

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter shows the conclusion of the analysis data that have already been interpreted in the previous chapter. The data that had been collected from the questionnaires. Moreover in this chapter, the writer also gives suggestions for a further research.

5.1 Conclusion

The respondents positively perceive Social Media as Shopping Platform and English as Advertising and Social Media Language in Online Shop if the total percentages of those who chose “agree” more than 50%. Based on the analysis that is already interpreted in the previous chapter, the respondents tend to positively perceive towards Social Media as Shopping Platform and English language used in Online Shop. It is shown by the percentages of each statement of the questionnaire filled by the respondents. There are 53.6% who chose “agree” and 14.8% who chose “strongly agree” towards all the statements of the questionnaire. There are only 6.7% who chose “disagree” and 1.8% who chose “strongly disagree” towards all the statements of the questionnaire. The rest of them chose “neutral” (23.3%) towards the statements. Almost all the participants positively perceive towards English as Advertising and Social Media Language in Online Shop, it means that English as a language become symbol of futuristic and modernity for Social Media.

On Statement 12, I Can Learn English Through Online Shop On Instagram By Reading Their Description And Caption Of Advertising, 19 people (47.5%) choose agree and 4 people (10%) choose strongly agree. It shows that from Instagram online shop’s account that use English language, not only attract more customer to buy but also assist the customer to study and learn new vocabularies in English. In conclusion, the customer perceive the English language positively. Also in Statement 17, Online Shops On Instagram That Use

English Language Even Though They are Based In Indonesia Are More Attractive And Fascinating Than Those That Use Indonesian Language, more than 50% respondents say that using English language for both bio and caption on online shop's Instagram is better than the one that use Indonesian language. It shows that the customer and respondents perceive the English language in advertisement positively.

5.2 Suggestion

The data and the result in this research give reference and opportunity to other researcher who wants to do further analyzing in Social Media users perceive towards English language that used in Social Media and their efforts to improve their knowledge in English. The writer gives a suggestion that the other researchers can analyze in more details about this research, they can do further research in other region/area, so the data can be more valid.

Moreover, this research also has weaknesses in collecting and analyzing the data. She was unable to collect further information about the data that can be more useful. Therefore, it can be more challenging for other researchers to do more research to the Social Media users about their perceive towards English language as Advertising and Social Media language.

