

CHAPTER 5

CONCLUSION AND SUGGESTIONS

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

5.1 Conclusion

Trends and design of our daily outfit are always changing from time to time. Nowadays, there are lots of T-shirts that have printed English words which sometimes can express the mood of the user. Therefore, the writer is curious about young adults' perception of this phenomenon. The writer also wants to know the impact of this English word printed on T-shirt to the sale result as the business owner who runs this business.

The main conclusion about this study is that the young adults as the respondents' perception towards English language printed on the T-shirt are positive. Besides the design and the color, English language printed on the T-shirt make the T-shirt itself classier and more prestige. By giving that value, people tend to choose and buy the T-shirt which has the English language printed on it. Having English language printed on T-shirt also can help to increase the sale of the T-shirt itself.

5.2 Suggestion

The data and the result in this research give reference and opportunity to another researcher who wants to do further analyzing selling point in clothing, especially on T-shirt. For further related researches, researches can better design the instruments and involve more respondents to get more comprehensive results.

