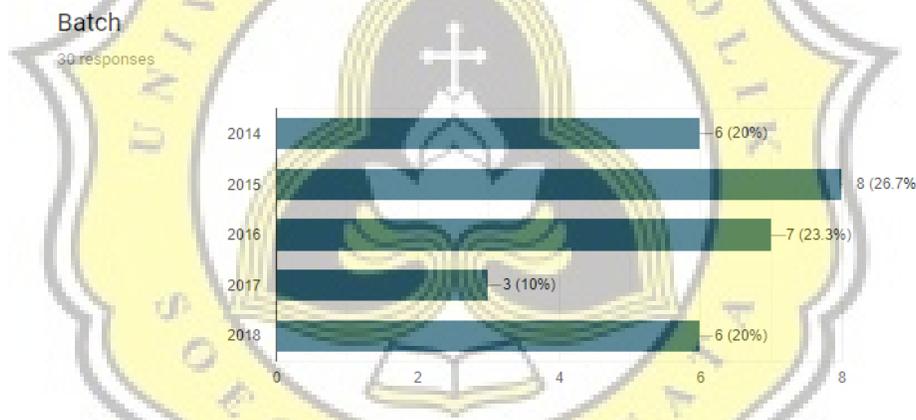


CHAPTER 4

DATA ANALYSIS

In this chapter, the writer discussed the respondents' answer to make this research well understood. The writer did data analysis based on the result of the quantitative research using a questionnaire. The participants of this research were active students from batch 2014 – 2018. The diagram shows the participation of the respondent in each batch below:

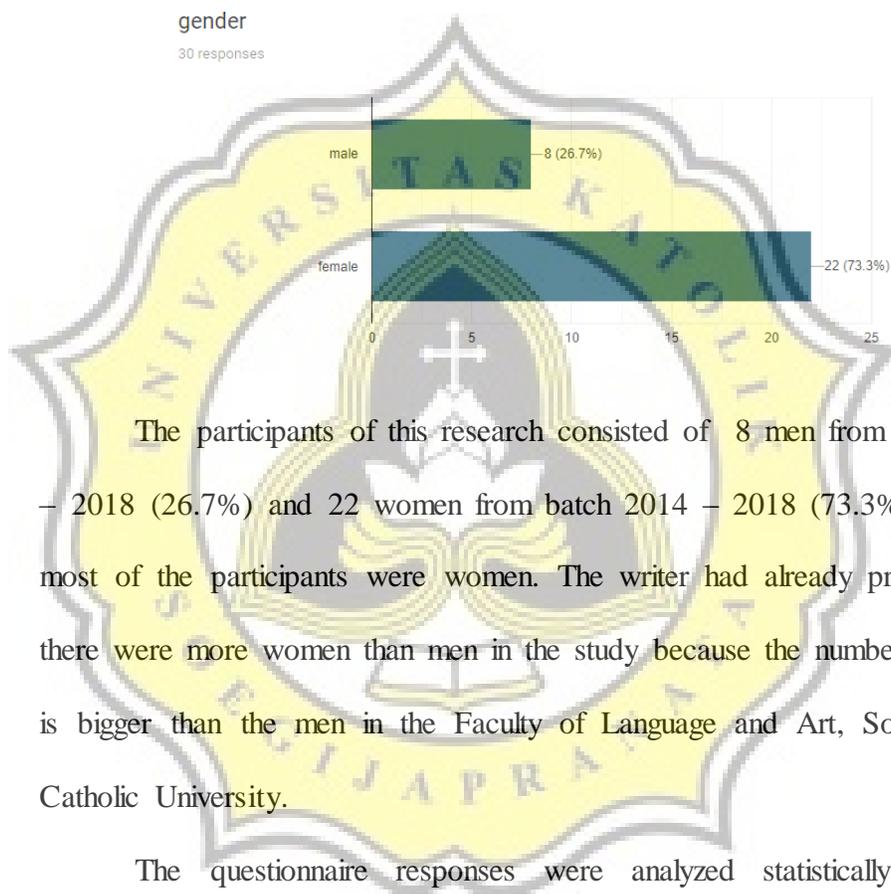
The diagram I Batch of the Respondents



The participants of the research were 6 students from 2014 (20%), 8 students from 2015 (26.7%), 7 students from 2016 (23.3%), 3 students from 2017 (10%), and 6 students from 2018 (20%). Total participants were 30 students.

Participants in the questionnaire were unisex. The writer made the questionnaire unisex because the customers of the T-shirt can be a man or a woman. The diagram below shows the gender of the participants:

Diagram II Gender of the Respondents



The participants of this research consisted of 8 men from batch 2014 – 2018 (26.7%) and 22 women from batch 2014 – 2018 (73.3%). It means most of the participants were women. The writer had already predicted that there were more women than men in the study because the number of women is bigger than the men in the Faculty of Language and Art, Soegijapranata Catholic University.

The questionnaire responses were analyzed statistically using the Statistical Package for Social Scientists (SPSS). The results of the questionnaire were presented in descriptive statistics. The writer analyzed the data by using descriptive statistics to find the means of the respondents' responses. If the mean of the data is high than 3, means the perception of the statement by the respondents is positive. On the other hand, when the means

lower than 3, the perception toward the statement is negative. The overall results can be illustrated below:

>3=positive

=3=neutral

<3=negative

The final conclusion explained one by one on a table of descriptive statistics below.

Table II Descriptive Statistics

Analysis Descriptive Result

	N	Minimum	Maximum	Mean	Std. Deviation
English is a "cool" language	30	3	5	4.37	.556
I prefer choosing English to Indonesian	30	2	5	3.73	.828
English words on a T-shirt make it more classy	30	1	5	3.77	.817
I am interested more in buying a T-shirt with English words printed on it	30	3	5	3.80	.610

English words on a T-shirt can attract people to buy it	30	2	5	4.07	.691
English words on a T-shirt can increase the sale	30	2	5	3.73	.907
I learn new vocabulary when I see a T-shirt with English words printed on it	30	3	5	3.83	.648
I buy a T-shirt because of the color	30	2	5	3.93	.691
I buy a T-shirt because of the text printed on it	30	2	5	3.73	.740
Valid N (listwise)	30				

The table shows that all the statements the writer used in the research have a score above .5. It means that the questionnaire received a positive response from the respondents. The writer will explain each statement to make a clear explanation. The detail of the information can be seen in the discussion below:

There are five categories used by the writer to analyze the data. They are:

1. Young adults' perception of the English language as a global language
2. Young adults' perception as goods with English words on them
3. Young adults' perception of English Language as a selling point to attract potential customer
4. Young adults' perception of T-shirt as a media for learning English vocabulary
5. Young adults' perception of T-shirt as a media to express users' beliefs

4.1 Young Adults' Perception of English Language as a Global Language

The first category is the young adults' perception of English language as a global language. The first category consists of two statements. The statements are "English is a 'cool' language" and "I prefer choosing English to Indonesian".

The first statement is "English is a 'cool' language". This statement is aimed to find out whether young adult like English language or not. The result shows a minimum score of statement number 1 is 3 and the maximum score is 5. Then the writer tries to find out the mean to know whether the respondents' perception is positive or negative. The result can be seen below:

Table 1

English is a “cool” language

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
English is a “cool” language	30	3	5	4.37	.556
Valid N (listwise)	30				

The data shows that young adult like the English language. The mean score of the first statement is 4.37 which can be inferred as a positive response. The writer assumes that all most of the young adults like the English language, and they think English is a “cool” language on their environment.

The diagram below explains the participants’ choice of response:

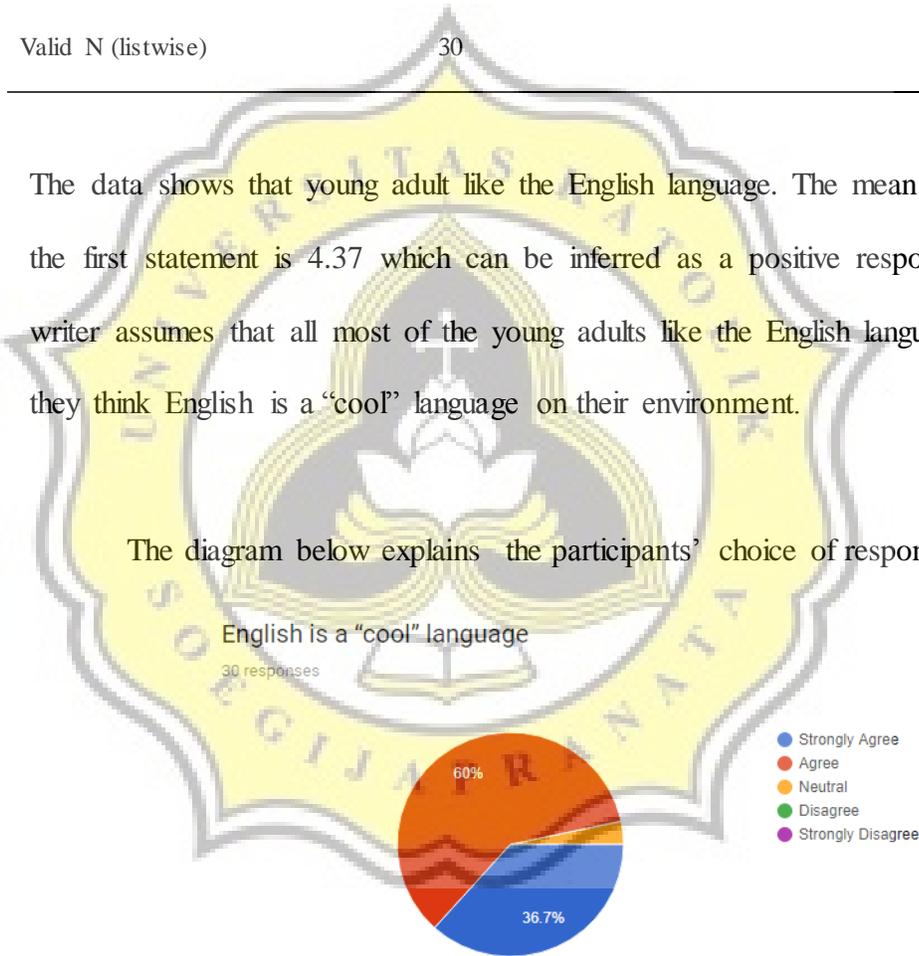


Diagram 1 English is a “cool” language

According to the diagram of “English is a cool language” above, there are 11 people or 36.7% of the respondents who chose “Strongly Agree”, 18 people or

60% of the respondents who chose “Agree”, and 1 person or 3.3% of the respondents who chose “Neutral” in response to the statement.

The second statement is “I prefer choosing English to Indonesian”. This statement is aimed at finding out if young adult nowadays prefers choosing the English language to Indonesia language or not. The result shows that the minimum score of the responses to statement number 2 is 2 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

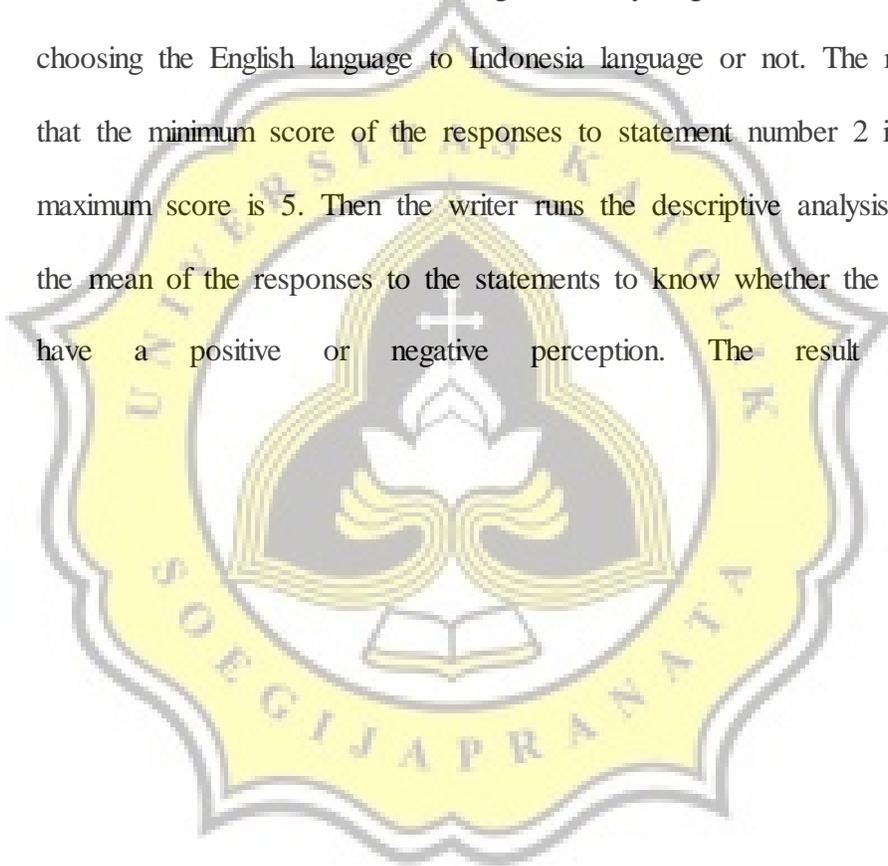


Table 2

I Prefer Choosing English to Indonesian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer choosing English to Indonesian	30	2	5	3.73	.828
Valid N (listwise)	30				

The data shows that most of the young adult prefer to choose English language rather than the Indonesian language. The mean score of the first statement is 3.73, which can be referred to as a positive response. The writer assumes that young adults prefer to choose English language Indonesian language because they think that using English language is more prestigious.

The diagram below explains the choice of participants:



Diagram 2 I prefer choosing English to Indonesian

According to diagram “I prefer choosing English to Indonesian” above, the data shows that there are 6 people or 20% of the respondents who chose “Strongly Agree”, 11 people or 36.7% of the respondents who chose “Agree”, 12 people or 40% of the respondents who chose “Neutral”, and 1 person or 3.3% of the respondents who chose “Disagree” in response to the statement.

4.2 Young Adults’ Perception as Goods with English Words on Them

The second category is young adults’ perception as goods with English words on them. In the second category, there are two statements. The statements are that “English words on a T-shirt make it classier” and “I am interested more in buying a T-shirt with English words printed on it.”

The first statement is “English words on a T-shirt make it more classy”. This statement is aimed at finding out if young adult nowadays more likely English word on things or not. The result shows a minimum score of statement number 3 is 1 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 3

English words on a T-shirt make it more classy

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
English words on a T-shirt make it more classy	30	1	5	3.77	.817
Valid N (listwise)	30				

The data shows that most of the young adult prefer to choose English things, especially on T-shirt. The mean score of the first statement is 3.77, which can be referred to as a positive response. The writer assumes that all of the young adults prefer to choose the English language on things rather than Indonesia language and they like to see many things with English word printed on it.

The diagram below explains the participants' choice of response:



Diagram 3 English words on a T-shirt make it more classy

According to diagram “English words on a T-shirt make it more classy” above, the data shows that there are 5 people or 16.7% of the respondents who

chose “Strongly Agree”, 17 people or 56.7% of the respondents who chose “Agree”, 7 people or 23.3% of the respondents who chose “Neutral”, and 1 person or 3.3% of the respondents chose “Strongly Disagree” in response to the statement.

The second statement is “I am interested more in buying a T-shirt with English words printed on it”. This statement is aimed at finding out if young adult interested in buying a T-shirt which uses English word printed on it or not. The result shows a minimum score of statement number 4 is 3 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 4

I am interested more in buying a T-shirt with English words printed on it

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am interested more in buying a T-shirt with English words printed on it	30	3	5	3.80	.610
Valid N (listwise)	30				

The data shows that most of the young adult interested more in buying a T-shirt with English printed on it. The mean score of the fourth statement is

3.80, which can be referred to as a positive response. The writer assumes that all of the young adults prefer to buy a T-shirt with an English word printed on it and they like to see many things with English word printed on it.

The diagram below explains the participants' choice of response:

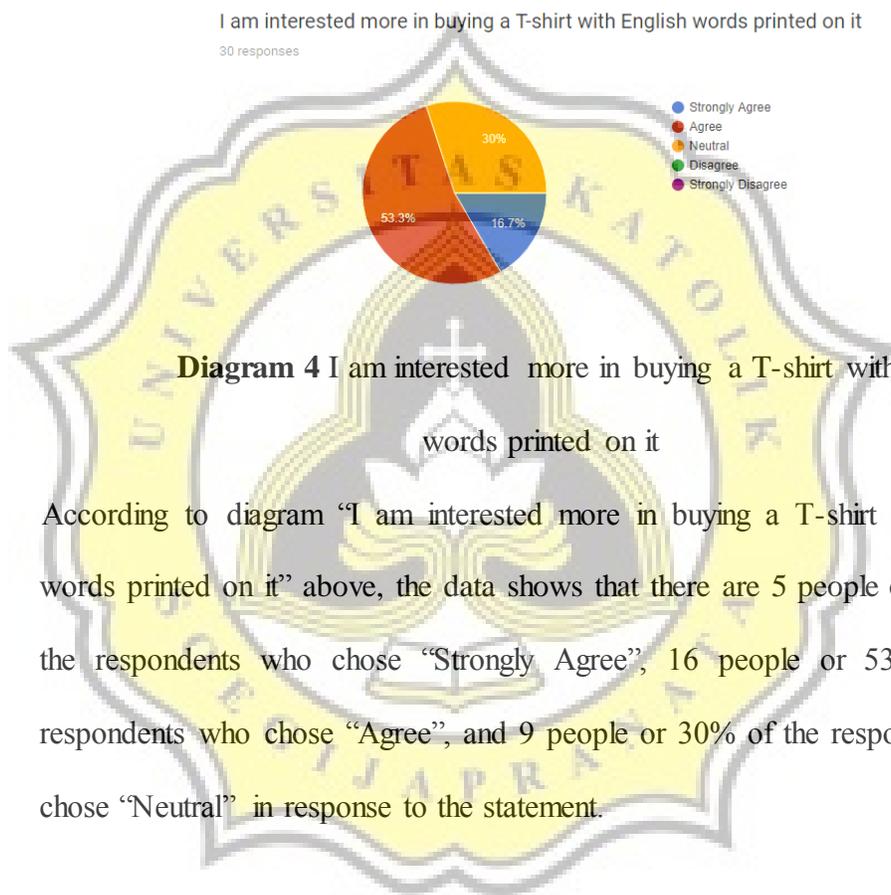


Diagram 4 I am interested more in buying a T-shirt with English words printed on it

According to diagram “I am interested more in buying a T-shirt with English words printed on it” above, the data shows that there are 5 people or 16.7% of the respondents who chose “Strongly Agree”, 16 people or 53.3% of the respondents who chose “Agree”, and 9 people or 30% of the respondents who chose “Neutral” in response to the statement.

4.3 Young Adults' Perception of English Language as a Selling Point to Attract Potential Customer

In the third category, there are two statements. The statements are “English words on a T-shirt can attract people to buy it” and “English words on a T-shirt can increase sale.”

The first statement is “English words on a T-shirt can attract people to buy it”. This statement is aimed at finding out if young adult affected with a company which uses English word as a strategy on sales or not. The result shows a minimum score of statement number 5 is 2 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 5

English words on a T-shirt can attract people to buy it

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
English words on a T-shirt can attract people to buy it	30	2	5	4.07	.691
Valid N (listwise)	30				

The data shows that the young adult interested more in buying a T-shirt with English printed on it. The mean score of the fifth statement is 4.07, which can be referred to as a positive response. The writer assumes that all of the young adults want to buy a T-shirt with an English word printed on it because many clothing companies use English word as a selling point to attract them.

The diagram below explains the participants’ choice of response:

English words on T-shirt can attract people to buy it

30 responses

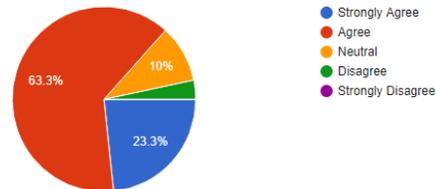


Diagram 5 English words on a T-shirt can attract people to buy it

According to diagram "English words on a T-shirt can attract people to buy it" above, the data shows that there are 7 people or 23.3% of the respondents who chose "Strongly Agree", 19 people or 63.3% of the respondents who chose "Agree", 3 people or 10% of the respondents who chose "Neutral", and 1 person or 3.3% of the respondent who chose "Disagree" in response to the statement.

The second statement is "English words on a T-shirt can increase sale". This statement is aimed at finding out if young adults believe some companies use English to increase sales or not. The result shows a minimum score of statement number 6 is 2 and the maximum score is 5. Then, the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 6

English words on a T-shirt can increase the sale

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
English words on a T-shirt can increase the sale	30	2	5	3.73	.907
Valid N (listwise)	30				

The data shows that young adults agree some companies use English to increase sale. The mean score of the sixth statement is 3.73, which can be referred to as a positive response. The writer assumes that all young adults agree with this statement.

The diagram below explains the participants' choice of response:

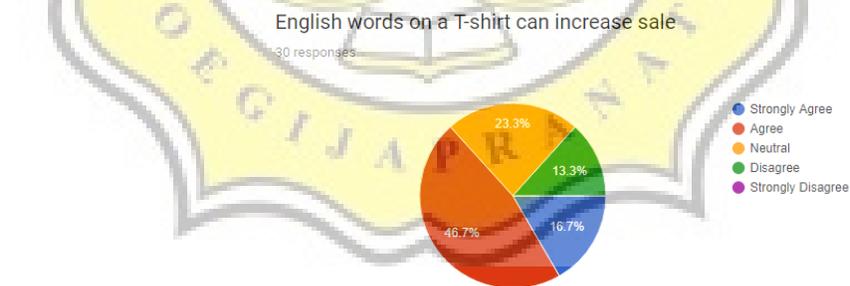


Diagram 6 English words on a T-shirt can increase the sale

According to diagram “English words on a T-shirt can increase sale” above, the data shows that there are 5 people or 16.7% of the respondents who chose “Strongly Agree”, 14 people or 46.7% of the respondents who chose “Agree”,

7 people or 23.3% of the respondents who chose “Neutral”, and 4 people or 13.3% of the respondents who chose “Disagree” in response to the statement.

4.4 Young adults' perception of T-shirt as a media for learning English vocabulary

In the fourth category, there is one statement. The statement is “I learn new vocabulary when I see a T-shirt with English words printed on it.”

The statement is “I learn new vocabulary when I see a T-shirt with English words printed on it”. This statement is aimed at finding out if young adults can upgrade their vocabulary or not. The result shows a minimum score of statement number 7 is 3 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 7

I learn new vocabulary when I see a T-shirt with English words printed on it

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I learn new vocabulary when I see a T-shirt with English words printed on it	30	3	5	3.83	.648
Valid N (listwise)	30				

The data shows that most young adult can improve their vocabulary when they saw English words on a T-shirt. The mean score of the sixth statement is 3.83, which can be referred to as a positive response. The writer assumes that all young adults can learn new vocabulary when they see an English word on a T-shirt.

The diagram below explains the participants' choice of response:

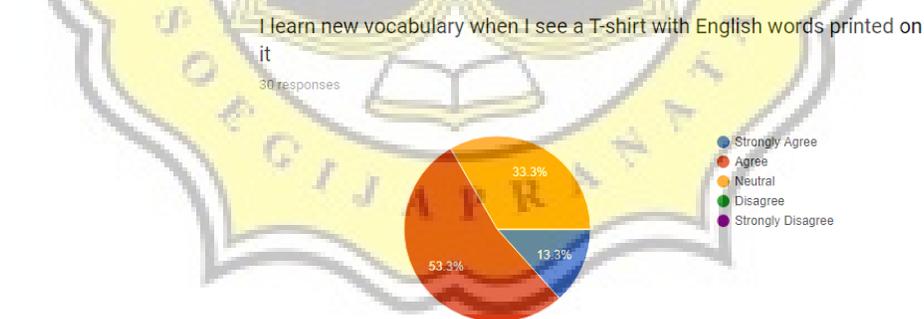


Diagram 7 I learn new vocabulary when I see a T-shirt with English words printed on it

According to diagram “I learn new vocabulary when I see a T-shirt with English words printed on it” above, the data shows that there are 4 people or

13.3% of the respondents who chose “Strongly Agree”, 16 people or 53.3% of the respondents who chose “Agree”, and 10 people or 33.3% of the respondents who chose “Neutral” in response to the statement.

4.5 Young Adults' Perception of T-shirt as a Media to Express Users' Beliefs

In the fifth category, there are two statements. The statements are “I buy a T-shirt because of the color” and “I buy a T-shirt of the text printed on it.”

The first statement is “I buy a T-shirt because of the color”. This statement is aimed at finding out if young adults buy a T-shirt based on their color or not. The result shows a minimum score of statement number 8 is 2 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 8

I buy a T-shirt because of the color

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I buy a T-shirt because of the color	30	2	5	3.93	.691
Valid N (listwise)	30				

The data shows that the young adult buy T-shirt based on the color. The mean score of the eighth statement is 3.93, which can be referred to as a positive response. The writer assumes that all young adults like to buy something by their favorite color especially on T-shirt.

The diagram below explains the participants' choice of response:

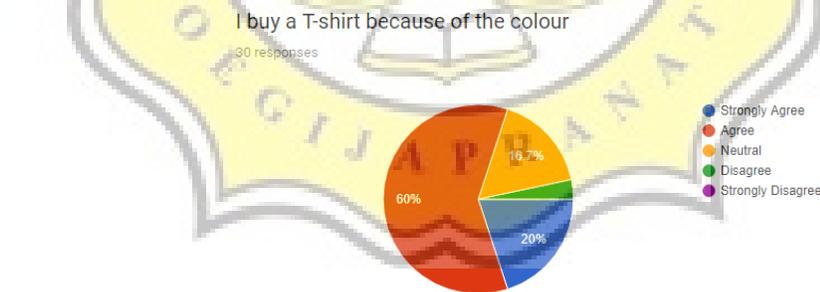


Diagram 8 I buy a T-shirt because of the color

According to diagram "I buy a T-shirt of the color" above, the data shows that there are 6 people or 20% of the respondents who chose "Strongly Agree", 18 people or 60% of the respondents who chose "Agree", 5 people or 16.7% of

the respondents who chose “Neutral”,and 1 person or 3.3% of the respondents who chose “Disagree” in response to the statement.

The second statement is “I buy a T-shirt because of the text printed on it”. This statement is aimed at finding out if young adults buy a T-shirt based on text printed on it or not. The result shows a minimum score of statement number 9 is 2 and the maximum score is 5. Then the writer runs the descriptive analysis to find out the mean of the responses to the statements to know whether the respondents have a positive or negative perception. The result is below:

Table 9

I buy a T-shirt because of the text printed on it

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I buy a T-shirt because of the text printed on it	30	2	5	3.73	.740
Valid N (listwise)	30				

The data shows that young adults buy a T-shirt based on the text printed on it. The mean score of the ninth statement is 3.73, which can be referred to as a positive response. The writer assumes that all young adults like to buy something by their favorite text, especially on T-shirt.

The diagram below explains the participants' choice of response:

I buy a T-shirt because of the text printed on it
30 responses

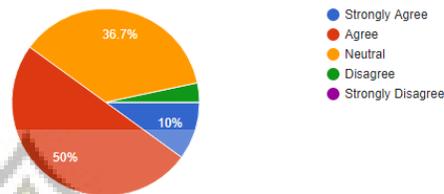


Diagram 9 I buy a T-shirt of the text printed on it

According to diagram “I buy a T-shirt of the text printed on it” above, the data shows that there are 3 people or 10% of the respondents who chose “Strongly Agree”, 15 people or 50% of the respondents who chose “Agree”, 11 people or 36.7% of the respondents who chose “Neutral”, and 1 person or 3.3% of the respondents who chose “Disagree” in response to the statement.

General Finding

The writer believes that clothes, especially the T-shirt being one of the important items that human being should have. M Frey & Wilhite (2005) stated that our physiological need is to survive as an individual and reproduce so that we can survive as a species. Survival includes our physical needs for food, water, air, safety, shelter, warmth, health, and sex. Therefore, a T-shirt as a part of clothes includes the warmth for survival. The clothes trends change time by time but in this modern era, millennial tends to wear a T-shirt as for their daily outfit. Millennials tend to wear T-shirts because T-shirt that

made with 100% cotton is more comfortable for them. Abreu, Catarino, Cardoso, & Martin (2011) on their research found that clothes with basic material is cotton shows the lowest insulation value. It means that 100% of cotton fabric is included in a clothing comfort sub-components. According to Makalesi (2014) clothing comfort is divided into the sub-components of thermal comfort (insulation value), sensory comfort, body movement comfort, and psychological comfort. Nowadays era, English words are usually printed on the T-shirts, not only as a trend but also the usage of printing English words on the T-shirt can deliver a message to the user or message that can express the mood of the T-shirt wearer. Those can be proved by the study that the writer conducted. The young adults as the respondents' perception agree towards English words on a T-shirt make the T-shirt itself more classy. Because it gives classy value, therefore, most young adults interested more in buying T-shirts with English word printed on it. The way the T-shirts designed by English words can attract people to buy it. Therefore, since a lot of demands on a T-shirt which has English word printed on it, the sales of T-shirts which have English word is positively increasing. Besides the classy and chic design of English words, the respondents also agree that the English words printed on the T-shirt somehow can make the user learn new vocabularies. Whenever the user found new slang or unfamiliar words, the user will likely to find out the meaning of the words.

Based on the data above, the writer concluded that the perception of the young adults on the T-shirt which have English words printed on it is positive. Besides the color, the young adults also choosing their T-shirt by the design of the English language printed on it. The table below shows the average means of each statement from the questionnaire.

Question 1	4.37
Question 2	3.73
Question 3	3.77
Question 4	3.80
Question 5	4.07
Question 6	3.73
Question 7	3.83
Question 8	3.93
Question 9	3.73
Total	34.96

The total means of each statement is 34.96. if it is divided by 9 statements, the result is 3.88. According to the parameter, if the means is 3 and above, the perception is considered positive. So based on this finding, the writer concluded that the young adults' perception towards English language printed on T-shirt is positive.