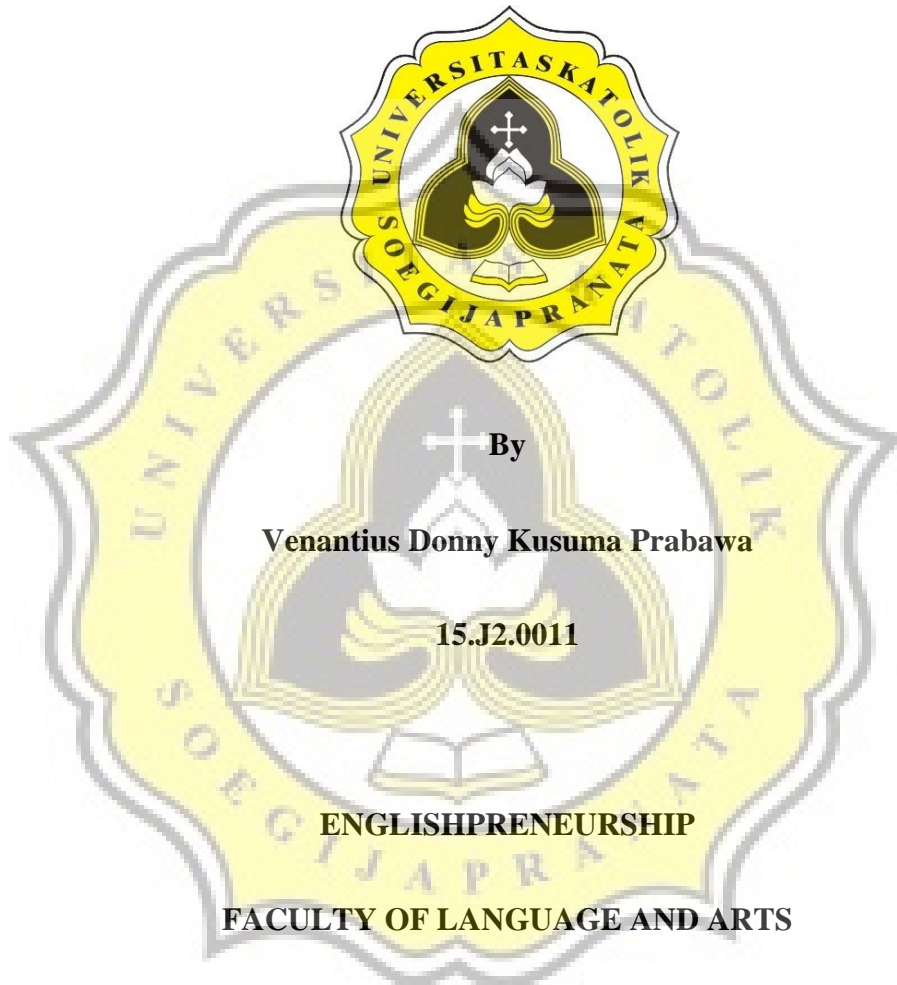


The Sellers' Perception of Furniture Antiquity

**A Thesis Presented as a Partial Fulfilment of the Requirement to Obtain the
Bachelor Degree in the English Study Program**



SOEGIJAPRANATA CATHOLIC UNIVERSITY

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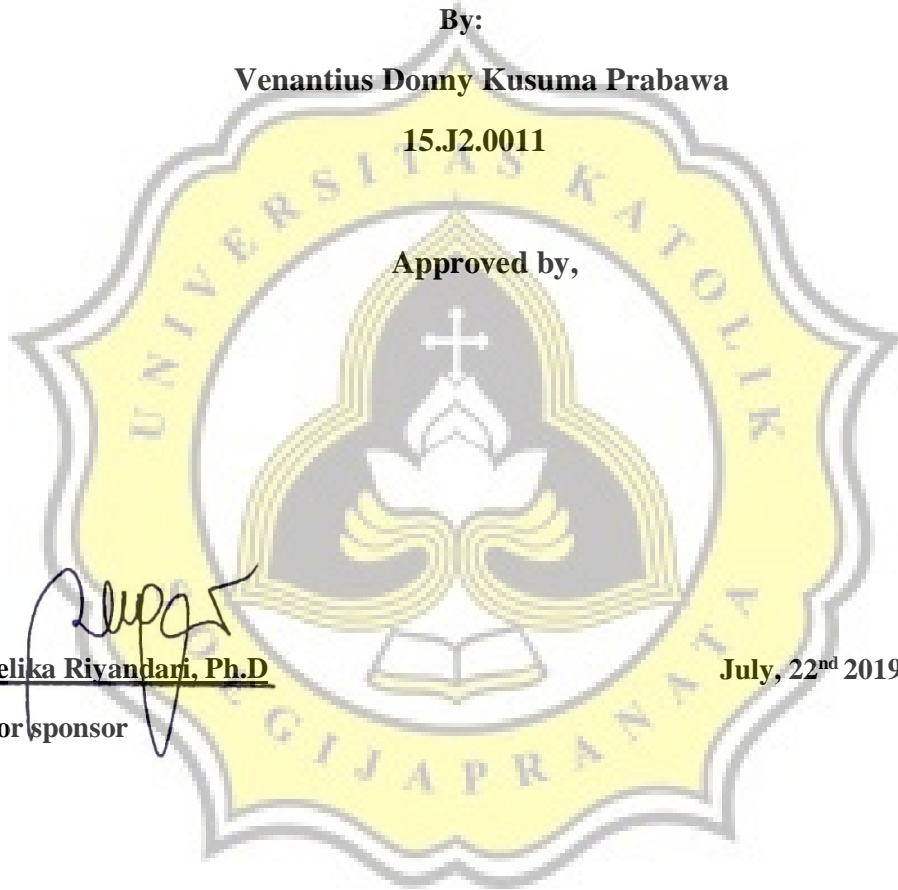
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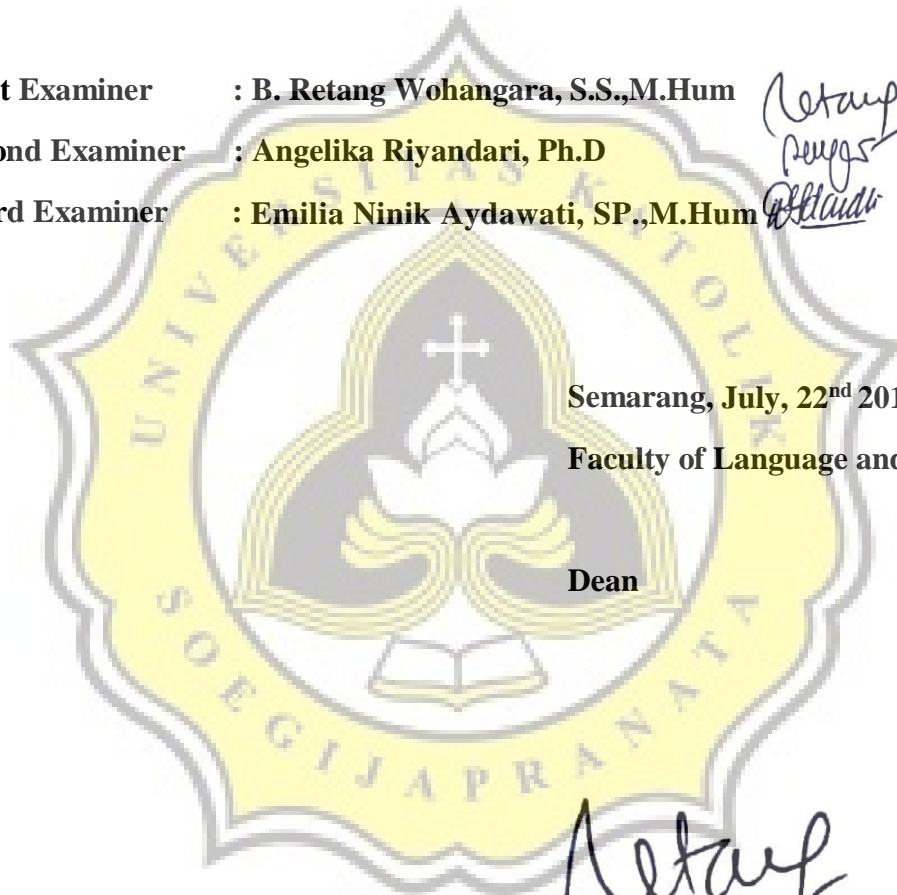
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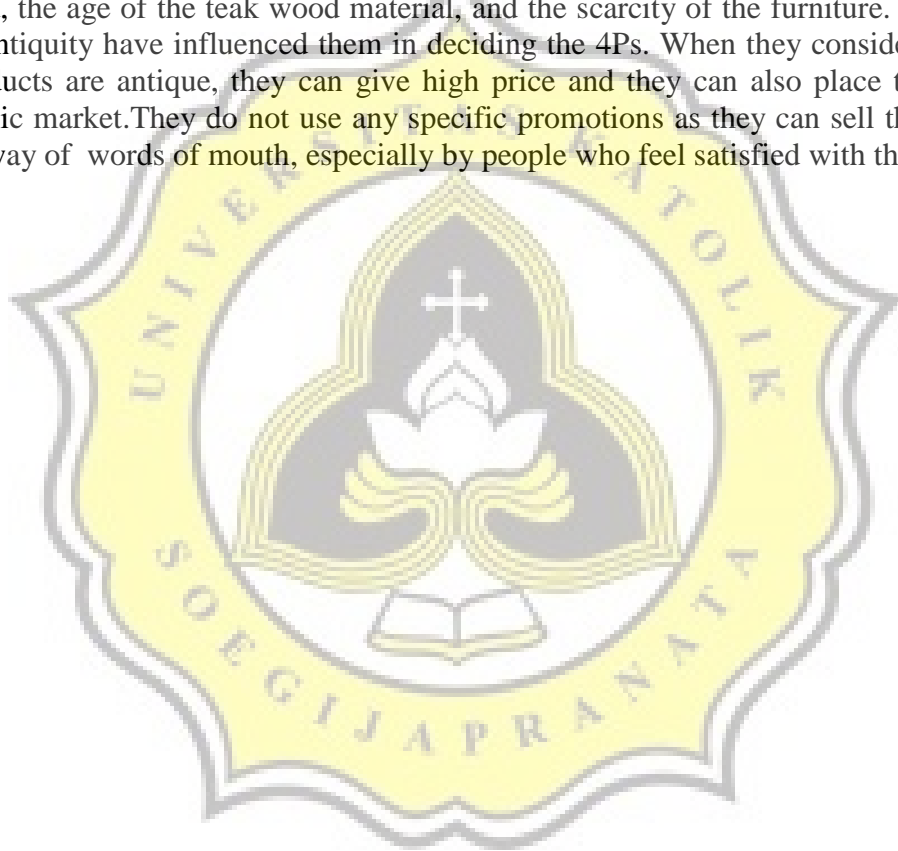
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ABSTRACT

This study aims to find out the sellers' perception of furniture antiquity and how the sellers' perception of antiquity influences the product, price, placement, and promotion of the antique furniture. To find out the sellers' perception, the writer interviewed five antique furniture sellers as the main source of data collection. The result of the research indicated that the sellers' idea of antiquity is based on the style of the furniture whether it is Chinese, Colonial Dutch, or ancient Java, the age of the teak wood material, and the scarcity of the furniture. Their ideas of antiquity have influenced them in deciding the 4Ps. When they consider that their products are antique, they can give high price and they can also place them in the public market. They do not use any specific promotions as they can sell the furniture by way of words of mouth, especially by people who feel satisfied with the product.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi penjual tentang furniture antik dan bagaimana persepsi penjual barang antik mempengaruhi produk, harga, penempatan, dan promosi mebel antik. Untuk mengetahui persepsi penjual, penulis mewawancarai lima penjual mebel antik sebagai sumber data utama. Hasil penelitian menunjukkan bahwa para pedagang mengategorikan furniturnya sebagai antik berdasarkan bentuk furnitur, bergaya Cina, Belanda, atau Jawa Kuno, usia bahan kayu jati, dan kelangkaan furnitur. Gagasan mereka tentang arti antik mempengaruhi mereka dalam menentukan 4P. Ketika mereka menganggap bahwa produk mereka adalah barang antik, mereka dapat memberikan harga tinggi dan mereka juga dapat menempatkannya di pasar umum. Mereka tidak menggunakan cara promosi tertentu karena mereka dapat menjualnya dari mulut ke mulut, terutama orang-orang yang merasa puas.

