

**A QUALITATIVE STUDY OF WOMEN'S SLIM CIGARETTE
PACKAGING PERCEPTIONS AND PREFERENCES: A STUDY WITH
REFERENCE TO YOGYAKARTA**

THESIS

**As partial fulfillment of requirement to attain Degree of Sarjana Ekonomi
(S1) in Management Program Faculty of Economics Atma Jaya Yogyakarta
University**



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A THESIS

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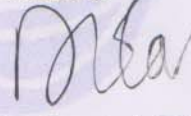
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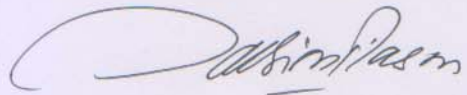


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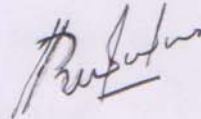


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AUTHENTICITY ACNOWLEDGMENT

I, the writer of this thesis, hereby declare that I compiled this thesis by myself. I fully know that my writings do not contain others' or part (s) of others' writing, except for those that have been cited and mentioned in the references.

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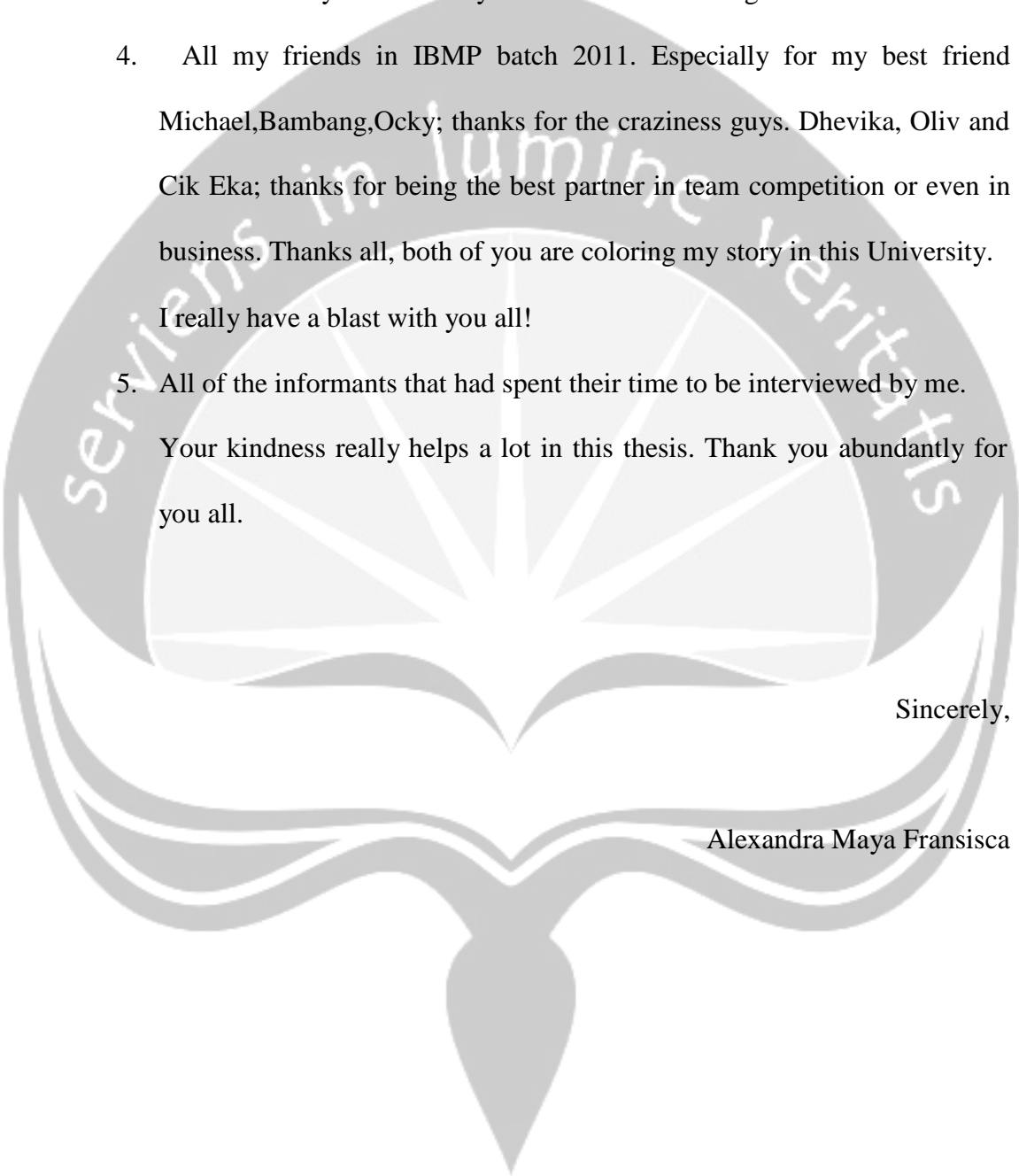
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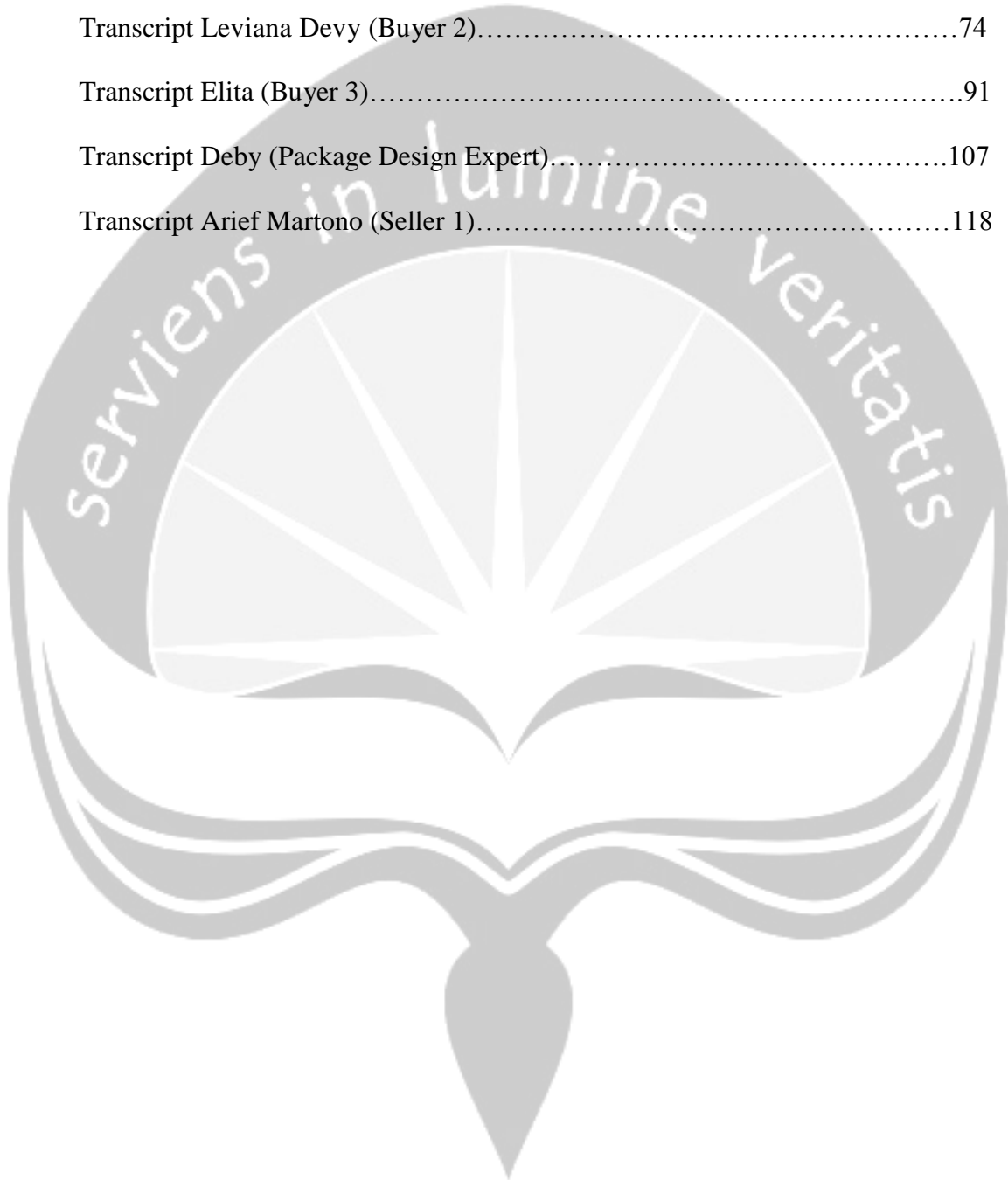


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ABSTRACT

The research about Women' Slim Cigarette Packaging Perceptions and Preferences has been done. There are three research variables that were used in this research; Variables of the Packaging as a Marketing Tools. Variable of the Informants' Perception on Packaging Elements, variable that consists of the visual element (*graphics, colors, symbol, shape, and size*) and informational element (*product name, brand, producer, composition, price, expired date, and health claim*). Variable of the Informants' Preference on Packaging Elements, variable that consists of the visual element (*graphics, colors, symbol, shape, and size*) and informational element (*product name, brand, producer, composition, price, expired date, and health claim*).

This research analyzes whether the Packaging as a Marketing Tools can overrule marketing strategy in purchasing Slim Cigarette products. This research used qualitative method with content analysis. In this research, statements from informants from different background but still relate to Slim Cigarette products. They include buyers, seller, and package design expert. A wide variety of journals related to the analysis was used as additional information. From this research the result was showed that Packaging as a Marketing Tools can overrule marketing strategy in purchasing Slim Cigarette products.

Keywords: packaging; slim cigarette; Yogyakarta