

CHAPTER IV

DATA ANALISYS

This chapter discusses the result of the research done. This will discuss the data got from the questionnaire

4.1 The respondents' Data

There are 60 participants in this study. 30 participants are Pipik's Snack's Customers who have enjoyed Pipik's Snack, while the other thirty ones are not the customers. This is meant to see whether there is different perception on the brand image of Pipik's Snack as the objective of this study is to find out the participants' perceptions on the aspects of multimodality in the Pipik's brand images.

Table 4.1

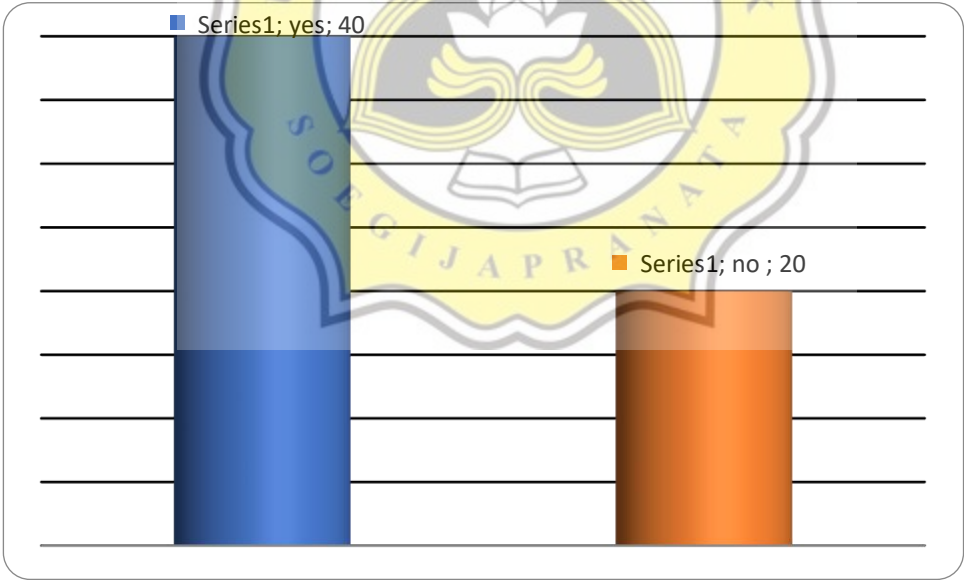
I Know Pipik's Snack

| | Yes | Percentage | No | Percentage |
|-------------------------|-----|------------|----|------------|
| I Know Pipik's Snack | 40 | 67 | 20 | 33 |

The table above shows that more than half respondents (67%) know Pipik's Snack. Although half of the respondents are not the customers, some of them know the products. This is due to the fact that Pipik's Snack has been known by people. The writer has joined some product expo and also has put the products in some shops. Therefore, some of the respondents who are not the customers may have seen this products in some places. Besides, during the product expo that the writer joined, she has introduced it by giving samples to visitors.

Figure 1.

Participants know Pipik's Snacks.



The chart above depicts more clearly that more participants know Pipik's Snacks although half of the participants are not the customers so that it can be assumed that they do not know Pipik's Snacks

Table 4.2

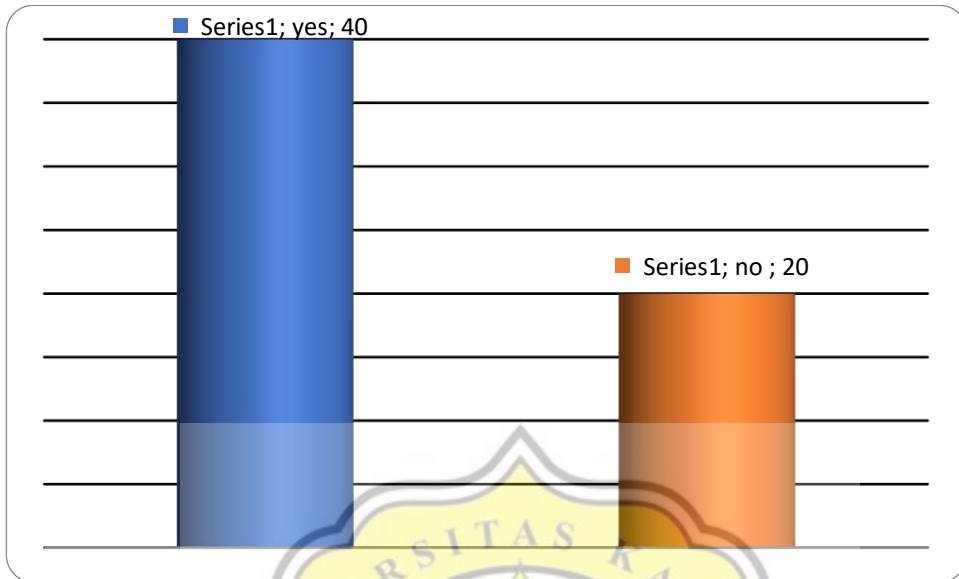
I have eaten Pipik's Snack

| | Yes | Percentage | No | Percentage |
|-------------------------------|-----|------------|----|------------|
| I have eaten Pipik's Snack | 27 | 45 | 33 | 55 |

The table shows that more than half of the respondents have never eaten Pipik's snack. Actually the writer has chosen and distributed the questionnaire to 30 repeated customers. However, the writer guesses that some of the customers have bought the products to be sold or distributed to other people.

Figure 2

Participants have eaten Pipik's Snacks.



The bar chart above describes more clearly on whether the customers have enjoyed Pipik's Snacks or not. The bar shows that more respondents never enjoy Pipik's snacks, meaning that not all Pipik's Snacks customers have eaten the snacks

Table 4.3

Pipik's Snacks produced _____ kinds of snacks

| | frequency | percentage |
|---|-----------|------------|
| 1 | 10 | 17 |
| 2 | 22 | 37 |

| | | |
|---------------|----|-----|
| 3 | 8 | 13 |
| More than 3 | 3 | 5 |
| I do not know | 17 | 28 |
| Total | 60 | 100 |

The table above shows that most of the respondents (37 %) give the correct answer as Pipik's Snack produces two kind of snack, Cassava and Corn with some variant tastes. Those who do not know (28%) may not be the customers so that they do not know. It is possible that they never see Pipik's Snacks.

4.2 Brand Image Describing the Product

The following is the data got from statement 1 (*From the Brand Image, I know the type of snack produced by Pipik's Snack*)

Table 4.4

Customers' Perception on Statement 1

| | | Frequency | Percent | Cumulative Percent |
|-------|---|-----------|---------|--------------------|
| Valid | 1 | 8 | 27 | 27 |
| | 2 | 5 | 17 | 43 |
| | 3 | 10 | 33 | 77 |
| | 4 | 7 | 23 | 100 |

| | | |
|-------|----|-------|
| Total | 30 | 100,0 |
|-------|----|-------|

The table above shows that there are 43% of the respondents (27% disagree and 17% strongly disagree) who disagree with statement 1 (*From the Brand Image, I know the type of snack produced by Pipik's Snack*), and 57% of the customers (33% agree and 23% strongly agree) stated that they agree. This means that more customers think that they know the type of snack produced by Pipik's Snack. However, the writer assumes that those who state that they know Pipik's snacks from the logo may answer based on their experience as the customers.

Table 4.5

Non-Customers' Perception on Statement 1

| | Frequency | Percent | Cumulative Percent |
|---------|-----------|---------|--------------------|
| Valid 1 | 0 | 0 | 27 |
| 2 | 0 | 0 | 0 |
| 3 | 11 | 37 | 37 |
| 4 | 19 | 63 | 100 |
| Total | 30 | 100 | |

The data described in table shows that there is no non-customer who disagree with with statement 1 (*From the Brand Image, I know the type of snack*

produced by Pipik's Snack). It means that all the non–customer participants agree with the statement *From the Brand Image, I know the type of snack produced by Pipik's Snack*. This means that all the non-customers think that they know the type of snack produced by Pipik’s Snack.

Thus, it can be interpreted that the brand image of Pipik’s Snack can describe that it produces certain snacks although a further research should be conducted to know whether they can interpret the products from the brand image.

4.3 Remembering the Brand Image

The following is the data got from statement 2 (*Pipik's Snack logo can be remembered*).

Table 4.6

Customers' Perception on Statement 2

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 8 | 27 | 27 |
| | 2 | 16 | 53 | 80 |
| | 3 | 5 | 17 | 97 |
| | 4 | 1 | 3 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 27% of the respondents who disagree and 53% stated *strongly disagree* with statement 2 and 20% of the customers (17 % agree and 3% strongly agree) stated that they agree. This means that more customers think *Pipik's Snack logo can be remembered*. Thus, it means that more people cannot remember the logo. This means that there is nothing special with the logo and the tag line.

Table 4.7

Non-Customers' Perception on Statement 2

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 15 | 50 | 50 |
| | 2 | 5 | 17 | 67 |
| | 3 | 4 | 13 | 80 |
| | 4 | 6 | 20 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 50 % of the non customers respondents who disagree and 17% stated *strongly disagree* with statement 2 and 13 % agree and 20% strongly agree. This means that more customers

disagree *Pipik's Snack logo can be remembered*. Thus, it means that more people cannot remember the logo.

Thus from both the tables above, it can be concluded that the logo is not special. There is no picture or font of the words that make people easily to remember it. Also the tag line is not interesting. Perhaps the writer needs to make another logo that is eye catching and makes people understand and remember the logo.

4.4 The Interesting Writing on the Brand Image

The following is the data got from statement 3 (*The writing on the Image Pipik's Snack brand is interesting*)

Table 4.8
Customers' Perception on Statement 3

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 16 | 53 | 53 |
| | 2 | 7 | 23 | 77 |
| | 3 | 3 | 10 | 87 |
| | 4 | 4 | 13 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 53 % of the non customers respondents who disagree and 23% stated *strongly disagree* with statement 2 and 10 % agree and 13% strongly agree. This means that a quarter of the customers (76 %) disagree that *The writing on the Image Pipik's Snack brand is interesting*.

Table 4.9

Non-Customers' Perception on Statement 3

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 10 | 33 | 33 |
| | 2 | 7 | 23 | 57 |
| | 3 | 7 | 23 | 80 |
| | 4 | 6 | 20 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 33 % of the non customers respondents who disagree and 23% stated *strongly disagree* with statement 2 and 23 % agree and 20% strongly agree. This means that there are more noncustomer participants who disagree that *The writing on the Image Pipik's Snack brand is interesting*. However, those who agree are almost half of the respondents.

Thus, it can be concluded that both customer and non customer participants disagree *The writing on the Image Pipik's Snack brand is interesting.*

4.5 The font in Pipik's Snack logo is clean and modern.

The following is the data got from statement 4 (*The font used in Pipik's Snack logo looks clean and modern*)

Table 4.10

Customers' Perception on Statement 4

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 11 | 37 | 37 |
| | 2 | 7 | 23 | 60 |
| | 3 | 6 | 20 | 80 |
| | 4 | 6 | 20 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 37% of the respondents who disagree and 23% stated *strongly disagree* with statement 4 and 40% of the customers (20 % agree and 20% strongly agree) stated that they agree. This means that more customers think *The font used in Pipik's Snack logo looks*

clean and modern. Thus, it means that more customer participants do not see that *The font used in Pipik's Snack logo looks clean and modern.*

Table 4.11

Non-Customers' Perception on Statement 4

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 7 | 23 | 23 |
| | 2 | 10 | 33 | 57 |
| | 3 | 6 | 20 | 77 |
| | 4 | 7 | 23 | 100 |
| | Total | 30 | 100 | |

The table above shows that there are 23% of the respondents who disagree and 33% stated *strongly disagree* with statement 4 and 23 % agree and 23% strongly agree. This means that more noncustomers do not think *The font used in Pipik's Snack logo looks clean and modern.* Thus, it means that more non-customer participants alsodo not see that *The font used in Pipik's Snack logo looks clean and modern.*

Thus, the different groups state similar. They do not see that *The font used in Pipik's Snack logo looks clean and modern.* Thus, it means that the

writer need to change the font so that it will look more clean and modern that can attract more people to buy and enjoy the products.

4.6 The font size on Pipik's Snack makes it quite legible to read

The following is the data got from statement 5 (*The font size on Pipik's Snack makes it quite legible to read*)

Table 4.12

Customers' Perception on Statement 5

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 0 | 0 | 0 |
| | 2 | 0 | 0 | 0 |
| | 3 | 25 | 83 | 83 |
| | 4 | 5 | 17 | 100 |
| | Total | 30 | 100 | |

The data in the table above shows that all respondents agree with statement 5 *The font size on Pipik's Snack makes it quite legible to read*. This means that all the customers think that the font in the brand image is clear and readable.

Table 4.13

Non-Customers' Perception on Statement 5

| | Frequency | Percent | Cumulative Percent |
|---------|-----------|---------|--------------------|
| Valid 1 | 0 | 0 | 0 |
| 2 | 2 | 7 | 7 |
| 3 | 26 | 87 | 94 |
| 4 | 2 | 0 | 100 |
| Total | 30 | 100 | |

The table above shows that there most noncustomers respondents agree with are 23% of the respondents who disagree and 33% stated *strongly disagree* with statement5 *The font size on Pipik's Snack makes it quite legible to read*. There are only7 % (2 non customer's respondents who disagree, meaning that they think the font size makes it unreadable.

Thus, the different groups state similar. They see *The font size on Pipik's Snack makes it quite legible*. Thus, it means that the writer can still use the size of the font but it may need to change the kinds of the font that will make t look more modern .

4.7 The color of the brand Image represents happiness, originality and energy

The following is the data got from statement 6 (*The brand color of Image Pipi's' snacks represents happiness, originality and energy*)

Table 4.14

Customers' Perception on Statement 6

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 19 | 63 | 63 |
| | 2 | 7 | 23 | 87 |
| | 3 | 2 | 7 | 93 |
| | 4 | 2 | 7 | 100 |
| | Total | 30 | 100,0 | |

The table above shows that there are 37% of the respondents who disagree and 23% stated *strongly disagree* with statement 6 and 40% of the customers (20 % agree and 20% strongly agree) stated that they agree. This means that more customers think *The brand color of Image Pipi's' snacks represents happiness, originality and energy* Thus, it means that more customer participants do not see that *The brand color of Image Pipi's' snacks represents happiness, originality and energy*

Table 4.15

Non-Customers' Perception on Statement 6

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 9 | 30 | 30 |
| | 2 | 5 | 17 | 47 |
| | 3 | 12 | 40 | 87 |
| | 4 | 4 | 13 | 100 |
| | Total | 30 | 100 | |

The table above shows that most noncustomers respondents agree with are 30% of the respondents who disagree and 17% stated *strongly disagree* with statement *6The brand color of Image Pipi's' snacks represents happiness, originality and energy.* There are 16 % non customer's respondents who disagree that *The brand color of Image Pipi's' snacks represents happiness, originality and energy*

Thus, both customer and non customer participants do not think that the color of the brand image represent happiness, originality and energy

4.8 The slanted writing of logo makes it attractive.

The following is the data got from statement 7 (*The writing on the logo which is slanted is interesting*)

Table 4.16

Customers' Perception on Statement 7

| | Frequency | Percent | Cumulative Percent |
|--|-----------|---------|--------------------|
|--|-----------|---------|--------------------|

| | | | | |
|-------|---|----|-----|-----|
| Valid | 1 | 19 | 63 | 63 |
| | 2 | 3 | 10 | 73 |
| | 3 | 4 | 13 | 87 |
| | 4 | 4 | 13 | 100 |
| Total | | 30 | 100 | |

The table above shows that there are 63% of the customer respondents who disagree and 10% stated *strongly disagree* with statement 7 and the same percentage (13%) stated that they either agree or strongly agree. This means that more customers do not think *The writing on the logo which is slanted is interesting*. Thus, it means that more customer participants do not see that *The writing on the logo which is slanted is interesting*.

Table 4.17

Non-Customers' Perception on Statement 7

| | | Frequency | Percent | Cumulative Percent |
|-------|---|-----------|---------|--------------------|
| Valid | 1 | 20 | 67 | 67 |
| | 2 | 9 | 30 | 97 |
| | 3 | 1 | 3 | 100 |
| | 4 | 0 | 0 | 100 |

| | | |
|-------|----|-----|
| Total | 30 | 100 |
|-------|----|-----|

The data got shows that there most noncustomers respondents agree with from statement 7 (*The writing on the logo which is slanted is interesting*) There are only 3 % (1 non customer's respondents who disagree, meaning that they think *The writing on the logo which is slanted is interesting*).

Thus, the different groups state similar. They agree that *The writing on the logo which is slanted is interesting*. It means that the writer can still use the idea of making the words a little bit slanted. As most respondents from different group say so.

4.9 The Color of The Words on The Logo Makes the Respondents Eager to Buy Pipik's Products.

The following is the data got from statement 8 (*The color of the words Pipik's snacks makes me want to buy Pipik's products*)

Table 4.18

Customers' Perception on Statement 8

| | Frequency | Percent | Cumulative Percent |
|---------|-----------|---------|--------------------|
| Valid 1 | 8 | 27 | 27 |
| 2 | 5 | 17 | 43 |
| 3 | 10 | 33 | 77 |
| 4 | 7 | 23 | 100 |

| | | |
|-------|----|-------|
| Total | 30 | 100,0 |
|-------|----|-------|

The table above shows that there are 27% of the respondents who disagree and 17% stated *strongly disagree* with statement 8 (*The color of the words Pipik's snacks makes me want to buy Pipik's products*). However, there are more customer respondents who agree with this statement . 33 % stated agree and 23 % said strongly agree. Thus, it means that more customer participants see that *The color of the words Pipik's snacks makes me (the customers) want to buy Pipik's products*)

Table 4.19

Non-Customers' Perception on Statement 8

| | | Frequency | Percent | Cumulative Percent |
|-------|-------|-----------|---------|--------------------|
| Valid | 1 | 12 | 40 | 40 |
| | 2 | 15 | 50 | 90 |
| | 3 | 1 | 3 | 93 |
| | 4 | 2 | 7 | 100 |
| | Total | 30 | 100 | |

The table above shows that there most noncustomers respondents disagree with the statement *The color of the words Pipik's snacks makes me want to buy Pipik's products* as 90 % of the respondents disagree and only 10

% agree with statement *The color of the words Pipik's snacks makes me want to buy Pipik's products.*

Thus, the different groups state different opinion. The first group may like the snacks so that they are eager to buy and enjoy the snacks. Meanwhile those who are noncustomers do not see that *The color of the words Pipik's snacks makes me want to buy Pipik's products.*

Thus, it means that the writer needs to make the brand image which makes people want to enjoy the snacks as the brand image used now does not attract people to buy it.

