

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 authors have chosen an interesting topic, but the article lacks a clear aim, thorough literature review of existing gaps in knowledge, methodology, results, and unique findings/contributions; therefore, requiring major revisions. Here are some specific comments on the article:

Abstract: The abbreviation "CV.XYZ", while commonly known in Indonesia, needs to be spelt out for general understanding.

1. Introduction:

- a. Paragraph 3: "Various traditional packaging materials such as bamboo, wood, and leaves are still widely used." – Such statements could be strengthened by giving appropriate references.
- b. Authors would benefit by providing a thorough research of traditional packaging methods that exist and compare them to advanced packaging in terms of concrete and measurable scientific data, for instance: moisture barrier performance, tensile strength, amongst others.

2. Analysis of uncertainties:

- a. Paragraph 1: "The analysis of uncertainties regarding the company CV. XYZ is based on the initial survey conducted with food vendors who use traditional packaging" – Details of the survey such as how many subjects were surveyed, demographics of the survey and other scientific information about the survey should be added.
- b. Paragraph 3: Statements such as "The relatively lower quality of traditional food packaging products decreases their competitiveness" should be backed by scientific evidence or references.

3. Analysis of impact from the uncertainties: This section mentions identifying environmental components that may be affected in each paragraph but doesn't list any of them. A few examples of what these may be with appropriate citations will strengthen this section.

4. Design of the changes: All listed changes are great but could use some data to back their success and relevance. For instance, studies (or companies) that have utilized attractive traditional products could be cited and the improvement in sales after implementing this strategy could be used a tangible outcome.

5. Execution plan for change project: Generally scientific publications execute their suggestions and measure outcome, in

order to serve as a learning to future researchers. Did CV.XYZ implement any of these strategies? What was the outcome?

6. Conclusion: Well summarized literature, but like the rest of the paper, quite atypical as it does not describe methodology, results, future works, or the authors' unique contribution to science.

Hoping this helps to strengthen the paper.