

CHAPTER 1

INTRODUCTION

1.1. Background

In 1980, Nutri Sari Indonesia launched the first instant orange juice product. Within the progress, orange juice becomes more popular to the market. Mr. Sambas Winata (2003), the Distribution General Manager of PT Tang Mas, stated that the marketing of the orange juice grows rapidly, about 30% until 40%, and they can take the same benefit from the growth. From the statement, the writer concludes orange juice is having a prospective market recently.

Nowadays, there are many instant orange juice producers as the result of the prospective market. They produce instant orange juice in various kind of forms (powder and liquid), sizes and packages (bottle and sachet).

The prospective market and increasing number of producers stimulate the competition among the producers. The competition forces the producers to improve their product in order to win the customers. In this research, the writer would like to discuss about improving the packaging to win the customers.

In the modern era, there is a new paradigm about the package. According to Hermawan Kertajaya, an economic expert, it was "Packaging protects what it sells" but now is "Packaging sells what it protects". In the old paradigm, the package was a tool to protect

the product inside it. With the new paradigm, the package has other functions as the identity, the commitment, and the image of the product. It makes the package having attracting power to the customers. It helps to sell the product to the customers. Using the new paradigm, the producers need to pay attention on the package of their products.

Based on the reasons above, the writer would like to do a research about the package of "Juz AFI Orange Juice". The writer has spread the questionnaires to see the market perception about orange juice packages. The results of the questionnaires indicate that most of the responders less like the package of "Juz AFI Orange Juice".

In this research, the competitors are "Frutang" and "Modern". The customers can easily find out the two products together with "Juz AFI Orange Juice" in almost all supermarkets and convenient stores. Based on SWA magazine research, "Frutang" is the leader in bottled orange juice market. From the two facts above, it is important to consider "Frutang" and "Modern" as the competitors of "Juz Afi Orange Juice".

1.2. Problem Formulation

- a. What attributes influencing the customers' satisfactions to the package of "Juz AFI Orange Juice"?
- b. How is the position of the package of "Juz AFI Orange Juice" toward its competitors in the market?
- c. What is the solution to improve the package of "Juz AFI Orange Juice"?

1.3. Purpose

- a. To know the attributes of "Juz AFI Orange Juice" package that influences the customer's satisfactions.
- b. To know the position of "Juz AFI Orange Juice" package toward its competitors' in the market.
- c. To propose suggestion for redesigning the package of "Juz AFI Orange Juice" based on customer's voice.

1.4. Problem Limitation

- a. The competitors of the research object are the package of "Modern" and "Frutang" orange juice.
- b. The writer collects the customer voice by distributing questionnaires randomly in Yogyakarta.
- c. The writer uses QFD method with limitation to engineering design characteristic phase to analyze the data in this research.
- d. The writer only redesigns the packer label of "Juz AFI Orange Juice".
- e. The writer assumes the product material to be same with the recent product (plastic).
- f. The writer assumes the production cost to be negligible due to limited data availability and time limitation.
- g. The redesigning process emphasizes on ergonomic point of view.

1.5. Methodology

1.5.1. Methods of Data Collecting

The writer collects the data using the following methods:

a. Interview.

The writer will interview the customer of "Juz AFI", "Frutang, and 'Modern" orange juice to help making the questionnaire.

b. Questionnaire.

The writer will spread the questionnaires randomly to the responders. The writer will bring the bottles of the three products to help the responders answering the question easier.

c. Reference.

The writer gets data and information from books and internet.

1.5.2. Method of Product Development

The method for analyzing the product development in this research is Quality Function Deployment (QFD). Using QFD method, the writer finds out the customer's voice then determines the technical response and objectives of "Juz AFI Orange Juice" package.

As the result of QFD, the writer will propose design suggestion of "Juz AFI Orange Juice" packer label. The writer uses ergonomic display principle to redesign the packer label to make it good looking and easy to read the information on it.

1.5.3. Instrument and Processing Data

The instrument to collect the data is questionnaire. The writer spreads the questionnaires to have the customers' voice of a package. Questionnaire contains the questions about the attributes of the orange juice package. This questionnaire uses Likert scale to let the responders answer the questions easily.

After getting the data through questionnaire, the writer will check the validity and reliability of the data. The writer uses the aid of SPSS 10 for Window program to make the observation easier.

1.5.4. Steps of the Research

- a. Searching and collecting information from the books, internet, and interview to formulate the problem for the research topic.
- b. Determining instrument for data collection. The instrument is questionnaire.
- c. Interviewing the consumers of "Juz AFI", "Frutang", and "Modern" orange juice. The interview result is helping the making of the questionnaire.
- d. Spreading questionnaires randomly in Yogyakarta.
- e. Using SPSS 10 for Window program to test validity and reliability of the data from questionnaires.
- f. Analyzing the package attributes of "Juz AFI Orange Juice" using QFD method.
- g. Giving suggestion for redesigning the packer label of "Juz AFI Orange Juice".

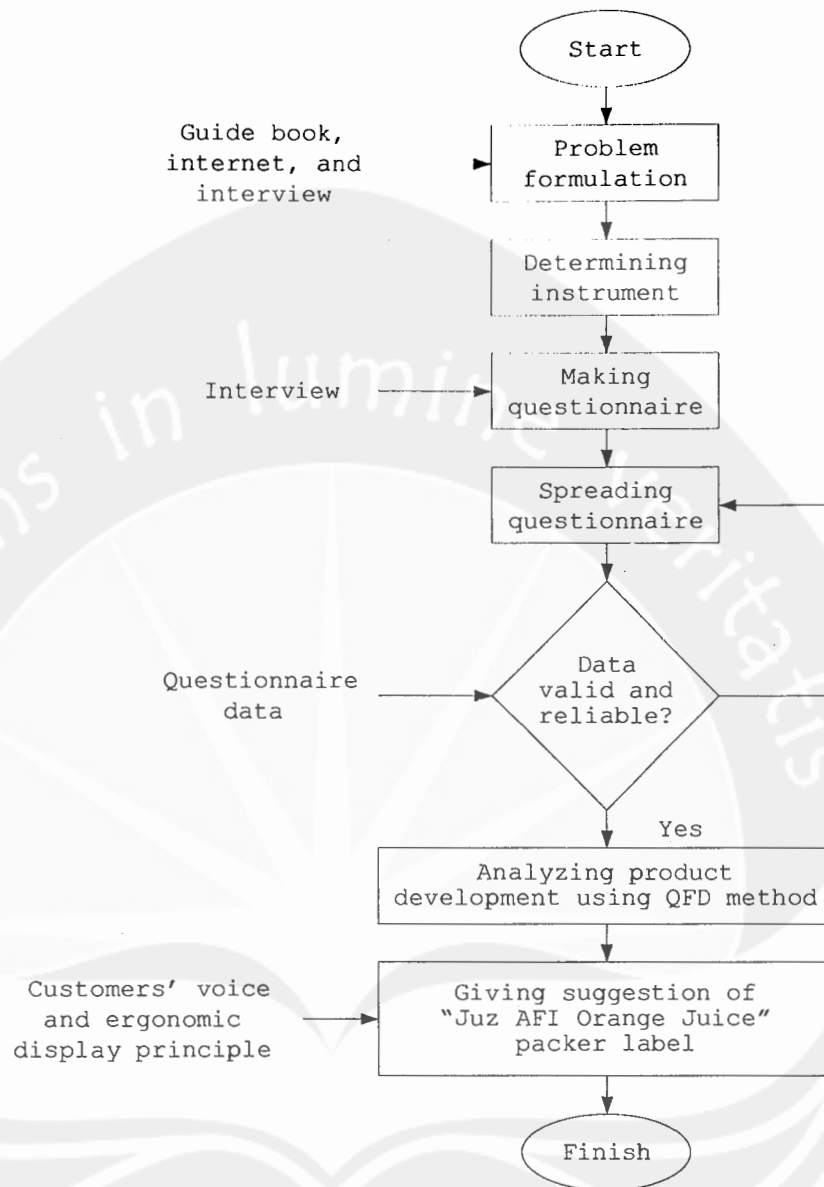


Figure 1.1. Steps of the Research

1.5. Report Outline

The report outline of the final report is listed as follow:

Chapter 1 : Introduction.

This chapter contains of background, problem formulation, purpose, problem limitation, methodology, and report outline.

Chapter 2 : Litterature Review.

This chapter contains list of earlier researches related to the topic of this research. It also contains the difference of the earlier researches toward this reserach.

Chapter 3 : Theory.

This chapter contains theories from books and internet as the base of analysis.

Chapter 4 : Data.

This chapter contains data. It is the result of spreading the questionnaires.

Chapter 5 : Data Analysis and Discussion.

This chapter contains analysis and discussion from the data using Quality Fuction Deployment method and ergonomic point of view.

Chapter 6 : Conclusion and Suggestion.

This chapter contains conclusions from the data analysis and discussion. It also contains suggestion for redesigning the packer label of "Juz AFI Orange Juice".