

## APPENDIX

### Questionnaire quantitative data

1. Saya lebih memilih produk yang menggunakan kemasan transparan.
2. Menurut saya, kemasan transparan memperburuk kualitas produk.
3. Menurut saya, kemasan transparan membuat produk terkesan jelek.
4. Menurut saya, produk lebih menarik dan realistis dengan menggunakan kemasan transparan.
5. Saya tertarik dengan produk yang menggunakan gambar animasi
6. Menurut saya, produk akan jauh lebih terpercaya jika memiliki brand pada kemasan.
7. Saya tidak memperhatikan font tulisan pada kemasan snack kering.
8. Menurut saya, expired date wajib dicantumkan pada kemasan snack kering.
9. Menurut saya, sertifikasi pada kemasan perlu dicantumkan. Contoh : Halal, BPOM atau PIRT.
10. Saya suka membeli snack kering kemasan yang memiliki desain kemasan yang sesuai dengan event yang ada (natal, lebaran, tahun baru, dan lain lain.)

11. Menurut saya, kemasan akan terlihat berkelas dan elegan dengan menggunakan bahasa asing.
12. Menurut saya, produk snack kering tidak perlu menyertakan nomor customer care pada kemasannya.
13. Menurut saya, desain pada kemasan sangat mempengaruhi mood saya saat berbelanja.
14. Menurut saya, isi produk sangat penting dalam menentukan keputusan saya untuk membeli produk.
15. Saya membeli produk snack kering kemasan berdasarkan harga dan bukan desain kemasan
16. Saya mudah terpancing untuk membeli snack kering kemasan yang sedang turun harga dari pada design kemasan.

## **Interview data or section**

### **Interview 1**

Interviewer: Good afternoon.

Interviewees: Good afternoon.

Interviewer: I'm so sorry about taking your time for a moment, I want to ask for your opinions about dry snack packaging. This interview data will be the source data source of my thesis, so you can honestly answer all the questions. Please, do not hesitate or nervous to give me your opinion.

Interviewees: Yes

Interviewer: Okay. Before I'm going to interview you, you can introduce your self starting from the name and your age as my thesis data.

Interviewees: My name is Irene, and I'm 21 years old.

Interviewer: Ok. Before we go to the main question, I would like to know your consumption of dry snacks. How often do you buy dry snack packaging? I meant like how many times you buy dry snacks in a week?

Interviewees: Nah, I do not usually buy dry snack packaging. It is based on my mood. If I desire to want it, so I'll just buy it.

Interviewer: Ok. Based on what situation do you usually cling to buy dry snacks ? for example: working on homework, leisure time, or another occasion?

Interviewees: If there is no food at home, I'll buy a snack. If I don't want to eat rice, I also buy dry snacks for the substitute.

Interviewer: I see, Do you have a favorite dry snack that you always buy?

Interviewees :

Hmmm... Nope, I like all kinds of dry snacks at least it's not spicy one. I like some kind of biscuits.

Interviewer: I see,

anyway, what you usually do when you want to buy dry snacks? Do you see its packaging first? or do you buy it based on your desire?

Interviewees: The first thing I do is usually looking at the expired date of the product and then the packaging of the product. If it's not interesting, I won't buy it.

Interviewer: Ok, I'm still wondering, why you chose your favorite product, yet there are many same products are displayed? I mean like there are many kinds of biscuits, yet you chose the product which is your favorite. For what reason?

Interviewees: Maybe the packaging of the product is more interesting, or the new variant flavors which I don't taste it yet.

Interviewer: What kind of elements make you interested in your chosen product?

Interviewees: First, It's based on the packaging color or cartoon images which interesting for me.

Interviewer: I see, if I may summarize your lastest answer, it can be concluded that you are more interested in animation images rather than to see the real product?

Interviewees: Yes, it is more interesting.

Interviewer: hmmm ok then, and how about the brand? Are you a consumer type who strict to a certain brand ? or you don't care for the brand on the packaging? For example, I prefer to buy *chitato* rather than other brands.

Interviewees: Nah, I just choose it randomly. For me, as long as it's interesting to me, so I'll buy it not based on brand though.

Interviewer: What is your decision if there is a dry snack with transparent packaging, yet there is a simple brand on it? Do you still to buy it or not?

Interviewees: Hmmm... is there still the brand sticker on the packaging?

Interviewer: Yes.

Interviewees: Hmmm... maybe I'll pass.

Interviewer: Eh? Why not?

Interviewees: Well, I don't really like a product with packaging that directly shows the real product.

It is just not interesting at all.

Interviewees: Hmmm okay then, I have a little case. There is a potato chip with fully designed packaging as sample A, and for the sample, B is transparent packaging. Sample B is cheaper rather than sample A. Which one are you going to buy?

Interviewees: I'll choose a product with many designs on it or sample A for short.

Interviewer: Ok based on your answer, I can conclude that transparent packaging is a bad impression on the product?

Interviewees: Hmmmm.. when you evaluate it for a long time, it looks so dirty because of the packaging contacts with the flavor powder of the product. It looks so messy and dirty caused by the content of the product.

Interviewer: Ok then, In your personal opinion, what do you think about a product with fully designed packaging and transparent packaging? What makes them different from each other based on your evaluation?

Interviewees: In my opinion, full design packaging is more eyes catching which means the color is more stand out and interesting, yet there are some animation images on it which interesting to be brought.

Interviewer: So it also affects consumer's mood too, right?

Interviewees: Absolutely!

Interviewer: Have you ever shake the dry snack product when you want to buy the dry snack?

Interviewees : Of course.

Interviewer: What kind of product packaging that you usually shake the product?

Interviewees: Well, of course, The fully designed packaging is a packaging which product cannot be seen by naked eyes. Well, the content of transparent packaging can be seen through the packaging.

Interviewees: Ok, let's back to your decision, which one that you choose? Do you still choose based on the total measure of the content or the design on the packaging?

Interviewees: I prefer to choose the design. It can be trusted even though the content is a few chips in it.

Interviewer: Have you ever seen the nutrition label on the product packaging while you choose the product?

Interviewees: Hmmm I almost often see the label nutrition.

Interviewer: Ok then, based on your opinion, Is it very important?

Interviewees: Yes, It is very important, for example, there is a person who has an allergy to certain ingredients/composition such as milk, then, of course, you can see it through it.

Interviewer: I see. You may already know that there is a foreign language on most of the fully designed packagings. In your opinion, what is it for? Considering we are Indonesian people which means not everyone understands it. Do you think it is important?

Interviewees: If it is in marketing expertise, yes it is important. If it doesn't have a foreign language on the packaging, so the market only reaches for common consumers which are domestic people. What about foreigners? How do they know what kind of product is that? What does it mean?

Interviewer: So it is more like the target marketing, isn't it?

Interviewees: Yes.

Interviewer: Ok Irene, thank you for your time and your information, God bless you.

## **INTERVIEW 2**

Interviewer : Good afternoon

Interviewees : Good afternoon

Interviewer : I'm so sorry If I interrupt your time. Today, I would like to interview you about your opinion in dry snack packaging. As the data of this interview will be used for my data source for my thesis. So I hope you can answer all the questions with honesty and don't hesitate to give me your opinion. Please, don't be nervous.

Interviewees : OK.

Interviewer : First of all, please introduce your name and your age as my data for my thesis.

Interviewees : My name is Katarina Cahyorini, and you can call me Katrin. I'm 21 years old.

Interviewer : Thank you. Before we go to the main question, I would to ask something. How often you buy dry snack product ?

Interviewees : To be honest, In my personal term, I'm a type person who like to have a snack. When I'm working on something at home , I automatically would like to have snacks.

Interviewees : In that case, so when you are working on your homework, you want to have a dry snack. Isn't it ?

Interviewees : Yeah, it's almost like that. I must to have something to eat when I'm doing something in order not getting bored.



Interviewer : I see, Is there a certain dry snack product that you usually buy as your favorite snack ?

Interviewees : Yes it is. It is something like seaweed thing.

Interviewer : Did you mean nori ?

Interviewees : Yes. It is.

Interviewer : I see, ok then, based on your opinion, what do you think about the nori packaging ?

Interviewees : In my opinion, it is very colorful. The design on the packaging is the same as the content of the product. For me, It is interesting and matching with the real product.

Interviewer : Do you mean, you are interested with the images on the packaging, and the color of the packaging ?

Interviewees : Most of all, it is yes. Some of the product that I brought is full of images and color

Interviewer : Does that mean it is also affecting your mood ?

Interviewees : Yes, that can be happening to me. When it looks cute, so I'll just buy it. Even though I don't know the content of the product, if it is cute, I'll buy it. That my personal type of consumer.

Interviewer : Ok, let's continue. Why do you prefer to choose the product which you chose rather than another products with different brand ? It is the same product right ?

Interviewees : Maybe I'm interested.. wait.. or maybe the taste of it. Normally, different brand has different taste. Even though the taste is strawberry both sample A and B, the feeling or taste is just so different. So I prefer to choose the product which I usually choose or taste. If the taste is good, I'll buy it again.

Interviewer : If there is a new brand with same kind of product with different kind of packaging, you don't even taste it for once. Will you be willing to try it ?

Interviewees : That's not a problem for me. I'll try it though. If the taste is good, I'll buy it again though.

Interviewer : Have you heard about full designed packaging and transparent packaging ? I mean do you know it ?

Interviewees : Yes, I know what you meant.

Interviewer : Based on your opinion, what do you think about transparent packaging ? Does it look so bad to the product or even give negative impact on the quality of the product ? So what do you think ?

Interviewees : In my opinion, The good side of transparent packaging is able to see the content of the product through the packaging. Normally, when you encounter the full designed packaging, the content of the product is mostly full of air. As for The transparent packaging, it has advantage for us the consumers that we can directly monitor the content measurement based on zip opener border. As for the disadvantage of the transparent packaging is bad impression for me and not interesting especially only attaching the brand label.

Interviewer : Hmm I see, I would like to ask with in case, how if there is a product A with eye catching design.and for the product B is transparent packaging with full content. Which one you prefer to choose.

Interviewees : HmMMM that's really a hard choice hahaha

Interviewer : Hahahaha, Or are you going to see the price of the product first ?

Interviewees : HmMMM normally, it is the price. Yeah that one can be reconsidered.

Interviewer : Is that so ? If the full designed packaging price is five thousand and for the transparent packaging is about four thousand and five hundred. The total content measurement both packaging are same. Which one of the products will you prefer to buy ?

Interviewees : HmMMM for me, maybe I'll buy the full designed packaging. Oh cmon, it's only less five hundred.

Interviewer : How come ? Why ? Most people will choose the cheapest one, right ?

Interviewees : I prefer to like a product with interesting packaging because it is just satisfying to be seen. More colorful the packaging is more enjoyable to see the product.

Interviewer : Even though the content of it is full of air inside of it, hmm ?

Interviewees : Yup

Interviewer : Have you ever shook the product when you want to buy dry snack products in market ?

Interviewees : Yes I have. Even I often shake the product.

Interviewer : Why ? Is it because you can't see the content of the product ?

Interviewees : Yeah, just like I said, there is the advantages and disadvantages of both sides.

Interviewer : Ok then, for the next question, have you ever triggered to buy something out of your list ? For example : You want to buy daily needs, somehow you see a dry snack product and then you suddenly are triggered to buy it. Even though you don't even want to buy it for the first place.

Interviewees : Yes ! Absolutely

Interviewer : For what reason ?

Interviewees : That is, because the product has a cheap price, there is a discount.

Interviewer : Oh I see, it is just because there is a discount, so you are triggered to buy the product ?

Interviewees : Even though I don't want to buy the product for the first place, but suddenly I want to buy it after seeing the product had a discount.

Interviewer : I see, so it is not because the design of the product, yet it is the discount which attached on it ?

Interviewees : Well, It is also the design of product yet also the discount hahahaha.

Interviewer : Hahahahaha that's a normal Indonesian' mind set right ? Ok then.

Have you ever seen the nutrition label which attached on the packaging ?

Interviewees : Yup, I have seen it.

Interviewer : How often ?

Interviewees : Hmm... I don't really evaluate it too deeply, but I very often see the nutrition label.

Interviewer : At least you just see it without deep evaluation, right ?

Interviewees : Yeah, I don't even count the detail of it like how much my fat consumption or the calories.

Interviewer : Ok, hmmm.. based on your opinion, is it important ?

Interviewees : In my personal opinion, for some people who are very strict with the health or diet issue, it is indeed important.

Interviewer : It is because of the calories level, etc. something like that right ?

Interviewees : Yup

Interviewer : Ok then. Have you ever saw the expired date before you decide to buy the product ? or Do you just buy the product without seeing the expired date on the packaging ?

Interviewees : The expired date comes first.

Interviewer : I see, so you check the expired date first.

Interviewees : Yup, Some of the products which displayed in supermarket are usually never out of the expired date, right ? But in several case for beverages, I found one of them are expired, as for the dry snack packaging, I never found which one of them are expired.

Interviewer : Ok then, 1 question left. Some of the full designed packaging products have English language attached on it. Based on your opinion, what is that

for ? As you know, we are Indonesian. Why do you think the seller should attach the English language ? What makes it important ?

Interviewees : Hmmmmm... what is it ?... maybe it makes the product more interesting.

Interviewer : Hmmmm it makes the product interesting ,so it makes the product more classy, isn't it ?

Interviewees : Yeah of course. It makes the product cooler and gorgeous. Maybe it is because the stereotype of Indonesian. What I meant is like, when the product is combined with English language on the packaging, it has luxurious and good impression.

Interviewer : I see, so the next is, is it important to attach the customer service number on the packaging ? Or maybe have you ever called the customer service number ? based on your experience.

Interviewees : I never do that, but I just don't know, it is important or not. Well, in my personal opinion, If there is something wrong in that product, and the consumer wants to complaint to the company, I think, it is important to attach the customer service number on the packaging.

Interviewer : Thank you very much for your time and good bye.

Interviewees : You're welcome.

### **INTERVIEW 3**

Interviewer : Good afternoon, I'm so sorry if I interrupt your time. I want to interview you to get your opinion about dry snack packaging. The data of this interview will be used in my thesis, so please, you can answer all the questions honestly without hesitation and don't be nervous.

Interviewees : Well, okay I won't nervous.

Interviewer : Before we start this interview. Please introduce your name and your age for my interview data.

Interviewees : My name is Lewi Surya Pamungkas, and I'm 20 years old.

Interviewer : Ok then, before we go to the main question, I would like to ask something first. How often do you buy dry snack product ? For example : you buy dry snack product 7 times in a week.

Interviewees : I maybe buy dry snack product 4 – 5 times in a week.

Interviewer : In what condition do you usually triggered to buy the dry snack ? In what situation ? For example like : when you are busy working on homework, you tend to buy a dry snack.

Interviewees : It is not only as “homework companion” at my busy time. When I encounter dry snack at the cafeteria, I'm triggered to buy it.

Interviewer : For what reason ? Is it because you are hungry or ...

Interviewees : No, It's not hungry, but I'm interested to it.

Interviewer : From what sides make you interested ?

Interviewees : I'm interested with the packaging of the product, yet I can imagine the content of the product.

Interviewer : I see, is there any favorite dry snack that you usually buy ?

Interviewees : Yes, there is 1 thing

Interviewer : What kind of dry snack product is that ? Chips ? or maybe nuts ? or maybe wafer ?

Interviewees : *Beng-beng* wafer.

Interviewer : I see, it is *beng-beng* wafer. There are some products which are same product as *beng-beng* wafer, but why you choose *beng-beng* ? or maybe because the brand of the wafer is *beng-beng* and trustworthy, I choose *beng-beng* instead.

Interviewees : I like the taste of it.

Interviewer : I see, so it is the taste of the product.

Interviewees : I think, the taste of *beng-beng* has its own characteristic for me.

Interviewer : So it is not from the design of the packaging, isn't ?

Interviewees : Well, the design of the packaging also affects me, but it is just a little impact for me.

Interviewer : For the next one, what do you think about transparent packaging based on your opinion ? Is that really bad ? or maybe low class packaging ?

Interviewees : Nah, I think not. Transparent packaging is packaging which the inside of the product can be seen by naked eyes.

Interviewer : So it can directly be evaluated, right ?



Interviewees : Yes ! In my opinion, by being able to see the content of the product, we can know the true shape of the content.

Interviewer : I see, how about, if there is a transparent packaging with the same product as beng-beng, which one do you prefer to buy ?

Interviewees : So the product is still *beng beng*. Hmm .. maybe I will see it based on the design. For example, we don't ever taste both of the snack with transparent and full design packaging. When we face the decision, we will tend to choose full design packaging for sure.

Interviewer : For what reason ?

Interviewees : Because from the design is more interesting like colorful packaging, rather than transparent packaging , in my opinion, it is less interesting than the full designed packaging.

Interviewer : Less interesting ?

Interviewees ; But that doesn't mean, it is low class packaging.

Interviewer : Ok, but how about, if the transparent packaging product has price about ten thousand, the full designed packaging product has price about eleven thousand. Which one do you prefer to buy ?

Interviewees : So it is made by using transparent packaging in order to cut the modal or minimize the price of product.

Interviewer : I see, well, based on your thought, which one do you prefer to buy then ? Based on the brand or maybe the content ?

Interviewees : If we don't ever taste it first, well, we usually buy or choose the product which looks more interesting. If we already tasted the product before, we will take decision based on the taste both transparent or full designed packaging.

Interviewer : So it is not about the price of the product, it is also the taste of the product ?

Interviewees : Yes.

Interviewer : What usually do you do when you want to buy something ? Do you randomly pick the snack ? or Do you evaluate the packaging when you want to buy the dry snack product ?

Interviewees : Well, I usually take a look at the product.

Interviewer : What do you see from that product ?

Interviewees : Well, for the first encounter is packaging.

Interviewer : I see, the packaging eh ? but which elements do you see ? As you know, packaging has many elements, such as : composition, image, and others.

Interviewees : First, I see the image, color, and composition, because I'm a sensitive person.

Interviewer : So you don't even take a look for the expired date ? hahaha

Interviewees : Well, if the expired date in *Alfamart*, I seldom to see it hahaha.

Interviewer : So it is based on the animation images, right ?

Interviewees : Yes.

Interviewer : Ok then, as you know, there is English language in the full designed packaging, right ? We are Indonesian, right ? yet every Indonesian can't entirely

understand the language. Based on your opinion, what do you think about it ? Is it very important to use English language on the packaging ?

Interviewees : Well, it is because we don't know who will consume the product right ? Even though it is sold in Indonesia, there will be possibility that product will be consumed by foreigners or tourist. As we know, English language is an international language which needs to be attached on the packaging.

Interviewer : Is that so ? Is there any impact by using English language on the packaging ? It is just a language though.

Interviewees : In my opinion, it will affect the product because the target marketing of the product may not only from domestic. By using English language, the target marketing of the product is vaster.

Interviewer : Ok ok I see,. For the next one is about nutrition label. In market, there is a label nutrition on the packaging especially for full designed packaging. Do you usually see it ? or have you ever evaluate the nutrition label based by your needs ? such as calories.

Interviewees : For certain food, yes I see it, such as milk or *sneakers* bar.

Interviewer : What makes it important though ? what is the impact of knowing the nutrition data ? What should packaging use it ?

Interviewees : Well, if it is mik, I'm consider to choose sugar level 0%. Some of the mik that I found in supermarket such as plain milk, there is a sugar in it. I don't like it.

Interviewer : I see. Just as you said, the color can be interesting in consumer's eyes. That means, the color also helps you to identify the product. For example : Green means melon flavor.

Interviewees : Of course, that surely helps me.

Interviewer : Does that mean it also helps you to decide to buy the product or not, right ?

Interviewees : Yes it is.

Interviewer : Have you ever triggered to buy something that you don't want to buy it at the first place ? for example : you want to buy the daily needs, and you approach near the chasier. After you see there are some products around the chasier, you suddenly are triggered to buy it.

Interviewees : Yes, I have.

Interviewer : For what reason ?

Interviewees : Well, It often happened back in the past. It happened because the packaging of the product seems interesting and famous.

Interviewer : Does the discount also affect that kind of behaviour ?

Interviewees : Hahahaha of course !

Interviewer : Hahahaha I see. So when there is discount, you will immedietly take the product, right ?

Interviewees : Hahahaha yeah.

Interviewer : This is the end of the interview. Thank you very much for your time.

God bless you.

#### **INTERVIEW 4**

Interviewer : Good afternoon, I'm so sorry if I interrupt your time. I want to interview you to get your opinions about dry snack packaging. This interview data will be used as the data of my thesis, so please answer all the questions with honesty and don't be nervous.

Interviewees : OK

Interviewer : Before we start this interview, please introduce your name and your age for my thesis data.

Interviewees : My name is Yelina and I'm 22 years old.

Interviewer : Ok. Before we go to the main questions, I would like to know, how often do you buy dry snack product ? For example : you usually buy dry snack product 7 times in a week.

Interviewees : Hmmmmm dry snack product eh ? Did you mean...

Interviewer : For example : *lays, chitato...*

Interviewees : How about retail dry snack with kilogram or ounce proportion ?

Interviewer : Yes, that includes.

Interviewees : Hmmmm... maybe in a week, I usually buy it almost 4 days in a row because I'm a typical person who likes to have snack.

Interviewer : In what condition do you always have a snack ? For example : When you have a busy time with homeworks, you need to have a snack.

Interviewees : Well, I have a snack after having a meal.

Interviewer : Whoa ! After having a meal ?!

Interviewees : Hmmmm.. When I have a leasure time, I usualy have a snack in order to not get bored. So I tend to have a snack when I'm bored and doing nothing.

Interviewer : I see. Ok then, is there certain kind of product which you usually brought ?

Interviewees : Nah, it is not often though. I like all kind of snacks at least it can be my snack time. But there is a dry snack that I usually buy. I usually buy "*kuping gajah*". Do you know it ?

Interviewees : Hmmmm.. I guess so.

Interviewer : Does it have a brand on the packaging ?

Interviewees : Nope.

Interviewer : So it is more like transparent packaging.

Interviewees : Yes. Correct ! I buy it per ounce.

Interviewer : Based on your own opinion, why do you choose transparent packaging instead of full designed packaging such as *chitato, lays, etc*

Interviewees : The price of the product is cheaper than the full designed packaging. We can see the shape of the product because it is transparent.

Interviewer : So it looks so real.

Interviewees : Yeah, so we can know the shape of the real product inside the packaging. For the full designed packaging, we can know the shape of the product after we open the product, right ?

Interviewer : So it is based on the price and direct evalution, isn't it ?

Interviewees : (nod)

Interviewer : Ok then, based on your opinions, is the transparent packaging better than full designed packaging ?

Interviewees : I think not, full designed packaging is also interesting, yet transparent can be interesting because the shape of the content can be seen.

Interviewer : Have you ever shook a dry snack product with full designed packaging in supermarket ?

Interviewees : Yes, I have. I often do that. When I want to buy *Cheetos*, I also try to choose which one is heavier than other *Cheetos*.

Interviewer : Based on your opinion, Does transparent packaging make the product looking bad or some say low class product. Is that right ?

Interviewees : I'm not completely agree with that because it's not only the matter of the packaging.

Interviewer : Do you always strict to buy a product based on the brand of the product ?

Interviewees : Nah, nope.

Interviewer : Hmmmm I see. So you choose it randomly ?

Interviewer : I usually see it based on the price.

Interviewer : Oh.. I see, when there is a discount on that product, you will....

Interviewees : Yup, I'll take it first. At least, it has to be famous product which means knowing the brand or name of the product. If I dont know the name of the product, I just have impression like "what is this".

Interviewer : Hmmmm, ok. For example : there is chips products with 2 different packaging. The first one uses transparent packaging, and the second product uses full designed packaging. Let just say, the product with full designed packaging costs five thousand, and the product with transparent packaging costs four thousand. As for the brand, the full designed packaging is *Cheetos* and the transparent packaging is *Bagus*. Which one do you prefer to choose ?

Interviewees : Well, I'll choose the trustworthy one or the familiar one. *Cheetos*.

Interviewer : For what reason ? Is the transparent packaging cheaper than the full designed packaging ?

Interviewees : Because it costs less cheaper, I'll pick the famous one. But...nope

Interviewer : But..? hahaha it's okay to give me your own point of view.

Interviewees : Nah.. just like what I said. Even though it costs a little bit cheaper , compared with the brand, I'll still choose the trustworthy one.

Interviewer : Have you ever triggered to buy product near the chasier such as *Cheetos* ? Even though you plan to buy only daily needs, and you never plan to buy *Cheetos* from the first place.

Interviewees : It rarely happens to me. I just follow my shopping list. When I only have desire to buy the dry snacks, I'll just buy it.

Interviewer : Ok then. As you know, some of full designed packaging products have English language on the packaging, right ? Yet we are Indonesians, English language is not pretty much used by them which mean not everyone completely understands English language. So why is it important ?



Interviewees : In this era, everything has changed a lot, so in my opinion, there are some foreigners who stay in Indonesia and need that feature to understand the product. By using English language, it improves product value and selling point.

Interviewer : So it has classy impression, something like that ?

Interviewees : Yes, it looks prestigious, and there are some people who really need English language in this era.

Interviewer : Have you ever looked label nutrition on the full desined packaging ? Or maybe do you also concern for your nutrition consumption ? such as : calories consumption issue.

Interviewees : Yes, I have. It is not the calories on it, but the content of the product. What I meant is such as sweet snacks. Is there any aspartame in it or not ? If there is aspartame inside it, I'll not buy it.

Interviewer : So you like to evaluate the nutrition of the product, it is not very often though, right ?

Interviewees : Yup. If I'm used to buy that product, it's fine for me. If it is a new product, I would consider to see the composition or label nutrition of the product, such as aspartame.

Interviewer : I see, then, When you want to buy something, what are going to do ? Do you pick the product randomly ? or Do you see the expired date in first evaluation ?

Interviewees : Of course ! I'll see the expired date first.

Interviewer : I see. I thought, your answer will be picked randomly.

Interviewees : It is usually visible to be seen.

Interviewer : Based on your opinion, Does the color on packaging help you to make decision efficiently to buy the product ? For example : I want to buy melon flavor, so the color of melon is green.

Interviewees : Yeah, I guess so. If it the appearance, the packaging looks interesting with many color on it. If it is like just you said before about identification, I think, that is already people's mind set about color, such as : strawberry is red or pink, and chocolate is brown.

Interviewer : I see. As you know, there are some occasion event happening every year right ? Such as : Christmas. Have you ever saw a packaging with current event design ? Are you interested on it ?

Interviewees : Yup, absolutely.

Interviewer : So, you immediately buy it or not ?

Interviewees : Nope. I still need to evaluate it, yet it is still eyes catching for me. The pattern looks astonishing, and the vibe attaches to the packaging with red and green color.

Interviewer : This is the end of the interview, thank you very much for your time. God bless you.

Interviewees : You're welcome.

## **INTERVIEW 5**

Interviewer : Good afternoon, I'm so sorry interrupting your time. I want to interview you to get your opinion about dry snack packaging. This interview data will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Understood

Interviewer : Ok. Before I start this interview, please introduce your name and your age for my data.

Interviewees : My name is Brian Mario Lapasa, and I'm 22 years old.

Interviewer : Ok then. Before we go to the main questions, I want to ask something. How often do you buy dry snack product ? for example : 7 times in a week.

Interviewees : Hmmmm.. I rarely buy dry snacks. I'm usually based on my own desire to have snack or not. Yeah maybe, I buy it 2 times in a week.

Interviewer : I see. What kind of snack do you always buy ? Something like chips or nuts maybe ?

Interviewees : I usually buy some kind of *lays* or potato chips to make me not getting bored.

Interviewer : Is there any certain of brand that you always buy ?

Interviewees : Certain brand ? Hmmmm.. well, I usually buy something like *lays* or somekind of sweet potato flavored.

Interviewer : Ok then, based on your opinion, how do you think about the product packaging that you brought ?

Interviewees : Well, the product brand which I brought is interesting, yet some of consumers who brought the purple sweet potato chips are interested in its packaging with astonishing purple color.

Interviewer : I see. Just like what you said, you are interested in *lays*,right ? If there is another product with different brand yet same content, are you interested to buy the product ? or maybe do you buy it based on the brand ?

Interviewees : Well personally, I usually don't pay attention on the brand of the product. I evaluate the product based on the taste of the product. Packaging of potato chips and the other snacks have their own different taste. I usually like sweet potato chips, so I'll always buy it even with different brand. In order to know the different between one product to another product, I also buy different product with different brand to know the differences.

Interviewer : Based on your own opinion, what do you think about transparent packaging ? Is it bad appearance ? or is it not classy or low class ?

Interviewees : Hmmmmm.. In my opinion, transparent packaging is not interesting because it shows the content directly to consumer's sight. People can see the total content inside the packaging, yet people usually seek for the total amount if the content. Transparent packaging is just a transparent container with brand label, but some of minimarkets usually display some colorful packaging products which are interesting to be seen and brought.

Interviewer : I see. Just what you said, you like sweet potato chips with interesting packaging, right ? If there is sweet potato chips with transparent packaging with cost four thousand and five hundred, the transparent packaging costs five thousand. Which one do you prefer to choose ?

Interviewees : Hmm.. If that is with the same taste, I'll choose the cheapest one. Even though the packaging isn't interesting, what I'm looking for is the content of the product not the packaging. Moreover it's even cheaper than I expected, so I choose the cheapest one with the same sweet potato taste.

Interviewer : That is IF the taste of both product are the same, In reality, for the first experience, we don't know the taste of it yet, right ? So once again I ask, which one do you prefer to buy ?

Interviewees : hmmm.. I will choose transparent because I want to try to taste it. I will try it and compare it with the one in minimarket. If it has the same taste, so I can buy again cheaper than the usual one, right ?

Interviewer : Ok then. You said that you like to buy *lays* in mini market, right ? Have you ever shook the product before buying the product ?

Interviewees : Ah, yes. I often do that. I shake the product in order to know the amount of the content. It has a lot of content, or it has a lot of air inside of it. If product with transparent packaging can be seen through the packaging, for the full designed packaging cannot be seen by naked eyes. For that reason, I shake the product to know the amount of the content.

Interviewer : So you often do that in minimarket ?

Interviewees : Yes, very often.

Interviewer : I see. When you choose a snack, do you pick it randomly or looking at the expired date first ?

Interviewees : Hahahaha... well, I usually pick the snack randomly without looking at the expired date.

Interviewer : Hahahahaha, what about the nutrition label ? I bet, you don't even see it.

Interviewees : Hahaha.. Correct ! I rarely evaluate the nutrition label too.

Interviewer : Well, based on your opinion, do you think the label nutrition is important ?

Interviewees : Well, it is important though, but I never see it. It's pretty useless for me, but sometimes I just accidentally see it like the fat in it.

Interviewer : Sometimes there is English language on the packaging, right ? As you know, we are Indonesian, yet we not really rely on English language. Some of Indonesians also don't understand English language. What is it for ? and What makes it important ?

Interviewees : In my opinion, English language is not pretty important because we are Indonesian which only use Indonesia language. Some consumers in minimarket are dominant of Indonesian who brought the product, yet they don't really understand English language though. If it is for marketing strategy, so the price of the product is also increased.

Interviewer : So it makes the product more like classy ?

Interviewees : Yes, it looks more luxurious and expensive. Sometimes when the product only uses Indonesia language, the cost of the product tend to be normal or cheaper.

Interviewer : I see. Do you ever experience something like : you want to buy your daily needs in supermarket or market, and you never plan to buy dry snack. After you go near the chasier, you are suddenly triggred to buy the dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Hmmm.. pretty often, I think. Especially when there is something new, and the packaging is interesting. That's enough for me willing to try and buy the product.

Interviewer : Is that really because of the design ? or the discount of the product ?

Interviewees : Well, it is the design of the packaging.

Interviewer : I see. Based on your opinion, does the color of packaging help you to accelerate your shopping ? For example : green for seaweed flavor.

Interviewees : In my opinion, yes it does. I also don't like spicy food, so I avoid a product packaging with red color which is spicy flavor color. Just like you said, green mostly is seaweed flavor. With proper color on the packaging, it can help people to choose the flavor of the snack.

Interviewer : Ok then. Have you ever see a packaging based on current event ? for example : Christmas event is identical with red, green, and white colors.

Interviewees : Yes. I often see it.

Interviewer : So do you immidietly buy it or thinking again ?

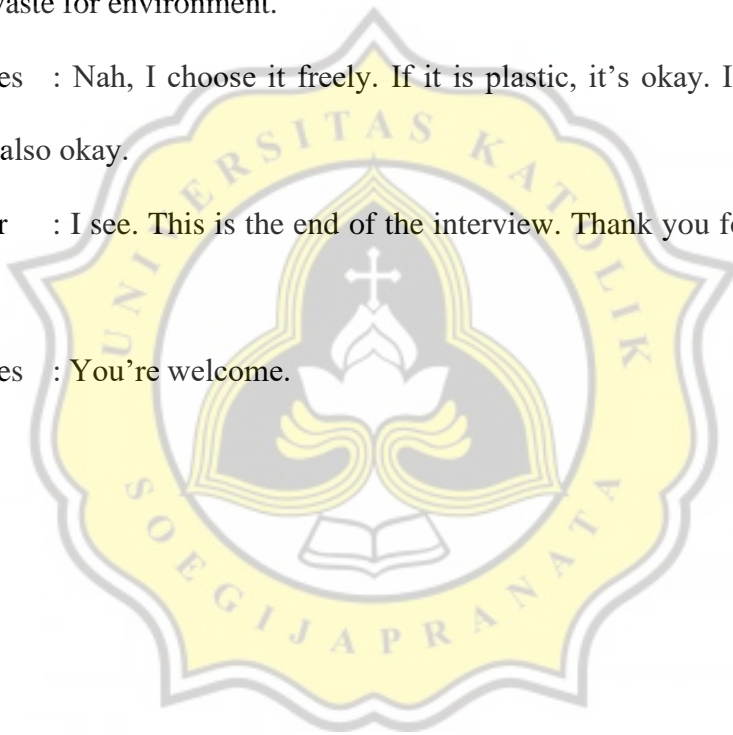
Interviewees : Of course, I'll think it first. If only the packaging is changed, the product still has the same taste. Why should I buy it ? If there is limited edition with new flavor, I'll buy it.

Interviewer : How about the material of packaging ? considering packaging has many materials instead of plastic or aluminum foil. Do you think it is important ? like it will be waste for environment.

Interviewees : Nah, I choose it freely. If it is plastic, it's okay. If it's a aluminum foil, that's also okay.

Interviewer : I see. This is the end of the interview. Thank you for your time. God bless you.

Interviewees : You're welcome.





## INTERVIEW 6

Interviewer : Good afternoon. I'm so sorry interrupting for time. I want to interview you to get your opinion about dry snack packaging. The data of this interview will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Ok.

Interviewer : Before we start the interview, please introduce your name and your age for my thesis data.

Interviewees : My name is Galih Rihani Putra, and I'm 21 years old.

Interviewer : Before we go to the main questions, I would like to know, how often do you buy dry snack product ? For example : 7 times in a week.

Interviewees : I rarely buy dry snack products because I'm a homebody person. I prefer to have my mom's cooking rather than eating snacks. Maybe it is about 1 – 2 times in a week.

Interviewer : I see, so you rarely buy snacks. What kind of snack do you usually buy ?

Interviewees : Is it okay to mention the brand product ?

Interviewer : Yup, it's okay.

Interviewees : I usually buy *Nabati wafer* and *lays*.

Interviewer : I see, so is there any certain kind of brand that you usually buy ?

Interviewees : *Richeese Nabati*.

Interviewer : If there is a different packaging, the content of the product is still wafer with different brand, such as *Tango*. Which one are you going to choose ? Do you still choose *Nabati* instead of *Tango* ?

Interviewees : Well, I'm used to choose that product though, so I'm used to choose *Nabati*.

Interviewer : For what reason ? Is that because it is trustworthy ?

Interviewees : I'm just used to choose that product though.

Interviewer : Just like you said before, you usually choose *Nabati* wafer, right ? What do you think about its packaging ? Is it interesting ?

Interviewees : The packaging is indeed interesting, but I do not really pay attention to the packaging. I only pay attention on the taste of the product rather than its packaging, but from the side of packaging design is indeed interesting.

Interviewer : You said, it is interesting, right ? Based on what aspect ? Packaging has several kind of elements, such as : Color or images or maybe the price of the product ?

Interviewees : Yes, first, I'll choose based on price. The second reason is the desire to buy the snack. What I meant is, if I want to buy the product, I just need to pick it based on desire and not the packaging.

Interviewer : Does that mean you also interested in product with transparent packaging ?

Interviewees : Yeah. Of course !

Interviewer : Based on your own opinion, Does the transparent packaging have a bad impression on product ? Maybe it can be classified as low class packaging rather than full designed packaging. So what do you think ?

Interviewees : If it is full transparent packaging, then it looks really low class product such as traditional snacks. If it is full designed packaging , it looks more trustworthy. It is already famous in the market too. In my opinion, the better way to make a packaging is by combining both element : design and transparent elements.

Interviewer : In case, if there is product with 2 different packaging, they are transparent packaging for product A and full designed packaging for product B. Let's just say the content proportion of both products are the same. The cost of product A is four thousand, and the product B is five thousand. Which one of the products do you prefer to buy ?

Interviewees : If the taste of both products have the same taste, I'll choose transparent one.

Interviewer : As you know, in the reality, we don't even know the taste of the product yet, then which one do you prefer to buy ?

Interviewees : Hmm.. I'll choose full designed packaging.

Interviewer : For what reason ?

Interviewees : It is trustworthy

Interviewer : It is trustworthy based on what aspect ? Is it because of the nutrition label on the packaging ? or Is it because the sertification ?

Interviewees : Yes. It has certification, yet I don't really care about the nutrition. As long as I like it, I'll buy it.

Interviewer : In another word, you rarely see the label nutrition on the product packaging.

Interviewees : Yes, I even never see it once.

Interviewer : I see. Have you ever shook the dry snack product when you want to buy it ?

Interviewees : I never do that even for once.

Interviewer : When you want to buy a snack, do you pick it randomly or seeing the expired date first ?

Interviewees : I usually see the expired date first.

Interviewer : Based on your opinion, Is it important to use English language on the packaging ? such as in *chitato* product, there is composition with English language. As you know, we are Indonesian, right ? Considering not everyone in Indonesia know English language.

Interviewees :It is important because education in Indonesia which has been developing up until now and teenagers lifestyle. The product looks updating through the modern era.

Interviewer : Does that mean the packaging looks classy ?

Interviewees : Yeah.

Interviewer : I see. Have you ever triggered to buy something out of your shopping list ? for example : you want to buy your daily needs, but suddenly you are interested

with dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Yes, I often do that.

Interviewer : For what reason ? Maybe it is the discount of that product ?

Interviewees : Yes. It is the discount, such as buying 2 items get 3 items.or getting free other snack.

Interviewer : So you don't see it based on the design of the packaging ?

Interviewees : Yes. It is not based on the design but rather the price of the product.

Interviewer : Based on your opinion, Does the color of packaging help you to find the product which want to be brought ? For example : you want to eat chips with seaweed flavor, so you are searching a product with green color.

Interviewees : Yeah. That's help me a lot because the packaging color is reflected from the content inside the product.

Interviewer : Ok then. As you know, packaging has so many materials, such as : plastic, aluminum foil, and even paper. Do you consider to buy product based on packaging material ? Or have you even think about the waste caused by it ? or maybe do you pick it randompny without thinking about the packaging material ?

Interviewees : Yup. I have never thought about that so far. I usually pick it randomly rather than thinking something like that.

Interviewer : I see. This is the end of the interview. Thank you very much for your time. God bless.

Interviewees : Yes.

## **INTERVIEW 7**

Interviewer : Good afternoon, I'm so sorry interrupting your time. I want to interview you to get your opinion about dry snack packaging. This interview data will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Ok

Interviewer : Okay, before I interview you, please introduce your self starting from the name and your age as my thesis data.

Interviewees : My name is Elvina Loadinata, and I'm 21 years old.

Interviewer : Before we go to the main question, I would to ask something. How often you buy dry snack product ?

Interviewees : I buy dry snack product only once in a week.

Interviewer : I see. You rarely to buy dry snack packaging.

Interviewees : Yes.

Interviewees : Is there any favorite dry snack product which usually brought ? What kind of snack is that ? For example : chips or biscuits

Interviewees : Yes. I usually buy a biscuits.

Interviewer : What is the brand of the product that you brought ? such as : *Selamat* or *Nabati*

Interviewees : Hmmm, I forget the name. It is a circle biscuit.

Interviewer : Do you mean *Oreo* ?

Interviewees : Yeah. That's one.

Interviewer : I see. There are many biscuits which look like *Oreo*, but they have different brand. Why do you choose *Oreo* brand rather than another brands ? Is that because of the brand which makes it trustworthy?

Interviewees : Well, it is trustworthy, yet people usually know that biscuits as *Oreo* biscuits which is literally identical than the other imitation. It is not only the brand, yet the taste of *Oreo* has different from the imitations.

Interviewer : I guess so, and that's from the side of taste. How about the packaging ? What do you think about it ?

Interviewees : Hmmmmm.. I guess so, but I usually buy it based on taste and not the packaging.

Interviewer : Hmmmm.. Do you pick the product based on the price of the product ?

Interviewees : Yes. I usually evaluate the product based on the price and taste.

Interviewer : I see. Do you know transparent packaging ?

Interviewees : Yes.

Interviewer : Based on your opinion, what do you think about transparent packaging ? Does it look bad for the appearance and low standart ? Does it make the product looking worse ?

Interviewees : Well, to be honest, I like a product with transparent packaging because I can see the content of the product directly through the packaging. For example : The product which I saw is already full of crumbs in it.

Interviewer : Does that mean it is bad ?

Interviewees : Of course not. By using transparent packaging, we can know the condition of the content, so we will not buy that product, right ? It is different with full designed packaging which cannot be seen through the naked eyes. When we buy and open it, in the end we are disappointed.

Interviewer : I see. If there is *Oreo* product with full designed packaging and transparent packaging, which one do you prefer to choose ? Do you still choose the product with full designed packaging ?

Interviewees : Hmm.. Wait a second, As far as I know, *Oreo* always uses full designed packaging, and they never use transparent packaging.

Interviewer : Ah.. I guess so. How about another product besides of *Oreo* ? For example : chips. Which one do you prefer to buy or choose ?

Interviewees : I prefer to choose transparent because I can see the content of the product. If the content of the product is in a bad shape, we can exchange it with a good one.

Interviewer : Ok then. How if there is *Oreo* product with transparent packaging, and it costs four thousand. There is also *Oreo* product with full designed packaging, and it costs five thousand. Which one do you prefer to buy ?

Interviewees : Of course, If the taste of both products are the same, I will choose transparent packaging.

Interviewer : That's if the taste of both product are same. In reality, we don't even taste the product just yet, so which one do you prefer to buy ?

Interviewees : I will definitely choose transparent packaging.



Interviewer : I see. Is nutrition label important for packaging ?

Interviewees : Yeah. It is important.

Interviewer : I see, have you ever evaluated the nutrition label on the packaging. Such as whenever you want to buy something, you see the nutrition label.

Interviewees : Nope. Well maybe, I have, but it is not dry snack products. It is more like *Indomie* (noodles product).

Interviewer : Based on your opinion, Is expired date important on the packaging ?

Interviewees : Yes. It is important because without expired date, we don't know the expired time. Sometimes there are some product which have 1 month left to be expired, so I think, it's quite suspicious.

Interviewer : Based on your experience or habit, do you always pick the product randomly ? or do you see the expired date first ?

Interviewees : I always see the expired date first.

Interviewer : I see. The next is about color of the packaging. Do you think the color of packaging helping you to find the product ? For example : you want chips with seaweed flavor, so you search the color green as representative of seaweed flavor. What do you think ? Does it really help you to find what you seek ?

Interviewees : Yes. It simplifies my shopping time. When I want seaweed with *Mamasuka* brand , the first thing I do is seeking the green and black color.

Interviewer : So it is more like the identity of the product based on the color ?

Interviewees : Yes. It is very identical for me.

Interviewer : I see. What do you think about English language on the packaging ?  
Is it important ? As you know, we are Indonesian which mean not all Indonesian really understand English language. What is the impact of it to the packaging ?

Interviewees : Hmm.. Important or not.. ? I think, the better way of it is still using English language with Indonesia translation too, so foreigners also can understand the product.

Interviewer : So it is more like the target marketing of the product.

Interviewees : Yes.

Interviewer : Does it have a big impact on the product ?

Interviewees : I think, it's not really a big deal. People buy the product not based on words, right ? It is based on the taste.

Interviewer : Have you ever triggered to buy something out of your shopping list ?  
for example : you want to buy groceries in your list, but suddenly you are interested with dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Hmmmm.. Nope.

Interviewer : I see. This is the end of the interview. Thank you very much for your time. God bless.

Interviewees : Yes.



**0.19%** PLAGIARISM  
APPROXIMATELY

## Report #10580250

CHAPTER I. INTRODUCTION Background of the Study Packaging has been used and known as protection for products, especially food products, to avoid contamination Back in the 1960s until 1970s, packaging was developed by using polyester known as plastic ADDIN (Brody, Bugusu, Han, Sand, & McHugh, 2008), but in this era, packagings are more complex and vast rather than just regular blank plastic and being a container. In this modern era, packaging has a lot more purposes in the market besides its primary goal as a container that keeps the content portion of the product. The packaging is the first encounter when the consumer sees the product, which may affect the consumer's first impression. Other than an essential part of product protection tools, i.e. to avoid damaging the content, packaging has a vital role as indirect communication. The indirect communication through design can be a strategy to interact with the customers who have not tasted the content of the product. As indirect communication, language also plays a part of packaging attributes. By looking at the packaging, the customers can evaluate and imagine the content of the product without tasting it first. In this case, design in packaging will become the key to winning customer's buying decisions ADDIN (Spence, 2016a; Varela, Antúnez, Silva Cadena, Giménez, & Ares, 2014). The design of the packaging will increase the