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| --- | --- |
| **QUESTIONNAIRE NO.** | |
| **DP** |  |
| **FIELD** |  |

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| **IDC3341 PROJECT SOVIA 2**  **-SCREENING QUESTIONNAIRE-** |

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| --- | --- | --- | --- | --- | --- | --- |
|  | | **Indofood** | | **Sedaap** | **Hoki** | **Soto** |
| **PANEL QUOTA** | | **Panel 1**  **(Sachet)** | **Panel 2**  **(Pouch)** | **Panel 3**  **(Pouch)** | **Panel 4**  **(Pouch)** | **Panel 5**  **(Pouch)** |
| **Total Responden** | | **1000** | | | | |
| **City / Kota** | | | | | | |
| Jakarta | 1 |  | 100 | 100 | 100 | 100 |
| Bandung | 2 | 100 |  |  |  |  |
| Surabaya | 3 | 100 | 100 | 100 | 100 | 100 |
| **Gender / Jenis Kelamin** | | | | | | |
| Female Mother/ Ibu | 1 | 200 | 200 | 200 | 200 | 200 |
| **SES** | | | | | | |
| A | 1 | 67 | 67 | 67 | 67 | 67 |
| B | 2 | 67 | 67 | 67 | 67 | 67 |
| C1 | 3 | 66 | 66 | 66 | 66 | 66 |
| **Age / Umur** | | | | | | |
| 25 - 40 y.o/tahun | 1 | 200 | 200 | 200 | 200 | 200 |
| **BUMO** | | | | | | |
| Bango Sweet Soy Sauce | 1 | 100 | 100 | 100 | 100 | 100 |
| ABC Sweet Soy Sauce | 2 | 47 | 47 | 47 | 47 | 46 |
| Sedaap Sweet Soy Sauce | 3 | 47 | 47 | 47 | 46 | 47 |
| Indofood Soy Sauce | 4 | 6 | 6 | 6 | 6 | 6 |
| **Dish / Masakan** | | | | | | |
| Semur Tahu Telur | 1 | 100 | 100 | 100 | 100 | 100 |
| Nasi Goreng | 2 | 100 | 100 | 100 | 100 | 100 |

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| Respondent Name  Nama Responden |  | | | | | | | | |
| Region  Kecamatan |  | | | | | | | | |
| City  Kabupaten/Kota |  | | | | | | | | |
| State  Propinsi |  | | | | | | | | |
| Address  Alamat | Zip code/Kode Pos: | | | | | | | | |
|  | | *# Hand Phone* | | | **\*HARUS TERISI \*SHOULD BE FILLED** | | | | |
| Interview Date  Tanggal Interview | **\_\_/\_\_/2020** | Start of Interview  Mulai Wawancara | | |  | End of interview  Berakhir: | | |  |
| Interviewer Name  Nama Interviewer |  | | | | | Interviewer ID  Interviewer ID | | |  |
| ***RECORD OF VALIDATION*** | | | | | | | | | |
| Witnessed by :  Disaksikan oleh: |  | | | | | | Date  Tanggal |  | |
| Validated by :  Divalidasi oleh: |  | | | | | | Date  Tanggal |  | |
| **Observed by :**  **Diobservasi oleh:** |  | | | **Length of interview**  **Lama wawancara** | | |  | | |
| **ESOMAR STATEMENT**  **PERNYATAAN ESOMAR** | | | | | | | | | |
| Saya menyatakan bahwa responden yang nama dan alamatnya tercantum di atas, tidak saya kenal sebelumnya sampai saat wawancara dilakukan. Saya memastikan bahwa sebelum mengembalikan kuesioner ini, saya telah memeriksa bahwa ini dilaksanakan sesuai dengan ketentuan dan pedoman MRS dan instruksi yang diberikan kepada saya untuk penelitian ini. Saya memahami bahwa informasi yang diberikan selama wawancara harus tetap terjaga kerahasiaannya.  I declare that the respondent with the name and address above is never known before until the interview is done. I ensure before return this questionnaire, I have checked that this study has been conducted according to MRS provision and guidance and instruction that has been given to me. I understand that the information that given during the interview must be kept confidential. | | | | | | | | | |
| Ditandatangani oleh Interviewer:  Signed by interviewer :  ..........................................  ..../...../.... | | | Ditandatangani oleh Responden:  Signed by Respondent :  ......................................................  ..../...../.... | | | | | | |

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| **INTRODUCTION**  **PERKENALAN** |

Good morning/afternoon/evening, my name is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from PT Kadence International, a market research company. We are interested with people’s opinion regarding products or services that people buy or use these days. Today, we are conducting a survey on soy sauce products.

Selamat pagi/siang/sore, nama saya \_\_\_\_\_\_\_\_\_\_\_\_\_\_ dari PT Kadence International, sebuah perusahaan riset pemasaran. Kami sangat tertarik untuk mempelajari pendapat masyarakat mengenai produk atau pelayanan yang mereka beli atau gunakan. Hari ini, kami sedang melakukan penelitian mengenai produk-produk kecap.

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| --- |
| **SCREENING SECTION**  **BAGIAN SCREENING** |

|  |  |  |  |
| --- | --- | --- | --- |
| **S 5** | **INTERIEWER:** Please record gender  **INTERVIEWER:** Catat jenis kelamin | | |
| Male  Laki-laki | 1 | **STOP** |
| Female  Perempuan | 2 | **CONTINUE**  **LANJUTKAN** |

|  |  |  |  |
| --- | --- | --- | --- |
| **S 1** | **SHOWCARD**  Are you or any of your family members working at any of the following companies/sectors? **(SA)**  Apakah Anda atau salah satu anggota keluarga Anda bekerja pada salah satu perusahaan berikut ini? **(SA)** | | |
| Marketing research company  Perusahaan riset pemasaran | 1 | **STOP** |
| Advertising agency / Bureau  Agen / biro periklanan | 2 |
| Mass media / Public relations  Media masa / Public relations / Hubungan Masyarakat | 3 |
| Manufactures/Distribution/R&D of spices products (e.g. chili sauce, ketchup, soy sauce, etc) Manufaktur/Distribusi/R&D dari produk bumbu (contoh: saus sambal, saus tomat, kecap manis, dll.) | 4 |
| Supermarket/shop of spices products (e.g. chili sauce, ketchup, soy sauce, etc)  Supermarket/toko yang menjual produk bumbu (contoh: saus sambal, saus tomat, kecap manis, dll.) | 5 |
| Other  Lainnya | 6 | **CONTINUE LANJUTKAN** |

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| **S 2** | In the past 6 months, have you been invited/attended/participated in any marketing research/any group discussion about food and beverage products? **(SA)**  Apakah dalam waktu 6 bulan terakhir ini Anda pernah diundang/mengikuti/berpartisipasi dalam sebuah riset pemasaran/survey mengenai produk makanan dan minuman? **(SA)** | | |
| Yes  Ya | 1 | **STOP** |
| No  Tidak | 2 | **CONTINUE**  **LANJUTKAN** |

|  |  |  |
| --- | --- | --- |
| **S 3** | **OPEN ENDED**  Please tell me your age on your last birthday?  Dapatkah Anda memberitahu Saya usia Anda berdasarkan hari ulang tahun Anda Yang Terakhir? | **\_\_\_\_\_\_\_\_\_\_ years old tahun** |
| **Date: \_\_\_\_\_\_\_\_\_\_ Month: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Year: \_\_\_\_\_\_\_\_\_\_\_\_**  **Tanggal lahir: \_\_\_\_\_\_\_\_\_\_ Bulan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Tahun: \_\_\_\_\_\_\_\_\_\_\_\_** |

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| **S 4** | **INTERIEWER**: Circle the respondent’s age range **(SA)**  **INTERVIEWER**: Lingkari kode kelompok usia responden **(SA)** | | |
| Below 25 y.o  Di bawah 25 tahun | 1 | **STOP** |
| 25-30 y.o/tahun | 2 | **CONTINUE**  **LANJUTKAN** |
| 31-35 y.o/tahun | 3 |
| 36-40 y.o/tahun | 4 |
| Above 40 y.o  Di atas 40 tahun | 5 | **STOP** |

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| **S 6** | **SHOWCARD**  What is the highest level of school you completed? **(SA)**  Apa pendidikan tertinggi yang telah Anda selesaikan? **(SA)** | | |
| No formal education  Tidak ada pendidikan formal | 1 | **STOP** |
| Elementary school  Sekolah Dasar | 2 |
| Junior high school  Sekolah Menengah Pertama | 3 |
| Senior high school  Sekolah Menengah Atas | 4 | **CONTINUE**  **LANJUTKAN** |
| Academy / College / higher education  Akademi (D2/D3) / setingkatnya | 5 |
| Bachelor’s degree (Strata 1)  Sarjana S-1 | 6 |
| Master degree (Strata 2)  Sarjana S-2 | 7 |
| PhD (Strata 3)  Doktor (Sarjana S-3) | 8 |
| Refuse  Menolak | 9 | **STOP** |

|  |  |  |  |
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| **S 7** | **SHOWCARD**  What is your current occupation? **(SA)**  Apakah pekerjaan Anda saat ini? **(SA)** | | |
| Students  Pelajar | 1 | **CONTINUE**  **LANJUTKAN** |
| College students  Mahasiswa S1/S2/S3 | 2 |
| Company staff (full-time worker)  Karyawan perusahaan (pegawai tetap) | 3 |
| Part-time worker  Pekerja paruh waktu | 4 |
| State employee  Pegawai negeri | 5 |
| Entrepreneur  Wiraswasta/Wirausahawan/Businessman | 6 |
| Professional (teacher, lawyer, doctor, notaris, etc)  Professional (pengajar, pengacara, dokter, notaris umum, dll.) | 7 |
| Skilled worker (wood, mechanic, gardener, etc)  Buruh berketerampilan (tukang kayu, tukang kebun, mekanik, tukang las, dsb) | 8 |
| Unskilled worker  Buruh tanpa ketrampilan (buruh lepas, dll) | 9 |
| Housewife  Ibu rumah tangga | 10 |
| Unemployed  Pengangguran/Tidak bekerja | 11 |
| Others, specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Lainnya, sebutkan\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | xx |

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| **S 8** | **SHOWCARD**  What is your marital status? **(SA)**  Apakah status perkawinan Anda? **(SA)** | | |
| Belum menikah  Not married | 1 | **STOP** |
| Menikah tapi tidak mempunyai anak  Married, without children | 2 | **CONTINUE**  **LANJUTKAN** |
| Menikah dan mempunyai anak  Married, with children | 3 |
| Bercerai/ Janda/Duda dan mempunyai anak  Divorced/widowed/separated with children | 4 |
| Bercerai/ Janda/Duda dan tidak mempunyai anak  Divorced/widowed/separated without children | 5 |

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| **S 9** | Do you or your family have any food/beverage allergies?  Apakah Anda atau keluarga Anda mempunyai alergi terhadap makanan/minuman tertentu? | | |
| Yes  Ya | 1 | **STOP** |
| No  Tidak | 2 | **CONTINUE/LANJUTKAN** |

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| **S 10** | **SHOWCARD**  For qualification purposes only, with the help of this showcard, could you please tell which of the following best represents your total monthly household expenditure, that is, total expenditure every month for food, clothes, transportation, electricity, etc., but not including irregular large expenditures? **(SA)**  Hanya untuk tujuan klasifikasi saja, dengan bantuan kartu ini, mohon Anda sebutkan termasuk dalam kelompok manakah jumlah pengeluaran rumah tangga Anda perbulannya, yaitu keseluruhan pengeluaran untuk makanan, pakaian, kendaraan/transport, listrik dan lain sebagainya perbulannya tetapi tidak termasuk pengeluaran-pengeluaran besar yang tidak tetap? **(SA)**  **INTERVIEWER:**  **PLEASE SHOW THE FOLLOWING DEFINITION OF TOTAL MONTHLY HOUSEHOLD EXPENDITURE TO HELP RESPONDENT**  **TUNJUKKAN KARTU DEFINISI HAL-HAL YANG TERMASUK PENGELUARAN BULANAN RUMAH TANGGA UNTUK MEMBANTU RESPONDEN** | | | | | |
| **SES** | **Range** | **Code** | **Score** | **Route** |  | |
| **A1** | More than Rp. 7.000.000,-  Lebih dari Rp. 7.000.000,- | 1 | 5 | **CONTINUE**  **LANJUTKAN** | **Termasuk:**  **Includes**: | **Tidak termasuk:**  **Excludes:** |
| Rp. 6.000.001 – Rp. 7.000.000,- | 2 | 4 | Daily food  Makanan sehari-hari | Rent, if paid yearly  Sewa bila dibayar tahunan |
| Rp. 5.000.001 – Rp. 6.000.000,- | 3 | 4 | Electricity, water  Listrik dan air | Installment payments Pembayaran cicilan |
| Rp. 4.500.001 – Rp. 5.000.000,- | 4 | 3 | Phone / HP  Telpon / HP | Household furniture  Furnitur rumah tangga |
| **A2** | Rp. 4.000.001 – Rp. 4.500.000,- | 5 | 3 | Gas / Kerosene  Gas / Minyak Tanah | Household appliances Peralatan rumah tangga |
| Rp. 3.500.001 – Rp. 4.000.000,- | 6 | 3 | Soap, Cosmetic  Sabun, Kosmetik | Recreation/ entertainment Rekreasi |
| Rp. 3.000.001 – Rp. 3.500.000,- | 7 | 3 | Maid’s wages  Gaji pembantu | Any irregular expenses Pengeluaran tidak rutin |
| **B** | Rp. 2.500.001 – Rp. 3.000.000,- | 8 | 3 | Children’s school fees  Biaya sekolah anak |  |
| Rp. 2.000.001 – Rp. 2.500.000,- | 9 | 3 | Transportation, Petrol  Transportasi, Bensin |  |
| **C1** | Rp. 1.750.001 – Rp. 2.000.000,- | 10 | 3 | Cigarette  Rokok |  |
| Rp. 1.500.001 – Rp. 1.750.000,- | 11 | 3 | Monthly rent  Sewa bila dibayar bulanan |  |
| **C2** | Rp. 1.250.001 – Rp. 1.500.000,- | 12 | 3 | Monthly fee/ premium |  |
| Rp. 1.000.001 – Rp. 1.250.000,- | 13 | 2 | Pungutan, premi asuransi |  |
| **D** | Rp. 900.001 – Rp. 1.000.000,- | 14 | 2 | yang dibayar bulanan |  |
|  |
| Rp. 700.001 – Rp. 900.000,- | 15 | 2 |  |  |
| **E** | Less than Rp. 700.000,-  Rp. 700.000,- atau kurang | 16 | 1 |  |  |
|  | Refused Menolak | 99 |  | **STOP** |  |  |

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| **S 12** | **SHOWCARD**  Which of the followings that you use most often in your household as source of drinking water? **(SA)**  Manakah dari berikut ini yang paling sering digunakan di dalam rumah tangga Anda sebagai sumber air minum? **(SA)** | | |
|  | **Code** | **Score** |
| Branded packaged water  Air kemasan bermerek | 1 | 8 |
| Refill water  Air isi ulang | 2 | 6 |
| Tap water in meter  Ledeng meteran | 3 | 5 |
| Tap water in retail  Ledeng eceran | 4 | 5 |
| Artesian well/ pump  Sumur bor/ pompa | 5 | 4 |
| Protected well  Sumur terlindung | 6 | 2 |
| Unprotected well  Sumur tak terlindung | 7 | 2 |
| Protected spring  Mata air terlindung | 8 | 1 |
| Unprotected spring  Mata air tak terlindung | 9 | 1 |
| River  Air sungai | 10 | 1 |
| Rain  Air hujan | 11 | 1 |
| Others  Lainnya | 12 | 1 |

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| **S 13** | **SHOWCARD**  Which of the followings that you use most often in your household as fuel for daily cooking? **(SA)**  Manakah dari bahan bakar berikut ini yang paling sering digunakan di rumah tangga Anda untuk memasak kebutuhan sehari - hari? **(SA)** | | |
|  | **Code** | **Score** |
| Electricity  Listrik | 1 | 5 |
| LPG 12 kg  Gas elpiji 12 kg | 2 | 4 |
| Blue Gaz 6 kg  Gas elpiji 6 kg | 3 | 3 |
| LPG 3 kg  Gas elpiji 3 kg | 4 | 2 |
| Natural Gas  Gas kota/ Alam | 5 | 2 |
| Kerosene  Minyak tanah | 6 | 2 |
| Wood  Kayu | 7 | 1 |
| Charcoal  Arang | 8 | 1 |
| Bricket | 9 | 1 |
| Other  Lainnya | 10 | 1 |
| Not cooking  Tidak memasak | 11 | 1 |

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| **S 14** | **SHOWCARD**  Which of the followings power wattage that owned by this household? **(SA)**  Manakah dari berikut ini yang merupakan daya listrik yang dimiliki rumah ini? **(SA)** | | |
|  | **Code** | **Score** |
| 2.201 watt or more  2.201 watt atau lebih | 1 | 8 |
| 1.301 – 2.200 watt | 2 | 6 |
| 901 – 1.300 watt | 3 | 5 |
| 451 – 900 watt | 4 | 4 |
| 450 watt or less  450 watt atau kurang | 5 | 3 |
| No electricity  Tidak memiliki sambungan listrik | 6 | 1 |
| Without meter  Tanpa meteran | 7 | 1 |

**Interviewer: Calculate all score form S10 – S14**

**Interviewer: Hitung seluruh skor S10 – S14**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SCORE S10** | **SCORE S12** | **SCORE S13** | **SCORE S14** | **Total Score** |
|  |  |  |  |  |

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| **S 18** | **Interviewer transfer score S12 + S14 + S15 + S16 to the range in this below table**  **Interviewer transfer total skor S12 + S14 + S15 + S16 sesuai dengan range yang ada di tabel di bawah ini** | | |
|  | **Code** | **Route** |
| 22 – 32 (Upper 1) | 1 | **CONTINUE**  **LANJUTKAN** |
| 17 – 21 (Upper 2) | 2 |
| 13 – 16 (Middle 1) | 3 |
| 9 – 12 (Middle 2) | 4 |
| 6 – 8 (Lower 1) | 5 | **STOP** |
| 1 – 5 (Lower 2) | 6 |

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| **SOY SAUCE CONSUMPTION**  **-KONSUMSI KECAP-** |

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| **A1a** | **SHOW CARD**  Which of the following products that you use regularly in the past 3 month as your main cooking ingredients?  Produk manakah dari kartu bantu berikut ini yang Anda gunakan secara teratur dalam 3 bulan terakhir sebagai bahan untuk memasak Anda? **(MA)** | | | |
| **A1b** | **SHOW CARD**  Which of these following products are used by you **3 TIMES A WEEK** in the past 3 months? **(MA)**  Manakah dari product-product berikut ini yang Anda gunakan **3 KALI DALAM SEMINGGU** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in A1b but not in A1a, clarify further**  **Jika terdapat merek di A1b tetapi tidak ada dalam A1s, klarifikasikan kembali** | | | |
|  |  | **A1a**  **P3M** | **A1b**  **3 Times a week in P3M** | **Route** | |
| Sweet soy sauce  Kecap manis | 1 | 1 | **CONTINUE IF CODE 1 IS CIRCLED IN A1A AND A1B, OTHERWISE STOP INTERVIEW /**  **LANJUTKAN JIKA KODE 1 TERLINGKAR DI A1A DAN A1B, JIKA TIDAK STOP INTERVIEW** | |
| Salty soy sauce  Kecap asin | 2 | 2 |
| Tomato sauce  Saus tomat | 3 | 3 |
| Chili sauce  Saus sambal | 4 | 4 |
| Syrup  Sirup | 5 | 5 |
| Shrimp paste  Terasi | 6 | 6 |
| Osyter sauce  Saus tiram | 7 | 7 |
| Flavoring / MSG/ Vetsin  Penyedap masakan / MSG / vetsin | 8 | 8 |
| Hot Soy  Kecap pedas | 9 | 9 |
| Coconut Milk  Santan | 10 | 10 |
| Meal Maker  Bumbu Jadi / Instan Siap Masak | 11 | 11 |
| Others (Please specify : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)  Lainnya (Sebutkan : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | 12 | 12 |

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| --- |
| **BRAND TRIAL & USAGE**  **-PENGGUNAAN MEREK-** |

|  |  |
| --- | --- |
| **T 1** | **PHOTOCARD**  Which of the following soy sauce brands **THAT YOU ARE AWARE OF**? **(MA)**  Manakah dari merek-merek kecap manis berikut ini **YANG ANDA TAHU**? **(MA)** |
| **T 2** | **PHOTOCARD**  Which of these following brands have you **EVER** used **IN THE PAST 3 MONTHS**? **(MA)**  Manakah dari merek-merek berikut ini yang **PERNAH** Anda gunakan **DALAM 3 BULAN TERAKHIR**? **(MA)**  **If any brand is mentioned in T2 but not in T1, clarify further**  **Jika terdapat merek di T2 tetapi tidak ada dalam T1, klarifikasikan kembali** |
| **T 3** | **PHOTOCARD**  Which of these following brands have you **AT LEAST ONCE A MONTH** in the past 3 months? **(MA)**  Manakah dari merek-merek berikut ini yang Anda gunakan **SETIDAKNYA SEBULAN SEKALI** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in T3 but not in T2, clarify further**  **Jika terdapat merek di T3 tetapi tidak ada dalam T2, klarifikasikan kembali** |
| **T 4** | **PHOTOCARD**  Which of these following brands are used by you **AT LEAST 2-3 TIMES A MONTH** in the past 3 months? **(MA)**  Manakah dari merek-merek berikut ini yang Anda gunakan **SETIDAKNYA 2-3 KALI DALAM SEBULAN** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in T4 but not in T3, clarify further**  **Jika terdapat merek di T4 tetapi tidak ada dalam T3, klarifikasikan kembali** |
| **T 5** | **PHOTOCARD**  Which of these following brands are used by you **AT LEAST 1-2 TIMES A WEEK** in the past 3 months? **(MA)**  Manakah dari merek-merek berikut ini yang Anda gunakan **SETIDAKNYA 1 - 2 KALI DALAM SEMINGGU** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in T5 but not in T4, clarify further**  **Jika terdapat merek di T5 tetapi tidak ada dalam T4, klarifikasikan kembali** |
| **T 6** | **PHOTOCARD**  Which of these following brands are used by you **3 TIMES A WEEK** in the past 3 months? **(MA)**  Manakah dari merek-merek berikut ini yang Anda gunakan **3 KALI DALAM SEMINGGU** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in T6 but not in T5, clarify further**  **Jika terdapat merek di T6 tetapi tidak ada dalam T5, klarifikasikan kembali** |
| **T 7** | **PHOTOCARD**  Which of these following brands are used by you **MORE THAN 3 TIMES A WEEK** in the past 3 months? **(MA)**  Manakah dari merek-merek berikut ini yang Anda gunakan **LEBIH DARI 3 KALI DALAM SEMINGGU** dalam 3 bulan terakhir? **(MA)**  **If any brand is mentioned in T7 but not in T6, clarify further**  **Jika terdapat merek di T7 tetapi tidak ada dalam T6, klarifikasikan kembali** |
| **T 8** | **PHOTOCARD**  Which of these following brands are used **MOST OFTEN BASED ON QUANTITY** by you ? **(SA)**  Manakah dari merek-merek berikut ini yang **PALING SERING** Anda gunakan (BERDASARKAN kuantitas/banyaknya)? **(SA)**  **If any brand is mentioned in T8 but not in T7, clarify further**  **Jika terdapat merek di T8 tetapi tidak ada dalam T7, klarifikasikan kembali** |

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| **BRANDS**  **MEREK** | **T1** | **T2** | **T3** | **T4** | **T5** | **T6** | **T7** | **T8** |
| Aware  Tahu | Ever  Pernah | Once a month  Sebulan sekali | 2-3x a month  2-3 kali sebulan | 1-2x a week  1 - 2 kali seminggu | 3x a week  3 kali seminggu | More than 3x a week  Lebih dari 3 kali seminggu | Most often  Paling sering |
|  | **MA** | **MA** | **MA** | **MA** | **MA** | **MA** | **MA** | **SA** |
| **ABC** | | | | | | | | |
| Kecap Manis ABC | 1 | 1 | 1 | 1 | 1 | **1** | 1 | 1 |
| Kecap Inggris ABC | 2 | 2 | 2 | 2 | 2 | **2** | 2 | 2 |
| Kecap Asin ABC | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Kecap Manis Pedas ABC | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| **Bango** | | | | | | | | |
| Kecap Manis Bango | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Kecap Bango Manis Pedas Gurih | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| Bango Bumbu Bacem | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| Bango Light | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| **Sedaap** | | | | | | | | |
| Kecap Manis Sedaap | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| **Tropicana Slim** | | | | | | | | |
| Tropicana Slim Kecap Manis | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| **Indofood** | | | | | | | | |
| Kecap Manis Indofood | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| Kecap Asin Indofood | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| **Kecap Piring Lombok** | | | | | | | | |
| Kecap Manis Cap Piring Lombok | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| **Kecap Nasional** | | | | | | | | |
| Kecap Manis Nasional | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| Kecap Asin Nasional | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| **Kecap Ikan Merah** | | | | | | | | |
| Kecap Manis Cap Ikan Merah | 17 | 17 | 17 | 17 | 17 | 17 | 17 | 17 |
| Kecap Asin Cap Ikan Merah | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 |
| **Kecap Lombok Gandaria** | | | | | | | | |
| Kecap Manis Lombok Gandaria | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| Kecap Asin Lombok Gandaria | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| **Kecap Cap Sawi** | | | | | | | | |
| Kecap Manis Cap Sawi | 21 | 21 | 21 | 21 | 21 | 21 | 21 | 21 |
| Kecap Asin Cap Sawi | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 |
| **Kecap Hoki** | | | | | | | | |
| Hoki Kecap Manis | 23 | 23 | 23 | 23 | 23 | 23 | 23 | 23 |
| **Kecap Soto** | | | | | | | | |
| Kecap Manis Soto | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 |
| **Others** | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |

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| --- | --- | --- |
| **T 9** | **BRAND USERSHIP**  **Interviewer please classify the respondent based on usership! (SA)**  **Interviewer tolong klasifikasikan responden berdasarkan merek yang digunakan! (SA)** | |
| 1. **ABC user / Pengguna ABC**  * Respondent used ABC Soy Sauce at least **3 times a week** (**OR MORE)** since the past 3 months   🡪 Code **1** is circled in T1-T6   * Respondent used ABC Soy Sauce as the brand used most often 🡪 Code **1** is circled in T8 * Responden mengkonsumsi ABC **3 kali dalam seminggu** (**ATAU LEBIH)** dalam 3 bulan terakhir 🡪 Kode **1** terlingkar di T1-T6 * Responden mengkonsumsi ABC sebagai merek yang paling sering dikonsumsi 🡪 Kode **1** terlingkar di T8 | |
| 1. **BANGO user / Pengguna BANGO**  * Respondent used BANGO at least **3 times a week** (**OR MORE)** since the past 3 months   🡪 code **6** is circled in T1- T6   * Respondent used BANGO as the brand used most often 🡪 code **6** is circled in T8 * Responden mengkonsumsi BANGO **3 kali dalam seminggu** (**ATAU LEBIH)** dalam 3 bulan terakhir 🡪 kode **6** terlingkar di T1-T6 * Responden mengkonsumsi BANGO sebagai merek yang paling sering dikonsumsi 🡪 salah satu kode **6** terlingkar di T8 | |
| 1. **SEDAAP user / Pengguna SEDAAP**  * Respondent used SEDAAP at least **3 times a week** (**OR MORE)** since the past 3 months   🡪 code **10** is circled in T1- T6   * Respondent used SEDAAP as the brand used most often 🡪 one of code **10** is circled in T8 * Responden mengkonsumsi SEDAAP **3 kali dalam seminggu** (**ATAU LEBIH)** dalam 3 bulan terakhir 🡪 kode **10** terlingkar di T1- T6 * Responden mengkonsumsi SEDAAP sebagai merek yang paling sering dikonsumsi 🡪 salah satu kode **10** terlingkar di T8 | |
| 1. **Indofoof user / Pengguna Indofood**  * Respondent used Indofood at least **3 times a week** (**OR MORE)** since the past 3 months   🡪 code **12** is circled in T1- T6   * Respondent used Indofood as the brand used most often 🡪 one of code **12** is circled in T8 * Responden mengkonsumsi Indofood **3 kali dalam seminggu** (**ATAU LEBIH)** dalam 3 bulan terakhir 🡪 kode **12** terlingkar di T1- T6 * Responden mengkonsumsi Indofood sebagai merek yang paling sering dikonsumsi 🡪 salah satu kode **12** terlingkar di T8 | |
| **Please circle the soy sauce usership category of respondent /**  **Lingkari kategori penggunaan merek kecap manis responden** | |
| **ABC Kecap Manis User** | **1** |
| **Bango Kecap Manis User** | **3** |
| **SEDAAP Kecap Manis User** | **5** |
| **Indofood Kecap Manis User** | **2** |

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| **T 10** | **SHOWCARD**  Which statement best describes your usual habit in choosing and purchase brands of soy sauce consumed in your household? **(SA)**  Manakah di antara pernyataan berikut yang menggambarkan kebiasaan Anda dalam membeli dan memilih merek kecap manis yang digunakan di rumah tangga Anda? **(SA)** | | |
|  | **Code** | **Route** |
| I personally choose and buy the brand of soy sauce to use  Saya yang memilih dan membeli sendiri merek kecap manis yang akan saya gunakan | 1 | **CONTINUE LANJUTKAN** |
| I choose the brand of soy sauce to use, but (sometimes) I ask someone else to buy it for me  Saya yang memilih sendiri merek kecap manis tetapi saya (kadang-kadang) meminta bantuan orang lain untuk membelinya | 2 |
| Other who chooses and buys the brand of soy sauce for me to use  Orang lain yang memilih dan membeli merek kecap manis yang akan saya gunakan | 3 | **STOP** |

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| --- | --- | --- | --- |
| **T 11** | **PANTRY CHECK**  Can you show me \_\_\_ (Mention Brand circled in T8) that you use most often? **(SA)**  Bisakah saya melihat produk \_\_\_ (Sebutkan merek yang terlingkar di T8) yang paling sering Anda gunakan? **(SA)** | | |
|  | **Code** | **Route** |
| Able to shown the product/ Dapat memperlihatkan kemasan dan mereknya | 1 | **CONTINUE**  **LANJUTKAN** |
| Not able to show the product/ Tidak dapat memperlihatkan kemasan dan mereknya | 2 | **STOP** |

|  |  |  |  |
| --- | --- | --- | --- |
| **T 12** | **SHOWCARD**  From following menus, which ones do you **not want to try**? **(MA)**  Dari menu makanan berikut ini, mana sajakah yang **Anda tidak mau mencobanya**? **(MA)** | | |
|  | **Code** | **Route** |
| Ayam Kecap | 1 | **CONTINUE**  **LANJUTKAN** |
| Semur Daging | 2 |
| Tempe Orek | 3 |
| Semur Tahu Telor | 4 | **STOP** |
| Fried Rice Nasi Goreng | 5 |
| Tempe Bacem | 6 | **CONTINUE LANJUTKAN** |
|  | None Tidak ada | 99 |

|  |  |  |  |
| --- | --- | --- | --- |
| **T 13** | Would you be willing to try a soy sauce product which will be given to you to consume it at home for 2 days? **(SA)**  Apakah Anda bersedia untuk mencoba sebuah produk kecap manis yang akan diberikan kepada Anda untuk digunakan di rumah selama 2 hari? **(SA)** | | |
| Yes  Ya | 1 | **CONTINUE**  **LANJUTKAN** |
| No  Tidak | 2 | **STOP** |

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| **INTERVIEWER READ OUT / INTERVIEWER BACAKAN:**  “We have a soy sauce product that we will ask you to use for the next 2 days. This product is manufactured by a reputable company and safe to use. For the next 2 days, we will ask you to cook a specific dish as how you normally cook it. For the next 2 days, you are not allowed to use other brands of soy sauce other than our product.  During the trial, you can add other ingredients into your dishes as you usually do. To get your opinion about the performance of the product, we request you to fill out a diary. The diary has some questions about the product performance **before you use it to cook, when you use it to make the dish,** and **after you cook and taste the dish.”**  “Kami mempunyai kecap manis yang akan kami berikan untuk Anda gunakan selama 2 hari ke depan. Produk ini diproduksi oleh perusahaan ternama dan aman untuk digunakan. Selama 2 hari ke depan, kami meminta Anda untuk memasak satu jenis hidangan sesuai dengan cara Anda memasak sehari-hari. Dalam 2 hari ke depan, Anda tidak diperbolehkan menggunakan merek kecap manis selain produk yang kami berikan.  Selama mencoba produk kami, Anda boleh menambahkan bahan lain ke dalam masakan Anda sebagaimana biasanya Anda memasak. Untuk mengetahui pendapat anda tentang performa produk kecap manis ini, kami meminta Anda untuk mengisi catatan harian. Catatan harian tersebut berisi tentang pertanyaan terkait **proses saat memasak** serta **performa produk** **kecap manis saat digunakan untuk memasak.**” |

Please code the product which given to respondent:

Lingkari kode produk yang diberikan ke responden:

|  |  |
| --- | --- |
| **Product Code** | **Code** |
| XX  Code product akan dr client nanti. | 1 |
| XX | 2 |
| XX | 3 |
| XX | 4 |
| XX | 5 |
| XX | 6 |

|  |
| --- |
| **BEFORE COOKING** |

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| --- |
| **INTERVIEWER READ OUT /** **INTERVIEWER BACAKAN:**  “This is the soy sauce product that I will give you for 2 days trial. Please open the soy sauce and pour it into this small plate that I have but do not to taste it. Please observe the product as a whole aspect, such as color, thickness, and aroma. Now, I would like to ask you some questions regarding the product.”  “Ini adalah produk kecap manis yang akan saya berikan kepada Anda untuk dicoba di rumah selama 2 hari. Tolong buka produk kecap manis ini dan tuangkan secukupnya ke atas piring kecil yang telah saya sediakan tanpa mencicipnya terlebih dahulu. Sekarang, saya akan menanyakan beberapa pertanyaan kepada Anda terkait produk kecap manis ini.” |

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| --- | --- | --- | --- | --- | --- |
| **B 1** | **SHOWCARD**  Please look at this SHOWCARD and tell me which statement best describes the **OVERALL APPEARANCE OF THE SOY SAUCE,** by considering all aspects such as color, thickness, etc? **(SA)**  Mohon lihat KARTU BANTU ini dan katakan kepada saya pernyataan manakah yang paling tepat dalam menggambarkan **PENAMPILAN KESELURUHAN DARI PRODUK KECAP MANIS INI,** dengan mempertimbangkan semua aspek seperti warna, kekentalan, dsb? **(SA)** | | | | |
| 1  Dislike it very much  Sangat tidak suka | 2  Dislike it  Tidak suka | 3  Neither Like nor dislike it  Antara suka dan tidak suka | 4  Like it  Suka | 5  Like it very much  Sangat suka |

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| --- | --- | --- | --- | --- | --- |
| **B 2** | **SHOWCARD** Which statement best describes the COLOR OF THE SOY SAUCE? (SA) Manakah pernyataan yang paling tepat menggambarkan **WARNA PRODUK KECAP MANIS INI**? **(SA)** | | | | |
| 1  Very bright  Sangat terang | 2  Somewhat Bright  Agak Terang | 3  Between bright nor dark  Antara terang dan gelap | 4  Somewhat Dark  Agak Gelap | 5  Very dark  Sangat gelap |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **B 3** | **SHOWCARD**  Which statement best describes **HOW MUCH YOU LIKE** the **COLOR OF THE SOY SAUCE?** (SA)  Manakah pernyataan yang paling tepat menggambarkan **SEBERAPA SUKA** Anda terhadap **WARNA PRODUK KECAP MANIS INI**? **(SA)** | | | | |
| 1  Dislike it very much  Sangat tidak suka | 2  Dislike it  Tidak suka | 3  Neither Like nor dislike it  Antara suka dan tidak suka | 4  Like it  Suka | 5  Like it very much  Sangat suka |

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| --- | --- | --- | --- | --- | --- |
| **B 4** | **SHOWCARD** Which statement best describes the THICKNESS OF THE SOY SAUCE? (SA) Manakah pernyataan yang paling tepat menggambarkan **KEKENTALAN KECAP MANIS INI?(SA)** | | | | |
| 1  Very watery  Sangat encer | 2  Watery  Encer | 3  Between watery nor thick  Antara encer dan kental | 4  Thick  Kental | 5  Very thick  Sangat kental |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **B 5** | **SHOWCARD** Which statement best describes HOW MUCH YOU LIKE the THICKNESS OF THE SOY SAUCE? (SA) Manakah pernyataan yang paling tepat menggambarkan **SEBERAPA SUKA** Anda terhadap **KEKENTALAN KECAP MANIS INI**? **(SA)** | | | | |
| 1  Dislike it very much  Sangat tidak suka | 2  Dislike it  Tidak suka | 3  Neither Like nor dislike it  Antara suka dan tidak suka | 4  Like it  Suka | 5  Like it very much  Sangat suka |

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| --- | --- | --- | --- | --- | --- |
| **B 6** | **SHOWCARD** Which statement best describes the INTENSITY of the AROMA of the soy sauce? (SA) Manakah pernyataan yang paling tepat menggambarkan **KEKUATAN** **AROMA** dari produk kecap manis ini? **(SA)** | | | | |
| 1  Very Weak  Sangat Lemah | 2  Weak  Lemah | 3  Between strong nor weak  Antara kuat dan lemah | 4  Strong  Kuat | 5  Very strong  Sangat kuat |

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| --- | --- | --- | --- | --- | --- |
| **B 7** | **SHOWCARD** Which statement best describes HOW MUCH YOU LIKE the AROMA of the soy sauce? (SA) Manakah pernyataan yang paling tepat menggambarkan **SEBERAPA SUKA** Anda terhadap **AROMA** dari produk kecap manis ini? **(SA)** | | | | |
| 1  Dislike it very much  Sangat tidak suka | 2  Dislike it  Tidak suka | 3  Neither Like nor dislike it  Antara suka dan tidak suka | 4  Like it  Suka | 5  Like it very much  Sangat suka |

|  |
| --- |
| **INTERVIEWER READ OUT / INTERVIEWER BACAKAN:**  “For the next 2 days, we will placed this product in your home so you can use it to cook the dish that we decide. After 2 days, we will come back to your house to take the product and ask you a few questions related to your experience in using this product for cooking.”  “Untuk 2 hari ke depan, kami akan memberikan produk kecap manis ini untuk Anda gunakan di rumah sebagai bahan untuk memasak masakan yang telah kami tentukan. Setelah 2 hari, kami akan kembali ke rumah Anda untuk mengambil produk kecap manis ini dan menanyakan beberapa pertanyaan kepada Anda terkait pengalaman Anda dalam memasak menggunakan produk ini.” |

Please confirm the schedule and appointment for the next visit with respondent:

Konfirmasikan jadwal dengan responden untuk kunjungan berikutnya:

|  |
| --- |
| Date/tgl: |
| Hour/Jam: |

Please code the dish that will be cooked by respondent:

Lingkari kode hidangan yang akan dimasak oleh responden:

|  |  |  |
| --- | --- | --- |
| Semur Tahu Telor | 1 | **Kuota per panel:**  **50%** |
| Nasi Goreng | 2 | **Kuota per panel:**  **50%** |

|  |
| --- |
| **CLOSE THE INTERVIEW AND THANK RESPONDENT**  **AKHIRI WAWANCARA DAN UCAPKAN TERIMA KASIH KEPADA RESPONDEN** |