

**SIKAP KONSUMEN  
TERHADAP DESAIN LABEL KEMASAN PRODUK EMPING JAGUNG  
PRODUKSI KWT “TRI MANUNGGAL” DESA SENDANG SARI  
KECAMATAN PAJANGAN KABUPATEN BANTUL**

*Consumer Attitude on Desain Packaging Label of Emping Jagung  
Production KWT “Tri Manunggal” Sendang Sari Village Pajangan Subdistrict  
Bantul Regency*

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**ABSTRACT**

*The aims of this research is to determine the real consumers attitude and potential consumers attitude to emping jagung’s design label packaging attribute that being proposed, also to find out if there is attitude differentiation between real consumers and potential consumers. This research is using descriptive data analysis with quantitative method scoring methode and U Mann Whitney test. Data are collected by observation, interview, and give questionnaire to real consumers and potential consumers. Technique to determine the respondents is by survey to 35 real consumers while potential consumers are determined 10 each person from every canteens in north campuss of UMY. Results of this research show that real consumers attitude to the six attributes are good. Meanwhile, there are variants results from potential consumers: colour combination attribute is on good enough category, while on label size attribute is on not proper category, for picture ilustration attribute and layout attribute is in proper category, and for completeness category is in complete enough category. Based on U Mann Whitney test, found that there is a differentiation between real consumers attitude and potential consumers on some attributes. Attitude differentiation is in colour, size label, brand, and information completeness.*

**Keywords:** *design packaging label, emping jagung, real consumer, potential consumer, consumer attitude*