

**FINAL REPORT**  
**SOCIETY PERCEPTIONS ABOUT THE TASTE AND THE**  
**PACKAGE OF KERUPUK UBI**



**This report is written to fulfill the requirement at**  
**State Polytechnic of Sriwijaya**

**BY:**  
**INNE AYU TRIESNASARI**  
**061130900678**

**STATE POLYTECHNIC OF SRIWIJAYA**  
**PALEMBANG**  
**2014**

**APPROVAL SHEET  
FINAL REPORT**

**SOCIETY PERCEPTIONS ABOUT THE TASTE AND THE PACKAGE  
OF KERUPUK UBI**



**INNE AYU TRIESNASARI**

**061130900678**

**Palembang, July 2014**

**Approved by,**

**First Advisor,**

**Second Advisor,**

**Drs. Muwarni Ujihanti, M.Pd  
ID. 195902171987032001**

**Darmaliana, M.Pd  
ID. 167301032005012002**

**Acknowledged By**

**Head of English Department**

**Dra. Tiur Simanjuntak, M.Ed.M  
ID. 196105071988032001**

# MOTTO AND DEDICATION

**Motto :**

**Never give up on what you really want to do. The person with big dreams is more powerful than the one with all the facts – Albert Einstein**

**Dedicated to :**

**♥ My Family**

**♥ My Almamater**

## **PREFACE**

First of all, I would like to express my greatest gratitude to Allah SWT for the blessing, so I can finish this final report entitled ‘Society perceptions about the taste and the package of *kerupuk ubi*’ in the proper time. This final report is done the requirement of final report project at Sriwijaya State Polytechnic Palembang.

I hope this assignment will be useful for everyone such as English department, my friends and my juniors. I will be happy to anyone who is eager to give comments, suggestions and criticisms because this report is obviously imperfect.

Palembang, May 2014

**Inne Ayu Triesnasari**

## **ACKNOWLEDGEMENT**

First of all, I would like to express my greatest gratitude to Allah SWT for the blessing so that, I can finish the paper entitled ‘Society perceptions about the taste and the package of *kerupuk ubi*’ in the proper time. This paper is done to fulfill the requirement of final report project at Sriwijaya State Polytechnic Palembang.

I also would like to express my gratitude to:

1. Mr. Rd. Kusumanto, S.T as director of State Polytechnic of Sriwijaya
2. Ms. Dra. Tiur Simanjuntak, M.Ed.M as head of English Department. Thank you for the suggestion, advice, motivation and support.
3. My first advisor, Dra.Muwarni Ujihanti, M.Pd, thank you for the suggestion, advice, motivation, support and attention to finish my final report.
4. My second advisor, Darmaliana, M.Pd, thank you for the suggestion, advice, motivation, support and attention to finish my final report.
5. All lecturers and staffs in English Department at Sriwijaya State Polytechnic Palembang.
6. My beloved parents, Mr. Dede Yoga Trisna and Ms.Nurahayu, who always encourages me to keep studying and supporting me to finish my final report.
7. My beloved brother, Kelvin Aditya Nouval
8. All of my friends in 6BA 2011class, who have been great friends to me with all of the support, jokes and spirit. It is so nice to be your friends.
9. All of my best friends in Sriwijaya State Polytechnic Palembang, who always give me support and motivation to finish my final report.

I hope this paper will be useful for everyone and I will be grateful to anyone who is eager to give comments, suggestions and criticisms because this paper is obviously imperfect.

Palembang, May 2014

The writer

## **ABSTRACT**

### **Society perceptions about the taste and the package of Kerupuk Ubi**

---

( Inne Ayu Triesnasari, 2014; 28 pages; 4 table )

The purpose of this research report is to know about the interest of customers about *kerupuk ubi* so that it can increase the sales of *kerupuk ubi*. The data were collected by using interviews and observations with *kerupuk ubi* maker and questionnaires for the respondents. The method used in this report are interview and questionnaire with sample of 3 *kerupuk ubi* maker and 100 respondents taken by Non-Probability Sampling. The writer found that *kerupuk ubi* had some problem in the developing it sales. First, there is no innovation in the packaging of *kerupuk ubi* because from 1998 until now, the *kerupuk ubi* maker still used black plastic to sell their products. Second, there is no innovations in the varians. They only have 2 taste, original and spicy. After facing those problems, the writer tried to make new varians and new packaging in order to increasing the sales of *kerupuk ubi* and want to know society perceptions about it

## TABLE OF CONTENT

<b>TITLE SHEET</b> .....	i
<b>APPROVAL SHEET</b> .....	ii
<b>MOTTO</b> .....	iii
<b>PREFACE</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>ABSTRACT</b> .....	vii
<b>TABLE OF CONTENT</b> .....	viii
<b>LIST OF TABLE</b> .....	x

### CHAPTER I INTRODUCTION

1.1 Background.....	1
1.2 Research Formulation and research Limitation.....	3
1.2.1 Research Formulation.....	3
1.2.2 Research Limitation.....	4
1.3 Research Questions .....	4
1.4 Purpose .....	4
1.5 Benefits .....	4

### CHAPTER II LITERATURE REVIEW

2.1 Tourism.....	6
2.2 Marketing.....	6
2.2.1 Marketing Mix.....	7
2.3 Promotion .....	9
2.3.1 Promotion Mix.....	9
2.3.2 Purpose of promotion.....	10
2.4 Food.....	11



2.5 Perception.....	11
2.6 The history of <i>kerupuk ubi</i> .....	11

### **CHAPTER III GENERAL OVERVIEW**

3.1 Methodology.....	13
3.2 Subject of research.....	14
3.3 Sample of collecting data.....	14
3.3.1 Nonprobability sampling.....	14
3.4 Technique of collecting the data.....	15
3.4.1 Interview.....	15
3.4.2 Questionnaire.....	16
3.4.3 Observation.....	16
3.4.3.1 Direct Observation.....	16

### **CHAPTER IV FINDINGS AND DISCUSSIONS**

4.1 Findings .....	17
4.1.1 Table in Part 1.....	17
4.1.2 Table in Part 2.....	20
4.1.3 Table in Part 3.....	24
4.2 Discussion .....	27

### **CHAPTER V CONCLUSION AND SUGGESTION**

5.1 Conclusion .....	28
5.2 Suggestion .....	28

### **REFERENCES**

### **APPENDIXES**

## LIST OF TABLE

Table 1	The production of <i>kerupuk ubi</i> .....	2
Table 2	The knowledge about <i>kerupuk ubi</i> .....	17
Table 3	The taste and opinion about the chance of <i>kerupuk ubi</i> .....	20
Table 4	The packaging of <i>kerupuk ubi</i> .....	24