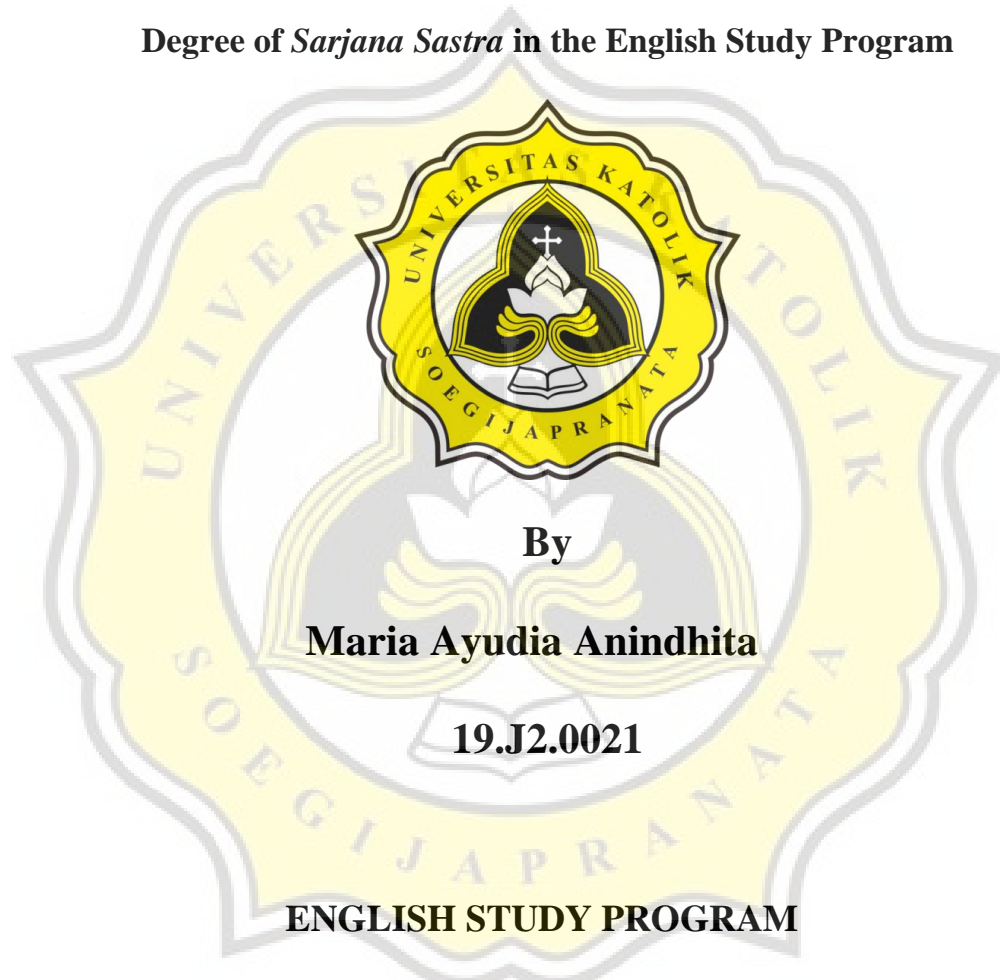


THE PERCEPTION OF GENERATION Z OF *MEGONO*

RICE

A Thesis Presented as a Partial Fulfillment for the Requirements for the

Degree of *Sarjana Sastra* in the English Study Program



By

Maria Ayudia Anindhita

19.J2.0021

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

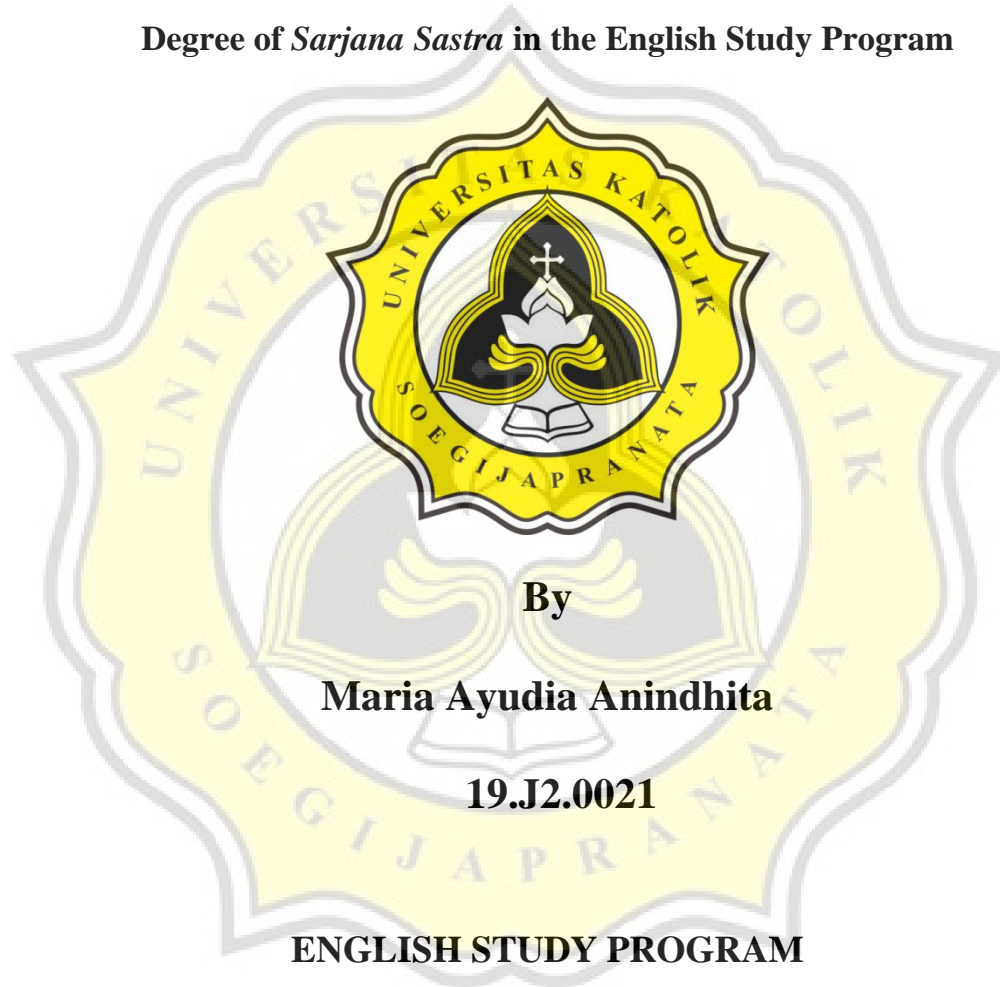
SEMARANG

2023

THE PERCEPTION OF GENERATION Z OF *MEGONO*

RICE

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



By

Maria Ayudia Anindhita

19.J2.0021

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

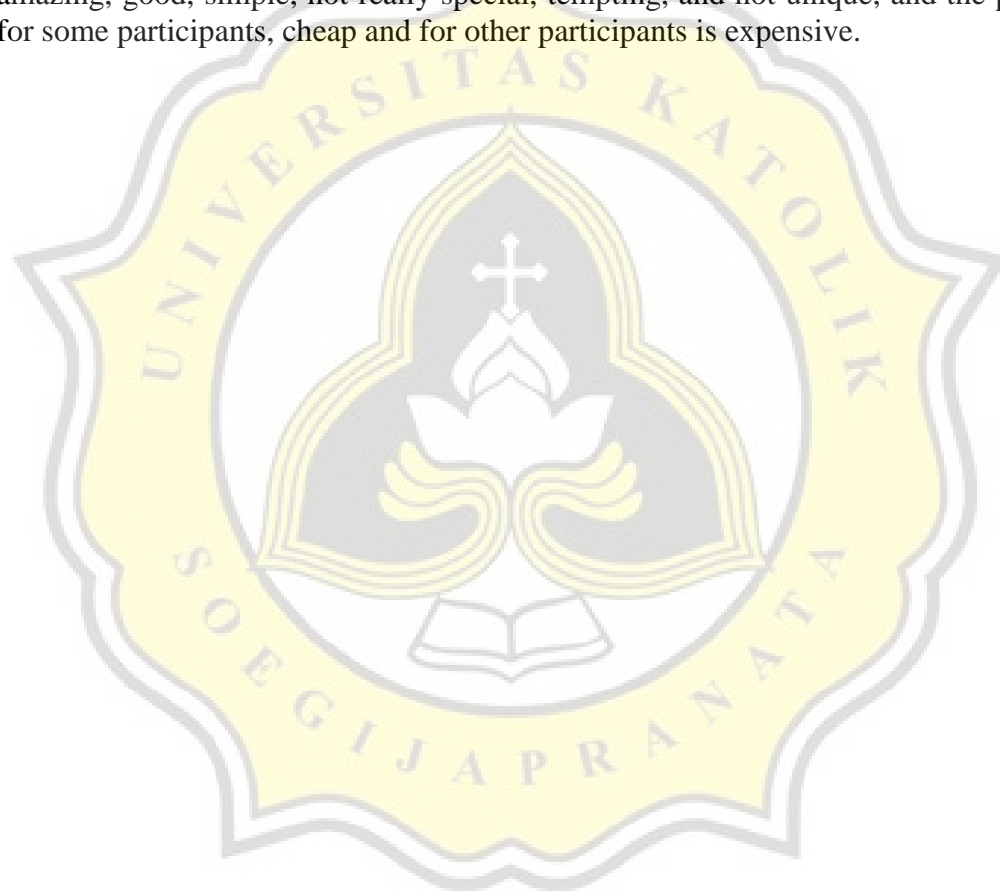
SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2023

ABSTRACT

Megono is a jackfruit slice mixed with coconut condiment sauce, the daily food in Pekalongan. Like any other traditional food, *megono* has to compete with the so-called modern food. It is possible that *megono* which is usually served with rice, will be forgotten by Generation Z if it cannot attract consumers from those generations. The purpose of the research is to find out the perception of Generation Z of *megono* rice. The research method used was qualitative. The results show that the participant said that the taste of *megono* rice is delicious, unique, and traditional, the appearance is amazing, good, simple, not really special, tempting, and not unique, and the price is, for some participants, cheap and for other participants is expensive.



ABSTRAK

Megono adalah irisan Nangka yang dicampur dengan parutan kelapa, merupakan makanan sehari-hari di Pekalongan. Seperti makanan tradisional lainnya, nasi *megono* harus bersaing dengan apa yang disebut makanan modern. Bisa jadi nasi *megono* yang biasa disajikan dengan nasi akan dilupakan oleh Generasi Z jika tidak bisa menarik minat konsumen dari generasi tersebut. Tujuan dari penelitian ini adalah untuk mengetahui persepsi Generasi Z terhadap nasi *megono*. Metode penelitian yang digunakan adalah metode kualitatif. Hasil penelitian menunjukkan bahwa peserta mengatakan bahwa rasa nasi *megono* enak, unik, dan tradisional, tampilannya luar biasa, bagus, dan sederhana, tidak terlalu istimewa, menggiurkan, dan tidak unik, dan harganya murah bagi sebagian peserta, dan untuk peserta lainnya mahal.

