

**Customers' Perception and Opinions of Indonesian
Traditional Food Presentation**

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



By

Yasy Septiana

16.J2.0012

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2020

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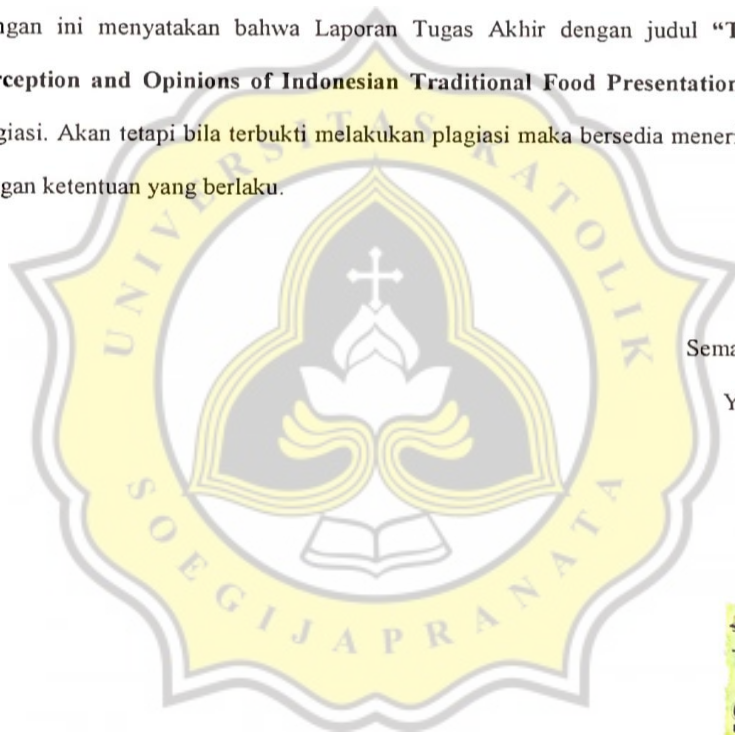
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Yang bertanda tangan dibawah ini:

Nama : Yasy Septiana
NIM : 16.J2.0012
Progdi / Konsentrasi : Englishpreneurship
Fakultas : Bahasa dan Seni

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Judul Tugas Akhir: : Customer€™s Perception And Opinions On Indonesian Traditional Food Presentation

Diajukan oleh : Yasy Septiana

NIM : 16.J2.0012

Tanggal disetujui : 09 Juli 2020

Telah setuju oleh

Pembimbing 1 : Dr. Angelika Riyandari S.S., M.A.

Pembimbing 2 : Emilia Ninik Aydawati S.P., M.Hum.

Penguji 1 : Dr. Drs. Antonius Suratno M.A.

Penguji 2 : Emilia Ninik Aydawati S.P., M.Hum.

Penguji 3 : Dr. Angelika Riyandari S.S., M.A.

Ketua Program Studi : Emilia Ninik Aydawati S.P., M.Hum.

Dekan : B Retang Wohangara S.S., M.Hum.

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A THESIS APPROVAL

**The Consumers' Perception and Opinions of Indonesian Traditional Food
Presentation**

By:

Yasy Septiana

16.J2.0012

Approved by,

Angelika Riyandari, Ph.D

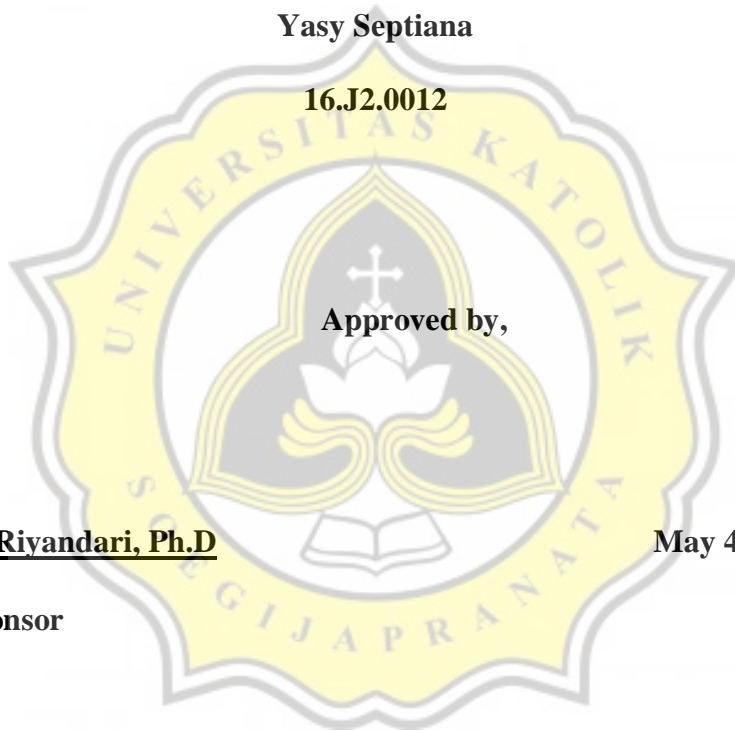
May 4th, 2020

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Emilia Ninik Aydawati, SP. M.Hum

May 13th, 2020

Co-sponsor



**A thesis defended in front of the Board of Examiners on
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BOARD OF EXAMINERS

First Examiner : Angelika Riyandari, Ph.D
Second Examiner : Emilia Ninik Aydawati, SP. M.Hum
Thirds Examiner : Drs. Antonius Suratno, Ph.D

Semarang, July 9th 2020

Faculty of Language and Arts

Soegijapranata Catholic University

Dean,

B. Retang Wohangara, SS., M.Hum

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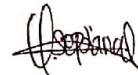
"The Lord is my Sheperd, I lack nothing – Psalms 23"

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"Now stop watching and study for your test. Your parents and director hate me. Video clips, pictures, tweets, V app, Bon Voyage I know you can't help what you like. However, stop, interpret the music video later. – Pied Piper by BTS."

July 2020

The Writer,



Yasy Septiana

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ABSTRACT

The purpose of this research is to acknowledge consumers' perceptions and opinions about the Indonesian traditional food presentation. Food presentation discusses the food that is arranged on the plate, the way it is served, the color composition of the food, the neatness of the presentation, and the aesthetic of the presentation itself. This research discusses the food presentation elements such as the color composition, the neatness, the way the food is arranged, and the whole presentation itself. Method used for this research was qualitative (interview) and quantitative (closed-ended questionnaire) and IBM SPSS was used for the data analysis. This research was distributed to students of Faculty of Language and Arts and 47 students responded. The result from this study shows that food presentation has some aspects that could help the consumers to be more attracted to the food. While the results from the questionnaire and interview that had been done show that the food presentation in Indonesian food is already good enough, yet it is still lacking of neatness on the presentation. So this research is expected to improve the food presentation quality in Indonesian food for the future business of Indonesian food business.

Keywords: food presentation, Indonesian, traditional, food, color, neatness, presentation, attractive, opinion, perception.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui persepsi dan opini konsumen tentang presentasi makanan pada masakan tradisional Indonesia. Presentasi makanan membahas tentang makanan yang ditata di atas piring, cara makanan itu disajikan, komposisi warna makanan, kerapian dari penataan, dan keindahan dari penataan itu sendiri. Penelitian ini membahas elemen-elemen di presentasi makanan yaitu komposisi warna, kerapian, bagaimana makanan itu ditata, dan presentasi keseluruhannya. Metode yang dilakukan di penelitian ini adalah kualitatif (wawancara) dan kuantitatif (kuisisioner tertutup) dan IBM SPSS digunakan untuk analisa data. Penelitian ini disebarkan kepada murid-murid di Fakultas Bahasa dan Seni dan 47 murid merespon. Hasil dari penelitian ini menunjukkan bahwa presentasi makanan mempunyai aspek-aspek yang dapat membantu konsumen lebih tertarik pada makanan tersebut. Sedangkan hasil dari interview dan kuisisioner yang telah dilakukan menunjukkan bahwa presentasi makanan di Indonesia sudah bagus dalam aspek warna dan penataannya, hanya saja masih kurang dalam kerapian penataan. Jadi penelitian ini diharapkan untuk meningkatkan kualitas presentasi makanan di makanan Indonesia untuk bisnis masa makanan Indonesia di masa depan.

Kata kunci : presentasi makanan, indonesia, tradisional, makanan, warna, kerapian, presentasi, menarik, opini, persepsi.