

CHAPTER V

CONCLUSION AND SUGGESTION

In this thesis, the writer focused on investigating customers' perspective towards the use of English. In this chapter, the writer would like to make some conclusions and give suggestions based on the analysis and interpretation of the data in chapter four.

5.1 Conclusion

Based on the analysis of the previous chapter, the writer found that some of the theories about the use of English in marketing is suitable on the case of *Setkah's* website. However, some of the respondents' perspective shows different result from the theory. Percy's theories (1982) which parallel to the respondent's perspectives towards the use of English in the website are the theories of the use of head length, passive sentence and active sentence. On the other hand, Percy' theories (1982) that contrast to the respondents' perspective are theories about the use of synonym, abstract words, concrete words, imagery value and negation. Besides the respondents' perspective that suits and contrast to Percy's theory, there is one perspective that seems neutral, the respondent's perspective towards the quantifier word in *Setkah's* website. The respondents' show approval towards the use of

quantifier word in statement 19, but show a less approval in statement 22.

Based on the respondents' perspective, *Setkah's* website successfully avoids 2 out of 3 issues in communication process in marketing suggested by Craig and Douglas (2005). According to the theories and the respondents' perspectives, *Setkah's* website is not incurring delay and not creating frustration. *Setkah's* website also successfully create a brand name without similar sounding voice to other words and use a word "*Friends*" to engage connection with customers. These findings suit the theories by Lowrey (2002). In short, the writer concludes that the English language used in *Setkah's* website needs to be improved in some parts. Some of the use of English needs to be changed in order to make an effective and attractive website. Such as, in the use of imagery value and quantifier. However, a good positive response from the respondents clearly shows the advantage of the use of English in *Setkah's* website.

The respondents' preference of language to use in *Setkah's* website is English. This conclusion is taken from the respondents' perspective towards statement 1 to 7. There are only two neutral mean which are found in statement 1 and 6. Statement 2, 3, 4, 5, 7 clearly show respondents' agreement to English as a language in *Setkah's* website.

5.2 Suggestion

With regard to the conclusion above, the writer would like to give some suggestions for further study on customers' perspective towards the use of English. The writer would like to sell *Setkah's* Batik internationally, yet the writer still find it difficult to be in International market. Therefore, the writer hopes to find someone who interested in Batik to collaborate with *Setkah*. The writer suggests that the future researchers can study the use of English in real business deeper in each sentence. Moreover, further research can use real customers who actually purchase the products. Last but not least, the writer hopes that the study can be used as a reference by the company owners and business starter to improve their knowledge in the use of English for commercial, so that both company owners and business starter improve their communication skills in communication with customers.