

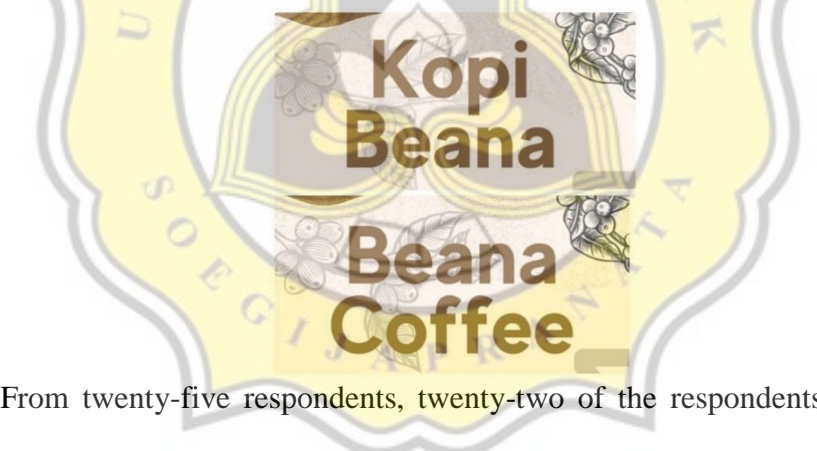
CHAPTER 4

DATA ANALYSIS

In this chapter, the writer intends to discuss the result of the data analysis related to customers' language preferences for coffee packaging. He distributed questionnaires to twenty-five customers of Beana Roastery and interviewed five of the respondents. The data showed that nineteen out of twenty-five respondents were aged between twenty-one until thirty. The writer used ten open-ended questionnaires and asked six questions for the interview to find out their language preferences for coffee packaging.

4.1 Customers' Language Preferences for Coffee Packaging

Figure 4.1. Brand written in Indonesian and in English

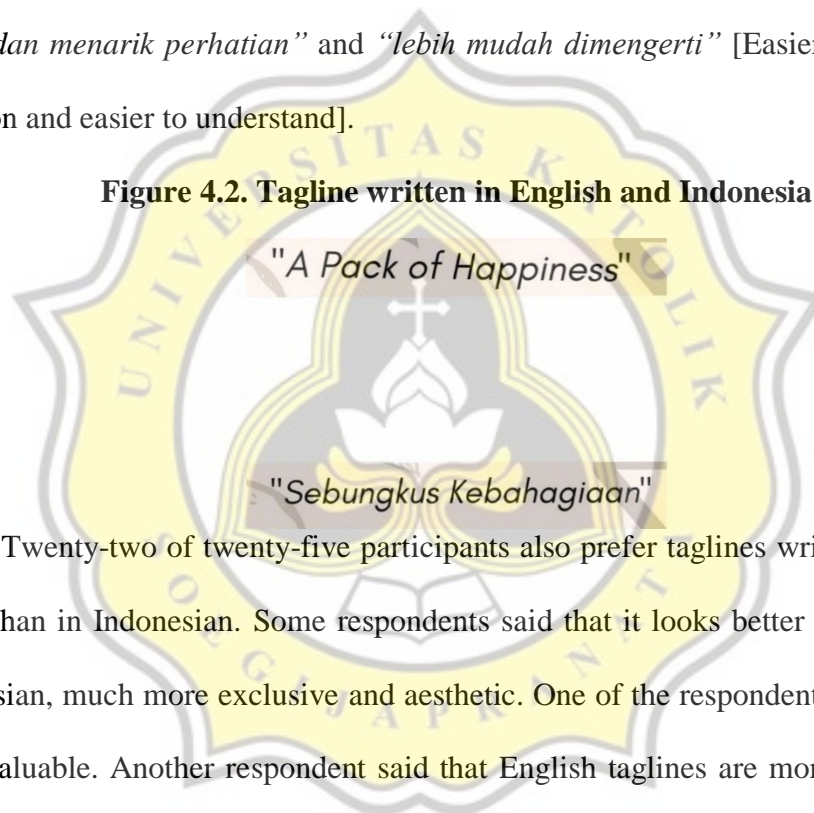


From twenty-five respondents, twenty-two of the respondents prefer coffee brands with the English language for several reasons. Two of the respondents state that brand in English is more excellent than Indonesian. Others state that the English brand is much more exclusive and ready to be market international. One respondent prefer Beana Coffee and explain *“Rasanya lebih familiar karena hampir sebagian besar packaging coffee beans untuk merk, keterangan soal after taste, dll menggunakan*

bahasa inggris” (It seems that is is more familiar because most coffee beans brands, tasting notes, etc. use English).

On the other hand, three of the participants prefer the brand written in Indonesia. The first respondent said that “*Kopi Beana, karena lebih mempunyai ciri khas*”. [Kopi Beana, because it has more characteristics]. The other two said “*Lebih cocok dan menarik perhatian*” and “*lebih mudah dimengerti*” [Easier to draw more attention and easier to understand].

Figure 4.2. Tagline written in English and Indonesia



Twenty-two of twenty-five participants also prefer taglines written in English rather than in Indonesian. Some respondents said that it looks better than written in Indonesian, much more exclusive and aesthetic. One of the respondents said that it is more valuable. Another respondent said that English taglines are more eye-catching and much more interesting for the young generation. English as an international language also becomes one reason that supports Rahmi (2018) that they used English to attract foreign tourists and to market the coffee abroad.

However, three respondents prefer the other language or Indonesia. They said that it looks more uncomplicated and more touching for Indonesians to understand. One of the respondents prefers Indonesian because the brand already uses English.

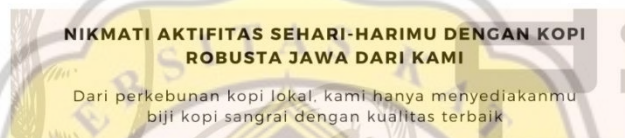
Figure 4.3 Tasting Notes written in English and Indonesian



In the tasting notes written on the packaging label, twenty out of the twenty-five participants positively responded to the tasting notes written in English. Four of the respondents said that it is already common and familiar to see tasting notes in English. This supports the writer's finding in supermarkets and online marketplace that Indonesian coffee products use English in marketing their product. Participant number 15 said that it is already a standard for the taste to be written in English. Several other respondents said almost the same as the tagline It is more premium, expensive, and exclusive if written in English.

On the other hand, five of the respondents prefer another language (Indonesian). Their reasons are easier to be understood and sound more classic. One of the respondents said that not everyone understands the English language.

Figure 4.4 Narration written in English and in Indonesian



From the narration, seventeen out of twenty-five participants prefer English to Indonesian. Some of the reasons are the same as previous questions. The writer sees that the respondents are answering that the English language looks more familiar and fresh. One other respondent said that if they have a friend from abroad, it will not be difficult for them to translate the meaning of the narration. This answer supports (Isda, 2018) that coffee with English information is easier to market abroad. Two of the participants said that English is easy to understand.

The writer also sees that eight of the respondents prefer the Indonesian language. One participant said that the older generation could understand more if written in Indonesia rather than in English. One other also said that not everyone understands the English language.

There are various answers toward the kind of description that our respondents want. Six of the respondents said that they prefer simple language but answering the information they want and need for that coffee. Three of the respondents talk about the

language used in the description. Two of them would like to have a description written in English. One of the participants prefers to use bilingual language.

There are several other descriptions that the respondents would like, such as expired date, origin, and the content of the packaging. “*Konsep kekinian*” was also answered by one of the respondents.

80% of the participants like coffee packaging with the English description. Two of the respondents said that English is a universal language. Two of our respondents prefer English because it looks more expensive and has a higher selling price. One of our respondents said it is okay to use English as long as it is understood. Other respondents said, “*Tergantung, pada akhirnya bukan masalah bahasanya tapi penataannya*” [It depends, in the end it is not the problem of the language but the arrangement]. One other said that he prefers tagline and product name in English, but he prefers description in Indonesia. Only one of our respondents answers “*Tidak juga*” [Not always] without specific reasons.

Most of our respondents prefer coffee packaging labels in English over other languages. Some respondents said that English is a universal language compared to Indonesia. Expensive and high selling prices also become reasons for them to prefer English. Some of the other respondents said, “*Karena Inggris lebih mudah dipahami*” [Because English is easier to understand], which means they already understand the explanation in English.

Six of our respondents have different views toward the usage of English in packaging. One of our respondents feels more comfortable if a new product is written

in English rather than in Indonesia. He feels that it is easier to understand the content of the product. Other respondents said that it depends on the taste or quality of the product they sell, not the language. One other respondent suggests that it is better if the product is written in both languages (English and Indonesia).

In the difficulty of understanding English on coffee packaging, only two of the respondents have difficulty understanding it. One of our respondents said that they had difficulty understanding the explanation related to the coffee plantation. Our respondent number sixteen explains that for those who are new in the coffee world, it might sound difficult for them to understand it. If the producer wants to increase brand awareness, it is better to look at the target market first. One other respondent does not care about understanding the language because he just brews it on a cup.

Then, the next question was about how the respondents feel when they purchase coffee with English descriptions. Some respondents said that they feel proud if they buy coffee with English descriptions for various reasons. *“Secara tidak langsung, mungkin kita belajar Bahasa Inggris”* [Indirectly, we might study English Language], said one of the respondents. Three other respondents said that it is more premium and expensive if they bought coffee products written in English.

However, there are also lots of our respondents who do not feel proud to purchase products written in English. One of our respondents said that the most important thing is the taste of the product. Other respondents give the writer reasons that the most important thing is the uniqueness of the coffee beans.

Most of our respondents are not willing to pay more for coffee that is written in English. Their focus area is from the taste of the coffee beans themselves. Some of the respondents give us the reason why it is too expensive to purchase coffee products written in English.

Despite many respondents who disagree with paying more, some of our respondents are still willing to pay more. Their reasons are more elegant and more high-class. One of our respondents said that they want to pay more because of the high translation cost. Another respondent said that if the coffee were marketed worldwide and become famous, it would be okay to be more pricy. Our respondent number six gives us a different reason; she would like to pay more if the coffee would be given as a present.

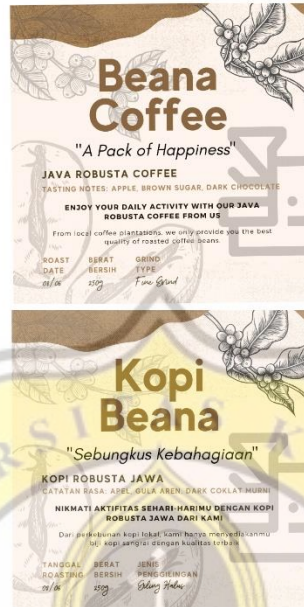
4.2 The Factors Behind the Customers' Preferences for the Coffee Packaging with or without English Description

First, the writer asked the respondents whether the language factor in the description listed on the coffee packaging is essential in buying coffee beans. Our first respondent said that language is not very important, as long as the description fulfills what he wants to know about the product. The second response explained, *“Sebenarnya untuk pengenalan produk baru ya penting karena kita sebagai konsumen kita perlu tau, kita ingin tau. Tapi untuk selanjutnya kurang begitu ya.”* [Introducing a new product is important because we as customers need to know, we want to know. But for the next is less].

Our third respondent explained to the writer that it is important because, customers will know what the coffee product is from the description. The fourth respondent said that its influence attracts more attention in purchasing coffee. Respondent number five said *“Ya penting, bagi saya penting banget. Karena deskripsinya itu menjelaskan kopi yang akan saya beli. Misalkan untuk konsumen yang Muslim akan melihat apakah produk itu Halal atau tidak. Selanjutnya sih buat kesehatan misal yang punya penyakit maag, mungkin ada tambahan lain lagi”* [Yes, it is important for me. Because the description explains the coffee I purchase. For example, Muslim customers will see whether that product is Halal or not. After that, it would be for health issues such as anyone who has indigestion, and maybe there is more]. This answer supports Prabhowo (2018) that information such as Halal could be one of the factors for the customers to purchase the product.

The writer himself would like to express his own opinion. In his personal opinion, language is crucial for us in buying coffee beans. For example, when he was abroad in Taiwan, he had some difficulties choosing coffee beans because most of them were written in Chinese. Only some important information such as expired date and origin is written in English.

Figure 4.5 Coffee Packaging Label Written in English and in Indonesian



For questions two until five, the writer showed this coffee packaging label to the respondents. Our first respondent responded that he noticed the brand first because the label is eye-catching. The second respondent also said he saw the brand first because it was written boldly, the tagline and other details followed.

On the other hand, our third respondent said, “*Pertama kali dari desain lalu jenis kopinya apa*” [The first time from design rather than the type of coffee]. Our fourth respondent answered the language. He said that the usage of the English language was interesting for him.

The fifth respondent explained to us that she saw the coffee packaging at the type of the coffee, at first sight, then the packaging design followed because it is the most eye-catching. People will be influenced if they see the excellent design of the

packaging. This finding supports Sousa et al. (2020) that the color and design of coffee packaging can impact customers' expectations.

Four out of five respondents prefer coffee packaging labels written in English for several reasons. One of our respondents prefers Indonesian because he lives in Indonesia. All of our respondents will tell the factors in the following questions.

In the interview, all of our respondents were aged between twenty-two to thirty, and the result showed that it supports research by Isda (2018), that most respondents who prefer English were aged around twenty years old.

There are several factors most of our respondents prefer packaging labels written in English. Our first response told the writer that it is a habit because those products are often written in English. He also stated that most coffee products he saw were written in English. This answer supports the writer's findings during a visit to a supermarket located in Semarang. The writer found out that there are several coffee products written in English.

Our second respondent said to us that he was interested in writing in English. He explained that he already often hears about coffee brands in Indonesia, so he wants something different. Our third respondent prefers the label in Indonesia because of the geographical location and also the target market. However, he also explained that it is still okay for descriptions written in English.

The fourth respondent said that English is much more interesting and better than in Indonesia. Our fifth respondent states that English is better because sometimes some description related to coffee, such as tasting notes, is quite strange if written in

Indonesia. The interview with this fifth respondent also supports our open-ended questionnaire that information such as tasting notes usually use English as standard.

For the next question, the writer asked about any information added to the packaging label. Our first respondent informs the writer that all of the information written is already complete. He suggests that the expired date and the way to make the coffee could be added to the packaging label. Our second respondent also suggested we add an expired date to our coffee packaging label. The writer also agrees that information such as expired date needs to be added, which in line with the regulation from *Badan Pengawas Obat dan Makanan Republik Indonesia (2018)*. The third respondent, however, states that our coffee label packaging is already complete.

“Informasi seperti asal dan perusahaan yang membuat produk kopi harus dituliskan” [Information such as origin and the company which made the coffee product also need to be written], said our fourth respondent. This answer supports Made & Pradana (2020) that traceability information is critical in the coffee product. Our fifth respondent has a different view. She said that legal information such as PIR-T or BPOM and the Halal logo must be on the packaging label. This information is vital for product legality and safety.

The writer then asked about the language effect on coffee packaging for their repeat order. Some of our respondents have a different view. Our first respondent said that language is not influencing him in repeat order. He said to us, *“Kalau produknya cocok ya saya beli lagi”* [If I like the product, I will purchase it again]. Our second

respondent said almost the same as the first respondent. He will try the product for the first time to know if he will purchase it back or not.

Our third respondent focuses more on the taste and quality of the product. *“Yang mempengaruhi repeat order adalah rasa dan kualitas kopi tersebut”* [The taste and quality of coffee product will influence repeat order], he said. Our fourth respondent also does not affect the usage of language in repeat order. He focuses more on the color design of the packaging.

The fifth respondent has different views from the others; she said that it could affect repeat orders. For example, usually, coffee roasters put tasting notes on the coffee packaging label. If customers find the taste written on the label, it will affect their future purchase decision.

4.3 General Findings

By looking at the results of the questionnaires and supported by the interview result, it could be seen that most of the respondents preferred English to other languages on the usage in coffee packaging. There are several factors from them to prefer coffee packaging with English description such as English as an international language, looks more premium or expensive, and more interesting if written in English. Some of the respondents also said that information such as tasting notes has already become standard for writing in English. The results from the interviews also support that most of the respondents (four out of five) prefer the packaging in English.

Although respondents prefer coffee packaging written in English, most of them (nineteen out of twenty-five) are not willing to pay more for coffee packaging written

in English. The quality and taste of the product are more important for them in purchasing coffee beans. Higher prices with the same quality cause the respondents to answer it.

