

CHAPTER IV

RESULT AND DATA ANALYSIS

4.1 Data Validity Result

The writer used SPSS 25 to do the validity test in this research. The criteria used will refer to the formula $df = \text{total of sample} - 2$ with a significance level of 5%. Below is the following 15 statements validity test within 30 people:

Table 4.1

Data Validity Result

Variable	Item	Corrected Item – Total Correlation	R Product Moment Value	Information
	EL1	0.459	0.227	Valid
	EL2	0.669	0.227	Valid
English	EL3	0.568	0.227	Valid
Language	EL4	0.526	0.227	Valid
in	EL5	0.807	0.227	Valid
Business	EL6	0.620	0.227	Valid
	EL7	0.701	0.227	Valid
	EL8	0.795	0.227	Valid
	EQ1	0.540	0.227	Valid
	EQ2	0.672	0.227	Valid
English	EQ3	0.601	0.227	Valid
Words	EQ4	0.669	0.227	Valid
and	EQ5	0.726	0.227	Valid
Quotation	EQ6	0.735	0.227	Valid

in a Gift	EQ7	0.691	0.227	Valid
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Based on the output above, the result shows that all statements from EL1 until EQ7 are valid since the Corrected Item – Total Correlation are higher than R Product Moment Value.

4.2 Data Reliability Result

Data reliability test was conducted to measure the questionnaire. A questionnaire can be classified as a reliable questionnaire if the Alpha's Cronbach value > 0.6 .

Table 4.2

Data Reliability Result

Variable	Alpha's Cronbach	Information
English Language	0.784	High
English Words and Quotation	0.809	Very High

Table 4.2 shows that each variable could be classified as reliable because the Alpha's Cronbach value > 0.6 . English Language variable is high reliable with the Alpha's Cronbach 0.784, and the English Words and Quotation variable is very high reliable with the Alpha's Cronbach 0.809.

4.3 Descriptive Result of the Questionnaire

According to the surveys conducted to 100 people, the writer categorized them based on the indicators below:

Table 4.3

Indicators of the Result Accumulation

81 – 100%	Very Positive
61% – 80%	Positive
41% – 60%	Average
21% – 40%	Negative
0% – 20%	Very Negative

4.3.1 Questionnaire Result (EL)

Table 4.4

Questionnaire Result of Variable EL

Average	Positive	Very Positive
1%	57%	42%

Table 4.4 shows that 57% respondents have a positive response, while a respondent showed average and 42 others were very positive to the first variable (EL).

4.3.1.1 Accumulation

The English Language (EL) variable is developed into 8 statements.

Total of accumulated score 5 : $42 \times 5 = 210$

Total of accumulated score 4 : $57 \times 4 = 228$

Total of accumulated score 3 : $1 \times 3 = 3$

Total : 441

Maximum score : $100 \times 5 = 500$

Accordingly, $\frac{441}{500} \times 100\% = 88.2\%$ (very positive)

4.3.2 Questionnaire Result (EQ)

Table 4.5

Questionnaire Result of Variable EQ

Average	Positive	Very Positive
8%	56%	36%

Table 4.5 shows that 56% respondents gave positive response to the second variable (EQ), while the 36% showed very positive and the 8% rest were average.

4.3.2.1 Accumulation

The English Words and Quotation variable is developed into 7 statements.

Total of accumulated score 5 : $36 \times 5 = 180$

Total of accumulated score 4 : $56 \times 4 = 224$

Total of accumulated score 3 : $8 \times 3 = 24$

Total : 428

Maximum score : $100 \times 5 = 500$

Accordingly, $\frac{428}{500} \times 100\% = 85.6\%$ (**very positive**)

The further details of the questionnaire responses are explained as follow:

4.3.3 English Language (EL)

In this variable, there were 8 indicators which are: important, to the point, increase sale, classy, popular, learning source, expensive, and up to date.

1. The result of respondents' opinion about "English language is important to face globalization era" was:

Table 4.6

English is Important to Face Globalization Era

Neutral	Agree	Strongly Agree
3%	32%	65%

Table 4.6 shows that 65% people were strongly agree, 32% people agreed, and 3% people were neutral in the questionnaire. It

could be concluded that the respondents agreed (65%) that English is important to face globalization era.

It will be difficult if people cannot speak English due to the reason that it has been mostly used as the international language for people to communicate from different countries. By mastering the language that in fact became the most common language in the world, it certainly open many opportunities (to continuing higher education, to opening a business internationally, to expanding association, etc.) and makes people easily accepted internationally because English language unites between human beings around the world to get along with each other. The number of respondents who agreed in the questionnaire reached 65% indicating that English is very important to face the globalization era.

2. The result of respondents' opinion about "English language is shorter and to the point" was:

Table 4.7

English Language is Shorter and to the Point

Disagree	Neutral	Agree	Strongly Agree
2%	12%	57%	29%

Table 4.7 shows that the 57% respondents agreed, while 29% strongly agreed. 12% were neutral with the statement, and 2%

other disagree. From the result obtained, it can be concluded that respondents agreed (57%) with the statement that English language is shorter and to the point.

In many ways, to express the same things, English is shorter than Indonesian language. Generally, English has a shorter sentence or word than Indonesian both in terms of characters and syllables. For example, Indonesian language uses *tidak pernah* and English uses “never”, Indonesian language uses *menghabiskan waktu bersama keluarga* and English uses “spending time with family”. So, it could be said that using English is more efficient.

3 The result of respondents’ opinion about “English language in marketing in order to increase sales” was:

Table 4.8

English Language in Marketing could Increase Sales

Disagree	Neutral	Agree	Strongly Agree
9%	31%	56%	24%

Table 4.8 shows that 36% respondents agreed, while 31% were neutral with the statement. 24% people strongly agreed, and rests of the 9% respondents disagreed. It could be concluded from the result obtained that the respondents agreed (56%) with the

statement that English language usage in marketing will increase sales.

A business will grow if it uses a unique concept or theme. Using English in business will make the business more unique and attract the attention of many people. Moreover, with the understanding nowadays that “people will be cool when using English”, people tend to be attracted by the items promoted by English. In fact, using English can increase the selling price of a product. Products that have an element of English will usually make people think that the products are classy, so in the end, the product can also be sold at a more expensive price.

4. The respondent’s opinion about “English language will make a product looks more classy and high quality” was:

Table 4.9

English Language Gives the Impression of High Quality

Disagree	Neutral	Agree	Strongly Agree
2%	7%	52%	39%

Table 4.9 shows that 52% respondents agreed with the statement, while 39% strongly agreed. 7% were neutral, and the other 2% respondents disagreed. It could be concluded from the result obtained that the respondents agreed (52%) with the

statement that English Language usage in a product will make it looks more classy and high quality.

English is very closely related to western people who are often seen in movies or on luxury advertisement. For the reason of that, people generally think that products which using English language in it classified as a classy and high quality products.

5. The respondent’s opinion about “English language will make a product popular and easy to remember” was:

Table 4.10

English Language makes a Product Popular and Easy to Remember

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	4%	33%	43%	19%

Table 4.10 shows that 43% respondents agreed, while 33% were neutral with the statement. 19% respondents strongly agreed, 4% disagreed, and 1% or 1 respondent strongly disagreed. It could be concluded from the result obtained that the respondents agreed (43%) with the statement that English Language will make a product popular and easy to remember.

An important thing to make a product popular and easy to remember is to create a different uniqueness to a product. People have to create something that symbolizes their product so it will be popular and easy to remember. For example, Chitato has its “life is never flat”, Suzuki has its “way of life”, and LG has its “life’s good”.

6. The respondents’ opinion about “English in a product will indirectly make people learning English language” was:

Table 4.11

English Language in a Product can be a Learning Source

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	6%	16%	55%	22%

Table 4.11 shows that 55% respondents agreed, while 22% strongly agreed from 100 respondents. 16% respondents were neutral, 6% disagreed, and 1% or 1 respondent strongly disagreed with the statement. It could be concluded from the result obtained that the respondents agreed (55%) with the statement that English Language usage in a product will indirectly make people learning English.

When people buy a product which using English, they have to understand the meaning of it so that they can use the product. For example: many technological tools use English as the instruction language to show how the tools works. People should learn and see the dictionary in order to understand the information provided. Even in daily life, when people go to restaurant (restaurant nowadays are mostly using English in their menu), they have to understand the menu description.

7. The respondents’ opinion about “English Language will make a product looks more expensive (luxurious)” was:

Table 4.12

English Language Gives an Exclusive Impression

Disagree	Neutral	Agree	Strongly Agree
4%	15%	57%	24%

Table 4.12 shows that 57% respondents agreed, while 24% respondents strongly agreed. 15% respondents were neutral, and the other 4% disagreed. It can be concluded from the result obtained that the respondents agreed (57%) with the statement that English Language in a product will give an exclusive impression.

A product will appear to have a more selling value (exclusive) when using English worded packaging, such as

“original” or “authentic” will be more attractive than *asli*. Another example is from a smartphone, people tend to buy the product with the word “fast-charging” rather than *mengisi daya dengan cepat* and they will consider it be more exclusive than the others.

8. The respondents’ opinion about “English Language will make a product looks up to date” was:

Table 4.13

English Language Gives an Up to Date Impression

Disagree	Neutral	Agree	Strongly Agree
7%	15%	53%	25%

Table 4.13 shows that 53% respondents agreed, while 25% strongly agreed. 15% respondents were neutral, and the other 7% respondents disagreed. It could be concluded from the result obtained that the respondents agreed (53%) with the statement that English Language will give an up to date impression to a product.

Up to date terms nowadays like gadget, online-offline, hand phone, etc. are likely to use by modern people. While the terms in Indonesia (*gawai*, *daring-luring*, and *telepon genggam*) are very rarely used because it is not up to date. Even Indonesian people never use them, in light of the fact that almost all of Indonesian

people do not understand, and the terms are considered not modern.

4.4.4 English Words and Quotation (EQ)

In this variable, there were 7 indicators which are: self-expression, meaningful, impressive, better image, easier, and often used.

1. The respondents' opinion about "English Words and Quotations are usually inserted in a gift" was:

Table 4.14

English Words and Quotation are Usually Inserted in a Gift

Disagree	Neutral	Agree	Strongly Agree
2%	16%	48%	34%

Chart 4.14 shows that mostly respondents by 48% agreed while 34% respondents strongly agreed. 16% respondents were neutral, and the other 2% disagreed. It could be concluded from the result obtained that the respondents agreed (48%) with the statement that English words and quotations are often inserted in a gift.

Generally, people who live in this globalization era as now prefer to use the English language in expressing their feelings. The expression of such feelings can be prayers, quotations, or

congratulations to the gift recipient. There were 16 respondents who gave neutral response and 2 respondents disagreed with the statement, so the writer concludes that those were the people who do not like to insert any words in gifts.

2. The respondents' opinion about "English Words and Quotation are self-expressions" was:

Table 4.15

English Words and Quotation are Self-Expression

Disagree	Neutral	Agree	Strongly Agree
2%	13%	56%	29%

Table 4.15 shows that agree 56% respondents agree, 29% respondents strongly. 13% respondents are neutral with the statement, and the other 2% disagree. It could be concluded from the result obtained that the respondents agree (56%) with the statement that English words and quotations in a gift are self-expression.

Usually when someone will give a gift, they will think about what they feel. They will express it along with the gift. Some write it short and briefly, but others write it long and sometimes formed a letter. People tend to express their feeling by English than Indonesian because of the fact that English is more subtle and

familiar, like “I miss you so much” is better than “aku sangat merindukanmu”.

3. The respondents’ opinion about “English Words and Quotations are more meaningful” was:

Table 4.16

English Quotation is More Meaningful

Disagree	Neutral	Agree	Strongly Agree
6%	17%	46%	31%

Table 4.16 shows that 46% respondents agreed, while 31% respondents strongly agreed from 100 respondents. 17% respondents are neutral, and the other 6% disagreed. It could be concluded from the result obtained that the respondents agreed (46%) with the statement that English quotations is more meaningful quotation in Indonesian language.

There is a quotation said “You are the straw to my berry.” In Indonesian language it becomes “Kamu adalah jerami pada beriku.” The quotation meaning in Indonesian language is not clear enough, because the understanding of the quotation actually is referring the word “strawberry”, so it is like “you and I are one and together.” “You are the apple of my eye” becomes “Kamu adalah apel pada mataku.” The quotation in Indonesian language does not

contain the true meaning of it. “The apple of my eye” means that someone who cherishes above all others and is very important. It could be concluded that English will be meaningful than Indonesian language.

4. The respondents’ opinion about “English Words and Quotations will be more impressive to everyone” was:

Table 4.17

English Words and Quotation will be More Impressive

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	5%	29%	43%	22%

Table 4.17 shows that 43% respondents agreed, while 29% respondents were neutral with the statement. 22% respondents strongly agreed, 5% disagreed, and 1% or 1 respondent strongly disagreed. It could be concluded from the result obtained that the respondents agreed (43%) with the statement that English quotations will be more impressive to everyone than quotations in Indonesian language.

The fact, people nowadays will be more impressed by English words than Indonesian words. Even, those who are using Indonesian language to express something written would be

considered absurd. People tend to use “I love you” rather than “aku cinta kamu”, moreover for one long sentence, they mostly will not use Indonesian for a quotation.

5. The respondents’ opinion about “English Words and Quotations give better image in a gift” was:

Table 4.18

English Words and Quotation Give a Better Image

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	7%	23%	49%	20%

Table 4.18 shows that 49% respondents agreed, while 23% respondents were neutral with the statement. 20% respondents strongly agreed, 7% disagreed, and 1% or 1 respondent strongly disagreed. It could be concluded from the result obtained that the respondents agreed (49%) with the statement that English quotations give a better image to a gift will be given than quotations in Indonesian language.

A gift will have a better image when the greetings are in English due to the fact that has been discussed earlier that English is an international language and the assumption that “people will look cool when using English”. When people use English in their

gift, all the impression like better, classy, exclusive, etc. will go into the gifts.

6. The respondents’ opinion about “English Words and Quotation are easier to be expressed than Indonesian” was:

Table 4.19

English Words and Quotation are Easier to Expressed

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	16%	27%	40%	16%

Table 4.19 shows that 40% respondents agreed, while 27% respondents were neutral with the statement. 16% respondents strongly agreed, 16% disagreed, and 1% or 1 respondent strongly disagreed. It could be concluded from the result obtained that the respondents agreed (40%) with the statement that English words and quotations are easier to express feelings than Indonesian words and quotations.

English words are easier to be expressed than Indonesian words. Moreover, Indonesian people usually would like to look more polite. For example, it will be easier and more polite to say “broken home” rather than *keluarga yang tidak untuk*, or “junk food” rather than *makanan yang tidak sehat*.

7. The respondents' opinion about "English Words and Quotations are often used in a gift" was:

Table 4.20

English Words and Quotation are Often Used in a Gift

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1%	9%	19%	47%	24%

Table 4.20 shows that 47% respondents agreed, while 24% respondents strongly agreed with the statement. 19% respondents were neutral, 9% disagreed, and 1% or 1 respondent strongly disagreed. It could be concluded from the result obtained that the respondents agreed (47%) with the statement that English words and quotations are often used in gift-giving than Indonesian words and quotations.

In this globalization era, English has become an international language in the world. Not only in business or advertisement world, but also in television and educational program. That thing affects in daily life, even it becomes a habit when people express their feelings.

4.5 Discussion

The purposes of this research are to find out the prospective buyers' opinion about English language in business and in a prototypical product made by the writer – an initial frame. Every individual must have an opinion about something, both positive and negative opinions in accordance with the characteristics and psychological order of the individual. To find out the answers to the formulations of the problem in this research, the writer has distributed a questionnaire contained about English language in a product and English words and quotations in a gift to 100 respondents. From this questionnaire, it could be known whether the respondents' opinion tend to be positive or negative by using percentage.

There are 2 (two) variables divided into 15 statements and distributed to 100 respondents.

1. English Language in Business (EL)

For the first variable, the total score obtained from 100 respondents was 441 or 88.2% from the total maximum score of 500 (total maximum score obtained with the assumption that all respondents gave the highest score answer on each statement which is 5). The percentage shows that the respondents' opinions were very positive with the statements in the questionnaire. However, when the writer tried to manually review the respondents' feedback, there were some respondents

who were disagreed with the statements, such as 2 respondents disagreed with the statement that "English in marketing will be shorter and to the point", 9 respondents disagreed with the statement that "English in marketing will increase sales", 2 respondents disagreed with the statement that "English in marketing will give a classier impression", 5 respondents disagreed with the statement that "English in a product will make it more popular and easy to remember", 7 respondents disagreed with the statement that "English in a product indirectly will be a learning tool", 4 respondents disagreed with the statement that "English will make a product looks more luxurious", and 7 respondents disagreed that "English usage in a product will give an up to date impression".

English language has an important role to face the globalization era. Everyone communicate in English nowadays not only in daily conversation, but also in the business aspect. It has been explained in Chapter II that everyone has to be prepared to face the global competition. Communication becomes the most important thing in business aspect. Compared to Indonesian, English is more efficient and shorter in many things. A short English paragraph will require more space if translated into Indonesian. Many Indonesian people have been using English to promote their products in order to

increase sales since the stereotype of Indonesian people that a product using English looks high quality and classier. It is also increasing the exclusivity and elegance of the product. English language in promotion indirectly will also become a learning tool for people since they have to understand the meaning to buy the product. Almost everything uses English in this globalization era. That is why English in marketing or promotion makes a product has an up to date impression. It is also make the products catchier and easier to remember.

2. English Words and Quotation in Gifts (EQ)

For the second variable, the prospective buyers' opinion was also very positive by the percentage level of 85.6% from the total maximum score of 500. The percentage shows that the respondents' opinion about English words and quotation in a prototypical product - gift was very positive, but the writer found some respondents' disagreement to the existing statements. 2 respondents disagreed with the statement that "English words or quotations usually inserted in a gift", 2 respondents disagreed with the statement that "English words or quotations are self-expression", 6 respondents disagreed with the statement that "English words and quotation will be more meaningful", 6 respondents disagreed with the statement

that “English quotation will be more impressive”, 8 respondents disagreed with the statement that “English words and quotation will give better image to a gift”, 17 respondents disagreed with the statement that “English words are easier to be expressed”, and 10 respondents disagreed with the statement that “English words are often used in gift-giving”.

Referring to the globalization era when people will feel more impressive when using English, words used in gift-giving is also often used in English. Many people are comfortable to express something in English because it does not really feel ‘vulgar’ as Indonesian. Especially when someone talked about personal aspirations such as feelings and confessions, they will often use a subtle language. The feelings will be easier to express in English than Indonesian. The feelings and confessions expressed by using English as the subtle language will be more meaningful and impressive, back again, because of this era when English has become the predominant language worldwide. It also makes a gift worded in English have a better image.