

# **Consumers' Perception of Paw Kitchen Packaging**

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



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**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

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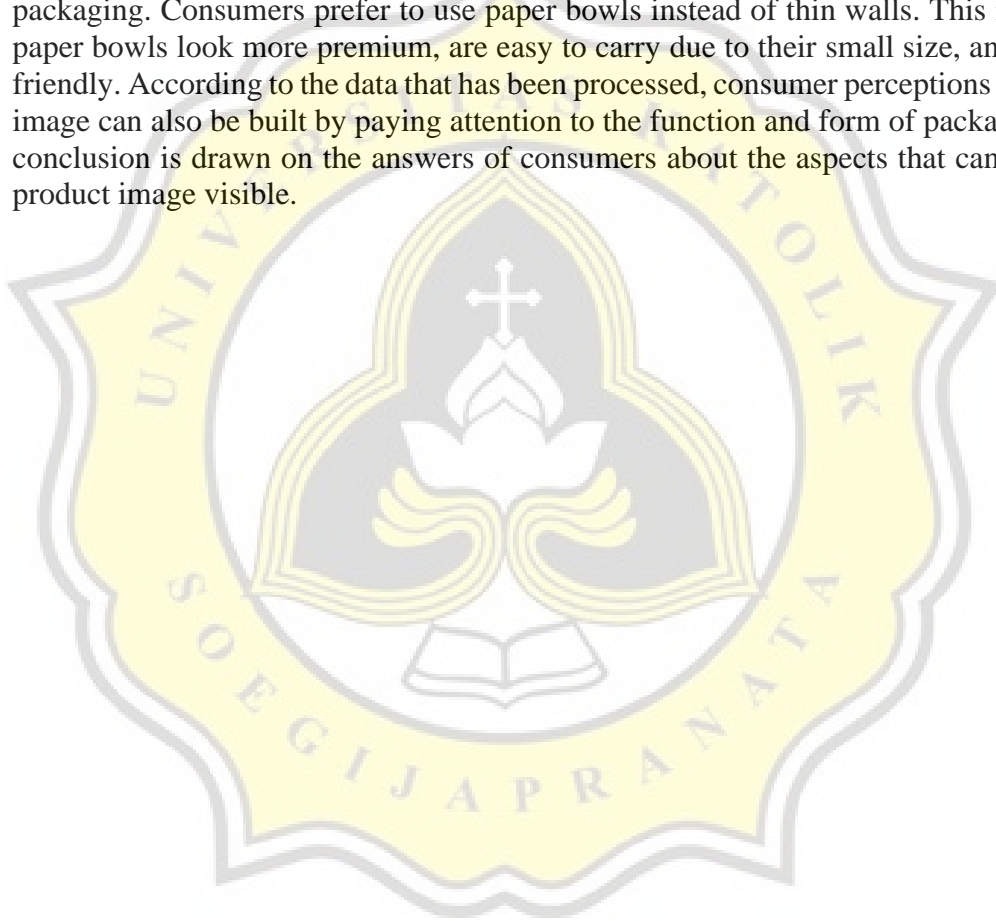
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## ABSTRACT

Product packaging in general is a container or wrapper that has a product packaging in general is a container or wrapper that has the function of preventing or minimizing damage to the packaged product. Paw Kitchen has 2 packaging variants, thin wall and paper bowl. In this study the authors looked for perceptions about Paw Kitchen's concern for packaging that is more suitable for its products. Thin wall Researchers distribute questionnaires via Google form in the form of points to get data directly from consumers. This research used quantitative methods. The result of the study shows that the consumers have positive perception towards the use of proper and functional packaging. Consumers prefer to use paper bowls instead of thin walls. This is because paper bowls look more premium, are easy to carry due to their small size, and are eco-friendly. According to the data that has been processed, consumer perceptions of product image can also be built by paying attention to the function and form of packaging. This conclusion is drawn on the answers of consumers about the aspects that can make the product image visible.



## ABSTRAK

Kemasan produk secara umum adalah sebuah wadah atau pembungkus yang memiliki fungsi untuk mencegah atau meminimalisir kerusakan pada produk yang dikemas. Paw Kitchen memiliki 2 varian kemasan, thin wall dan paper bowl. Dalam penelitian ini penulis mencari persepsi tentang kepedulian Paw Kitchen terhadap kemasan yang lebih sesuai untuk produknya. Thin wall Peneliti membagikan kuesioner melalui google form berupa poin-poin untuk mendapatkan data langsung dari konsumen. Penelitian ini menggunakan metode kuantitatif. Peneliti mengolah sesuai data yang telah diperoleh. Data didapatkan melalui google form yang disebar oleh konsumen. Konsumen lebih suka menggunakan mangkuk kertas daripada dinding tipis. Hal ini karena mangkuk kertas yang terlihat lebih premium, mudah dibawa karena ukuran yang kecil, dan eco-friendly. Menurut data yang telah diolah, persepsi konsumen terhadap citra produk juga dapat dibangun dengan memperhatikan fungsi dan bentuk kemasan. Kesimpulan ini ditarik atas jawaban konsumen tentang aspek - aspek yang dapat membuat citra produk terlihat.

