

Customers' Opinion on the Scarlett Lotion Packaging

A Thesis Presented as a Partial Fulfilment for the Requirements for the Degree of

***Sarjana Sastra* in the English Study Program**



By:

Stefany Wendy Prasetyo

18.J2.0001

ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

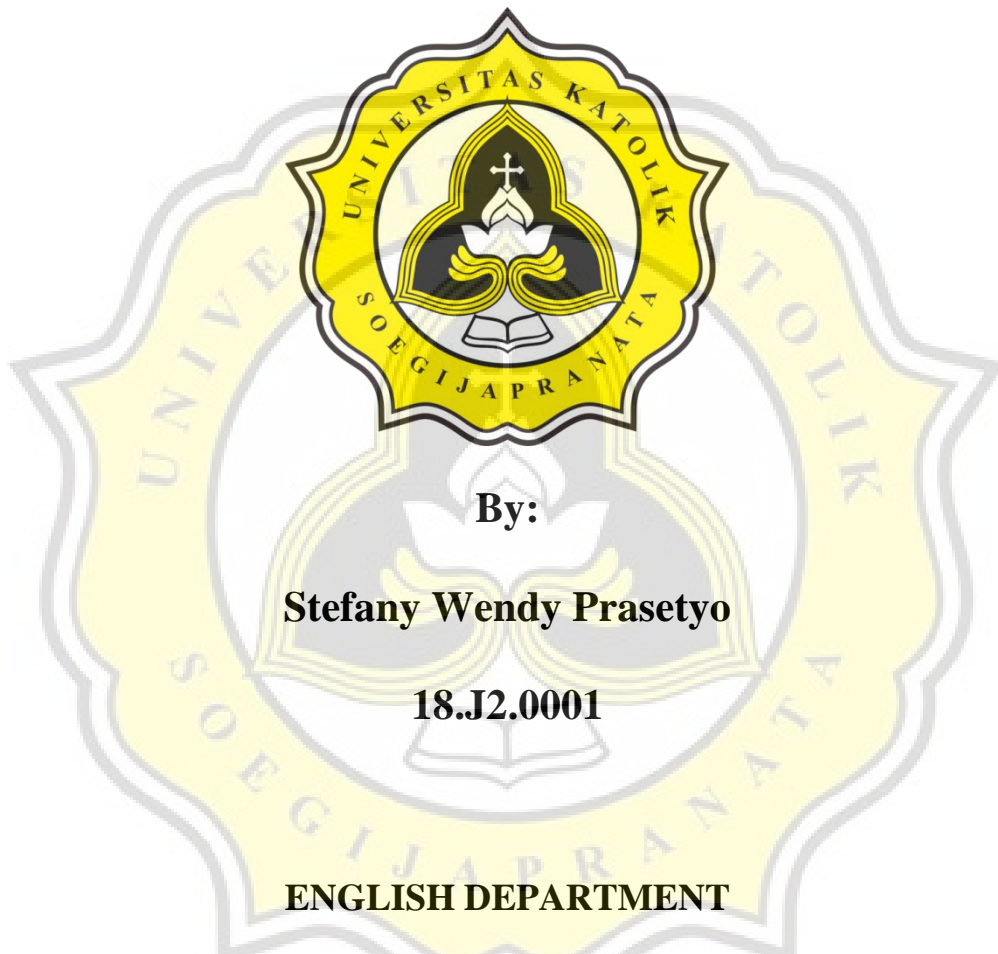
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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Stefany Wendy Prasetyo

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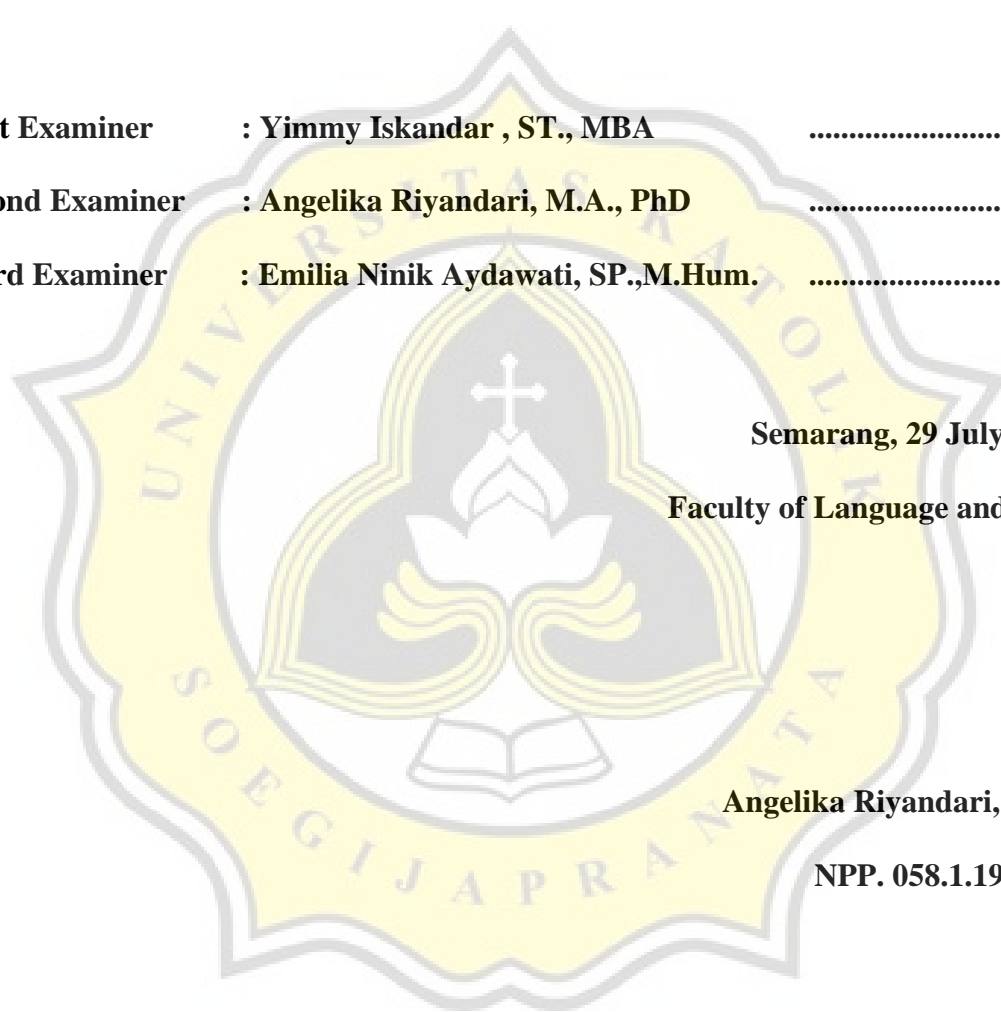
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Stefany Wendy Prasetyo

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The author realizes that this thesis is still far from perfection because researchers are only human beings who have weaknesses. The author begs sorry if there is a word error. Hopefully this thesis can be useful for all of us.

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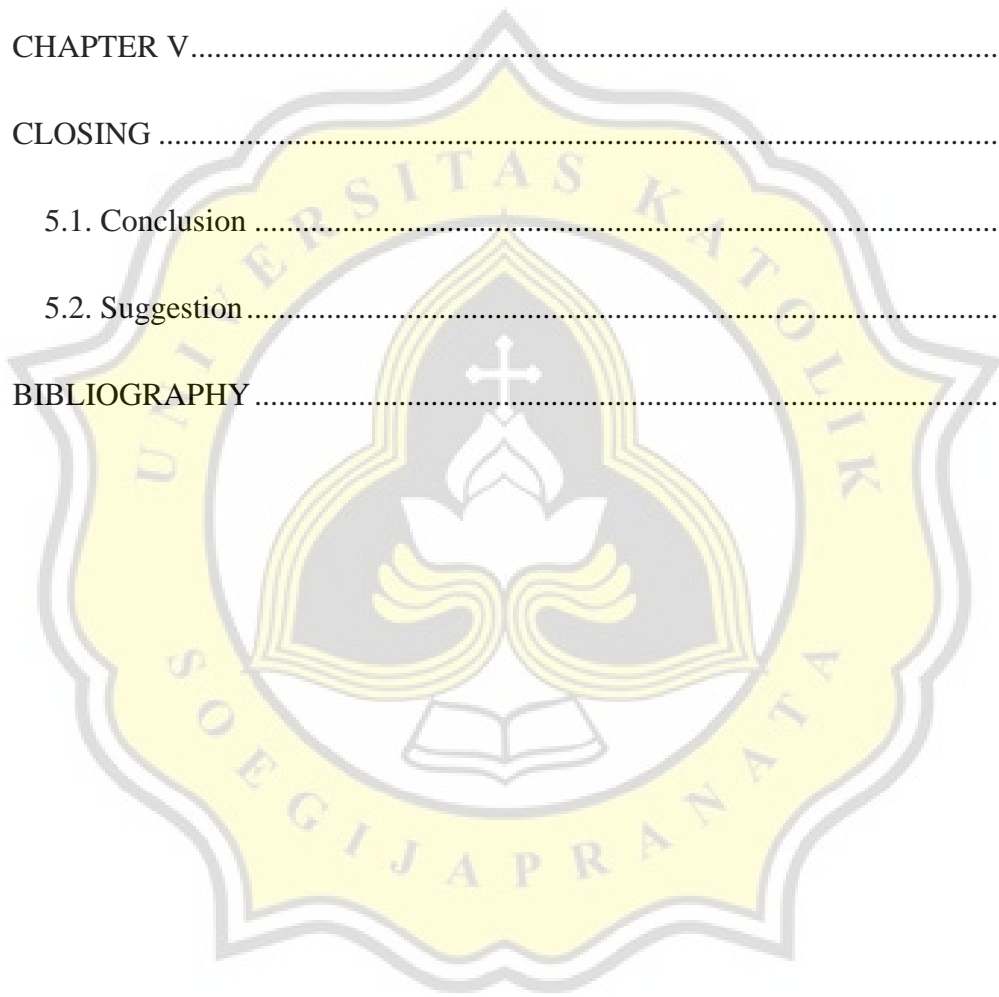
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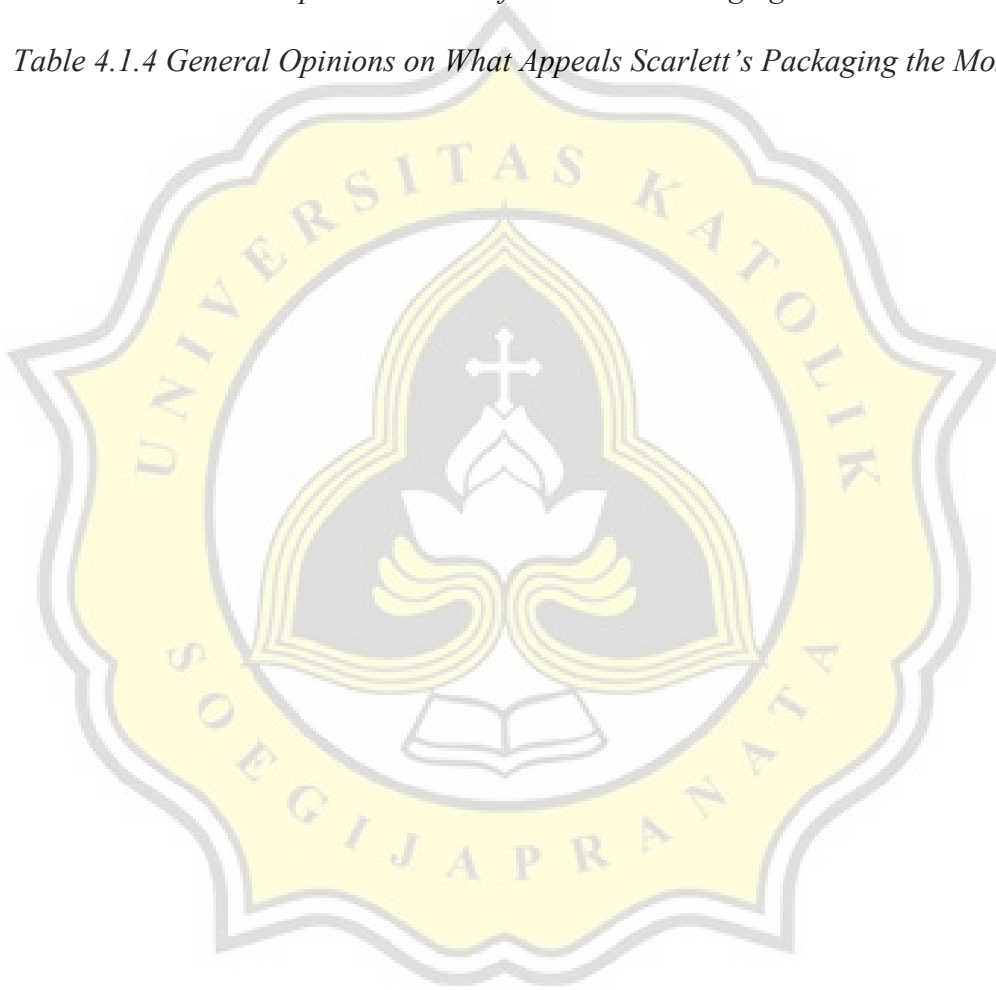
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ABSTRACT

This study aims to determine that the packaging of a product greatly affects the purchasing *power* of customers. There are many factors that make customers choose a product, but the packaging of a product is the most influential in the reason why the customer chooses the product. Especially for women, they tend to buy products because the packaging is attractive or cute. The author uses qualitative methods to collect data. The author collects data by interviewing customers from the Kosmetikmurahsmg27 store. From the results of customer interviews with Kosmetikmurahsmg27, it can be concluded that they bought Scarlett because of its attractive packaging.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui bahwa packaging suatu produk sangat mempengaruhi daya beli customer. Faktor yang membuat customer memilih suatu produk ada banyak tetapi packaging suatu produk ini yang paling berpengaruh dalam alasan customer memilih produk. Terutama untuk para wanita, mereka cenderung membeli produk karena packaging itu dirasa menarik atau lucu. Penulis menggunakan metode qualitative untuk mengumpulkan data. Penulis mengumpulkan data dengan mewawancarai para customer dari toko Kosmetikmurahsmg27. Dari hasil wawancara customer Kosmetikmurahsmg27 dapat disimpulkan bahwa mereka membeli Scarlett karena packagingnya yang menarik

