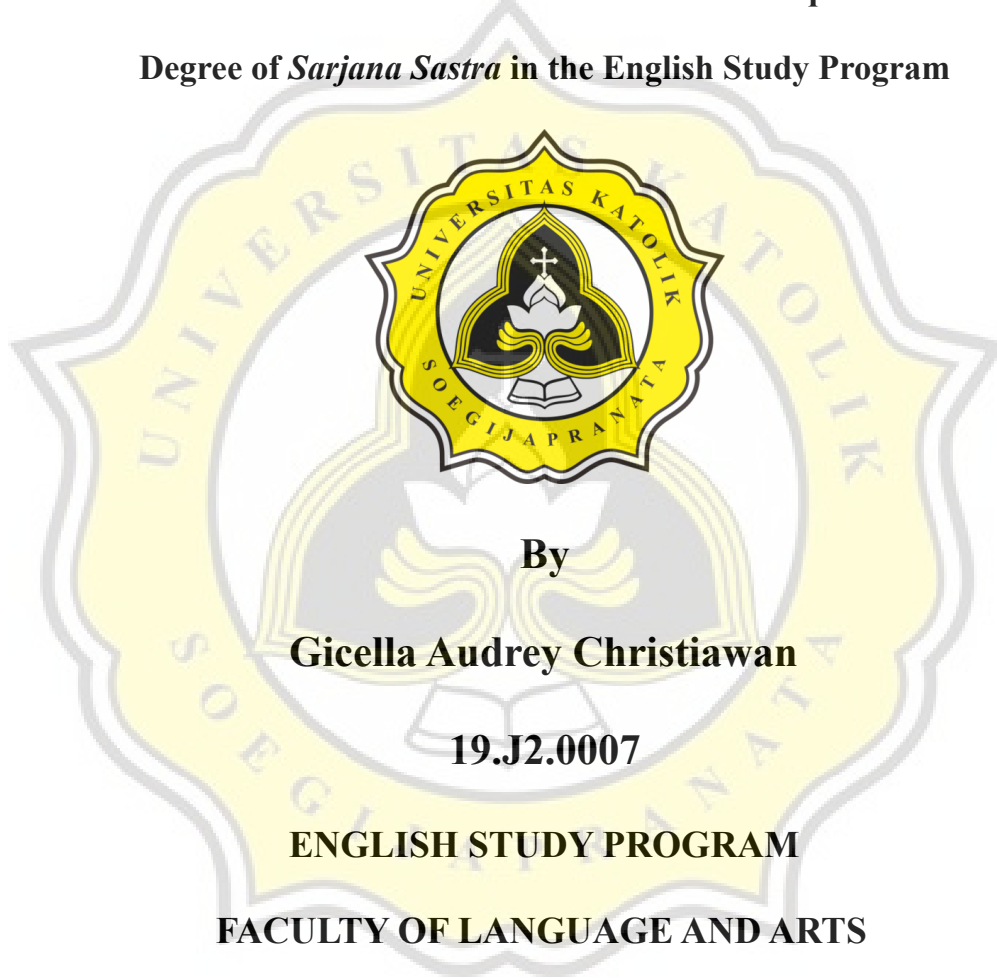


**THE USE OF CASSAVA PLASTIC PACKAGING ON *SWEET*
LAB'S COOKIES**

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



By

Gicella Audrey Christiawan

19.J2.0007

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

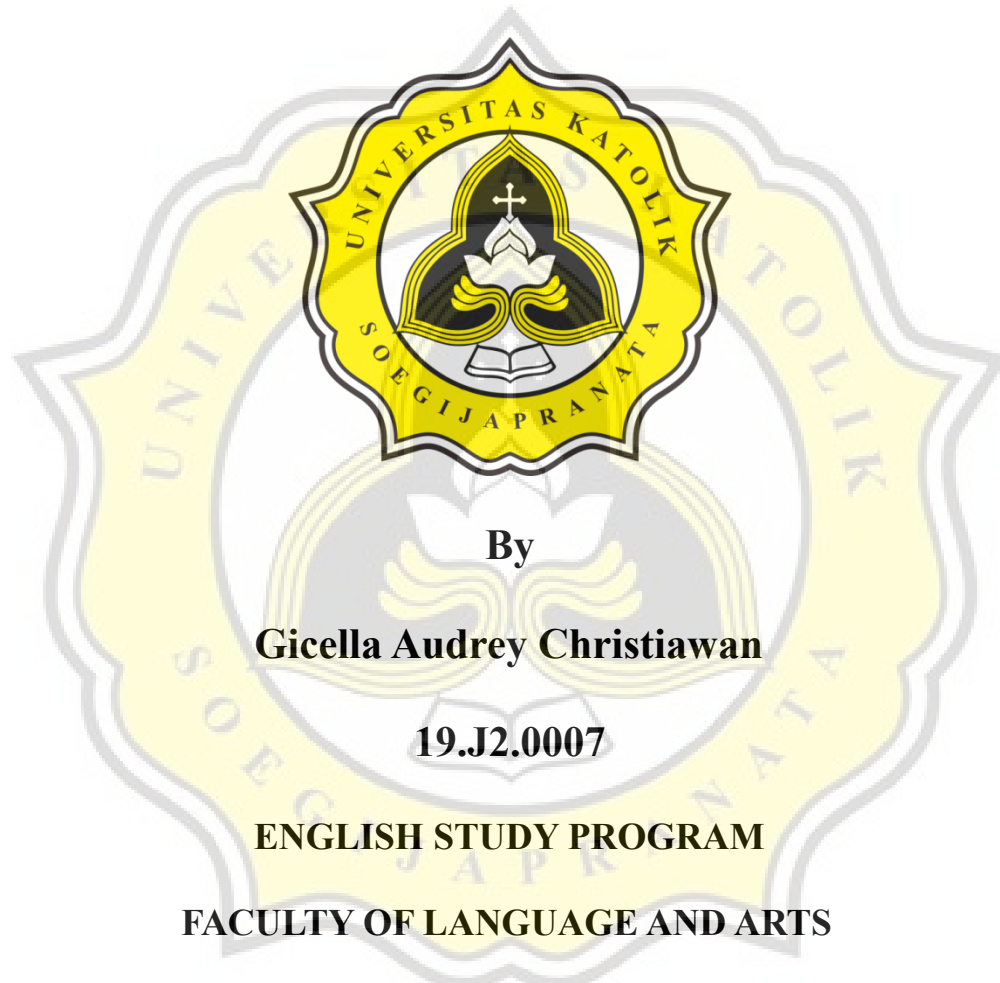
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A THESIS APPROVAL

The Use of Cassava Plastic Packaging on *Sweet Lab's* Cookies

By

Gicella Audrey Christiawan

19.J2.0007

Approved by,

Dra. Wuryani Hartanto M.A.

January 3, 2023

Major sponsor

Emilia Ninik Aydawati S.P., M.Hum.

January 9, 2023

Co-sponsor

**A thesis defended in front of the Board of Examiners on January 20, 2023 and
is declared acceptable**

BOARD OF EXAMINERS

First Examiner : Dra. Cecilia Titiek Murniati M.A., Ph.D

Second Examiner : Emilia Ninik Aйдawati S.P., M.Hum.

Third Examiner : Dra. Wuryani Hartanto M.A.

Semarang, January 26, 2023

Faculty of Language and Arts

Dean

GM. Adhyanggono, S.S., M.A., Ph.D.

NPP. 058.1.1999.225

STATEMENT OF WORK'S ORIGINALITY

Yang bertanda tangan di bawah ini:

Nama : Gicella Audrey Christiawan

NIM : 19.J2.0007

Progdi/Konsentrasi : Englishpreneurship

Fakultas : Bahasa dan Seni

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Diajukan oleh : GICELLA AUDREY CHRISTIAWAN
NIM : 19.J2.0007
Tanggal disetujui : 20 Januari 2023
Telah setuju oleh
Pembimbing 1 : Dra. Wuryani Hartanto M.A.
Pembimbing 2 : Emilia Ninik Aydawati S.P., M.Hum.
Penguji 1 : Dra. Cecilia Titeik Murniati M.A., Ph.D
Penguji 2 : Emilia Ninik Aydawati S.P., M.Hum.
Penguji 3 : Dra. Wuryani Hartanto M.A.
Ketua Program Studi : Dra. Cecilia Titeik Murniati M.A., Ph.D
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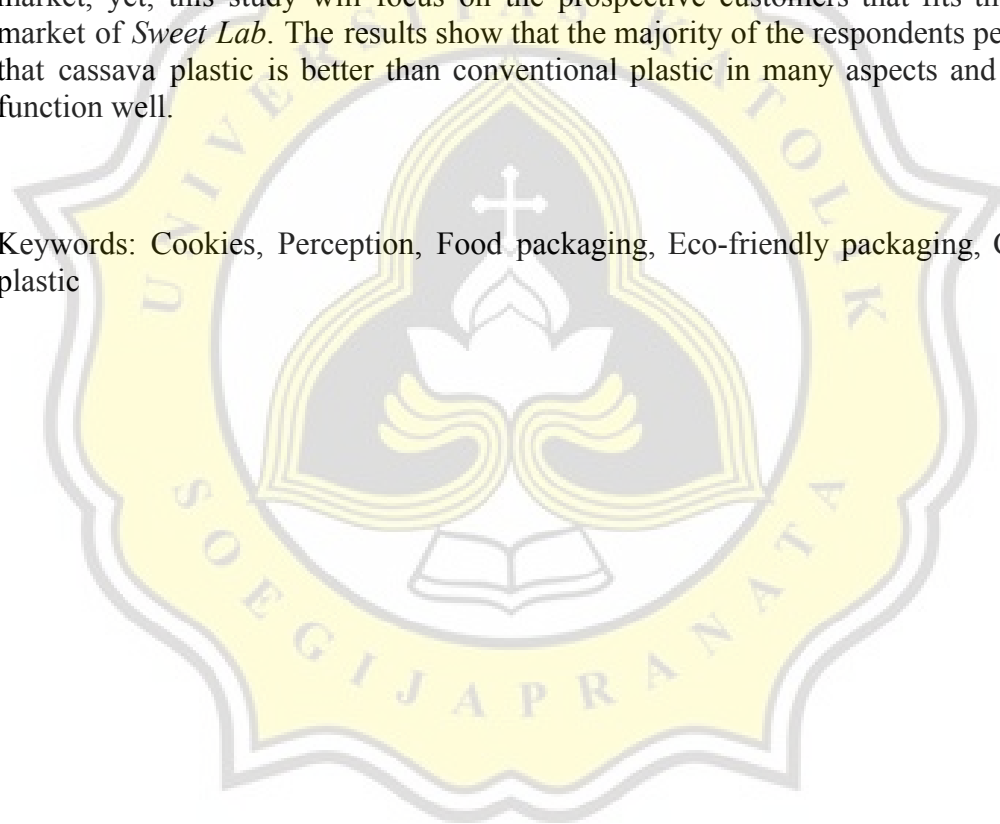
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ABSTRACT

Cassava plastic is known as an eco-friendly substitute for conventional synthetic plastic as it is extracted from cassava starch. The use of cassava plastic as a substitute for conventional plastic is crucial for this study because every year Indonesia produces 3.22 million tons of plastic. Therefore, using cassava plastic to replace the function of conventional plastic as food packaging must be highly encouraged. However, the customers' perception is an important factor in business, hence, the aim of this study is to find the customer's perception of the use of cassava plastic as the new packaging for *Sweet Lab*'s cookies. However, since *Sweet Lab* is not in the market, yet, this study will focus on the prospective customers that fits the target market of *Sweet Lab*. The results show that the majority of the respondents perceived that cassava plastic is better than conventional plastic in many aspects and able to function well.

Keywords: Cookies, Perception, Food packaging, Eco-friendly packaging, Cassava plastic



ABSTRAK

Plastik singkong dikenal sebagai pengganti plastik yang ramah lingkungan karena terbuat dari pati singkong. Penggunaan plastic singkong sebagai pengganti plastik pada umumnya memiliki pengaruh yang besar pada penelitian ini. Pada tahun-tahun kedepan, negara Indonesia harus mulai mengurangi penggunaan plastik karena setiap tahunnya Indonesia menghasilkan 3,22 juta ton sampah plastik. Salah satu cara yang dapat dilakukan adalah dengan mengganti bahan plastik dengan bahan yang dapat di daur ulang, contohnya plastik singkong. Namun, persepsi pelanggan terhadap plastik singkong juga merupakan hal penting yang perlu diperhatikan. Maka dari itu tujuan dari penelitian ini adalah untuk mencari tahu persepsi pelanggan terhadap penggunaan plastik singkong sebagai kemasan kue kering dari *Sweet Lab*. Namun karena toko *Sweet Lab* saat ini belum buka, maka penelitian ini berfokus pada calon pelanggan yang masuk ke dalam target pasar *Sweet Lab*. Hasil dari penelitian ini menunjukkan bahwa sebagian besar calon pelanggan merasakan bahwa plastik singkong lebih unggul dalam beberapa aspek dibandingkan dengan plastik biasa dan bahwa plastik singkong bisa berfungsi dengan baik sebagai kemasan kue kering.

Kata kunci: Cookies, Persepsi, Kemasan makanan, plastic ramah lingkungan, plastik singkong

