

## **Packaging Design of Big Bananas to Food Packaging Assurance for Food Delivery Service Users in Makassar City**

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**Abstract.** Big Banana is one of the most popular culinary businesses today. He started his business a few months ago with two types of snacks, namely banana nuggets and banana rolls with various flavors served from chocolate, green tea, to vanilla. Starting from selling online until now, he has opened many Big Bananas outlets in the city of Makassar and its surroundings. By joining Big Bananas with online delivery services, namely OJEK and GRAB, product packaging must be paid more attention to in terms of packaging design so that products reach consumers safely, guaranteed quality and reliably. So that there is no anxiety for Big Bananas consumers and users of Food Delivery services. The purpose of this paper is to ensure quality packaging with safe and secure designs to consumers. From the discussion, it can be seen that there are problems that often arise faced by users of Food Delivery services, such as packaging that is easily damaged, the absence of composition information and the absence of Big Banana product packaging seals on the packaging which causes consumers to ask questions about product safety to consumers who use Food Delivery. So there is a need for a new packaging design to ensure food safety for consumers who use Food Delivery services. The conclusion that can be drawn is that the Big Bananas packaging needs to be redesigned to improve food safety in maintaining product quality from the packaging by changing the packaging design, displaying complete attributes on the packaging, changing the color according to product characteristics, providing seals on the packaging and choosing durable packaging materials. to water and oil so that product quality is maintained and no longer causes anxiety for Big Banana customers in the city of Makassar.

**Keyword: packaging design, food packaging assurance, delivery service, food security and product quality**