when it is bitten, the liquid sugar will spill out inside.

Since 1950, *Klepon* has existed in Dutch and Chinese Indonesian restaurants and supermarkets throughout the country. *Klepon* was first presented by Indo immigrants which is a national snack that have already gone worldwide (Anggita, 2017).

So far, *Klepon* is generally known to have a sweet taste of brown sugar. To increase the added value of *Klepon*, some people innovate new flavors such as green tea, Ovomaltine, Vanilla, etc. Now the innovation has raised the taste of *Klepon* from traditional food to modern food that is loved by modern society, especially young people.



Figure 2.5 Klepon

Source: food.detik.com

#### b. Bikang

This round and blossom-like cake is made from a mixture of rice flour, coconut milk and sugar. Bikang cakes are usually cooked in molds and when they are bubbly, they are immediately gouged out of the mold so they bloom and are shaped like flowers.

Surabaya people where it is originated, they usually eat bikang cakes in the morning or evening. A bikang cake is also delicious to eat while accompanied by a cup of coffee or tea.



Figure 2.6 *Coro Bingka*

Source: dictio.id

c. *Cenil*

*Cenil* originates from Pacitan, East Java has a round-moon shape as big as marbles with a sweet or savoury taste. Almost the same as *Cenil* in other areas, Pacitan-style *cenil* also has a variety of colours, served with brown sugar sauce and a sprinkling of grated coconut. *Cenil* is also referred to as *Cethil* in several regions in Central Java. This typical Central Javanese *Cenil* is usually served in a banana leaf which is quartered. (Rohmitriasih, 2019)



Figure 2.7 *Cenil*

Source: fimela.com



d. *Kue Lumpur*

*Kue Lumpur* originating from the Sidoarjo region, East Java, they are also commonly found in other areas. This soft textured cake is shaped like a moon and is predominantly brown and yellow in colour with raisins in the middle. (Margareth, 2018)

However *Kue Lumpur* literally means Mud cake, and the history behind this is that, it is said that there was an area where the people could no longer afford to even buy a plate of rice. With food prices rising due to high oil prices, as well as the effects of fertilizer, irrigation and transportation, corn and wheat jumped sharply. So the people tried to be creative in poverty and they do this by making biscuits from mud. In this poor area, mud is carried in buckets, they go up to the roof of a former prison building specifically for the poor, filter out gravel and grass, then stir it with shortening (a type of cake making material) and salt. With their spoons they form mud paste into biscuits. and drying it to dry in the hot sun. The ready-made mud biscuits are transported to the market on the roadside for 5 US cents or around 450 rupiahs. This poor alternative food is the main choice for those who 80% live below the poverty line. It eventually has a smooth texture, but immediately absorbs moisture and immediately dries your tongue, which is similar to *Kue lumpur* which is why they name it that. (Asal usul "Kue Lumpur" yang begitu unik, 2017)



Figure 2.8 *Kue Lumpur*

Source: [selerasa.com](http://selerasa.com)

And because there are minority groups that influenced Indonesia, so here are also some *Jajanan Pasar* that were inspired by these minority groups;

a. *Kue putu*

*Kue Putu* in the Javanese language, is a type of traditional snack that is made up of brown sugar cake with brown sugar stuffing, and on the outside is covered with grated coconut or rice flour and coarse grains. Most of the colors of this snack are white and green. *Kue Putu* is steamed by placing it in a slightly compacted bamboo tube. They are usually sold in the evening until late at night. There is a distinctive sound of steam coming out of the whistling tool and this is also a promotional tool for vendors who sell.

Many have mentioned that it is quite similar to a snack that is based off in India called “Puttu”. Which is breakfast dish eaten in Kerala, parts of Karnataka and Sri Lanka (Sandy, 2016). It is made of steamed cylinders of ground rice layered with coconut, often with a

sweet or savoury filling on the inside, and they are normally served as breakfast with Kadala curry (Black Chana) or with green gram (Rajagopalan, 2018). Nonetheless, even with the similarities, *kue putu* have been modified to match the taste of the people using traditional Indonesian flavours.



Figure 2.9 *Kue Putu*

Source: [berwirausaha.net](http://berwirausaha.net)

#### b. *Kueku*

*Kueku* is made from glutinous rice flour filled with green beans. It feels a little sticky chewy with sweet green beans that are very soft. This cake is a traditional Indonesian snack but in Java is also often called as Kue Thok, because when removing from the mould, it must be tightly tapped so that the snacks will fall out of the mould. However, this cake is said to originate from Chinese with the name Ang Ku Kueh., Ang meaning Red. This word refer to the red colour, and in China the colour red brings luck, and this snack is usually served in special occasions like Chinese new year, however now people consume it as a snack anytime but also for occasions.

If look carefully, *Kueku* has the shape of a *Kura Kura* (turtle). According to the story circulating, the turtle in the Tiong Kok tradition

symbolizes long life and prosperity. So no wonder, at some events, this cake is also used as offerings. (Tjio, 2017)

The inside has a similar recipe as *Onde-onde*, which has a chewy outside and green beans powder filling.



Figure 2.10 *Kueku*

Source: [sajiansedap.id](http://sajiansedap.id)

### c. Onde-Onde

*Onde-onde* is a traditional food that has a round, brown and sesame-coated outside which feels chewy and inside has a mixture of green beans powder or black sticky rice

Although *Onde-Onde* has existed since the Majapahit era and is actually one of the most popular Indonesian traditional snacks. *Onde-Onde* is in fact not an original cake from Indonesia. *Onde-Onde* originated from China which was made during the reign of the Zhou Dynasty, which is around 1045 - 256 BC (Alamsyah, 2017).

*Onde-onde* first entered the archipelago after Chinese traders in 1300 - 1500 AD brought it. Admiral Cheng Ho of the Ming Dynasty was

predicted to be the carrier of the first dumplings to the motherland (Fimela, 2018). In his native country, *Onde-onde* only contained brown sugar paste. But after arriving in Indonesia, a modification was made, which was given a mixture of green beans so that the taste became savorier and in accordance with the Indonesian tongue.



Figure 2.11 *Onde-onde*

Source: [bangka.tribunnews.com](http://bangka.tribunnews.com)

#### d. *Lapis Legit*

This unique shape and texture and its delicious and delicious cake is indeed a favorite cake of Indonesian people. However it is actually not originated from native Indonesia. This cake which has many layers is actually a creation of Dutch citizens, who invaded and lived in Indonesia, which is why it is popular in Indonesia.

The original name of layer cake is said to be "Spekkoek" or thousand layer cake. The word *spek* means a layer of pig but also word *spek* refers to the shape of the cake which is layered. The materials and the process of making legit layers themselves are also quite unique. The abundance of ingredients such as eggs, flour and butter and the need for skill and patience in each layer that is baked are the secrets of delicious layers.

The legit layer cake also holds interesting stories in a number of layers. In ancient times, extra skills were needed. The minimum number of layers for making a perfect legit layer cake is 18 layers. You can imagine how much time is needed to make just one cake. Fortunately with the development of technology, existing equipment can facilitate the manufacturing process. With so many layers demanding patience, it's no wonder that the price of a legit layer is quite expensive. (Guing, 2015)



Figure 2.12 *Lapis legit*

Source: craftlog.com

### 2.1.2 Theories of Packaging

Kotler and Armstrong (2012) define "packaging involves designing and producing the container or wrapper for a product" meaning that in a packaging process it contains the activities of designing and producing, the objective of the packaging itself is to secure the product so that the product maintained its quality.

As stated by to Titik Wijayanti (2012), packaging has a purpose and function in making products, it beautifies the products with packaging that fits the product category, it provides safety, so it does not get damaged when displayed in stores,

product distribution and to the customers itself when storing (Pengertian Kemasan, Fungsi, Manfaat, Tujuan, Jenis, dan Bahan Kemasan, n.d.) It also provides information the customers about the product.

One purpose of packaging is to able to communicate the product through the information stated. Product information can help consumers in making decisions for purchasing more carefully (Silayoi & Speece, 2005). It can be said that the packaging has an important role for a product. In addition to functioning as a protective product, the packaging also indirectly describes the identity of the product itself. The dimensions of the packaging have their respective roles to produce good and attractive packaging, because the more attractive the packaging, the more attractive the consumers.

a) Brand name

The American Marketing Association explains that a brand, be it a name, sign, symbol, or design, to identify the product can help differentiate from competitors (Kotler & Keller, 2012). They give a sense of uniqueness to the product so customers can remember it and it can set apart from the competitors

b) Colour in Packaging

Marketing literature reveals that the color of packaging has the ability to evoke feelings, emotional behaviour in different consumers (Mustikiwa & Marumbwa, 2013). Color has the potential to create a deep and long lasting impression and product or brand image. In product packaging, marketers use color to attract the attention of consumers which can create positive or negative feelings about a particular product / brand.

Asadhollahi & Givee (2007) in Mustikiwa & Marumbwa, (2013) argues that the color of the packaging communicates, illustrates, and displays the striking features and intangible attributes of a brand. This thus means that colors carry a special message about the brand which ultimately creates a unique selling proposition.

#### c) Visual Elements in Packaging

Images according to Klimchuck & Krasovec (2007) in Cahyorini & Rusfian, (2013) include photos, illustrations, symbols / icons, and characters. In particular the picture can act to attract attention, to illuminate the presentation of ideas, illustrate / decorate facts that can quickly be forgotten or ignored if not drawn.

### 2.1.3 Theories of Food Packaging

Shape of a packaging is related to consumers' interests in the product and value of the brand. The functional benefits of the packaging; such as practical and amount needed; is related the size and shape of the package. (Vyas, 2015, p. 101). To ensure that the best quality of jajanan pasar is conveyed to the customer, is to choose the correct sort of packaging design.

#### a) Material usage

Food can be packed into various sorts of packaging; a stand up pouch and when comparing pouches with strong materials like glass jars, steel cans and plastic pots, it is proven that these pouches can be more environmentally friendly (Stand Up Pouches - The Eco-friendly Alternative Packaging, n.d.). Another one is cardboard or paperboard, it



can be very inexpensive and it also can be structured and folded to any object or shape, provides a total printing surface, available in many thicknesses and finishes. Board is also recyclable for a packaging material. However, board is not waterproof without expensive coating, does not carry the same quality perception as some other materials and may not be as durable as other materials. (Groth, 2006, p.39).

#### b) Colour in Food Packaging

If you shop at supermarkets, convenience stores, or even just shop in front of the house, your first view will certainly be diverted to products that are able to attract attention and create visual appeal, often even products that were not originally on the shopping list will fill the shopping line. because the appearance of the packaging with colors that can hypnotize the eye. Indeed, color is a very important sensory stimulus in packaging, where this is the first thing the buyer will see (eye catching). It turns out that one of the functions of the packaging and logo of the product with colors is to make the product attractive and attract buyers with these looks. Especially when it comes to food, they have flavours where certain colour describes these flavours, so it is very important to identify the flavour and attach the colours depending on them.

#### c) Design in Food Packaging

Graphic design has visual language, its symbols are expressed through images, characters, colors and shapes. Graphics must be able to deliver the message to be conveyed by the manufacturers of goods through

its packaging that was created; both details about the contents and a description of how to use the product. Pictures and writing (text), not only are important as an attraction but also to communicate with consumers about the desired information. The text must be concise, correct, clear, easy to read and mix well with the design altogether.

Regarding images or illustrations they can be expressed through photography or hand drawings or both. The main objective of this illustration is to visualise information about the product, emphasizing a particular impression or as an eye catcher to attract buyers to read the text.

Illustrations through photography are often used to ensure the standard of the contents of the goods; because it displays the reality of the product. This is often used in the packaging of food items. With photography it describes the natural ingredients of the contents better like in fresh vegetables, fruits, meat, fish and others

#### 2.1.4 Theories of Icons

The expression "symbol" was at first utilized as a strict word inferring items, signs, or pictures portray blessed components. Symbols itself are essentially pictures or signs that has a similarities of critical things or individuals. They are unique in relation to images in which they have implications of their own; in any case, they expand more implications when utilized concerning something increasingly huge. Symbols are shown as pictures, questions, and even food, while images have meaning just in relationship to another article. It is a result of symbols that individuals increase simple access and find out about the article. Symbols

are signs that characterize something different or represent. (Parmentier, 1994)

In the 21st century the expression "symbol" regularly infers an item that speaks to something, and, after its all said and done this definition continue advancing. While in mainstream society, symbols are not really a delegate of something but rather it is something that gets a surprising measure of consideration, appreciation, and worship, or when calling somebody "famous" that can imply that they are remarkable. Once more, symbols itself can change implications all through.

Yet at this point, the term 'icon' fundamentally lost its strict connection. Generally, icon are utilized in indecent environmental factors. For example icons are found in well-known culture like in films, books, apparel, music, famous people, and food. Direct icon foods, when expended or despite the fact that of, they quickly recommend an association with explicit spots or networks.

The essential quality for icons is being a typical visual language which successfully connects language holes. They're momentarily unmistakable and evacuate open understanding. This makes them ideal for an advanced setting, as the Internet is shared by numerous individuals and their comparing societies.

Planning an icon which is all around comprehensible is as yet an enormous test. Our societies all have realistic shows which can prompt chaos about the importance behind some specially crafted icons.

Investigating another interface comprising of numerous symbols can be trying from the outset sight. It takes us some time to get mindful of where everything is and become accustomed to every symbol's importance. Thus, marking symbols (utilizing the title property, or maybe custom tooltips) will improve the adequacy for learning another interface and is viewed as a best practice. In established truth, it's broadly acknowledged that symbols in mix with marks are all the more immediately prepared by clients.

#### 2.1.5 The use of food Icons in Packaging

The most essential thing to note is that symbols ought to quite often be joined by a book mark. Except if a symbol is as of now generally comprehended, a mark will be required with the goal that the client can without much of a stretch distinguish what the symbol does or implies. All around planned symbols, in mix with text, will upgrade ease of use and meaningfulness, and makes a significant connection between the symbols and thoughts communicated in the substance

- Iconography

Iconography is another most recent inclining bundling strategy utilized by planners today. The innovation utilizes little symbols and pictures in bundling as it makes steady and incredible impressions to the clients. Symbols stand apart the

way; they can be adequately used to drag the watcher's consideration and fill in as pointers on the guide. Its regular intuition for a human to focus on symbols in view of its unmistakable portrayal.

- Minimalistic

Iconography likewise increases incredible significance in bundling as it can connect with the orders, thoughts, and in any event, marking the items. It very well may be an incredible strategy to cause the watchers to comprehend what all the item is connected. You can convey all the pertinent data about the item with Minimalistic plan on item bundling.

- Informative

Iconography lets the architects uncover a great deal of data with basic visuals. A conservative space on the item bundling is sufficient to uncover a powerful and expressive message to the client. Likewise, your Iconography can pass on a ton of data in a small amount of seconds. In a split second conspicuous symbols on the item bundling help the client better comprehend and decipher the data.

- Standout in crowd

Commonly planners utilized Iconography at the rear of the bundling (BOP) to make that ideal impression in the psyches of the clients initially. Little pictures and symbols utilized at the rear of the item bundling encourages the shopper to instruct about the use of the item and transforms into amazing influencers in client's

buy choices. They help in building up the visual enthusiasm of the client and catch their eye. With the capacity to introduce entire data more or less, Iconography is equipped for picking up client consideration and expanding clarity.

## **2.2 Journals**

Indonesia is an archipelago that has a great variety of ethnicities and cultures. Cultural products can be in the form of regional art, customs, language, or food. Traditional food is food that has been entrenched in Indonesian society and has existed since the ancestors of the archipelago. Based on the study by Benny Rahmawan Noviadji (2014) traditional food is food that is concentrated with local traditions. Food that is produced by ethnic groups or specific regions, is managed based on recipes for generations. Depending on the local area, materials used is derived from that and the food produce is also according to the flavors of the people, it has characteristics that are not found in other regions.

Another study talks about how not only does it match the taste of the people but also because it is purely made from tradition recipes and ingredients that could be considered healthy, as mentioned by Viona Paramita, Bedjo Riyanto and Elisabeth Christine Yuwono (2013) that an owner of bakery chose market snacks because Indonesia has a variety of original types of snacks, each of which is unique in terms of name, shape and taste. The owner also considers Indonesian original cakes to be very healthy because it uses safe fats, which are vegetable fats from coconut, the sweetener used mostly is coconut sugar, the basic ingredients are also mostly from tubers or nuts, and its unique wrapper from leaves with various styles. This makes Indonesian cakes rich in fiber. The main

thing that the owner is concerned about is the condition of snacks that exist today. Lots of foreign food are competing to enter Indonesia and shifting authentic Indonesian food. And even that, is because foreign people are not aware of these traditional snacks and are only heard of when they come to Indonesia and actually tries them.

Many of these *Jajanan pasar* are still uses traditional packages which includes bamboo, wood, leaves and so on. The use of leaves as traditional packaging material is commonly used in all Indonesian people, besides being cheap and practical how to use it, this leaf is also still easy to get, but this leaf packaging is not a representative packaging, so when handling it must be extra careful.

Along with technological developments and lifestyles, the traditional packaging of natural food began to be abandoned by the community because it was considered to be a packaging that seemed cheap and was identified with slums, unsanitary and impractical. Then slowly replacing it with human-made wrappers / containers that we now use such as paper, plastic, cans and Styrofoam (Noviadji, 2014). However, such materials are difficult to recycle, so they are prone to pollute the environment. The function of plastic bags is actually just to bring products from the market to the house. Upon arrival at home, the contents are enjoyed, while the plastic goes into the waste basket. So without realizing it, actually food wrapped in aluminium and then coated again with plastic has created waste in layers.

In this era, environmental issues are starting to be raised. One of them is the problem of waste which is the concern of many people including the

government. Inorganic waste in particular, which takes decades or even hundreds of years to be degraded by cages becomes a complex problem. On the one hand, the use of packaging materials that are generally inorganic cannot be released because consumers want the practicality that can be obtained with the use of these inorganic packaging. While the use of inorganic packaging, the waste will pollute the environment.

And not only does it affect the environment but based on the study by Mufti, Ikhsan, Muchtiar, Kholidasari and Syaputra (2015) that the durability of plastic wrap products that are used today are not good, plastic packaging is always open when sold, it can cause the snack to wilt and easily break or the snack can only last 2 months.

In this case packaging has an important role in efforts to maintain quality and food safety and increase product attractiveness. Especially packaging in food products, in order for food to be consumed proper packaging is needed so that it can reach those who need it well and attractively. Packaging in this case is intended to protect fresh food and processed food from the cause of damage, both physical, chemical, and mechanical. And according to Julianti and Nurminah (2006), packaging can be classified based on several things or several ways, like the usage frequency, which needs to disposable but environmental friendly or that can be repeatedly used or packaging that can be re-used by consumers for other purposes. And in terms of delivery, whether the product is immediately in contact with the consumers or not. In this case has to be well made so it is not easily bent or broken, especially when it comes to food packaging. Same goes with environmental protection, it has to be hermetic (vapor and gas) so that bacteria



and dust does not contaminate the food. Should be temperature resistant, whether to cold or hot so it does not affect the food.

Nonetheless, besides the importance of material used, it is also important that the design should be able to communicate with the consumers. Based on the analysis of Hermawan Katajaya about packaging change roles, people used to say “Packaging protects what it sells”. In other words, the packaging is no longer a protector or container but must be able to sell the product that is packaged.

If a producer wants to launch a new product, one important task is to make the packaging stand out, different from the others and unique. If it doesn't give a different impression to other products, then the new product will "sink". Before trying its contents, consumers will catch the impression communicated by the packaging. Thus the new product packaging must be able to compete with other product packaging (Noviadji, 2014).

In conclusion, this research review purpose is to analyse the *jajanan pasar* industry in Indonesia. It is known to be one of the biggest industry in Indonesia with street vendors and home industry selling them, however some of these *jajanan pasar* are packaged really badly and using inorganic materials that harm the environment. Therefore, repackaging *jajanan pasar* will benefit the industry even more targeting local and foreign tourists and using environmental friendly materials.