

Review of: "Development of Traditional Packaging Design Innovations in the Present Context Using Technology for Packaging (Case Study: CV. XYZ)"

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Potential competing interests: No potential competing interests to declare.

The phenomenon presented in the paper is quite interesting, but after carefully reading the entire paper, the main elements of a scientific work, such as novelty, research gap, risk, research urgency, and the limited use of references, are not apparent.

The paper tends to resemble a description and report on the packaging in the mentioned company. The abstract does not exhibit any sense of urgency or novelty. The strength of the research methodology is not evident. Overall, the author provides a lot of reviews on the topic but without sufficient accompanying references. While the author's reviews may be accurate, objectivity and relevant data are necessary in a scientific work.

The intended comprehensive explanation of the food packaging used in traditional markets needs to be considered. The paper will be widely read across different countries with diverse backgrounds.

The literature review references in the paper are minimal, and various statements tend to be the author's claims. It is important to carefully conclude the advantages and disadvantages of specific methods. The support from previous research is necessary.

Major revisions are required for this research.