

JAPANESE MILLENNIALS' ATTITUDE TOWARD INDONESIAN RATTAN FURNITURE: A QUALITATIVE STUDY OF UBAYA FBE STUDENT

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ABSTRAK

Saat ini, lingkungan dan ekologi telah menjadi isu penting bagi populasi dan wirausaha global. Generasi millennial dianggap sebagai salah satu kelompok populasi terbesar. Oleh karena itu, generasi milenium adalah target yang menarik bagi banyak perusahaan untuk terlibat.

Penelitian ini bertujuan untuk memberikan pemahaman yang lebih baik tentang sikap milenium Jepang terhadap mebel rotan Indonesia di mana rotan juga dianggap sebagai produk hijau. Indonesia merupakan salah satu pemasok furnitur rotan terbesar ke pasar global di mana Jepang terdaftar di pasar ketiga terbesar untuk furnitur rotan Indonesia setelah AS dan kawasan Eropa.

Dalam penelitian ini, peneliti menggunakan pendekatan kualitatif eksplorasi untuk memberikan pemahaman yang lebih baik tentang sikap millennial Jepang terhadap furnitur rotan Indonesia dengan menganalisis temuan data berdasarkan teori karakteristik milenium dan teori sikap konsumen. Penelitian ini dilakukan di Indonesia dan Jepang. Akibatnya, sikap milenium Jepang terhadap furnitur rotan Indonesia positif karena ada nilai-nilai yang membantu menentukan sikap. Nilai-nilai estetika, harga, dan citra "Musim Panas" dari furnitur rotan adalah kunci yang akan menentukan sikap milenium Jepang terhadap furnitur rotan Indonesia

Kata kunci: Milenial Jepang, Sikap, Nilai, dan Furnitur rotan Indonesia

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ABSTRACT

Presently, environment and ecology have become important issues for the global population and entrepreneur. Millennials generation is considered as one of the biggest groups of population. Hence, millennials generation is an attractive target for many companies to engage.

This study aims to provide better understanding about the Japanese millennials attitude toward Indonesian rattan furniture where rattan is also considered as a green product. Indonesia is one of the biggest rattan furniture suppliers to global market where Japan is listed on the third biggest market for Indonesian rattan furniture after USA and European region.

In this study, the researcher uses an exploratory qualitative approach to provide better understanding about Japanese millennials' attitude toward Indonesian rattan furniture by analyzing the data findings based on theory of characteristics of millennials and theory of consumer attitude. This research was conducted in Indonesia and Japan. As the result, Japanese millennials attitude toward Indonesian rattan furniture is positive since there are values that help to determine the attitude. Aesthetic values, price, and "Summer" image of rattan furniture are the keys that will determine the Japanese millennials' attitude toward Indonesian rattan furniture

Keywords: Japanese millennials, Attitude, Values, and Indonesian rattan furniture