

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer will elaborate all the findings of FLA students' perspective on the use of English in product packaging to engage customers. In order to meet the objective of the study, the writer will focus on analyzing the data descriptively using SPSS 24. The writer will use the mean score to find out the positive or negative perspective of each close-ended question of the questionnaire. The result of the interview will be transcribed to enhance the writer's findings in order to support the primary data from the questionnaire. Following is the result of the mean score of each close-ended question:

Table 4.1. Overall Mean Score

	Descriptive Statistics				
	N	Minimu m	Maximu m	Mean	Std. Deviation
Mean	20	3.00	4.60	3.8800	.49482
Valid N (listwise)	20				

From the table above, it can be indicated that all the responses show a positive perspective as the mean score values were more than the parameter of 3.

Descriptive Statistics

	<u>N</u>	<u>Mean</u>	<u>Std. Deviation</u>
I buy a certain product for its packaging is eye-catching	30	4.0667	0.73968
Product packaging is a good marketing tool in this era	30	4.2667	0.52083
Product packaging using English can intrigue more customers	30	3.6000	0.77013
Product packaging using English can create a good first impression towards potential customers	30	3.8000	0.88668
Colors on the product packaging can attract potential customers	30	4.3333	0.60648
Slogans on the product packaging can attract potential customers	30	3.9667	0.85029
Good product packaging is determined on how it can attract potential customers	30	4.4667	0.57135
Good product packaging is determined on how it can deliver the values of the product well	30	4.3000	0.65126
Good product packaging is determined on how it can increase the market sales of a product	30	4.1667	0.87428
I like to buy the product that its packaging is using English	30	3.1667	0.87428

I feel more confident when I buy products that their packaging is in English	30	3.3333	0.71116
I feel proud when I buy products that their packaging is in English	30	3.0333	0.71840
The use of English in product packaging can add more values to the product	30	3.6667	0.84418
The use of English in product packaging can make more sales out of the product	30	3.6667	0.75810
Good product packaging needs to consider the diversity of potential customers	30	4.1667	0.74664
I notice that products using English in their packaging value more than products using bahasa Indonesia	30	3.4667	0.93710
I notice that product packaging in English draw more attention to people that product packaging using bahasa Indonesia	30	3.3667	0.85029
Customers are the key to the business world	30	4.6333	0.55605
Business people need to maintain a good relationship with customers	30	4.5333	0.57135

Good treatment towards the customers may result in a good mouth-to-mouth marketing manner	30	4.5000	0.82001
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Valid N (listwise) 30

Table 4.2. Mean Score Result

4.1. Product Packaging as Marketing Tool

4.1.1 Buying Certain Products for Its Packaging is Eye-Catching

For statement 1, *Saya membeli sebuah produk karena kemasannya menarik* [I buy a certain product for its packaging is eye-catching], the mean score is 4.0667. Based on the parameter, this statement shows a rather high positive perspective of the participants. It can be seen that the participants consider visual representation to be intriguing first before buying a product.

Table 4.3. Buying Certain Products for Its Packaging is Eye-Catching

Buying Certain Products for Its Packaging is Eye-Catching

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	7	23.3	23.3	23.3
Agree	14	46.7	46.7	70.0
Strongly Agree	9	30.0	30.0	100.0
Total	30	100.0	100.0	

The table above shows that the most picked response is *Setuju* [Agree] which explains this statement to have a positive perspective from the respondents. The finding refers to the theory

explained in this study on how product packaging is considered as a marketing tool in this current era.

However, the response from the interviewee says that product packaging does not determine the product's quality. X1 stated, “*Ya kalau makanannya tidak enak kenapa dibeli?* [If the food is not good then why bother buying the product?] (X1, Interview, December 4th, 2018)”

From this explanation, the writer concluded that some people do consider the product packaging first before buying. However, it seems that people will be more intrigued to buy the products that have a good reputation in society.

4.1.2. Product packaging as a Good Marketing Tool in this Era

Statement 2, *Kemasan produk adalah media pemasaran yang baik di era ini* [Product packaging is a good marketing tool in this era], with the mean score 4.2667 shows how a lot of the respondents agree to the statement. Below is the statistic data of this statement:

Table 4.4. Product packaging is a Good Marketing Tool in this Era

Product packaging is a Good Marketing Tool in this Era			
Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Neutral	1	3.3	3.3	3.3
	Agree	20	66.7	66.7	70.0
	Strongly Agree	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Based on the table above, the majority of the respondents agreed that product packaging can be considered as a good marketing tool in the current business environment.

However, the response from the interviewee does not really support this finding. The previous interviewee, X1 explained, “*Ya sama kaya tadi, kalau makanannya gak enak kan sama aja sepi, nggak ada yang beli.* [Same as before, if the food was not good the customers will not buy] (X1, Interview, December 4th 2018).”

These findings open up to the explanation of how people diversely see product packaging as a good marketing tool or not. However, the writer tried to dig up more on how the interviewee whether sees product packaging as an intriguing aspect before he buys a product. X1 also argued, “*Ya kalau pertama kali lihat kelihatannya bagus mungkin tertarik buat beli.* [If the first impression of the product packaging is good I might be intrigued to buy the product] (X1, Interview, 2018).”

The interviewee showed a positive manner when it comes to a good first impression of product packaging. This means that product packaging can be a good marketing tool when it is created

and designed correctly in order to obtain a meaningful first impression towards the customers. In the end, all of the findings still show a positive perspective towards the statement.

4.1.3. Colors on Product Packaging Attracting Potential Customers

This statement received a mean score of 4.3. This means that the perspective of the respondents towards this statement is positive. Based on the statistic data below, the majority of the respondents agree that visual representation is considered to be stand-out to be used in product packaging.

Table 4.5. Colors on Product Packaging Can Attract Potential Customers

		Frequency		Valid Percent		Cumulative Percent	
Valid			Percent	Percent		Percent	
	Neutral	2	6.7	6.7		6.7	
	Agree	16	53.3	53.3		60.0	
	Strongly Agree	12	40.0	40.0		100.0	
	Total	30	100.0	100.0			

X2 said, “*Soalnya kalau warna dari suatu produk lebih menarik dan lebih eye-catching lagi maka para konsumen akan lebih tertarik untuk membeli.* [If the colors of product packaging are intriguing and eye-catching then a lot of customers will be attracted to buy the product] (X2, Interview December 4th 2018).”

This finding refers to the theory explained regarding 2 majors elements of product packaging; visual and verbal elements. In this case, colors are determined as visual elements of the product. This explains how FLA students tend to get intrigued by the products that have a good visual representation.

4.1.4. Slogans on Product Packaging Attracting Potential Customers

The following statement has a mean score of 3.9. Compared to the previous statement, colors on product packaging have a slightly higher mean score. This explains how people consider visual representation more than a verbal representation of product packaging.

Nevertheless, the respondents show a positive perspective towards this statement proven by the statistic data below:

Table 4.6. Slogans on Product Packaging Can Attract Potential Customers

Slogans on Product Packaging Can Attract Potential Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	6.7	6.7	6.7
	Neutral	5	16.7	16.7	23.3
	Agree	15	50.0	50.0	73.3
	Strongly Agree	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Based on the table above, it can be seen that 2 of the respondents picked disagree to the statement. Unlike the previous statement, colors have no opposition shown from the statistic data. This indicates how FLA students consider visual elements in product packaging to have a bigger part on persuading them to buy a certain product.

4.1.5. Good Product Packaging Determined On How It Can Attract the Potential Customers

The following statement has a mean score of 4.4. Seen from the statistic data, the respondents seem to show a positive perspective as half of the respondents picked strongly agree.

Table 4.7. Good Product Packaging Is Determined On How It Can Attract the Potential Customers

Good Product Packaging Is Determined On How It Can Attract the Potential Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	3.3	3.3	3.3
	Agree	14	46.7	46.7	50.0
	Strongly Agree	15	50.0	50.0	100.0
	Total	30	100.0	100.0	

X2 also explained, “*Contohnya itu seperti yang saya bilang, warnanya harus lebih menarik. Kedua karena dari kemasan itu, orang lihat pertama kali dari kemasannya bukan isinya. Jika dari*

kemasannya sudah bagus pasti isinya juga bagus. [For example as what I explained earlier, the colors should be attracting. Moreover, potential customers first notice the product packaging. If the product packaging is good, then the product inside would be appealing too] (X2, Interview, December 4th, 2018).”

This refers to the findings from previous statements, indicating that FLA students would get much more attracted if they notice the good visual representation rather than verbal representation.

4.1.6. Good Product Packaging Determined On How It Can Deliver the Values of the Product Well

The following statement has a mean score of 4.3. This makes the statement received a rather high approval from the respondents of the questionnaire. This finding supports the theory that is explained by Ksenia (2013) product packaging is considered a marketing tool when it delivers some sort of messages and values to the customers. Below is the statistic data for this statement:

Table 4.8. Good Product Packaging Is Determined On How It Can Deliver the Values of the Product Well

Good Product Packaging Is Determined On How It Can Deliver the Values of the Product Well

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	10.0	10.0	10.0
	Agree	15	50.0	50.0	60.0

Strongly Agree	12	40.0	40.0	100.0
Total	30	100.0	100.0	

Though there are 3 of the respondents picked the option neutral, this finding is supported by the obtained data from the interviewee. X2 gave an example, “*Contoh kecilnya snack. Kalau misalnya snack dari kemasan luarnya menunjukkan ini khusus untuk anak-anak, ini khusus untuk orang dewasa, maka pasar tersebut juga akan lebih tau produk ini digunakan untuk apa.* [For example snacks. If from the product packaging of a snack says that “this product is for small kids” or “this product is for adults”, then it would help the market to comprehend the values of the product] (X2, Interview, December 4th, 2018).”

4.1.7. Good Product Packaging Determined On How It Can Increase the Market Sales of a Product

This statement has a rather high mean score of 4.1. It is fascinating to get a better understanding that people are more intrigued by the visual representation than verbal representation.

Table 4.9. Good Product Packaging Is Determined On How It Can Increase the Market Sales of a Product

Good Product Packaging Is Determined On How It Can Increase the Market Sales of a Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	6	20.0	20.0	23.3
	Agree	10	33.3	33.3	56.7

Strongly Agree	13	43.3	43.3	100.0
Total	30	100.0	100.0	

However, based on the statistic data above, the responses are quite varied as 1 respondent picked disagree and 6 respondents picked neutral on this statement. Nevertheless, this statement still surpassed the mean parameter, indicating a positive manner from the respondents. This finding is strengthened by the opinion from X3, “*Kalau orang itu biasanya lebih tertarik secara visual dari suatu produk. [People usually are more attracted by the visual representation of a product] (X3, Interview, December 4th, 2018).*”

Up until this point, the writer indicates that based on these findings, people tend to consider visual representation first (colors, shape, material) rather than verbal representation (slogans, taglines, product information).

4.1.8. Good Product Packaging Needing To Consider the Diversity of Potential Customers

This statement has a mean score of 4.1. This indicates a large number of the respondents agree on this statement, resulting in a positive perspective. However, based on the data below the responses are varied.

Table 4.10. Good Product Packaging Needs To Consider the Diversity of Potential Customers

Good Product Packaging Needs To Consider the Diversity Of Potential Customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	3.3	3.3	3.3
	Neutral	3	10.0	10.0	13.3
	Agree	16	53.3	53.3	66.7
	Strongly Agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

X4 with regard to this statement said, “*Ya perlu, biar kita bisa tahu produk ini untuk bayi atau orang dewasa atau remaja* [It is a need, so that we can identify which products suit for babies or adults or teenagers] (X4, Interview, December 4th 2018).”

4.2. The Use of English on Product Packaging

4.2.1. Product Packaging using English Intriguing More Customers

This statement received a mean score of 3.6. The gap between the mean score and the parameter is only 0.6. This explains how people do not thoroughly agree on the statement.

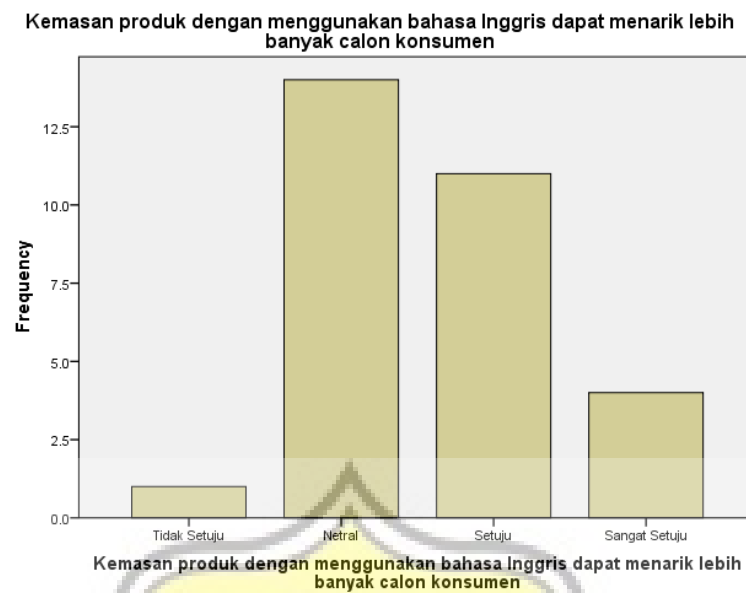


Figure 4.1. Product packaging using English Can Intrigue More Customers

It can be seen from the table above that the majority of the respondents are indecisive as the most picked option is *Netral* [Neutral].

Based on the interview, a FLA student gave an explanation of how the use of English in product packaging can be more effective if the targeted market is foreigners. X1 explained, “*Ya tergantung pemasarannya. Kalau pemasarannya di luar negeri banyak yang mudeng itu produk apa jadi banyak yang beli. [It depends on how the marketing works. If the product is sold overseas then a lot of people would understand what the product is.]* (X1, Interview, December 4th, 2018).”

This shows that the respondents do not completely confirm the statement to be absolutely true. This is supported by the finding from the interviewee that considers the language barrier that may occur in Indonesia.

4.2.2. Product Packaging Using English Creating a Good First Impression towards Potential Customers

Following the statement received a mean score of 3.8. This means that the respondents from the questionnaire generally show a positive perspective towards the statement. To better understanding, below is the result of the statistic data for this statement:

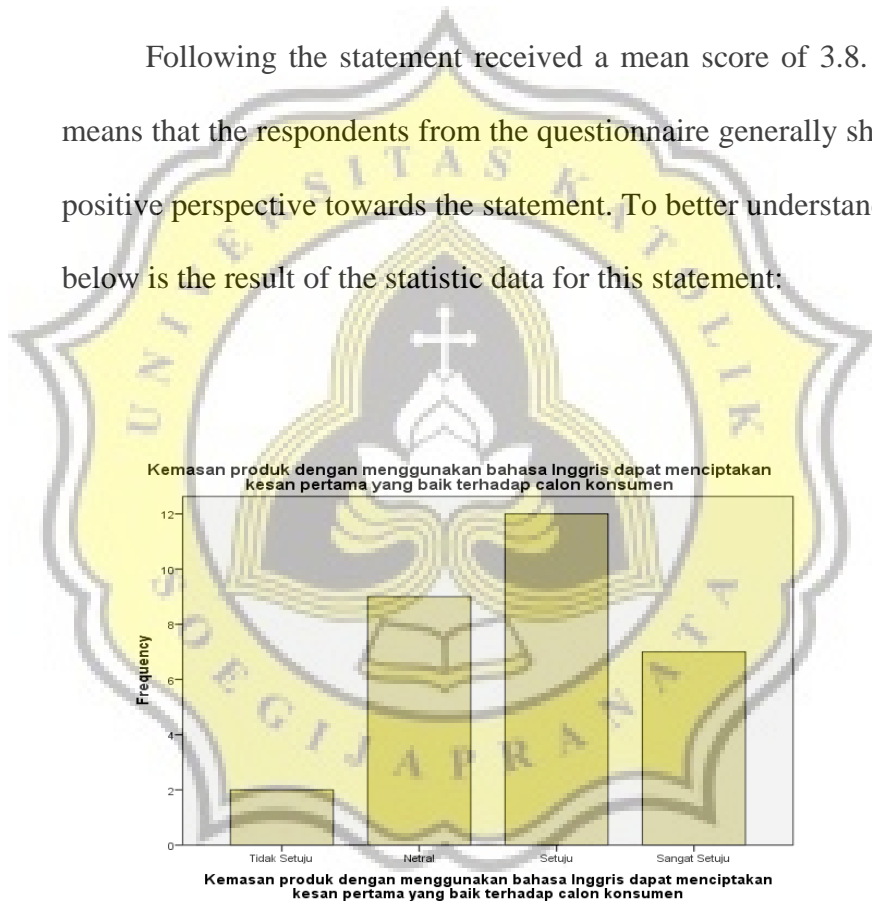


Figure 4.2. Product Packaging Using English Can Create a Good First Impression towards Potential Customers

Though the respondents do not completely agree on this statement, the mean score of this statement still exceeds the parameter.

According to the interviewee, products that use English in their packaging indicate that they are products from overseas. X1 gave his opinion, “*Mungkin setuju, karena biasanya kalau pakai bahasa Inggris mungkin produk dari luar.* [Maybe agree, since usually, products using English in their packaging are products from overseas] (X1, Interview, December 4th, 2018).”

This finding from the interview shows how Indonesian people consider products from overseas are valued more than products from Indonesia. Therefore, business people in Indonesia can take advantage of this situation by creating product packaging that sells quality and efficiency that it can engage more customers. The perspective of statement 4 is proven positive.

4.2.3. The Use of English in Product Packaging Adding More Values to the Product

The following statement has a mean score of 3.6. The mean score shows a positive perspective from the respondents. However, based on the figure below, the majority of the respondents answered neutral. The option neutral indicates that the respondents may have more significant answers to this statement.

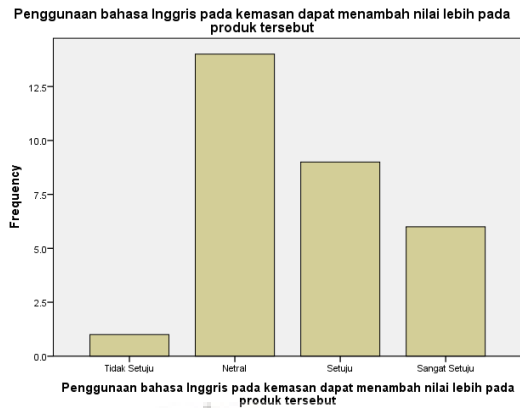


Figure 4.3. The Use of English in Product Packaging Can Add More Values to the Product

Despite the most picked option is neutral; the mean score still exceeds the parameter. This fact, though not thoroughly, points out the fact that the respondents consider English in product packaging can add values to the products in a way that English can create a prestigious class out of a product. This statement is strengthened by X4, “*Ya, karena menurut saya penggunaan bahasa Inggris dalam sebuah kemasan itu dapat membuat produk kemasan tersebut terlihat lebih menarik.* [Yes, because in my opinion, the use of English in product packaging can make a certain product looks more interesting] (X4, Interview, December 4th, 2018).”

4.2.4. The Use of English in Product Packaging Making Products

More Sellable

Following the statement has a mean score of 3.6. The perspective indicates positive manner towards this statement. To better understanding, figure 4.4 below will break down the selected options by the respondents.

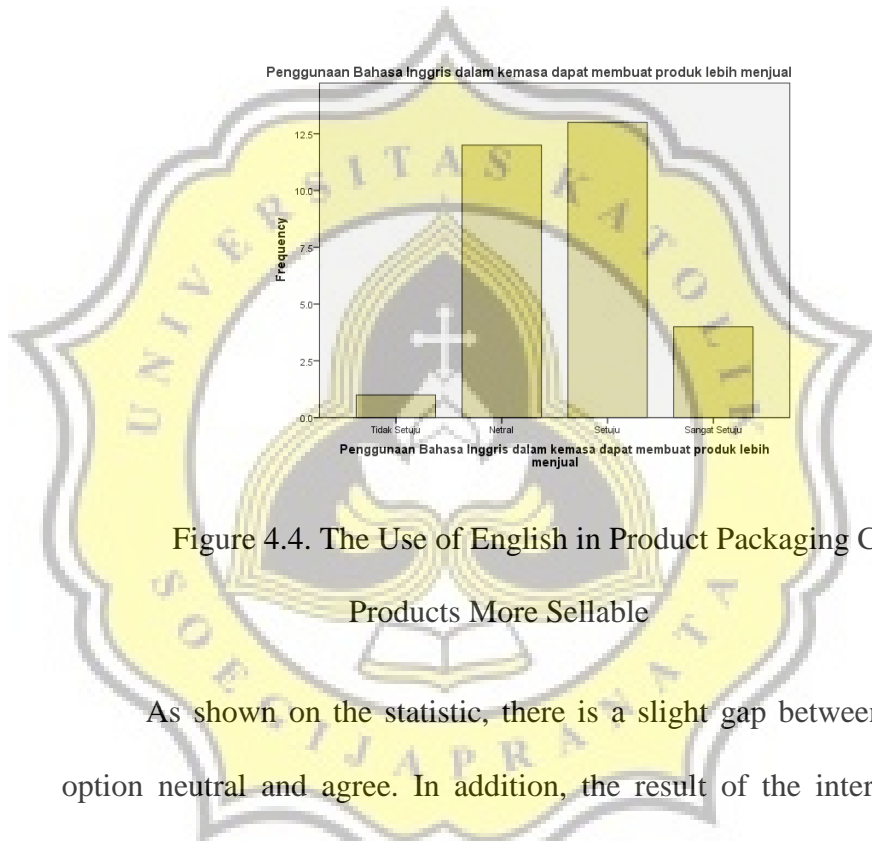


Figure 4.4. The Use of English in Product Packaging Can Products More Sellable

As shown on the statistic, there is a slight gap between the option neutral and agree. In addition, the result of the interview points out the fact that Indonesian people tend to get more intrigued by products using English since they look like they are from overseas. X4 stated “*Biasanya kalau pakai bahasa Inggris itu produknya dari luar negeri dan masyarakat Indonesia biasanya lebih suka produk dari luar dari pada dari dalam negeri.* [Usually, products that use English in their packaging indicate that they are products from overseas, in addition, Indonesian people tend to take

more interest on products from overseas than products from Indonesia] (X4, Interview, December 4th, 2018).”

4.2.5. Noticing That Products Using English in Their Packaging Value More than Products Using Indonesian

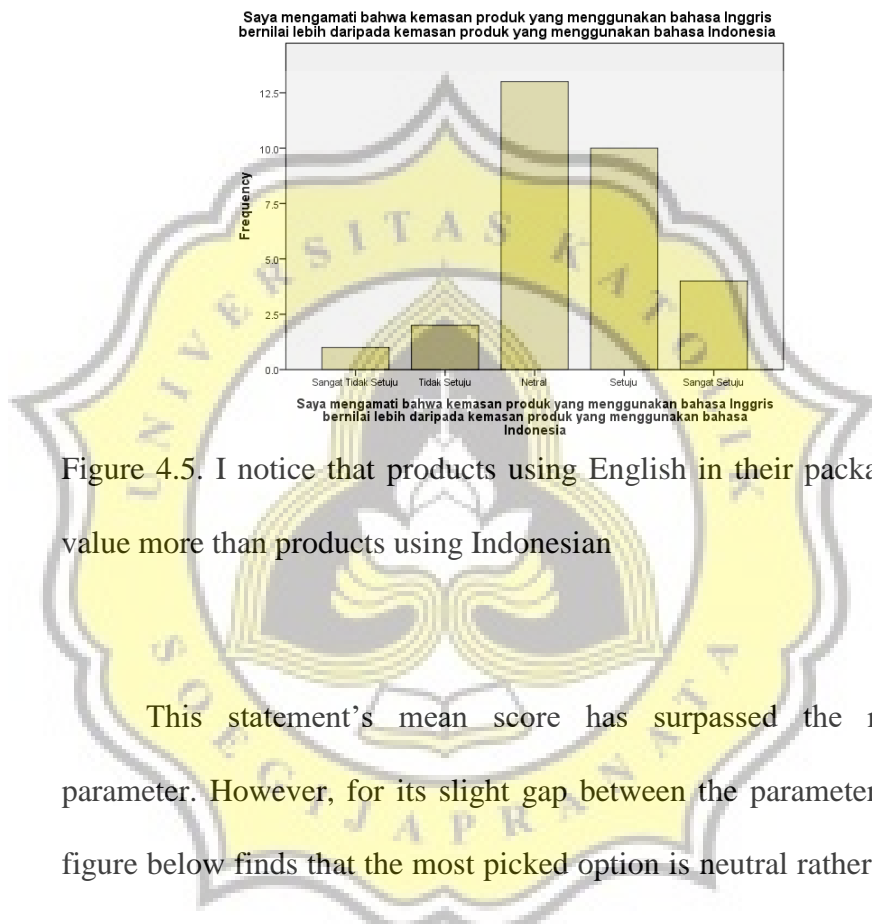


Figure 4.5. I notice that products using English in their packaging value more than products using Indonesian

This statement’s mean score has surpassed the mean parameter. However, for its slight gap between the parameter, the figure below finds that the most picked option is neutral rather than agree. It is quite interesting that this statement also results in a high standard deviation score of 0.93. Adding the quantitative data result, the interviewee explained how English in packaging works as an elegant attraction from a product. X4 also explained “*Ya, karena kemasan produk berbahasa Inggris terlihat lebih elegan daripada menggunakan bahasa Indonesia.* [Yes, because products

using English in their packaging look more elegant than the ones using Indonesian] (X4, Interview, December 4th, 2018).”

This refers to the theory that speculates the prestigious value of English among Indonesian people.

4.2.6. Noticing that product packaging in English Draw More Attention to People that Product Packaging Using Indonesian



Figure 4.6. I Notice that product packaging in English draw more attention to people that product packaging using Indonesian

Despite the low gap number with the parameter (3.3), this statement managed to have a positive perspective from the respondents.

Figure 4.6 above explains why the mean score reached not far from the parameter as a lot of the respondents picked neutral. Despite that, the statement is still indicated as positive.

The interviewee approved that product packaging in English tends to have better quality than product packaging in Indonesian. X5 on this statement stated, “*Kalau saya pribadi yang berbahasa Inggris biasanya lebih terjamin daripada yang menggunakan bahasa Indonesia (X5, Wawancara, 4 Desember 2018).* [For me personally, the quality of the product packaging in English is more guaranteed than the one using bahasa Indonesia] (X5, Interview, December 4th, 2018).”

4.3. English Prestige and Its Application in Product Packaging

4.3.1. Buying the Product That Its Packaging Is Using English

Although this statement exceeds the mean parameter (3.1), there is only slight of a gap shown from the data.

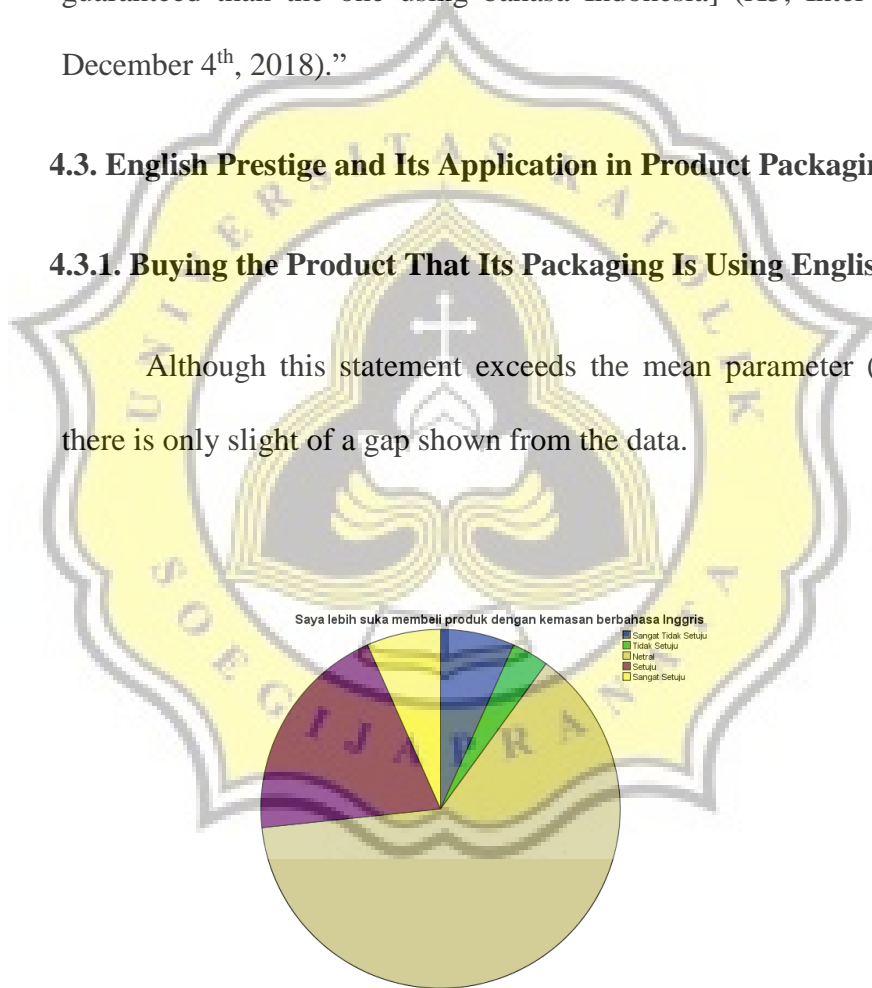


Figure 4.7. I Like To Buy the Product That Its Packaging Is Using English

Overviewing from previous findings explaining that English is considered prestigious to some of the respondents, it seems that the respondents personally do not frequently buy products using English in their packaging. This is shown from a large amount of respondents picked neutral option on the figure above. X3 gave her opinion, “*Karena menurut saya bahasa itu nggak terlalu mempengaruhi.* [Because for me language does not affect much] (X3, Interview, December 4th 2018).” She continued on what aspect does she see in product packaging, “*Secara visually.* [Its visual features] (X3, Interview, December 4th, 2018).”

Up until this point, it can be seen that FLA students generally still consider English as a prestige language. However, the response found from this statement conveys the fact that visual element attracts more than a verbal element.

4.3.2. Feeling More Confident When Buying Products That Their Packaging Is In English

The following statement has a mean score of 3.3. The mean score shows that it has exceeded the mean score parameter which means this statement has a positive perspective from the respondents.



Figure 4.8. Feeling More Confident When Buying Products That Their Packaging Is In English

The interviewee agreed that she, as a potential customer, considered the prestigious value of a product when its packaging is in English. This refers to the finding from earlier statements saying that the potential of products using English in their packaging are from overseas; which means the quality is more guaranteed.

4.3.3. Feeling Proud When Buying Products That Their Packaging Is In English

This statement is yet to have the lowest mean score of all statements (3.03).

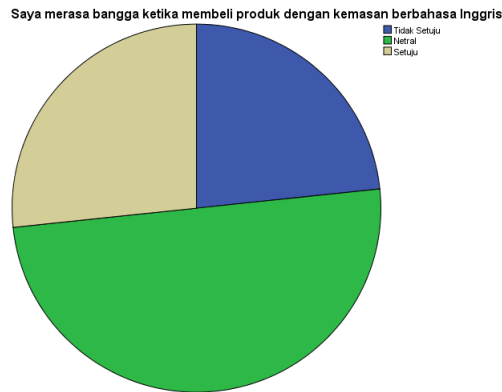


Figure 4.9. Feeling Proud When Buying Products That Their Packaging Is In English

The writer finds it interesting to discover the opinions of the respondents in the questionnaire consist of only neutral, agree, and disagree. As shown in the figure above, the most picked option is neutral. While the options agree and disagree seem to be equal through the option agree is picked more. The response from the interviewee also happens to be the same as the response from the previous statement. Nevertheless, this statement is still proven to have a positive perspective from the respondent regardless of the slight gap from the parameter.

4.4. Customers' Orientation in Business

4.4.1. Customers Are the Key of the Business World

Based on the theory in the Review of Literature, it is believed that a lot of companies these days have put on the concept of customer-oriented. Customers have become the focus of every transaction activity within the business environment. This statement has a high mean score (4.6) which manages to have a positive perspective.



Figure 4.10. Customers Are the Key of the Business World

To strengthen the finding, X5 said, “*Setuju karena kalau nggak ada konsumen bisnis nggak akan jalan.* [Agree, because if there are no consumers, any business will never run] (X5, Interview, December 4th, 2018).”

4.4.2. Business People Maintaining a Good Relationship with Customers

To build more findings for this study, this statement indicates that a lot of the respondents consider the importance to maintain a good relationship with the potential customers. This statement received a positive perspective from the respondents by holding a mean score of 4.5.

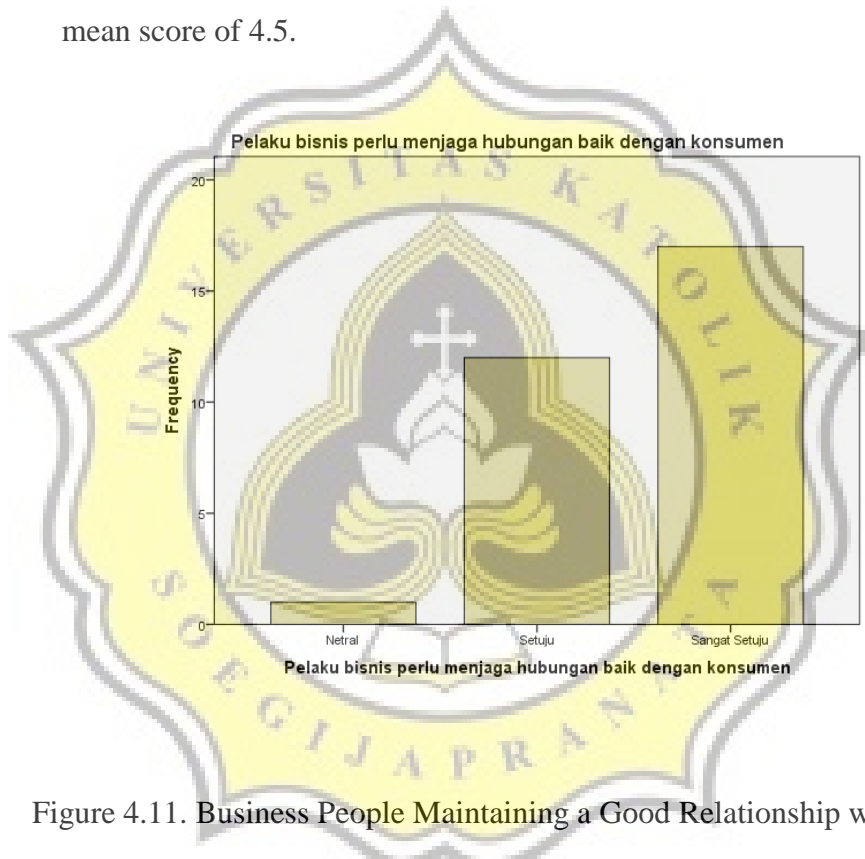


Figure 4.11. Business People Maintaining a Good Relationship with Customers

The obtained finding from the interviewee also supports the idea. X5 said, “*Harus dijaga karena kalau nanti sama konsumen ada masalah nanti nggak jadi laku bisnisnya nggak jadi jalan.* [It needs to be maintained to anticipate any kinds of problems that may

occur with the customers that will result in the unsuccessful business] (X5, Interview, December 4th 2018).”

4.4.3 A Good Treatment towards the Customers Resulting In a Good Mouth-To-Mouth Marketing Manner

The last statement indicates how showing a good treatment towards the customers may result in mutual relation, in this case for the business people, a positive recognition from the potential customers. This statement received a mean score of 4.5.

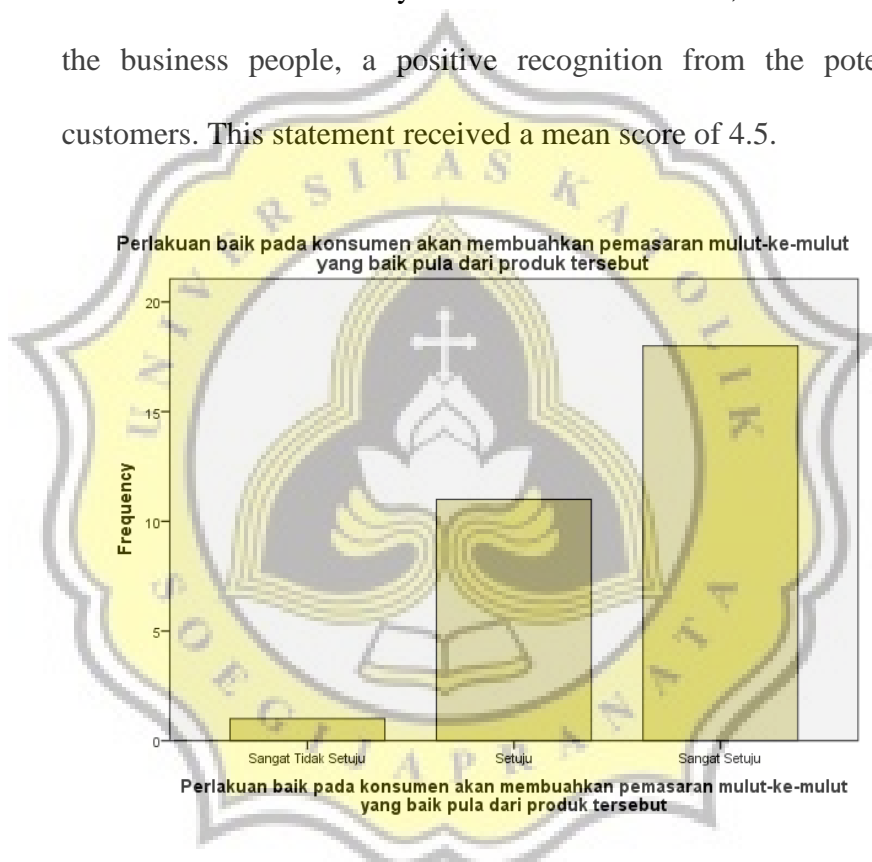


Figure 4.12. A Good Treatment towards the Customers May Result In a Good Mouth-To-Mouth Marketing Manner

X5 also stated, “*Ya pasti, maka dari itu harus menjaga hubungan baik agar produknya laris.* [Absolutely, therefore maintaining a good relationship with the customers is a need to be

done in order to create good sales] (X5, Interview, December 4th, 2018).”

The last statement’s mean score has exceeded the parameter which shows that this statement received a positive perspective from the respondents.

4.5. General Discussion

As mentioned earlier, this study adopts mixed methods research, allowing the writer to apply both quantitative and qualitative research in this study. The quantitative research is used as the primary data supported by qualitative research. All of the data from both research methods have been analyzed in this chapter. From the analysis, it can be seen how the majority of the respondents agree that English as a language helps to create a prestigious value in product packaging to make the product more attracting. From the findings, it can be seen that English as a marketing tool is not considered important by the majority of the respondents. Visual features are what the respondents deem important before buying a product.