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Wajit Cililin Packaging Design Innovation Using the Product-Market Fit Approach and Value Proposition Canvas: Case Study Legieta Boga Priangan

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Abstract

This research is precipitated by two critical exigencies: the burgeoning scarcity of corn leaves as a primary packaging medium and the diminishing competitiveness of traditional products in contemporary markets due to suboptimal packaging aesthetics. The study investigates packaging design innovation at Legieta Boga Priangan, a Micro, Small, and Medium Enterprise (MSME) specializing in Wajit Cililin, aiming to enhance product-market alignment while preserving cultural identity by integrating the Product-Market Fit and Value Proposition Canvas frameworks. Employing a qualitative exploratory methodology involving 13 respondents, data were gathered via in-depth interviews to systematically map "customer jobs," "pains," and "gains. These insights were subsequently synthesized into a packaging prototype and subjected to direct empirical testing and evaluation using a Likert-scale questionnaire to gauge consumer perception and satisfaction. The findings demonstrate that the proposed packaging innovation yields significant positive value by projecting a modernized image while reinforcing traditional characteristics. Theoretically, this research elucidates the structured application of Product-Market Fit and Value Proposition Canvas within the context of traditional Indonesian artisanal products, a domain hitherto underrepresented in MSME marketing literature.

Keywords: Product-Market Fit; Value Proposition Canvas; Packaging Innovation; Traditional Food.

A. INTRODUCTION

Traditional confectionery serves as a salient representation of regional identity, reflecting the intricate cultural, historical, and geographical dimensions of its provenance (Cataluna & Wardana, 2025). West Bandung Regency, a prominent tourism hub in West Java, Indonesia, possesses a significant culinary heritage, most notably Wajit Cililin from the Cililin District. This product functions not only as a local cultural icon but also as a primary economic pillar for the local population. Technically, Wajit is a sweet snack synthesized from glutinous rice, coconut, and palm sugar, traditionally encased in dried corn husks. The utilization of corn leaves has been a defining characteristic for decades, as their natural fibrous structure is uniquely suited for the preservation and traditional aesthetics of Wajit Cililin.

However, since 2021, the corn husk supply chain has experienced significant volatility. This scarcity has hindered the optimization of Wajit production, particularly during peak seasonal demand such as Eid al-Fitr, year-end holidays, and New Year celebrations, thereby preventing enterprises from maximizing profitability during high-traffic periods. This phenomenon aligns with research by (Alam et al., 2025), which identifies raw material shortages and supplier limitations as critical risk factors contributing to production disruptions within MSMEs. Furthermore, a discernible shift in consumer preferences toward modern snacks has led to volatile sales volumes and an overall downward trend for this traditional commodity.

The sustainability of the Wajit Cililin industry is currently jeopardized by the convergence of material scarcity and the suboptimal visual appeal of conventional packaging. As observed in similar sectors, such as the Bipang Pak Tani MSMEs, there is a marked decline in consumer interest due to intensifying competition with modern snacks that employ more sophisticated packaging designs (Harianto et al., 2022). Historically, Wajit packaging has prioritized basic functionality and cost efficiency—often utilizing simple, clear plastic and rudimentary labels—while neglecting the aesthetic value necessary to establish a premium brand image. Consequently, the current packaging fails to position Wajit Cililin as a competitive product in the modern retail market, indicating a fundamental mismatch between product presentation and the expectations of the target market segment.

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B. LITERATURE REVIEW

Packaging as a Strategic Marketing Instrument

In the contemporary retail landscape, the impetus for products to "stand out" through packaging innovation is intrinsically linked to evolving market trajectories. Sophisticated packaging design catalyzes MSME growth, potentially augmenting sales performance and market penetration. Beyond its fundamental protective utility, packaging is instrumental in constructing product identity and modulating consumer perception (Schifferstein et al., 2021). Within the marketing paradigm, packaging is conceptualized as a primary source of competitive advantage, directly mediating consumer expectations and purchasing behavior. In the food industry, packaging constitutes an integral component of the overarching marketing strategy, communicating a product's distinctive identity through semiotic symbols, structural design, and branding. Furthermore, multifaceted packaging attributes—encompassing aesthetic design, labeling precision, sustainability credentials, and functional usability—collectively elevate consumer evaluations of food products (Gigauri et al., 2024).

The Business Model Canvas Framework

A business model represents the foundational rationale through which an organization synthesizes, delivers, and captures value (A. Osterwalder et al., 2014). This logic is operationalized through nine interconnected building blocks that delineate a firm's strategic trajectory for value generation, all of which are visualized within the Business Model Canvas (BMC) framework. Within this architectural construct, Product-Market Fit (PMF) is realized when an organization's Value Proposition is precisely calibrated to the specific exigencies, challenges, and preferences of its target Customer Segment. Essentially, PMF denotes a state of equilibrium between the firm's market offering and the idiosyncratic requirements of its clientele. This research specifically focuses on harmonizing Wajit Cililin's Value Proposition—manifested through innovative packaging design—with its customer segments. Consequently, the subsequent analysis elucidates how modifications to Value Proposition elements, particularly structural and visual packaging attributes, can enhance strategic alignment with the nuanced demands of the target market as depicted in Figure 1.



Figure 1. The Business Model Canvas of This Study
Source: Adopted from (A. Osterwalder et al., 2014)

Product-Market Fit as the Core of Business Development

Within the BMC architecture, the concept of Product-Market Fit serves as the primordial stage of validation, necessitated before an enterprise scales its auxiliary operational blocks. If the Value Proposition fails to "lock" into the visceral needs of the Customer Segments, subsequent strategic decisions regarding Channels, Customer Relationships, Key Activities, and Cost Structures incur significant risks of operational inefficiency (O.

Osterwalder, 2012). The Product-Market Fit approach (Andreessen, 2007) is highly salient for evaluating the degree to which a product and its packaging architecture satisfy consumer requirements, mitigate salient "pains," and deliver the anticipated "gains" or benefits.

The Value Proposition Canvas

Complementing the BMC, the Value Proposition Canvas (VPC) functions as a high-resolution diagnostic tool for operationalizing Product-Market Fit (A. Osterwalder et al., 2014). The VPC bifurcates the "product" dimension into a Value Map—comprising specific products/services, pain relievers, and gain creators—while the "market" dimension is articulated through a Customer Profile, which encompasses customer jobs, pains, and gains. "Fit" is achieved at the intersection where the Value Map components effectively address the essential "jobs to be done," alleviate critical "pains," and generate the most relevant "gains" for the prioritized customer segment.

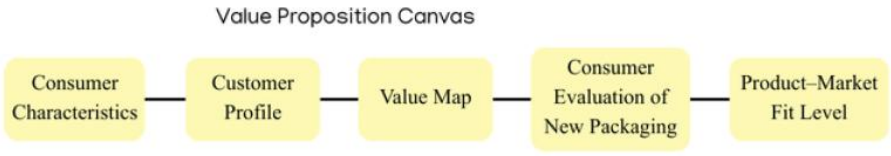


Figure 2. Conceptual Model
Source: Primary data, 2025

C. METHODS

Research Design

This investigation employs a qualitative exploratory design, augmented by an embedded quantitative component to provide a comprehensive analytical perspective. This mixed-methodological approach is designed to capture the nuanced subjective experiences of consumers while providing descriptive quantification of packaging attributes.

Participant Selection and Research Setting

The sample size for this study was determined by the principle of theoretical saturation—the point at which incremental data collection ceases to yield novel themes, patterns, or insights relevant to the research inquiry. Methodological literature suggests that saturation in qualitative contexts is typically achieved within a range of 9 to 17 interviews (Hennink & Kaiser, 2022). Consequently, 13 potential consumers, aged 20–38, were recruited through purposive sampling. The inclusion criteria required participants to: (1) have a prior consumption history of Wajit Cililin; (2) possess familiarity with the product's extant packaging; and (3) reside outside the Cililin District to ensure a broader market perspective.

Instrumentation and Data Elicitation

Data collection was executed in two distinct phases. In the primary phase, semi-structured in-depth interviews were conducted to elicit detailed insights into customer "Jobs," "Pains," and "Gains." Ethical protocols were strictly observed; all participants provided informed consent, and pseudonyms were assigned to ensure respondent anonymity. The sessions were recorded with explicit permission and subsequently transcribed verbatim for rigorous analysis. The secondary phase involved an empirical evaluation of the packaging prototypes through a synthesis of participant observation and a descriptive Likert-scale survey. Respondents engaged in direct tactile interaction with the prototypes—evaluating structural integrity, portability, and protective capacity (functional dimensions) as well as visual aesthetics and alignment with the product's traditional-modern identity (emotional dimensions). The integration of a Likert scale quantified these qualitative perceptions, facilitating a robust descriptive analysis of the packaging's efficacy.

Data Transcription and Analytical Framework

The qualitative corpora were subjected to thematic analysis, a systematic method for identifying, analyzing, and reporting salient patterns of meaning across a dataset (Kiger & Varpio, 2020). The analytical process followed a structured multi-stage coding protocol: (1) Open Coding, where raw data were deconstructed into discrete conceptual units; (2) Axial Coding, to identify and establish relational links between categories; and (3) Selective

Coding, to synthesize core categories into a coherent narrative framework (Qureshi & Ünlü, 2020; Mohajan & Mohajan, 2022). To ensure the validity and reliability of the findings, this study utilized methodological triangulation. This involved corroborating evidence from diverse respondent sources and synthesizing multiple data collection techniques, including semi-structured interviews, direct prototype observation, and embedded quantitative assessments.

D. RESULTS AND DISCUSSIONS

Respondent Profiles and Demographic Characteristics

The empirical phase of this study involved a cohort of thirteen participants (n=13). The sample's geographical distribution was intentionally diverse to capture a broad market perspective: five respondents were residents of West Java, and five were located in other strategic regions, including Greater Jakarta (Jabodetabek) and Central Java/Yogyakarta (DIY). At the same time, the remaining three participants resided outside the island of Java. Demographically, the sample was predominantly Generation Z, with 10 individuals in the 20–28 age bracket. The remaining participants were aged 29–38.

Regarding consumer procurement behavior, the data revealed a multifaceted distribution of acquisition channels: three respondents purchased Wajit through conventional offline retail outlets, three through digital marketplaces, and nine through interpersonal networks (friends or relatives). This distribution of procurement methods reflects the various consumer touchpoints typical of traditional food products in Indonesia. Collectively, the sample's demographic and behavioral characteristics align closely with the research's predefined target market, thereby ensuring the validity and relevance of the subsequent qualitative insights.

Value Proposition Canvas-Based Analysis

Customer Jobs

To align Wajit Cililin's packaging innovation with consumer expectations, this study adopts the Value Proposition Canvas framework developed by Osterwalder et al. (2014). The analysis focuses on understanding customers' functional and emotional needs (Jobs), identifying product-related pain points (Pains), and mapping expected benefits (Gains). These insights were gathered through in-depth interviews with 13 respondents and subsequently analyzed using thematic analysis.

The interviews revealed that consumers use Wajit Cililin in diverse contexts: as a daily snack, as a gift or souvenir, for travel purposes, and even in formal or commercial settings. These usages reflect both the product's functional and symbolic values. For example, respondents mentioned bringing Wajit as souvenirs during Eid, giving it as a gift to colleagues or family members, or consuming it during group events and seminars. This indicates that Wajit Cililin is not merely consumed for taste but also plays a role in social bonding and cultural expression.

Table 1. Consumer Jobs Based on Thematic Analysis

Code	Raw Data	Open Coding	Axial Coding	Selective Coding
J1	"I often buy it for home snacks."	Daily snack	Household needs	Consumed as a family snack
J2	"Great for hampers or office gifts."	Gift usage	Gifting context	Suitable as a souvenir or gift
J3	"Needs to be safe for travel."	Travel snack	Portability	Used for long-distance gifting
J4	"I want to sell this in my store."	Resale context	Commercial use	Suitable for retail and events

Source: Research data, 2025

Customer Pains

Several recurring pain points emerged from the interviews. These include the sticky texture of wajit, which makes it messy to consume; fragile traditional corn leaf packaging; oversized, bulky product dimensions; and unclear product labeling. Such complaints suggest that the traditional packaging does not adequately meet modern consumer needs for hygiene, portability, and presentation.

Table 2. Customer Pains Based on Thematic Analysis

Code	Raw Data	Open Coding	Axial Coding	Selective Coding
P1	"Sticky, hard to eat outside."	Sticky texture	Eating experience	Inconvenient and messy
P2	"Corn leaves break easily."	Fragile packaging	Product hygiene	Appears unhygienic
P3	"Not suitable as a gift."	Outdated design	Visual image	Not premium-looking
P4	"Too bulky and heavy."	Oversized product	Practicality	Hard to carry or ship
P5	"No expiry or ingredients info."	Missing info	Transparency	Reduces consumer trust

Source: Research data, 2025

Customer Gains

Consumers expressed a clear desire for packaging that is not only hygienic and safe for travel but also visually attractive and suitable as a gift. They expect practical portion sizes, modern aesthetics, and complete product information. These gains reflect both rational (functional) and emotional (symbolic) value drivers.

Table 3. Customer Gains Based on Thematic Analysis

Code	Raw Data	Open Coding	Axial Coding	Selective Coding
G1	"It looks hygienic and safe."	Sealed and clean	Product hygiene	Safe for storage and shipping
G2	"Perfect portion size."	Small & practical	Convenience	One-meal portion, resealable
G3	"Packaging is modern and attractive."	Premium appearance	Gifting image	Suitable as a souvenir/hamper

Source: Research data, 2025

Guided by the insights from the Value Proposition Canvas, a new packaging prototype was developed. The traditional corn leaf wrapper was replaced with food-grade paper, which offers better hygiene and reduces stickiness. The outer box was constructed using 300 gsm ivory paper, selected for its durability, glossy finish, and premium aesthetic appeal. Additionally, the portion size was reduced to 250 grams, making it more practical for single servings or gifting. The packaging also includes essential product information (ingredients, weight, halal logo, expiry date) to build consumer trust.

Table 4. Packaging Features as Pain Relievers and Gain Creators

Attribute	Function	Pain Relieved / Gain Created
Food-grade paper	Prevents stickiness	Cleaner eating experience
Durable ivory box	Protects during shipping	Better product safety
Modern design	Visual appeal	Suitable for gifts
Clear labeling	Transparency	Builds trust and brand identity
Smaller portion size	Convenience	Easier to carry and store

Source: Research data, 2025

This refined approach not only addresses functional improvements but also enhances the perceived symbolic value of Wajit Cililin. The packaging now reflects a modern-traditional blend better suited to today's market demands—bridging traditional food identity with contemporary consumer expectations.

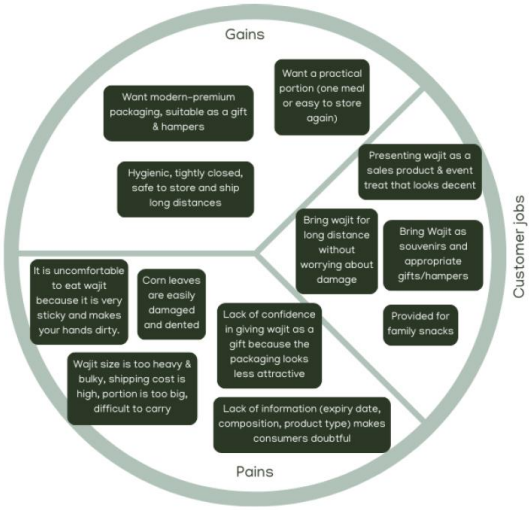


Figure 3. Pan and Gain Customer

Source: Primary data, 2025

Value Map

Following the identification of customers' Jobs, Pains, and Gains, the research proceeded to develop a value map that translates these consumer insights into tangible packaging features. This transformation reflects the alignment between consumer expectations and product innovation within the Value Proposition Canvas framework. Based on interview findings, respondents consistently expressed discomfort related to the traditional corn leaf packaging—describing it as fragile, unhygienic, and prone to stickiness. Additionally, the old packaging lacked proper labeling and was considered visually outdated, limiting its potential as a gift or souvenir. In response to these concerns, the author developed a prototype that uses food-grade paper instead of corn leaves. This

material not only addresses hygiene and stickiness issues but also helps mitigate the problem of raw material scarcity. To improve usability and convenience, the wajit portion size was reduced to 250 grams, which respondents considered more practical for single servings or sharing without waste.

To enhance the product's external appearance and structural durability, the outer packaging was redesigned using 300 gsm ivory paper. This material was chosen for its high print quality, glossier finish, and stronger resistance to deformation compared to regular cardboard. Furthermore, the new packaging features essential product information, including the halal certification logo, ingredients list, production and expiration dates, and net weight—all aimed at increasing consumer trust. This comprehensive redesign is illustrated in Figure 4, which presents the new Wajit Cililin packaging. As shown, ivory paper enables sharper typography and vibrant colors, resulting in a more modern, premium look. The image also highlights key elements of the packaging, such as the sealed, food-safe interior wrapping, the concise 250g portion size, and clearly printed product details. These attributes serve both as pain relievers and as gain creators, directly addressing the most frequently mentioned consumer concerns.



Figure 4. Wajit With New Packaging
Source: Primary data, 2025

The updated packaging thus not only enhances the product's practicality and hygiene but also elevates its symbolic value as a culturally rooted yet modern gift item. Through this value map, Wajit Cililin successfully shifts its positioning—from a traditional local snack to a refined product suitable for broader, contemporary market segments.

Matriks Fit (Customer–Value)

To assess the degree of alignment between consumer expectations and the new product features, a Customer–Value Fit Matrix was constructed. This matrix systematically maps each packaging attribute to the customer's Jobs, Pains, and Gains identified in the earlier phase. The analysis demonstrates how the redesigned packaging not only addresses consumer frustrations but also creates added value, both functionally and symbolically. As presented in Table 4, each design element—ranging from material choice to typography—functions either as a pain reliever or a gain creator. The use of non-stick food-grade paper, for example, directly addresses consumer complaints about sticky texture and hygiene concerns while simultaneously eliminating dependence on increasingly scarce corn leaves. Similarly, adopting a neater, sturdier ivory paper box enhances giftability and addresses practical needs, such as durability during shipping. Other attributes, such as modern packaging design, font clarity, and labeling transparency, contribute to improving the product's perceived quality and trustworthiness. The inclusion of essential information—like the halal logo, composition, distribution permit, and expiration date—helps reassure customers and supports regulatory compliance. Moreover, the compact 250-gram portion size ensures practicality, catering to consumers who prefer one-meal servings or want to avoid waste.

Table 4. Packaging Attributes and Their Value Contribution

Packaging Attributes	Pain Relievers / Gain Creators
Non-stick food-grade paper	Reduces stickiness, improves hygiene, and solves corn leaf supply issues.
Neater ivory paper box	Offers better presentation, is suitable for gifting, and protects the product during transport.

Packaging Attributes	Pain Relievers / Gain Creators
Attractive packaging design and color	Appeals to modern aesthetics, enhances the premium feel, and is suitable for gifts.
Clear and aesthetic typography	Communicates product identity more effectively.
Informative labeling (halal, expiry, ingredients)	Increases consumer trust and regulatory compliance.
Easy to carry and reseal	Adds convenience for travel and storage.
Rigid layered structure	Prevents product damage, ensuring intact delivery.
Gift-ready appearance	Supports social and cultural gifting roles.
One-meal portion size (250g)	Matches consumer lifestyle and reduces waste.

Source: Primary data, 2025

To visually consolidate this alignment, a Value Proposition Canvas was developed, as shown in Picture 5. On the right side of the canvas, consumer segments are defined by their needs (Jobs), frustrations (Pains), and desires (Gains). On the left, the product's value proposition—represented by specific packaging attributes—clearly aligns with these expectations. Features such as "tight packaging, easy to open and carry," and "outer packaging is neater and suitable for gifts" are directly mapped as gain creators, while elements like "non-stick food-grade paper" and "clear labeling" serve as pain relievers.

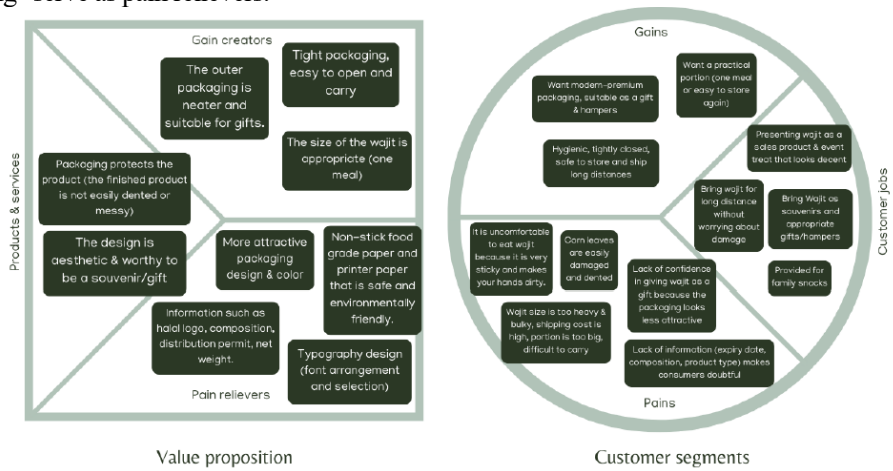


Figure 4. Value Proposition Canvas

Source: Primary data, 2025

This matrix fit analysis confirms that the redesigned packaging is not a superficial update but a strategic solution that integrates both user experience and marketing objectives. The proposed features offer a cohesive response to key customer concerns while enhancing Wajit Cililin's emotional and symbolic appeal in competitive retail and gifting contexts.

Consumer Assessment

To evaluate consumer responses toward the newly developed packaging prototype, a Likert-scale assessment was conducted with the same 13 respondents who participated in the exploratory interviews. Each participant directly interacted with the prototype—by seeing, touching, opening, and experiencing it—before rating various packaging attributes on a scale of 1 to 5. These attributes included functional, aesthetic, and informational aspects. As shown in Table 5, overall consumer responses to the prototype were highly positive. The highest-rated features were ease of carrying and opening (mean = 4.77) and product protection (mean = 4.77), which indicate that respondents perceived the packaging as sturdy and user-friendly for transportation, especially over long distances. These results validate the redesign decisions that introduced a rigid box structure and a sliding opening mechanism, both of which enhanced practicality and product safety. Similarly, the inclusion of comprehensive product information—such as the halal logo, ingredients, distribution permit, and net weight—was well received, scoring an average of 4.62. Respondents agreed that such labeling significantly increased their trust in the product, addressing one of the critical pain points in the original packaging.

Table 5. Consumer Assessment of Packaging Attributes

Packaging Assessment	Consumer Evaluation Summary	Average Score
Neatness and suitability for gifting	Perceived as more polished and appropriate for gift-giving.	4.54

Packaging Assessment	Consumer Evaluation Summary	Average Score
Use of food-grade paper to reduce stickiness	Improved cleanliness, usability, and hygiene.	4.15
Packaging design and color	Modernized, but still needs refinement for the visual identity.	3.85
Typography (font and layout)	Functional but needs improvement in clarity and aesthetics.	3.23
Product information (halal, weight, ingredients)	Comprehensive and clearly displayed, boosting consumer trust.	4.62
Ease of carrying and opening	Highly portable, resealable, and convenient for long-distance travel.	4.77
Product protection (sturdiness, anti-dent design)	Perceived as strong and protective during handling or shipping.	4.77
Aesthetic design for gifting	Viewed as visually appealing and suitable for souvenir contexts.	4.31
Portion size (250g; one meal)	Seen as practical, manageable, and aligned with typical consumption behavior.	4.38

Source: Primary data, 2025

Aesthetic aspects, such as the overall visual design and color (mean = 3.85) and typography (mean = 3.23), received moderately positive feedback, though respondents noted areas for improvement. Specifically, they suggested refining font selection and information layout, and enhancing visual appeal—especially if the brand targets younger consumer segments like Generation Z. These scores indicate that while the packaging has improved in modernity and attractiveness, there remains potential for further optimization in visual communication. The packaging's neatness and gift suitability received a strong average score of 4.54, while the use of food-grade paper to reduce stickiness and improve hygiene scored 4.15, confirming that both functional upgrades were effective in addressing prior complaints. Additionally, the 250g portion size was rated 4.38, suggesting that most respondents found the serving size practical and aligned with their consumption habits.

These findings affirm that the new packaging successfully met consumer expectations in multiple dimensions—functionality, hygiene, portability, and symbolic value. The lower scores for typography and visual design suggest an opportunity to refine aesthetics in future iterations. These insights from consumer evaluation were subsequently used as input for improving the second prototype.

Discussion

The findings from this study demonstrate that integrating consumer insights into packaging design—guided by the Value Proposition Canvas—can meaningfully enhance the functional and symbolic value of traditional food products such as Wajit Cililin. By systematically mapping consumer Jobs, Pains, and Gains into design attributes, the newly developed packaging prototype directly addressed previously identified pain points while simultaneously enhancing market appeal and perceived value. From a functional perspective, key improvements included using food-grade paper to replace sticky, fragile corn leaves, introducing a rigid box for better protection and portability, and adding comprehensive product labeling. These modifications improved usability, hygiene, durability, and compliance—factors that modern consumers increasingly prioritize when making purchase decisions. As evidenced by the high Likert-based consumer assessment scores, features such as "ease of carrying and opening" (4.77), "product protection" (4.77), and "clear information" (4.62) indicate that the prototype aligns well with practical needs.

From a value perception perspective, the packaging redesign also improved the product's emotional and social relevance. Respondents appreciated the packaging's neatness, premium appearance, and suitability for gifting—highlighting a shift in perception from Wajit Cililin as a simple local snack to a refined product with a marketable identity. This shift reflects a key principle in product-market fit theory: products must not only serve a functional purpose but also align with how users see themselves and their cultural context. The Value Proposition Canvas clearly illustrates how each packaging feature functions as either a gain creator or a pain reliever. For example, the compact 250-gram portion size addressed concerns about wastage and portability, while modern visual elements improved the gifting potential. These enhancements strengthened alignment between what the product offers and what the market demands, effectively increasing product-market fit for this traditional food MSME. From a consumer behavior lens, this innovation also reduced two major psychological barriers: perceived risk and perceived value uncertainty. The inclusion of halal certification, production dates, and composition labeling helped consumers feel more confident and secure in their purchasing decisions. Simultaneously, the aesthetic improvements positioned Wajit Cililin as a culturally rich yet contemporary product, tapping into emotional drivers such as nostalgia, pride, and cultural gifting practices.

In terms of value creation, the packaging enabled Wajit Cililin to expand beyond its original use case (home snacks) into new consumption contexts—such as long-distance souvenirs, holiday hampers, and even formal event treats. This demonstrates strategic repositioning, in which packaging serves as a marketing tool that conveys tradition, quality, and reliability through a single visual identity. These findings also resonate with previous research in food culture and marketing. (Reddy & van Dam, 2020), for example, found that traditional foods in multicultural contexts are not only consumed for their taste, but also function as tools for social bonding and identity expression. Similarly, in this study, respondents emphasized the importance of packaging that feels suitable for sharing, gifting, and cultural representation—underlining the inseparability of packaging innovation from social symbolism. Lastly, the relatively lower scores on typography and graphic layout (average = 3.23) suggest that while the structural and informational aspects of the packaging were well received, visual communication remains a key area for future refinement. Especially for younger demographics such as Generation Z, who are highly responsive to branding and aesthetics, further iterations should explore more modern, digital-native design cues.

E. CONCLUSION

This study set out to develop innovative packaging for Wajit Cililin (Legieta brand) by applying the Product-Market Fit and Value Proposition Canvas frameworks. Through a structured process of identifying customer Jobs, Pains, and Gains, the research successfully translated consumer insights into tangible packaging attributes. The design and testing of the prototype demonstrated that packaging innovation can significantly improve alignment between the product and its target market's needs. The findings contribute to the existing literature on MSME innovation and traditional food marketing by illustrating how structured tools—often applied in startup and tech contexts—can be adapted to guide product development in small-scale, culturally rooted enterprises. The case of Wajit Cililin shows that a clear understanding of customer needs, combined with design thinking, can yield packaging solutions that not only address functional needs (such as hygiene and practicality) but also enhance symbolic value (such as premium perception and gift suitability).

For MSME owners, the study offers practical insights: consistently mapping customer expectations and frustrations can guide not only packaging improvements but also broader product innovations. Rather than focusing solely on aesthetics, producers are encouraged to consider how packaging affects convenience, hygiene, market positioning, and emotional resonance—while still maintaining cultural authenticity. However, this study is not without limitations. It is based on a single case study with a relatively small sample size, limiting the generalizability of its findings. Additionally, the research focused on consumer perceptions of a prototype rather than on long-term behavioral outcomes, such as repeat purchase or willingness to pay. The prototype itself remains in an early stage of development and may require further refinement before commercial launch. Future research could build on this foundation by testing the framework across multiple traditional food MSMEs from different regions, exploring cultural variation in packaging expectations, or implementing a quantitative study to validate the model at scale. Refining the prototype based on iterative consumer feedback and conducting real-world market trials would also help evaluate its impact on purchasing behavior and brand equity.

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