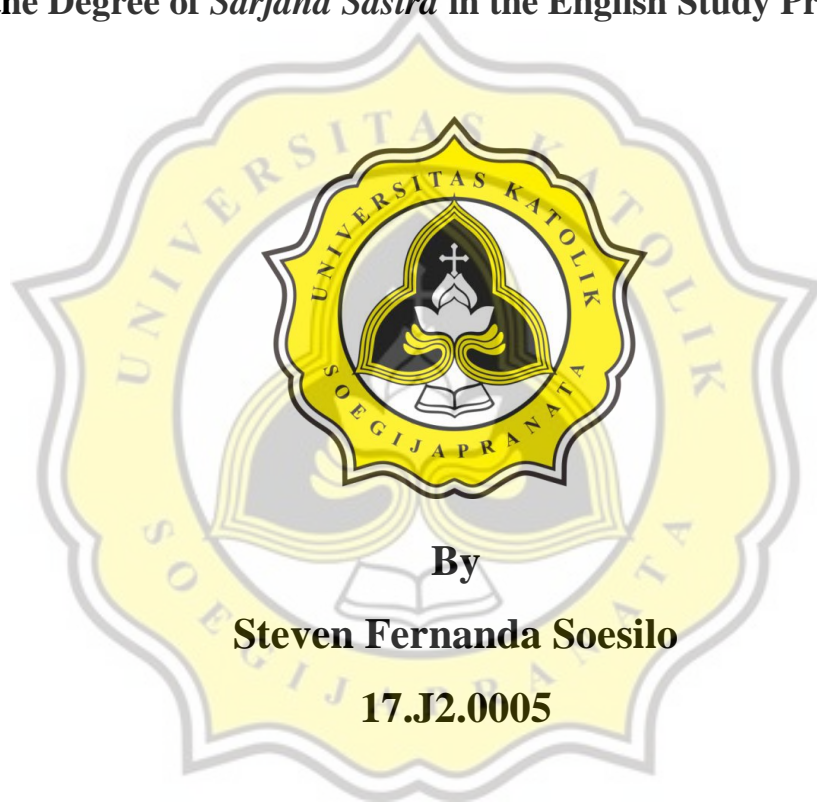


**CUSTOMERS' LANGUAGE PREFERENCES FOR
COFFEE PACKAGING**

**A Thesis Presented as a Partial Fulfillment for the Requirements for
the Degree of *Sarjana Sastra* in the English Study Program**



**By
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**ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
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SEMARANG
2021**

A THESIS APPROVAL

Customers' Language Preferences for Coffee Packaging

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October 28th, 2021

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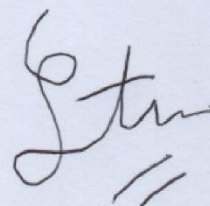
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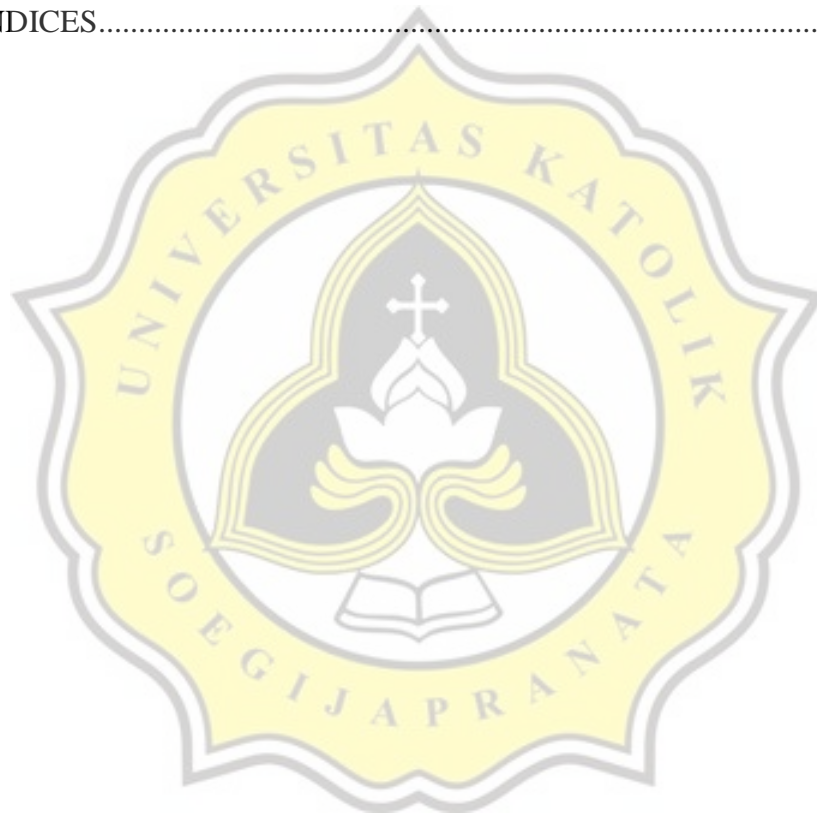
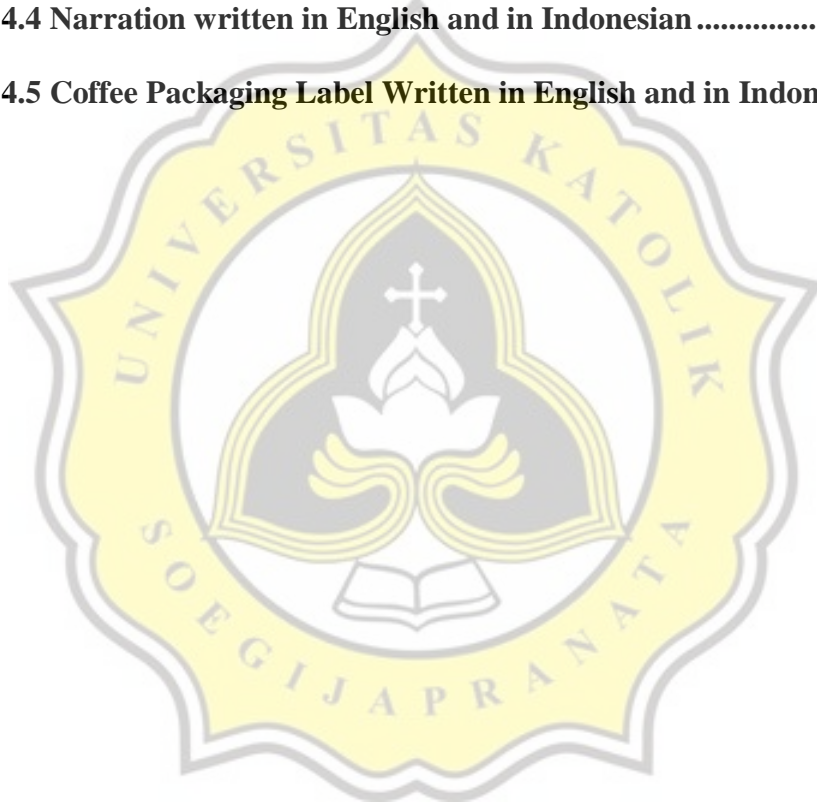


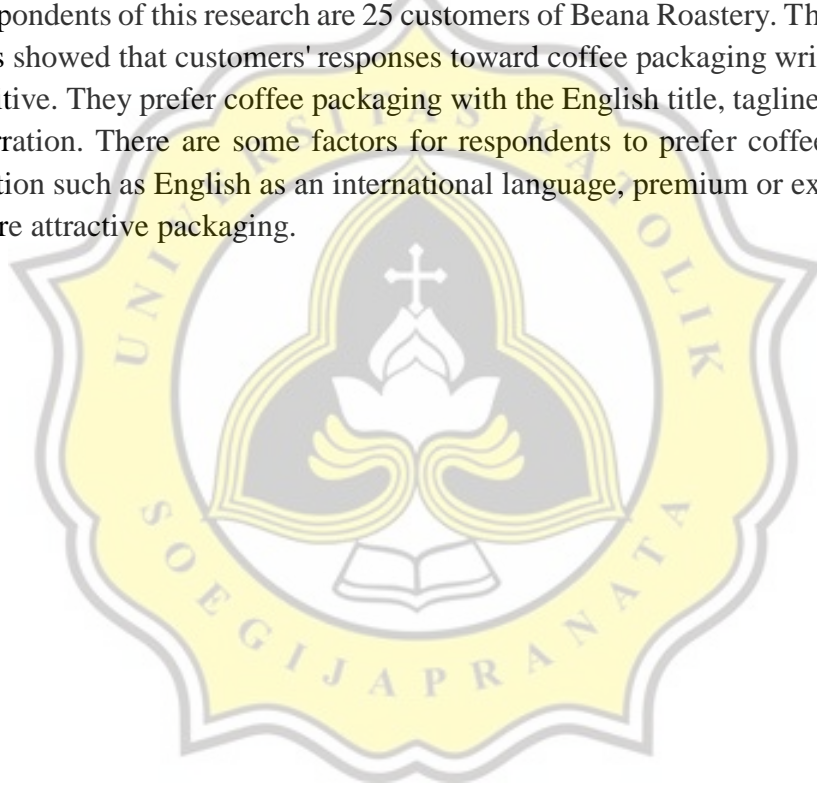
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ABSTRACT

Coffee nowadays has become a part of today's people's lifestyle. Coffee roasters have become common to supply roasted coffee beans to coffee shops and personal customers. Due to a large number of coffee products, the writers are interested in the usage of language in coffee packaging. The writer of this research is triggered to determine the factors causing customers' language preferences for coffee packaging. This study aims to find out Customers' Language Preferences for Coffee Packaging. This research used the qualitative method: open-ended questionnaire and interview. The respondents of this research are 25 customers of Beana Roastery. The result of data analysis showed that customers' responses toward coffee packaging written in English are positive. They prefer coffee packaging with the English title, tagline, tasting notes, and narration. There are some factors for respondents to prefer coffee with English description such as English as an international language, premium or expensive looks, and more attractive packaging.



ABSTRAK

Kopi kini menjadi bagian dari gaya hidup masyarakat saat ini. Perusahaan sangrai kopi telah menjadi umum untuk memasok biji kopi ke kedai kopi dan pelanggan personal. Karena banyaknya produk kopi, penulis tertarik dengan penggunaan bahasa dalam kemasan kopi. Penulis penelitian ini terdorong untuk mengetahui faktor-faktor yang mempengaruhi preferensi bahasa yang dipilih konsumen dalam kemasan kopi. Penelitian ini bertujuan untuk mengetahui preferensi konsumen terhadap bahasa pada kemasan kopi. Penelitian ini menggunakan metode kualitatif: kuesioner terbuka dan wawancara. Responden penelitian ini adalah 25 pelanggan *Beana Roastery*. Hasil wawancara menunjukkan bahwa tanggapan pelanggan terhadap kemasan kopi yang ditulis dalam bahasa Inggris adalah positif. Mereka lebih memilih kemasan kopi dengan judul bahasa Inggris, tagline, catatan rasa, dan narasi. Terdapat beberapa factor bagi responden untuk memilih kopi dengan kemasan berbahasa Inggris seperti Bahasa Inggris sebagai bahasa internasional, terlihat lebih premium atau mahal, dan lebih menarik.

