

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The customers' opinion and perspective are one of the most crucial aspects in this study. The functionality of cassava plastic as a food packaging, replacing the use of conventional plastic, is tested through the perspective of the prospective customers of *Sweet Lab's* cookies. Cassava plastic packaging is known as an eco-friendly substitute for conventional plastic. It has often been used as packaging before, but its ability as food packaging is still unknown. As a result, a study is required to determine whether cassava plastic can be used as a replacement for conventional plastic packaging or not.

The purpose of this current study is to find out if cassava plastic packaging can replace the function of conventional plastic packaging from the perspective of the customer. It is also important to observe the cassava plastic, this serves as a foundation for the questionnaire and interview questions.

This study uses a mixed method. The mixed method is used to combine elements from the qualitative method to receive deeper and more detailed data from the consumer's view of the cassava bag as food packaging and elements from the quantitative method to analyze the data received.

According to the data, the majority of respondents perceived that cassava plastic is superior to conventional plastic in many aspects such as material, quality,

attractiveness, and uniqueness. Some of the respondents believe that it serves as an extra selling feature, by highlighting the benefits of utilizing cassava plastic, which, hopefully, one day will fully replace the use of conventional plastic as food packaging. Customers are still attracted not only through logos and colors but also by highlighting the benefits and features of the packaging itself.

The customers also perceived that cassava packaging had no impact on the taste, smell, texture, or appearance of the cookies packed inside of it. The quality remains even after two to three days at room temperature, but unfortunately, the texture does not. The texture of the cookie seemed to change, the exterior got softer or mushier when it is meant to be crispy on the outside and soft on the interior, indicating that the cassava plastic could not entirely maintain the cookie's texture quality. As a result, it is suggested that customers keep the cookies in the refrigerator to extend their shelf life, and to reheat the cookie before consuming.

Furthermore, when compared to conventional plastic, cassava plastic could also protect and contain the cookies inside until their expiration date while maintaining the cookies' quality in terms of smell, taste, and appearance. Because of the loss of its crispy exterior, it could be a drawback for cassava plastic. *Sweet Lab* will also include silica gel in the packaging to keep the product fresh and dry, this is to prevent the cookie from becoming soggy. Cassava packaging shows promising long term prospects in other aspects; in fact, with further development, cassava plastic could completely replace the use of regular conventional plastic.

5.2 Suggestions

The writer suggests that various studies are conducted to see whether cassava plastic can be used as packaging for other types of food, such as bread, fried foods, fresh meat, or even frozen food. It is hoped that other food businesses can also benefit from its findings. This research can also be utilized as a jumpstart, given that cassava plastic has been proven to have promising potential as food packaging. So, if possible, more advanced research or development on cassava plastic is also strongly encouraged, so that cassava plastic can become more airtight and even waterproof in the future.

