

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Drinking coffee has been a part of today's people's lifestyle. There are up to 169 million coffee bags drunk worldwide in 2019 (Rica & Salvador, 2021), along with the business booming related to coffee. Coffee shops are available in almost every part of the town. Other businesses such as coffee roasters are also available to supply roasted coffee beans to the demand. Coffee farmers also try to produce the best quality coffee beans to fulfill the market demand. Before coffee can be consumed, it must follow a very long process. It takes up to 20 processes before customers can drink those robust beans. All of those processes are very important to make an exceptional cup of coffee.

On the other hand, the packaging is crucial to store roasted coffee beans or ground coffee. Since antiquity, people have used packaging to ensure their food is not messy (Anwar & Gunarsa, 2011). The packaging to protect their food and drink from weather change and during the distribution process is varied in every country. For coffee packaging, Zulkarnain (2020) states that packaging needs to be airtight, ultraviolet proof, and release CO<sub>2</sub> from inside the packaging. Zulkarnain also states that coffee beans need to have much information such as the origin, plantation area, roasting process, and many more. According to Corso & Benassi (2015), a more significant amount of information about distinguishing attributes on the front of the coffee package positively affected on purchase intent. The writer also states that

consumers are willing to pay more if they are well informed about the product's benefits on the packaging. Borrella et al. (2015) state that there is a growth of demand for quality coffee from a specific origin.

Description in food product packaging is also essential. Regulation from *Badan Pengawas Obat dan Makanan Republik Indonesia* (2018) states that every food and drink product sold in Indonesia needs to include name, list of ingredients, net weight, expired date, and others. All of that information needs to be written in Indonesian. Other languages such as English and Mandarin can be written after previously described in Indonesia. Languages beside Indonesian can be used as long as it does not have any translation in Indonesian. By looking at this case, we found out that some roasted coffee beans products sold in Indonesia are also written in English & other languages.

In fact, there are lots of English words and terminologies found in coffee packaging sold in Indonesia. For example, to explain the processing of coffee, people are more familiar with honey process usage rather than spelling *proses madu* in Indonesian. On the other hand, coffee roasteries prefer to use English to explain the level of roasting, acidity, and grind size. There are other terms in coffee serving such as Cold Brew, French Press, Long Black, and many more terms in the coffee industry that people know more in English than in any other language. In selling roasted coffee beans, roasters usually use English to explain the details of their product. It starts from the body's level, acidity, and tasting notes such as fruity, floral aroma, and many more. The usage of English also causes coffee products to have more prestige in the market.

Customers' decisions and preferences are very important to know whether they would like to buy the products or choose the other. In buying or purchasing a product, some factors influence the customers' decisions, including the information put in the products. As cited from Solomon (2018), marketers rely on consumers to retain the information they collect about products and services to apply to future purchase decisions. This information is essential for marketers in advertising their products. These issues have triggered the writer's curiosity to analyze further the role of English information written in the coffee packaging as the customers' preferences to purchase it.

Previous research related to customers' preferences had been done by Wachdijono, et al. (2019) to analyze coffee customers' preferences in revolution 4.0. However, the research did not cover language as one of the variables for this research. Therefore, the writer of this research was encouraged to show the role of the English language in coffee packaging.

This research is done to find out Customers' Language Preferences for Coffee Packaging. The writer's interest comes from his own experience marketing green beans and roasted coffee beans products online for a company during his study at the university. The writer's experience in Taiwan for one semester in 2019 to study and see the development of coffee packaging and technology overseas also encourages him to do this research. The writer hopes the results of this study will enrich people's knowledge in the usage of English in coffee packaging and how it can attract customers to buy the products.

## **1.2 Field of the Study**

The field of this study is applied linguistics and creative marketing.

## **1.3 Scope of the Study**

This research focuses on Customers' Language Preferences for Coffee Packaging.

## **1.4 Research Questions**

To assist the writer in doing the study, the research questions are formulated as the following:

1. What are the customers' language preferences for coffee packaging?
2. What are the factors behind the customers' preferences for the coffee packaging with or without English description?

## **1.5 Objectives of the Study**

As described in the research problem formulation, the objectives of this study are to:

1. Find out the customers' language preferences for coffee packaging.
2. Find out the factors behind the customers' preferences for the coffee packaging with or without English description.

## **1.6 Significance of the Study**

This study is expected to find out customers' language preferences for coffee packaging. The writer also expects that this study may benefit businesses in this era, especially for those who run coffee shops or roasting facilities. We hope that all the

data from this research can enrich people's knowledge in the usage of description English in coffee packaging.

### **1.7 Definition of Term**

#### **1. Coffee**

Coffee is one of the most popular beverages consumed by millions of people each day. It is one of the essential food commodities globally and ranks second after crude oil (Esquivel & Jiménez, 2012).

#### **2. Packaging**

In general, the packaging is the container enclosed together with the product (Ampuero & Vila, 2006). According to Robertson (1993), the packaging encloses products, items, or packages in a wrapped pouch, bag, or container to protect the product.

#### **3. Customers' Preference**

Customers' preference means the type of product an individual customer likes and dislikes ("Customer Preference," n.d.). According to Abdullah, et al. (2011), customer preference is about choices among valued options, with acceptance indicating a willingness to tolerate the status quo.