

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer focuses on the analysis and interpretation of the data related to customers' perspectives toward the use of English and the language preference in *Setkah* (www.setkah.wixsite.com/setkah). The writer analyzed the data based on related theories.

The researcher distributed the questionnaires to potential customers from Indonesia and other countries. There are 25 potential customers from Indonesia and 5 customers from other countries. Potential customers who were willing to participate in this study were potential customers who had seen the website. The questionnaire consists of 23 statements related to the use of English in the website and the language preference in the website.

Validity is an important issue in quantitative research. Therefore, validity had to be done before the researcher distributed the questionnaires. The writer tested the validity of each statement based on the result of the respondents' answer. For this study, the writer did a preliminary research to make sure that the questions are understandable. The preliminary study was done with four students who were not potential customers participating in the study. Based on their responses, two statements are unclear and confusing, the statements are "*I prefer the underlined sentence change to "YOU WONT BE*

SPAMMED BY US” and “Do you like “Single action for tons of inspiration” rather than “Action for inspiration”?”. Therefore, the writer changed the statements into a better one that can be understood by 4 respondents. Then, using SPSS to determine the validity of the questionnaire, the writer found all statements valid. Then, the researcher described the 23 valid statements in order to find out the answer to the two research questions.

In this chapter, the writer divides the result into two parts; the first part is about the customers’ perspective towards the use of English in the website, the second part is the customers’ language preference of the website.

4.1 Customers’ Perspective towards the Use of English in the Website

The following table shows the result of the statement items in the questionnaire section one regarding the customers’ perspective towards the use of English in the website.

Table 3. Result of the Statements about Customers’ Perspective towards the Use of English in the Website

Number	Statement	N	Mean	Std. Deviation	Min.	Max.
8	Section <i>The Star</i> refers to an important	30	3.70	0.837	2	5

	person.					
9	From the paragraph above, I know that <i>Setkah</i> is a social entrepreneurship.	30	4.00	0.909	2	5
10	I understand <i>Missing the Dead means I Miss Someone Who Already Passed Away.</i>	30	3.73	1.311	1	5
11	I prefer <i>Missing the Dead to I Miss Someone Who Already Passed Away.</i>	30	3.60	1.133	1	5
12	I clicked the sign soon after I read it.	30	3.43	1.135	1	5
13	The sentence	30	3.26	0.980	1	5

	<p><i>“You know it’s more than just Batik. So which will you buy?”</i></p> <p>in <i>“Shop”</i> page helps you to decide to buy the products.</p>					
14	<p>I ever heard a word having similar sounds with the name of the brand <i>“SETKAH”</i>.</p>	30	2.20	0.925	1	5
15	<p>I prefer the <u>sentence</u> change to <i>“Please be confident to contact us”</i>.</p>	30	2.80	1.349	1	5
16	<p>I think the</p>	30	3.66	1.093	2	5

	slogan <i>“Giving by Selling”</i> is easy to remember.					
17	I think the slogan <i>“Read The Story Before You Buy”</i> is easy to remember.	30	3.46	1.137	1	5
18	I think that <i>“Season I”</i> means <i>“First Season”</i> .	30	4.40	0.621	3	5
19	I prefer <i>“Season I”</i> to <i>“First Season”</i> .	30	3.63	1.033	1	5
20	I prefer <i>“We Are Giving Most of the Money That We Made from Selling”</i> to the	30	2.66	1.155	1	5

	underlined sentence “ <i>Giving by Selling</i> ”.					
21	I prefer “ <i>YOU WONT BE SPAMMED BY US</i> ” to the underlined sentence.	30	2.70	1.368	1	5
22	I like “ <i>Single action for tons of inspiration</i> ” rather than “ <i>Action for inspiration</i> ”.	30	3.13	1.252	1	5
23	I feel closer being called “ <i>Friends</i> ” by <i>Setkah</i> .	30	4.16	0.699	3	5

Generally, seen from table 2 above, the findings of this study indicated that the participants in this study had a mostly favorable perspective towards the use of English in the website. Two statements, however, result in a mean of more than 4. The first one is in Statement 23 (*I feel closer being called "Friends" by Setkah*). In *Setkah's* website, the word "*friends*" is believed to have a special advantage to create bonding with customers. The word "*friends*" successfully works to create a good relationship with customers as proven by the high mean for statement 23 (4.16). The respondents feel closer to the company by being called friends and the participants believed that the word "*Friends*" have a special meaning for them. The second statement with high mean is statement 18 (*I think that "Season 1" means "First Season"*). In statement 18 (4.40), the respondents successfully interpret the meaning of "*Season 1*" as "*First Season*". The high mean of statement 18 shows that the participants believed the word "*First*" and the number "*1*" have a same meaning. It is also interesting to note that statement 14 (*I ever heard a word having similar sounds with the name of the brand "SETKAH"*) has the lowest mean (2.20). However, the low mean of statement 14 shows a positive perspective towards the brand because it indicates the name of the brand, *Setkah*, does not have similar sound with other word.

The table above shows that ten items in the questionnaire indicate that the participants are strongly enjoying the use of English in *Setkah's* website. The use of words “The Star” as the synonym of an important person is successfully understood by the respondents. Furthermore, in statement 19 (3.64) the respondents also successfully interpret season 1 as the first season, in statement 19, the respondents show that they prefer the word use number “Season 1” to “First season”. The mean of statement 8 (3.70) indicates that most respondents are not led to misinterpretation. Statement 9 shows a picture of a paragraph in the website. The paragraph contains a story about a girl who was helped by *Setkah*. The purpose of the paragraph is to show that *Setkah* is a social entrepreneurship. The high mean of statement 9 (4.00) shows that the website is not creating any frustration. Instead, the website is able to deliver the purposes of the company; one of the purposes is to make sure that customers understand *Setkah* as a social entrepreneurship. The mean of statement 12 (3.43) indicates the sentence “*Read The Story Now*” does not make the website visitor directly click the sign. Even though the sentence does not work as expected, the sentence “*Read The Story Now*” is proven to not incur delay. Thus, this statement proves that the use of English in *Setkah's website* is not incurring delay. In statement 10, the example of the use of abstract words (*Missing the Dead*) is tested

whether it created any frustration or not. The mean of statement 10 is 3.73, which indicates that the respondents understand the meaning of the abstract words. And the mean of statement 11 (3.60) confirms a positive perspective towards the use of abstract words in the website.

The imagery value in the sentence *“You know it’s more than just Batik. So which will you buy?”* in *“Shop”* section of *Setkah’s* website is expected to attract website visitors to buy the products. But, the low mean in respond to statement 13 (3.26) shows that the respondents are not attracted to to the sentence. Therefore, statement 13 proves that the use of imagery value in a sentence does not attract customers to buy the products. The mean of statement 15 (2.80) shows that negative sentence is more attractive than a positive sentence. The respondents are proven to be more interested in a negative sentence *“Please do not hesitate to contact us”* than a positive sentence *“Please be confident to contact us”*. It is interesting to point out the fact that the respondents are not confused with negative sentence. Negation in *Setkah’s* website is successfully useful. The mean of statement 16 is 3.66, which indicates that the respondents agree that the sentence *“Giving by Selling”* is easy to remember. Therefore, the sentence *“Giving by Selling”* is categorized as short head length. Compared to the sentence *“Giving by Selling”*, the slogan *“Read The Story Before You Buy”* is considered a little bit too long by the respondents. This

finding is supported by the mean of statement 17 (3.46). In statement 20, the respondents are being asked to choose between “*We Are Giving Most of the Money That We Made from Selling*” and “*Giving by Selling*”. The low mean of statement 20 (2.66) confirms that the long sentence is not easy to remember, Therefore, the respondents chose the shorter sentence; the respondents prefer the words “*Giving by Selling*” to “*We Are Giving Most of the Money That We Made from Selling*”. The result of statement 21 (2.7) confirms that active sentence is more attractive and enhance communication with customers. Last but not least, statement 22 (4.16) shows that the use of quantifier is not attractive for them. Based on the mean of statement 22, the respondents prefer the sentence without quantifier “*Action for inspiration*” to the sentence with a quantifier “*Single action for tons of inspiration*”.

4.2 The Customers’ Preference of Language of the Website

Table four indicates the result of the statement items of the questionnaire section two in SPSS, focusing on the customers’ preference of language in the website.

Table 4. SPSS Result of the Statements about Customers' Perspective towards the use of English of the Website

Number	Statement	N	Mean	Std. Deviation	Min.	Max.
1	I prefer buying products from websites using English to websites using Indonesian.	30	3.30	0.794	2	5
2	English is a sign of modernity.	30	4.03	0.964	1	5
3	I think the website is more accessible using English rather than Indonesian.	30	3.77	1.040	1	5
4	I think English is more	30	3.77	1.135	1	5

	attractive than Indonesian.					
5	I think using English in the website shows westernization.	30	3.50	1.167	1	5
6	I think English advertisement is more attractive than Indonesian advertisement.	30	3.33	1.103	1	5
7	I think using English in the website is more concise.	30	3.70	0.915	1	5

Generally, seen from table three above, the findings of this study indicate positive perspective towards English as preferred language in *Setkah's* website. The mean of statement 1 – 7 which are above 3 proves customers' positive perspective. However, there are

two statements with slightly under the overall mean (3.40). They are statement 1 – *I prefer buying products from websites using English to websites using Indonesian* (3.30) and statement 6 - *I think English advertisement is more attractive than Indonesian advertisement* (3.33). Since *Setkah* is based in Indonesia and sells Indonesian national cloth, Indonesian customers are being predicted as the biggest market. Therefore, the use of language in the website should be considered seriously. The result of statement 1 (3.30) is considered neutral. The mean of statement 1 is under the overall mean (3.40). The means of statement 2 (4.03), 3 (3.77), 4 (3.77), 5 (3.50), 6 (3.33), and 7 (3.70) are considered high enough to make a conclusion that that the respondents agree that English is a sign of modernity, English is sufficient to be accessible, and English has linguistic resources (for instance, size of words), English relates to westernization and English provides plenty linguistic material to fulfil the need of creativity of advertising and business workers all over the world.