

**CHAPTER 1 INTRODUCTION**

**1.1 Background of the Study**

English words printed on T-shirts can be found everywhere. It emerges in Asian countries. Its applications can be seen on products, on signs, and in any forms of advertisement. English words printed on T-shirts allow consumers to express their beliefs, thoughts, opinions, and interests through the clothes they wear. The mission of the clothing company is to provide customers with clothing that serves a purpose, inviting people to be bold in their beliefs and ultimately, represent who they are. Some people who wear English words printed on T-shirts have no idea what they mean. People who originally do not speak English as their native language unaware of the words printed on their T-shirts. It seems that they do not care whether they understand or not. They just think that it looks cool (Lam, 2011).

Young adults mostly wear a T-shirt for many kinds of activities because the T-shirts make the young adults feel comfortable, simple, and cool. Therefore, the writer entitled her paper: "The Young Adults' Perception of English Language Used on T-shirts ". English is used by some companies to increase sales so many people want to buy them. It is very interesting to know whether language has a big effect on sales, especially on T-shirt sales. English words printed on T-shirts make users feel they have successfully climbed the social strata and they belong in the

7194 Words | Page 1 of 19

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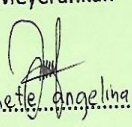
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berupa ( TESIS, TUGAS AKHIR, PROPOSAL, SKRIPSI, SUMMARY, LAPORAN KERJA PRAKTEK )

dengan judul : The Young Adults' Perception of English Language Used on T-shirts

Semarang,  Petugas,  Yang Meyerahkan, Dosen Pembimbing

NB. Laporan hasil scan terlampir untuk Yang bersangkutan \*