

CHAPTER 4

DATA ANALYSIS

In this section, the writer presented the result of the interview with thirty interviewees from the Faculty of Language and Arts, Soegijapranata Catholic University about their perception of the pudding made from *Moringa Oleifera* leaf as an alternative healthy food.

4.1. The Interviewees' perception of *Moringa Oleifera* leaf pudding

The data about who likes or dislikes the pudding could be seen in table 4.1. below.

Table 4.1. The number of the interviewees who like and dislike the pudding

No.	Batch	Like / dislike <i>Moringa Oleifera</i> lamk. leaf pudding	Total
1.	2017	Like = 18 Dislike = 1	19 students
2.	2018	Like = 4 Dislike = 0	4 students
3.	2019	Like = 7 Dislike = 0	7 students

Based on the question of whether the interviewees like or dislike the pudding, the result shows that twenty-nine interviewees like the pudding. V, interviewed on October 10, said that she liked the pudding because it was not too sweet. Only one interviewee stated that she did not like the pudding. P,

interviewed on October 11, said that she did not like the pudding because she did not like to consume sweet food. When she consumed too much sweet food, she would feel dizzy and nauseated. Furthermore, three interviewees said that they liked the pudding because it was not bitter. They said that they did not like to eat bitter food that was not delicious and could make people feel nauseated and gag.

Interested in the interviewees' responses, during the interview, the writer followed up the responses by trying to find out whether the respondents' liking the pudding was influenced by their tendency to like sweet food. Figure 4.1. shows the respondents liking or disliking the sweet food.

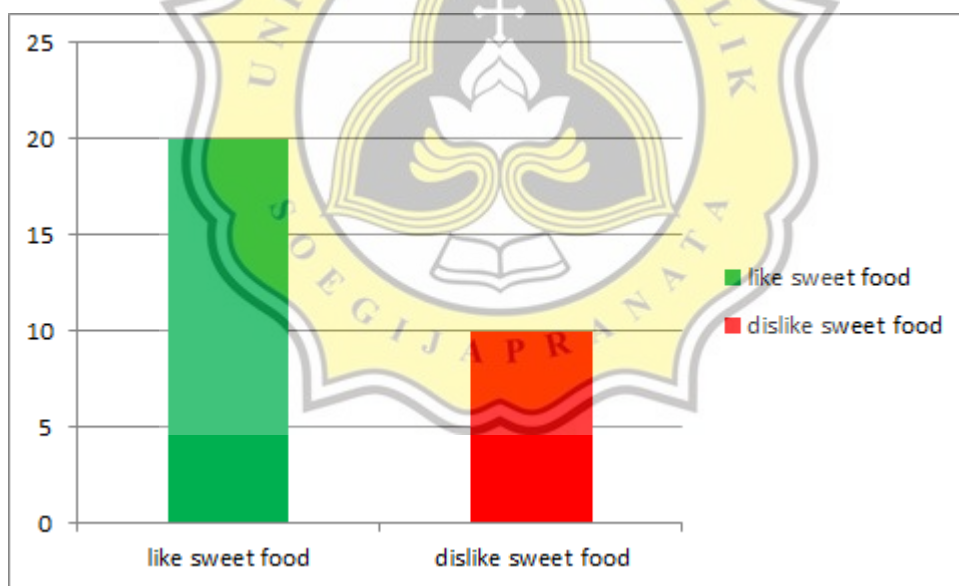


Figure 4.1. The number of the interviewees who like and dislike sweet food

Figure 4.1. shows that the respondents did not like the pudding just because the respondents like to eat sweet food (ten respondents disliked sweet food but only one disliked the pudding) but because it tastes good.

Further, in the interviews, the writer found interesting facts about the topping of the pudding. Eight interviewees revealed that they liked the pudding because of the appearance. The pudding used whipped cream and candy for the topping. The topping, according to the interviewees, made the pudding look attractive. These eight interviewees said that they liked the whipped cream and candy because it tasted sweet and made the pudding look better. C, interviewed on October 11, 2020, said that the pudding was cute and the taste was unique. While A, said that the whipped cream tasted delicious and improved the taste of the pudding.

Surprisingly, seventeen interviewees stated that although they liked the pudding, they did not like the whipped cream because they did not like to eat the cream. Two interviewees said that the whipped cream would be messy if the pudding was taken away. As an alternative to whipped cream, one interviewee suggested replacing the whipped cream with custard. Not only whipped cream, one other interviewee suggested substituting the candy with oreo or regal or choco chips, depending on the taste, as the topping, while one interviewee suggested making the pudding more colorful without being specific about the suggestion.

4.2. The Interviewees' Perception of *Moringa Oleifera* Leaf Pudding as Vegetable's Products

Furthermore, the writer asked whether the interviewees knew the composition of the pudding or not. All of the interviewees proved that they did not know if they had consumed *Moringa Oleifera leaf pudding*. They guessed that they had eaten green tea, matcha, aloe vera, pandan, moss, silky, or milky pudding. The interviewees said that they came to those conclusions because the color of the pudding was green.

Although the interviewees claimed that they did not know the pudding was *Moringa Oleifera leaf pudding*, seven out of thirty interviewees could guess that it was vegetable pudding. They came to that conclusion because when they ate the pudding they felt something like a vegetable inside the pudding. The interviewees thought that the vegetable was kale, spinach, or seaweed.

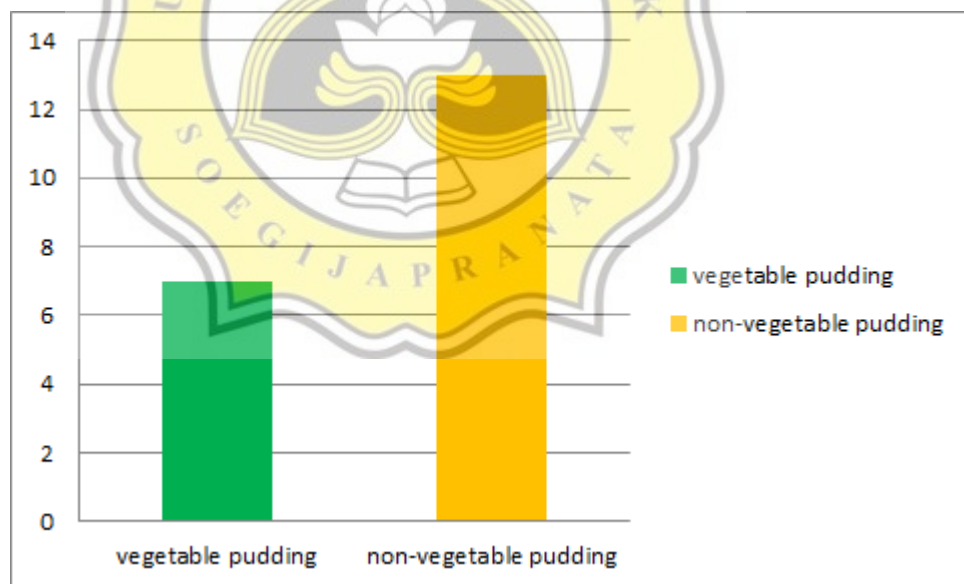


Figure 4.2: Number of the interviewees who can and cannot guess the product

In the beginning, the interviewees did not know that *Moringa Oleifera leaf* could be served as a delicious dessert because traditionally people serve *Moringa*

Oleifera as vegetable soup. But, after the interviewees tried this product, they thought that the pudding was delicious. Upon learning that the pudding was a vegetable one and was from *Moringa Oleifera*, two interviewees claimed that the pudding would help their diet as they believed that the vegetable in the pudding could help in reducing body weight. One particular interviewee thought that the pudding tasted good and suitable to eat after consuming spicy food.

Sixteen interviewees thought that the pudding was a creative and innovative healthy food. They said that *Moringa Oleifera* leaf pudding was very rare to find and people rarely consumed it. Twenty-six interviewees said that *Moringa Oleifera* leaf pudding was healthy because it contained vegetables. Those interviewees said that although pudding is usually processed with milk and sugar and even given food coloring, consuming *Moringa Oleifera* leaf pudding was thought to be healthier because it contains less sugar and no food coloring. However, four other interviewees said that *Moringa Oleifera* leaf pudding was not necessarily healthy because it had been mixed with other ingredients such as sugar and milk, so they did not know whether the vitamins from the vegetable were reduced or not.

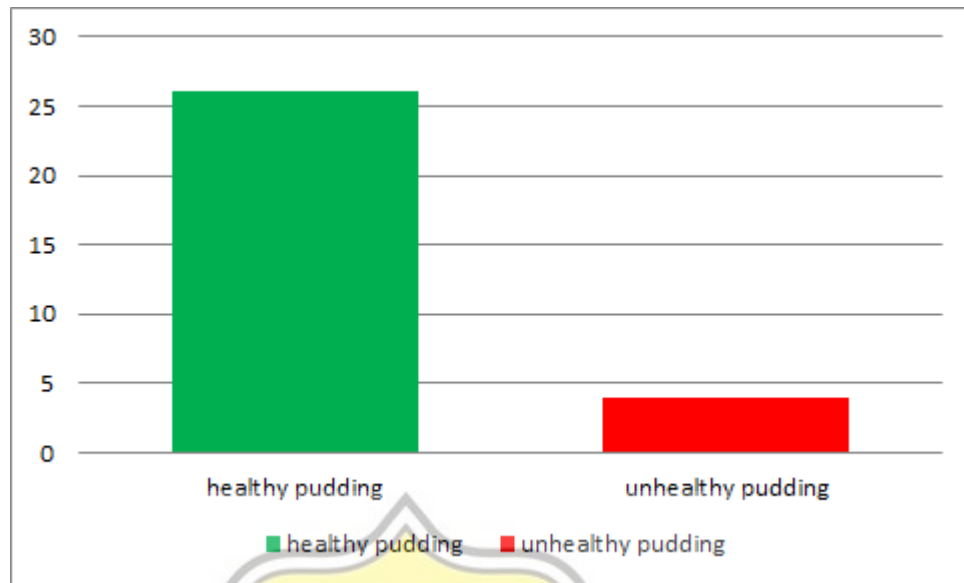


Figure 4.3. The number of interviewees who agreed that the pudding was healthy or unhealthy

In the follow-up questions on *Moringa Oleifera*, two interviewees said that they knew what *Moringa Oleifera* leaf was and they had consumed it. They also knew the benefits of *Moringa Oleifera* leaf as a medicinal plant that is believed to increase endurance and it is very suitable for the consumption of those who do a diet. Four interviewees knew that *Moringa Oleifera* leaf was for medicine. One of the interviewees said that she had consumed the leaf when she had a stomach ache. After consuming *Moringa Oleifera* leaf, the interviewee was cured. One interviewee mentioned that her relative recovered from breast cancer after consuming *Moringa Oleifera* leaf for years. Only two interviewees claimed that they did not know *Moringa Oleifera* leaf because they never ate or saw the plant before. Basically, *Moringa Oleifera* plants could be found anywhere. Two interviewees have *Moringa Oleifera* plants in their home so they can consume

them whenever they want. In general, the interviewees had seen *Moringa Oleifera* plant, but only a few of them consume it frequently.

4.3. The Interviewees' Perception of *Moringa Oleifera* Leaf Pudding Compared to Other Product

This subchapter aims to find out the interviewees' perception of *Moringa Oleifera* leaf pudding compared to other products so that the writer can know the weaknesses and strengths of *Moringa Oleifera* leaf pudding products compared to other products.

With regard to the question of whether the interviewees had eaten other processed vegetable products. Twenty interviewees claimed that they had never eaten other processed vegetable products before. *Moringa Oleifera* leaf pudding was their first time to try processed vegetable products. Two interviewees said that they had eaten fruit pudding, but it was their first time eating vegetable pudding. Below is the diagram about whether the interviewees ever consumed vegetable products or not.

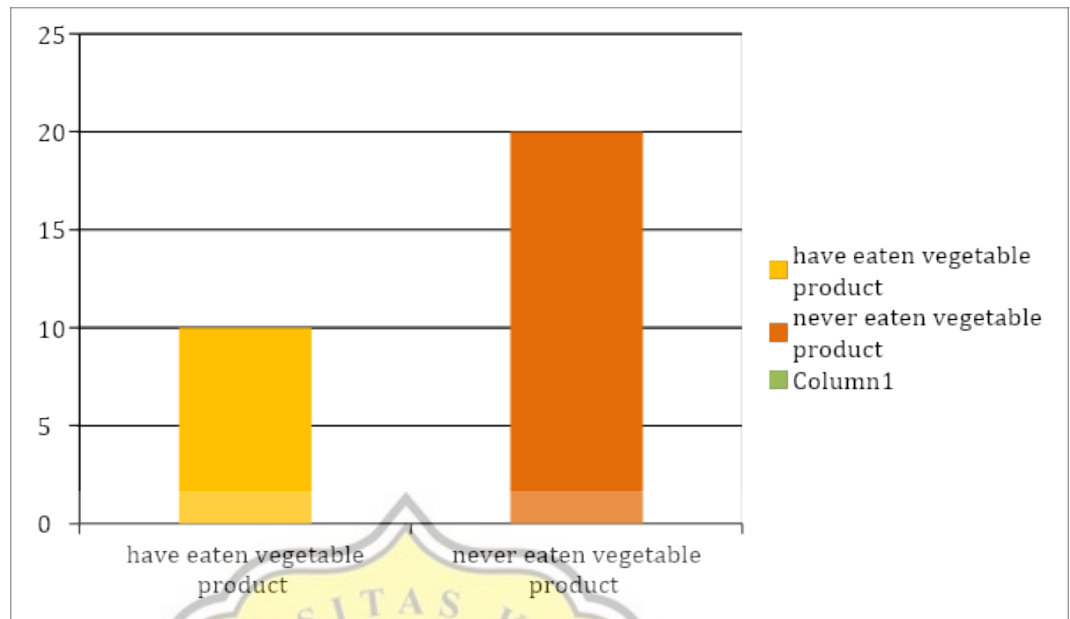


Figure 4.4. The interviewees' experience in consuming vegetable products

Ten interviewees stated that they had eaten processed vegetable products. Six interviewees had eaten vegetable noodles about 1-2 years ago. They said that the vegetable noodles tasted good but the bitter taste lingered. Meanwhile, when compared to the vegetable noodle, the interviewees agreed that *Moringa Oleifera* leaf pudding was better because the vegetable pudding was not bitter and looked more attractive. One interviewee claimed that she had eaten another processed vegetable product i.e. vegetable nugget. According to the interviewee, the vegetable nugget was delicious, but, when compared to *Moringa Oleifera* leaf pudding, the pudding looked more attractive and tasted good. One other interviewee had eaten *Moringa Oleifera* leaf porridge. He claimed *Moringa Oleifera* leaf porridge tasted savory and bitter. The interviewee said that he often consumed *Moringa Oleifera* porridge to increase endurance, especially during the Covid 19 pandemic. However, he preferred *Moringa Oleifera* leaf pudding rather

than porridge because when it was processed into pudding the bitter taste of *Moringa Oleifera* leaf could be lost. Two other interviewees had tried drinking vegetable juice, and they said that the vegetable juice they consumed tasted bitter. The interviewees stated that they preferred vegetable pudding because it did not taste bitter and looked more attractive.

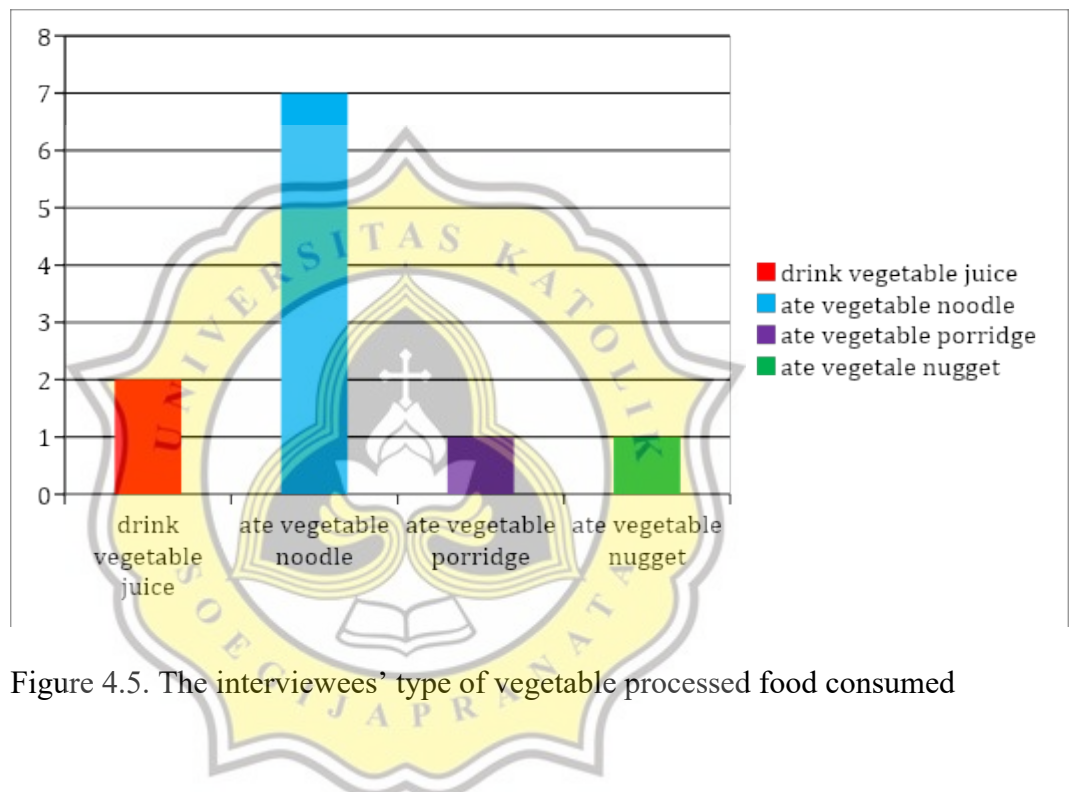


Figure 4.5. The interviewees' type of vegetable processed food consumed

Responding to the question of whether the interviewees are interested in consuming *Moringa Oleifera* pudding again in the future, all of the interviewees agreed that they wanted to order *Moringa Oleifera* pudding in the future because *Moringa Oleifera* leaf pudding was delicious, sweet but not too sweet, creative, healthy, and suitable for diet. The interviewees stated that they wanted to order *Moringa Oleifera leaf pudding* if the price was affordable.

4.4. General Analysis

In general, all interviewees liked eating *Moringa Oleifera* leaf pudding because of some reasons. First, the interviewees liked the delicious and unique taste of the pudding. The interviewees stated that the pudding did not taste bitter. Second, the interviewees said that the pudding was creative and innovative because it contained a healthy vegetable and sweet toppings of whipped cream and candy. Third, the interviewees said that the appearance of the pudding was much better than other processed vegetable products. Fourth, the interviewees thought that the pudding was healthy because it was made of a vegetable, *Moringa Oleifera*, that was believed to be able to reduce weight.

In the interviews, the researcher found that all interviewees did not know if they consumed *Moringa Oleifera* leaf pudding and none guessed that it was *Moringa Oleifera* pudding. However, eleven interviewees had eaten other processed vegetable products such as vegetable noodles, vegetable nugget, and *Moringa Oleifera* porridge. Based on the interviewees' perception, vegetables were more suitable when they were processed into pudding because they looked better and tasted better. After all, all interviewed claimed that they wanted to order or consume *Moringa Oleifera* leaf pudding again.