

ABSTRAK

STUDI DESKRIFTIF TENTANG PERSEPSI PEMBELI TERHADAP MANFAAT SABUN MANDI

Dahulu sabun mandi hanya dianggap sebagai alat untuk membersihkan tubuh, namun sekarang produsen menciptakan variasi-variasi manfaat tambahan suatu sabun mandi. Keadaan ini menimbulkan keinginan peneliti untuk mengetahui bagaimana persepsi konsumen terhadap manfaat sabun mandi.

Penelitian ini termasuk jenis penelitian deskriptif kualitatif yang menggambarkan data-data dari hasil wawancara dengan subjek penelitian. Peneliti mengambil mahasiswa Universitas Sanata Dharma sebagai sampel penelitian karena dianggap dapat mewakili keragaman faktor-faktor pribadi konsumen yang dapat mempengaruhi persepsi seseorang. Data penelitian yang berupa transkrip verbatim hasil wawancara kemudian dikategorikan dalam kelompok-kelompok tertentu dan dikoding menurut golongannya. Hasil koding dibuat dalam bentuk prosentase dan dijelaskan dalam pembahasan tiap kategori.

Dari hasil pengolahan data, dapat diambil kesimpulan bahwa manfaat terpenting dari suatu sabun mandi adalah untuk kesehatan kulit. Masyarakat mulai menyadari bahwa sabun mandi bukan hanya sekedar alat untuk membersihkan badan, namun lebih sebagai alat untuk menjaga kesehatan kulit. Kenyataan ini memberikan pengetahuan baru kepada para produseb sabun mandi dan dapat menjadi orientasi pembuatan produk-produk sabun.mandi yang baru.

ABSTRACT

THE DESCRIPTIVE STUDY OF CONSUMER'S PERCEPTION ON THE FUNCTION OF THE BATH SOAP

People used to think that bath soap was only a body cleaning tool. Nowadays, producers create many additional functions for a bath soap. This fact had lead the research to find out the consumer's perception on the function of the bath soap.

This research was a qualitative descripton research which described the data that was gained from the result of interviews with the subject of the research. The subjects of the research were the student of Sanata Dharma University. The reason was that the students of Sanata Dharma University represented various consumer personal factors which could influence someone's perception. The data of the research which is verbatim transcript of the interview were categorized into some cluster and coded according to the group later. Then the result of the code was made into percentage form. After that, those result was explained in the discussion of each category.

From the result of the data analysis, we could conclude that the most important function of a bath soap was for skin healthy. People start to realize that the main function of the bath soap is not body cleaning tool but for care and healthy skin tool. This fact gave a new knowledge to the bath soap producers in making new bath soap which suit with the consumer's need.