

CHAPTER 4

DATA ANALYSIS

For the data analysis, the writer collected the data through questionnaires and interviews. The analysis consists of two sections: the first one is the customer's perception of Indonesian traditional food presentation drawn from the result of the questionnaire and the second one is the opinions of the interviewee about the same matter.

4.1. The Customer's Perception of Indonesian Traditional Food Presentation

This section discusses customer's perception of Indonesian traditional food presentation drawn from the questionnaire. The results are as follows:

1st statement: Indonesian food presentation pays attention to food color composition
(*Penyajian masakan Indonesia sangat memperhatikan komposisi warna masakan.*)

Table 4.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 13 | 27.7 | 27.7 | 27.7 |
| Valid 3 | 24 | 51.1 | 51.1 | 78.7 |
| 4 | 10 | 21.3 | 21.3 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The frequency distribution shows that 21.3% of the respondents strongly agreed and 51.1% of the respondents agree with the statement. While only 27.7% of the respondents disagreed that the preparer had taken notice of it. The frequency shows

that the respondents had a positive perception of the statement meaning that they agree that the preparer of Indonesian traditional food paid attention to the color of the food composition.

2nd statement: Indonesian food presentation considers food color composition important (*Penyajian masakan Indonesia mementingkan komposisi warna masakan*).

Table 4.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 18 | 38.3 | 38.3 | 40.4 |
| Valid 3 | 24 | 51.1 | 51.1 | 91.5 |
| 4 | 4 | 8.5 | 8.5 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

When statement 1 above is the preparer's awareness of the food color composition, this one is about the importance of food color composition. With the result of 51.1%, most of the respondents agreed with this statement and 8.5% of the respondents strongly agreed. Only 38.3% respondents disagreed and 2.1% respondent strongly disagreed with this statement. In general, the respondents had positive perception about the statement, meaning most respondents agree that the preparer considered food color composition was important.

3rd statement: Indonesian food presentation prioritizes food color composition
(Penyajian masakan Indonesia mengutamakan komposisi warna masakan).

Table 4.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 24 | 51.1 | 51.1 | 53.2 |
| Valid 3 | 18 | 38.3 | 38.3 | 91.5 |
| 4 | 4 | 8.5 | 8.5 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This table shows that 51.1% of respondents disagreed and 2.1% respondent strongly disagreed that food color composition was a priority in Indonesian food presentation. While the other 38.3% agreed and 8.5% strongly agreed that food color composition was a priority. This statement results differently from the two previous statements. Here, the respondents had negative perception of the statement that means the respondents considered Indonesian traditional food presentation did not prioritize food color presentation.

4th statement: Indonesian Food Presentation prioritizes neatness (*Penyajian masakan Indonesia mengutamakan kerapian.*)

Table 4.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 4.3 | 4.3 | 4.3 |
| 2 | 20 | 42.6 | 42.6 | 46.8 |
| Valid 3 | 22 | 46.8 | 46.8 | 93.6 |
| 4 | 3 | 6.4 | 6.4 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This statement discusses the priority of neatness in Indonesian food presentation in which the result shows a positive perception with 46.8% respondents agreed that neatness was a priority in Indonesian food presentation and also 6.4% respondents strongly agreed with it. Still there are 42.6% respondents who disagreed that neatness was a priority and 4.3% respondents who strongly disagreed with it, meaning that the respondents disagree with the statement. Therefore Indonesian food preparer should give more attention to the neatness in their food presentation.

5th statement: Indonesian Food Presentation pays attention to the shape of the ingredient (*Penyajian masakan Indonesia memperhatikan bentuk potongan bahan masakan*).

Table 4.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 19 | 40.4 | 40.4 | 42.6 |
| Valid 3 | 26 | 55.3 | 55.3 | 97.9 |
| 4 | 1 | 2.1 | 2.1 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This statement discusses the shape of the ingredients in Indonesian food, in that whether the preparer pays attention to the shape when they cut the ingredients. In detail, the table above shows that 55.3% respondents agreed that the preparer paid attention to the shape of the ingredients and 40.4% respondents disagreed. Meanwhile, 2.1% respondents strongly disagreed and 2.1% respondents strongly agreed with this statement. The result shows that the respondents had positive perception on the statement, which means the respondents thought that Indonesian food presentation paid attention to the shape of the ingredients.

6th statement: Indonesian Food Presentation considers the shape of the ingredient important (*Penyajian masakan Indonesia mementingkan bentuk potongan bahan masakan.*)

Table 4.6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 4.3 | 4.3 | 4.3 |
| 2 | 23 | 48.9 | 48.9 | 53.2 |
| Valid 3 | 21 | 44.7 | 44.7 | 97.9 |
| 4 | 1 | 2.1 | 2.1 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This table shows that respondents are having negative perception of the statement. It means that the shape of the ingredients in the Indonesian food presentation is not important. The frequency distribution of the number is 48.9% of the respondents disagreed that the shape of the ingredients was important in Indonesian food presentation and 4.3% disagreed with the statement. Still there are 44.7% respondents who agreed with this statement and 2.1% strongly agreed; which represents a quite big number.

7th statement: Indonesian food presentation pays attention to the size of the ingredients (*Penyajian masakan Indonesia memperhatikan ukuran potongan bahan masakan*).

Table 4.7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 10 | 21.3 | 21.3 | 23.4 |
| Valid 3 | 33 | 70.2 | 70.2 | 93.6 |
| 4 | 3 | 6.4 | 6.4 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

While two statements above discuss the shape, this statement discusses the size of the ingredients. It tries to find out whether the preparer pays attention to the size of the ingredients especially when different size ingredients can affect the wellness of the presentation. The result shows that the respondents have positive perception of the statement, in that the respondents see Indonesian food presentation pays attention to the size of the ingredients. Here, 70.2% respondents agreed that the preparer paid attention to the size, and 6.4% of the respondents strongly agreed to it. On the other hand, 21.3% respondents disagreed, and 2.1% respondent strongly disagreed.

8th statement: Indonesian food presentation pays attention to the size of the ingredient cuts (*Penyajian masakan Indonesia mementingkan ukuran potongan bahan masakan*).

Table 4.8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 11 | 23.4 | 23.4 | 25.5 |
| Valid 3 | 33 | 70.2 | 70.2 | 95.7 |
| 4 | 2 | 4.3 | 4.3 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The frequency distribution with regard to the respondents' perception of the statement is positive. The frequency distribution in the form of the table above shows that 70.2% respondents agreed that the size of the food ingredient cuts was a priority and 4.3% respondents strongly agreed with this, yet there were 23.4% of the respondents who disagreed with this and 2.1% of the respondent who strongly disagreed with this. In short, the result shows that the respondents were in opinion that Indonesian traditional food presentation prioritized the size of the ingredient cuts.

9th statement: Indonesian traditional food plating is attractive (*Penataan masakan Indonesia menarik*)

Table 4.9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 4.3 | 4.3 | 4.3 |
| 2 | 14 | 29.8 | 29.8 | 34.0 |
| Valid 3 | 22 | 46.8 | 46.8 | 80.9 |
| 4 | 9 | 19.1 | 19.1 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This statement discusses the attractiveness of plating for Indonesian food presentation. Based on the table above, 46.8% respondents agreed that the plating is attractive and 19.1% strongly agreed, yet 29.8% respondents disagreed that the plating was attractive and 4.3% respondents strongly disagreed. The result shows that the respondents had positive perception of the statement, which means they perceived Indonesian traditional food plating as attractive and already good.

10th statement: Indonesian traditional food plating pays attention to the food texture (solid, liquid, hard, soft, etc.) (*Penyajian masakan Indonesia memperhatikan tekstur masakan (padat, cair, keras, lembut, dsb)*)

Table 4.10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 10 | 21.3 | 21.3 | 23.4 |
| Valid 3 | 29 | 61.7 | 61.7 | 85.1 |
| 4 | 7 | 14.9 | 14.9 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The tenth and eleventh statement are discussing the texture of the food ingredient in Indonesian traditional food, whether the preparer pays attention to the texture of the ingredient when they were cooking and whether it is a priority in Indonesian traditional food. For the tenth statement, the result shows that the statement is seen as positive by the respondents. Based on the table above 61.7% of the respondents agreed that the preparer paid attention to the food ingredients texture and 14.9% strongly agreed to this statement. There are also 21.3% respondents who disagreed and 2.1% respondent who strongly disagreed with this statement. The frequency distribution shows that in general the respondents were in the opinion that the Indonesian food plating paid attention to the texture of the food.

11th statement: Indonesian traditional food plating prioritizes the composition of food texture (solid, liquid, hard, soft, etc.) *Penyajian masakan Indonesia mengutamakan komposisi tekstur masakan (padat, cair, keras, lembut, dsb)*

Table 4.11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 2.1 | 2.1 | 2.1 |
| 2 | 12 | 25.5 | 25.5 | 27.7 |
| Valid 3 | 26 | 55.3 | 55.3 | 83.0 |
| 4 | 8 | 17.0 | 17.0 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The table above indicates that 55.3% respondents agreed and 17.0% strongly agreed that the food ingredient textures were a priority in Indonesian food presentation. While there are 25.5% respondents disagreed and 2.1% strongly disagreed to the statement that food ingredients texture was a priority. Overall, the result shows that the respondents had positive perception of the eleventh statement, which means that the respondents agreed that preparer prioritize the food ingredient textures in the Indonesian food presentation.

12th statement: The shape of plate affects the presentation of Indonesian food (*Bentuk piring mempengaruhi penampilan sajian masakan Indonesia*)

Table 4.12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 6 | 12.8 | 12.8 | 12.8 |
| 3 | 23 | 48.9 | 48.9 | 61.7 |
| 4 | 18 | 38.3 | 38.3 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This statement discusses whether the shape of the plate in Indonesian food presentation affects the presentation. The result shows that this statement is perceived as positive from the respondents' point of view. Most of the respondents (48.9%) agreed that the shape of the plate affected the presentation and 38.3% of the respondents strongly agreed with this statement, while 12.8% respondents disagreed with this statement and 6% strongly disagreed. In general, the respondents agreed that the shape of the plate affected the presentation of Indonesian food.

13th statement: The Indonesian food presentation pays attention to the shape of the plate (*Penyajian masakan Indonesia memperhatikan bentuk piring yang digunakan*)

Table 4.13

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 18 | 38.3 | 38.3 | 38.3 |
| 3 | 23 | 48.9 | 48.9 | 87.2 |
| 4 | 6 | 12.8 | 12.8 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

This part discusses whether the Indonesian food presentation pays attention to the shape of the plate. The table above shows that 48.9% respondents agreed that the preparer paid attention to the shape of the plate and 12.8% strongly agreed. Still there are 38.3% respondents who disagreed with this statement and none strongly disagreed. In general, this statement was perceived positively by the respondents, which means the respondents had opinion that the preparer of Indonesian food paid attention to the shape of the plate.

14th statement: The shape of the plate is a priority in Indonesian food presentation

(Penyajian masakan Indonesia mementingkan bentuk piring yang digunakan)

Table 4.14

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 2 | 4.3 | 4.3 | 4.3 |
| 2 | 23 | 48.9 | 48.9 | 53.2 |
| Valid 3 | 17 | 36.2 | 36.2 | 89.4 |
| 4 | 5 | 10.6 | 10.6 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The frequency distribution in the table above shows that the respondents perceived the statement as negative because 48.9% respondents disagreed and 4.3% respondents strongly disagreed that the shape of the plate is important, while 36.2% respondents agreed and 10.6% respondents strongly agreed to this statement.

15th statement: The color of the plate effect the Indonesian food presentation

(Warna piring mempengaruhi penampilan sajian masakan Indonesia)

Table 15

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 10 | 21.3 | 21.3 | 21.3 |
| Valid 3 | 23 | 48.9 | 48.9 | 70.2 |
| 4 | 14 | 29.8 | 29.8 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The fifteenth statement is stating that the color of the plate could affect the food presentation. In general, the statement was seen as positive by the respondents, which means the respondents thought that the plate color affected the food presentation. There are 48.9% respondents who agreed to this statement and there are 29.8% respondents who strongly agreed. 21.3% respondents are the rest who disagreed to this statement.

16th statement: The hygiene of the plate is important in Indonesian food presentation (*Kebersihan piring penting dalam penyajian masakan Indonesia*)

Table 4.16

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2 | 7 | 14.9 | 14.9 | 14.9 |
| 3 | 16 | 34.0 | 34.0 | 48.9 |
| 4 | 24 | 51.1 | 51.1 | 100.0 |
| Total | 47 | 100.0 | 100.0 | |

The last statement discusses the hygiene of the plate that was used in Indonesian food presentation. The result shows that the respondents had positive perception of the statement. The table shows that 51.1% respondents strongly agreed that the hygiene of the plate that was used for Indonesian food presentation is important, 34.0% respondents agreed, and 14.9% disagreed to this statement.

Based on the result of the questionnaire, there are a few things that can be concluded for this research. The first three questions were asking about the food composition color on the food presentation when most of the respondents agreed that food composition was important and the preparer of Indonesian food presentation paid attention to it (Table 4.1, 4.2), although the food preparer did not prioritize the composition (Table 4.3). Most respondents also agreed that neatness was important including the shape of the ingredients (the way the preparer cuts the ingredient) and their size. Most of the respondents agreed that the preparer paid attention to the shape and size of the ingredients and also that the size was important (Table .4.4, 4.5, 4.7, 4.8) but disagree that the shape was important (Table 4.6).

About the presentation, most of the respondents agreed that the presentation was attractive while the others disagreed (Table 4.9), most respondents also agreed that the preparer paid attention to the texture of the ingredients and agreed that it was important (Table 4.10, 4.11).

The last five questions were asking about the plate and most of the respondents agreed that the plate could effect the presentation and that the preparer paid attention to it, yet they disagreed that the shape of the plate was important for Indonesian food presentation (Table 4.12, 4.13, 4.14). The respondents also agreed that the color of the plate could affect the food presentation and that the hygiene of the plate was important (Table 4.15, 4.16).

4.2 The Customer's Opinion on Indonesian Traditional Food Presentation

To support the questionnaire, the writer did interviews to find out the respondents' opinion on Indonesian traditional food presentation. The writer chose ten people to be interviewed about Indonesian traditional food presentation.

Interviewee 1 stated that she consumed Indonesian food daily. She usually eats fried rice and her favorite food is *nasi goreng ruwet*. In her opinion the presentation of Indonesian traditional food was attractive enough because it looked clean and it had garnishes. However, she thought that the preparer did not serve the fried rice neatly. Interviewee 1 claimed that she preferred the presentation on the restaurants because there were more garnishes such as lettuce, tomato, pickles. She said that the garnishes added more colorful to the dish served compared to the fried rice bought at the side of the street. Moreover, interviewee 1 said that the plate would affect the food presentation and she preferred light colored plate because it would make the presentation look clean. On the definition of good food presentation, the interviewee said that a good presentation should be colorful yet balanced, and eye-catching.

Interviewee 2 stated that she consumed Indonesian food daily. She told the writer that she and her sister were the ones who liked western food. She told the writer that her mom cook Indonesian food at home so they rarely are western food. From all Indonesian food she ate her favorite is *bakso*. In her opinion the presentation depended on the place where she ate, if it was in a *warung*, the

presentation was not really neat because sometimes the noodles were coming out from the bowl. If it was in a restaurant, the presentation, according to the interviewee 2, was more attractive but it was served in a smaller portion. She said that she actually preferred to eat at a *warung* because it was cheaper and had bigger portion but in terms of presentation she said that she preferred the restaurant because the presentation was more attractive. Therefore, she claimed that she was willing to try if the meal was presented in a more modern way. Interviewee 2 mentioned that for the plating, in this case the bowl, affected the presentation both in a *warung* and in a restaurant. For the color of the plate, she said that she preferred the light one so she would be able to see when there was something on the bowl. In terms of a good presentation, the respondent mentioned that neatness and the balanced color were the important elements.

Interviewee 3 stated that she consumed Indonesian food daily, and her favorite Indonesian foods were Padang food and Satay. She explained that the presentation depended on where she bought or ate the food. She said that some places were mediocre but at a party the presentation was attractive. The interviewee claimed that she preferred the food presentation at a *warung* because its food presentation looked bigger in portion. The interviewee said that the attractive plate would add more value to the food presentation. She claimed that she preferred light color plate. As for a good presentation the interviewee mentioned a simple and clean one.

Interviewee 4 stated that he consumed Indonesian food daily. He added that he only ate western food on special occasions and his favorite was fried rice. Interviewee 4 stated that Indonesian food presentation was not really attractive because the preparer only served the food the way it was. He said that he preferred the presentation in restaurants because it was better. Interview 4 did not think that the plate and the color affected the presentation because in his opinion the way the food was prepared gives more effects on the presentation. However, he did mention that he preferred the dark color plate because it could enhance the color of the food above the plate. For the definition of a good presentation he explained “A simple and elegant presentation would do. Where the rice is neatly placed in the middle of the plate and garnishes such as lettuce, carrots and cucumber on the side. An egg on the top of the fried rice too. (Interviewee 4 interviewed on 14 April 2020)”

Interviewee 5 stated that she consumed Indonesian food daily and her favorite Indonesian food was *gado-gado*. The respondent explained that Indonesian food presentation was clean and neat. She also added that that neatness of the presentation was the important element. She claimed that she preferred restaurant than a *warung*, especially because sometimes *gado-gado* were sold in from house to another house using a cart, “Hmm, I prefer eating in the restaurants because the presentation is neater and cleaner. And usually the preparer in the *gerobak* prepare the food in a hurry and we don’t know if the food is contaminated with dust or other stuffs (Interviewee 5 interviewed on 22 April 2020).” In her opinion the plate did

not really affect the presentation because the most important was whether the preparer serves the food neatly or not. However, she mentioned that it would be better if the seller used the right size plate. Additionally, even when she thought that the shape did not matter she thought that the color of the plate affected the presentation. She said that she preferred the light color plate because in her opinion a dark color plate would not enhance the color of the food. In terms of good food presentation, respondent 5 said "...a presentation which matches the food. If the color of the food is dark, the seller needs to use a light color plate, and serve it neatly (Interviewee 5 interviewed on 14 April 2020)."

Interviewee 6 stated that she consumed Indonesian food daily and her favorite foods were *Bakmi Jowo* and *Pecel*. The interviewee then explained that the presentation was attractive for her, "Hmm, it is attractive for me because I like the food, not really clean though and not really neat, messy actually but it is okay for me because the mess shows that it just comes from the frying pan. (Interviewee 4 interviewed on 14 April 2020)." She claimed that she preferred the food presentation from the *warung* because it looked more "Indonesia." The interviewee explained her opinion on the plate by saying that the plate gave a little effect on the presentation. She said that there were two ways in presenting *bakmi jowo*, one with a green leaf and one without. She thought that the presentation with leaf is more attractive. For the color of the plate she said that the attraction depended on the food

color composition but she preferred a dark color plate. On the definition of a good presentation she said that she loved clean presentation because the food looked neat.

Interviewee 7 stated that she consumed Indonesian food daily. She said that her favorite Indonesian food was fried chicken. The interviewee stated that she thought that the presentation of the fried chicken in the *warung* was already good enough because the fried chicken was served in a separate plate. Also there was water to wash our hands before eating. However, she preferred the food presentation in the restaurant because it was neat even though the chicken was served in the same plate with the rice. The interviewee did think that the plate affect the presentation. She claimed that she preferred light color plate rather than the dark one. As additional information, she mentioned that the size of the plate also mattered because using a bigger plate could make the consumer eat easily. On the definition of a good presentation she mentioned '*piring makananku*'. '*Piring Makananku*' is a Indonesian style of plating adopted from the United States. The food on the plate comprised of the right amount of carbohydrate, protein, mineral, and vitamin to balance the meal.

Interviewee 8 stated that he consumed Indonesian food daily and his favorite food was *Nasi Rames*. He explained that for *Nasi Rames* there was no specific presentation because it was only white rice with side dishes that was served neatly. On the difference between a restaurant and a *warung*, the interviewee said that he preferred the restaurant's one because the food in the restaurant is presented more

neatly. With regard to the plate used, the respondent claimed that if the plate was nice it will make the presentation more attractive, but for the color of the plate the respondent said it did not really affect the presentation yet he preferred a light color plate because the dark color plate could make the food looked less attractive. The interviewee mentioned a neat presentation was a good presentation for her.

Interviewee 9 stated that she consumed Indonesian food daily and she said that she frequently ate *bakso* and fried noodle. The respondent said that neatness of the food presentation was number one for her. For the difference between a *warung* or a restaurant's food presentation, the interviewee explained that the difference of presentation based by the place "in the restaurants, it is clear that the presentation is different, like the bowl in the restaurant is prettier. In the *warung* all of the bowls are the same. From the food, it is neater in the restaurants rather than the *warung*. In the *warung* as long as everything is inside the plate, it is done. Still for me the most important thing is the cleanness, as long as the food in the *warung* is clean, I am fine with it." It can be concluded that for the interviewee, anywhere was fine as long as the presentation was clean. For the questions about the plate or in this case bowl, the interviewee responded that she preferred a cute or colorful bowl. She also said that the cleanness of the bowl was important. Also the interviewee stated that she preferred the light color bowl because she could see clearly what was inside the bowl. The interviewee said that a simple and attractive presentation would make a good presentation.

For the last interviewee, the 10th interviewee, she said that she consumed Indonesian food daily too. Her favorite Indonesian food was oseng *kangkung* and fried soybean. She also added that she ate the food at home, *warung*, and restaurant. The interviewee claimed that she liked the restaurant's presentation because the *kangkung* looked green, fresh, and neat while at the *warung* the *kangkung* looked wilted. In her opinion the plate and the color would affect the presentation along with the garnishes. She said that she preferred a light color plate because it would make the color of the food brighter. On the definition of a good food presentation, she said that a good presentation should include garnishes.

