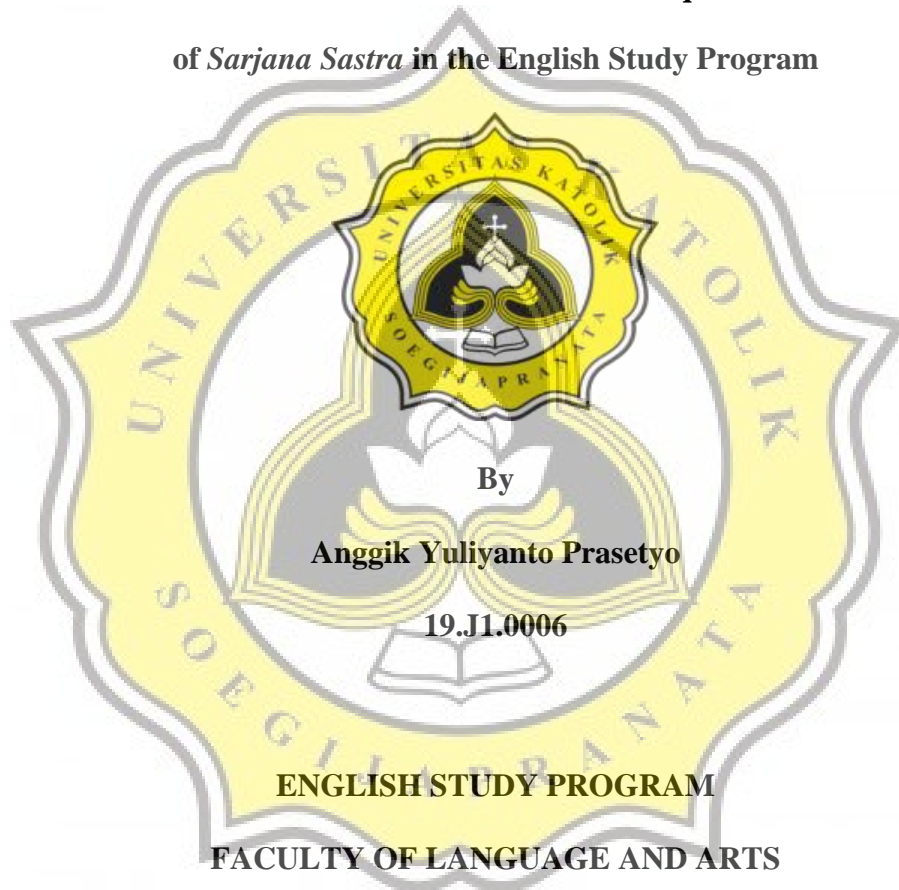


**THE INFLUENCE OF PACKAGING AND TASTE ELEMENTS
ON THE POPULARITY OF KFC & CHY-CHY FRIED CHICKEN**

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



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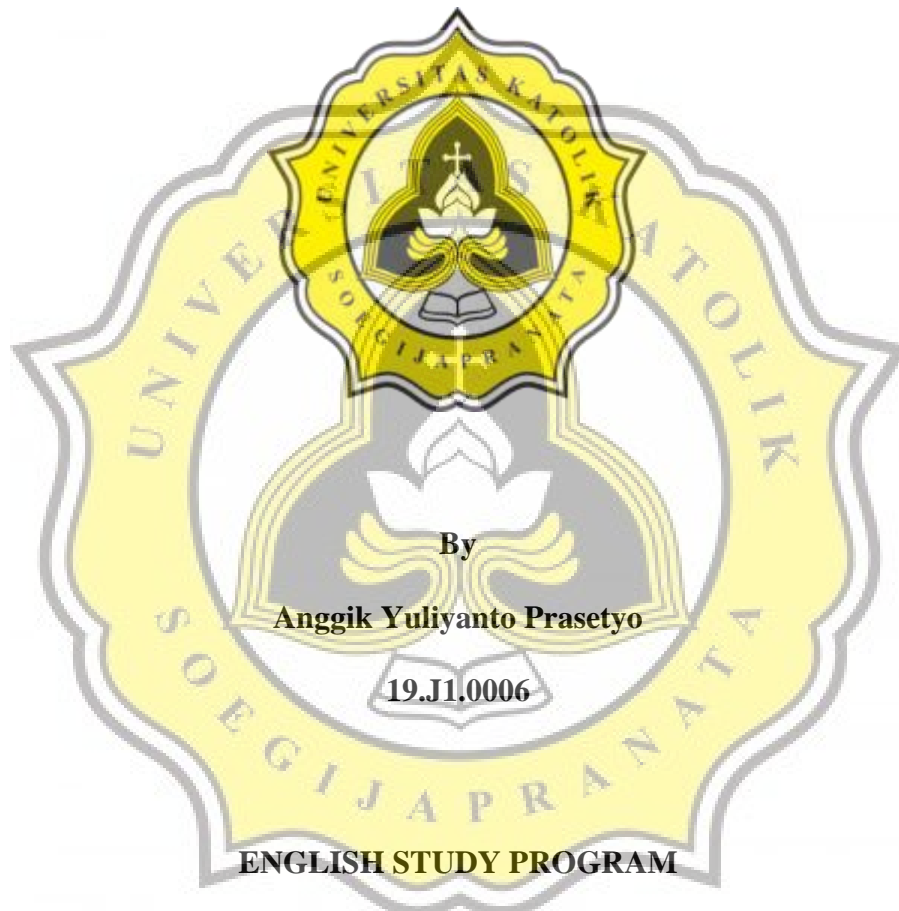
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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ABSTRACT

Nowadays, many ingredients are processed into various foods and various packages, such as crispy fried chicken. In packaging there are several elements to focus on: color, shape, texture, and weight. In addition to elements of packaging, research on crispy fried chicken also focuses on taste elements: types of taste, smell, and mouth stimulation. This research makes use of the globalized crispy fried chicken: the popular KFC, and the local crispy fried chicken: Chy-Chy Fried Chicken. In discussing the packaging and taste elements, the popularity of KFC and Chy-Chy Fried Chicken involved the inspection of what kinds of popular culture strategies have been used to maintain their popularity. In analyzing and interpreting the data, the researcher used the qualitative research of observing and doing interviews with seven selected respondents: one Chy-Chy Fried Chicken owner, one manager from KFC Ungaran, and five customers who consume both Chy-Chy Fried Chicken and KFC. The results of the research show that 1) The globalized KFC was due to the four kinds of packaging elements suggested by Spence, KFC has the red and white color, rectangular box shape, smooth texture, and light weight KFC versus the brown and white color, rectangular styrofoam shape, oil paper texture, and light weight Chy-Chy Fried Chicken packaging. 2) KFC has a savory smell, savory taste, moist mouth-watering stimulation in KFC. In comparison, Chy-Chy Fried Chicken has a floury smell, dry floury taste, and crispy mouthwatering stimulation. It is in line with the three taste elements suggested by Azizah. 3) Although Chy-Chy Fried Chicken is a local product, it uses some popular culture strategies to make it reach a globalized, standardized product like the KFC

ABSTRAK

Saat ini banyak bahan yang diolah menjadi berbagai makanan dan kemasan yang beragam, seperti ayam goreng renyah. Dalam kemasan ada beberapa elemen yang menjadi fokus: warna, bentuk, tekstur, dan berat. Selain unsur kemasan, penelitian terhadap ayam goreng krispi juga berfokus pada unsur rasa: jenis rasa, bau, dan rangsangan mulut. Penelitian ini memanfaatkan ayam goreng renyah yang mendunia: KFC yang populer, dan ayam goreng renyah lokal: Ayam Goreng Chy-Chy. Dalam pembahasan elemen kemasan dan rasa, popularitas KFC dan Chy-Chy Fried Chicken melibatkan pemeriksaan strategi budaya populer apa yang telah digunakan untuk mempertahankan popularitas mereka. Dalam menganalisis dan menafsirkan data, peneliti menggunakan penelitian kualitatif yaitu mengamati dan melakukan wawancara terhadap tujuh responden terpilih: satu orang pemilik Ayam Goreng Chy-Chy, satu orang manajer dari KFC Ungaran, dan lima orang pelanggan yang mengonsumsi Ayam Goreng Chy-Chy dan KFC. Hasil penelitian menunjukkan bahwa 1) Mengglobalnya KFC disebabkan oleh empat macam elemen kemasan yang dikemukakan oleh Spence, KFC mempunyai warna merah putih, bentuk kotak persegi panjang, tekstur halus, dan bobot KFC ringan dibandingkan warna coklat putih, bentuk styrofoam persegi panjang, tekstur kertas minyak, dan kemasan Ayam Goreng Chy-Chy yang ringan. 2) KFC memiliki aroma gurih, rasa gurih, rangsangan lembab yang menggugah selera. Sedangkan di KFC, Ayam Goreng Chy-Chy memiliki aroma tepung, rasa tepung kering, dan rangsangan renyah yang menggugah selera. Hal ini sejalan dengan tiga unsur rasa yang dikemukakan Azizah. 3) Meskipun Ayam Goreng Chy-Chy adalah produk lokal, ayam ini menggunakan beberapa strategi budaya populer untuk menjadikannya produk yang terstandarisasi dan mengglobal seperti KFC.