

**FINAL REPORT**

**THE CONSUMERS' PERCEPTIONS AND ACCEPTANCES ON SQUID  
PEMPEK: A RESEARCH AND DEVELOPMENT ON PALEMBANG  
TRADITIONAL FOOD**



**This report is written to fulfill the requirement of Diploma Graduation in  
English Department of State Polytechnic of Sriwijaya**

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**STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG  
2015**

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Finally, the writer likes to thank to respondents who helped and gave contibution directly and indirectly for the writer during writing this Final Report who cannot be written one by one.

## **PREFACE**

First of all, the writer would like to perform the gratitude to Allah SWT for giving the outstanding mercy and the blessing for the writer in finishing this final report on time. This report is written to fulfill the final report project at English Department of State Polytechnic of Sriwijaya with the title “The Consumers’ Perceptions and Acceptances on Squid Pempek: A Research and Development on Palembang Traditional Food”.

The writer realizes this final report is still far from being perfect because of limitation of sources, time, and knowledge. Therefore, comments and suggestion from whole sources are needed. The writer really expects that this report can be useful, can give information and even enlarge the knowledge about squid pempek as innovation product of Palembang traditional food for the readers especially for students of English Department and Palembang society.

Palembang, June 2015

The Writer

# Motto And Dedication

*Do all things with love and don't give up easily*

*"With every difficulty, there is relief"*

This final report is dedicated to :

- Allah SWT
- My beloved parents
- My beloved teachers
- My beloved friends

## ABSTRACT

### **The Consumers' Perceptions and Acceptances on Squid Pempek: A Research and Development on Palembang Traditional Food**

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**(Rasmaji Syahyogi 2015, 28 Pages, 4 Images 6 Tables, 1 Chart)**

This final report researched the consumers' perceptions and acceptances on squid pempek. Squid has many advantages and contain high protein then other sea fishes. The writer wanted to make new innovation product of pempek Palembang using squid meat. Therefore, several research questions account. They were what are the consumers' perceptions and acceptances about pempek made of squid meat according to its tasty, color, texture, and aroma variable and what the best composition for substituting fish meat with squid meat in making pempek. The data were collected through questionnaires. The writer used 4 variables in questionnaire as assessment (taste, color, texture, and aroma). The data were analyzed by using descriptive method. The result indicated that 4 types of squid pempek was accepted by consumers perceptions and acceptances, but some respondents did not like squid pempek no. 1 because it had hard chewy texture. Squid pempek no. 4 was the most favorable and could be very accepted by consumers perceptions and acceptances because it had the highest percentage score of each variables from taste = 92,5%, color = 80%, texture = 93,75%, consumers acceptances = 88,75%, for aroma, it had the lowest score = 65%. But it was still accepted by respondents because the percentage score was up to 50%.

**Keyword :** *Squid, Pempek, and Pempek Recipes*

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