

CHAPTER IV

DATA ANALYSIS

This chapter discusses the analysis of the consumers' perception of English language usage in advertisement through Instagram. The data has been collected through a questionnaire distributed to fifty-six *Makanenak Bakedrice* customers. The questionnaire consists of ten statements with a Likert Scale (1 to 5). The data sets from the questionnaire were analyzed using SPSS. The results of the questionnaire are presented in descriptive statistics.

4.1 Consumers' Perception of English Language on *Makanenak Bakedrice* Advertisement through Instagram

From the result, it was found that the respondents' perception of the English Language on *Makanenak Bakedrice* Advertisement through Instagram is positive. It is supported by the means score of 3.22. The higher the means, the better the perception of the respondents' towards the English usage in *Makanenak Bakedrice* advertisement. In other words, when the mean is lower the perception toward the statement is negative. Here is the parameter of the result:

Mean	Perception
< 3	Negative
>3	Positive

The following table and the graphic show the detail of the descriptive statistics.

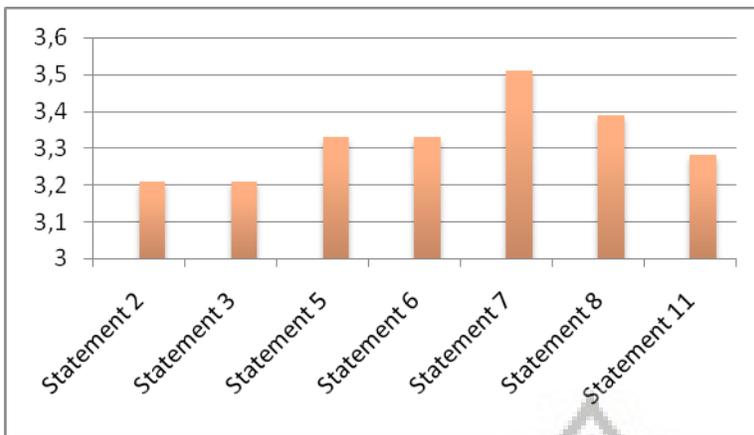
Table 4.1 Descriptive Statistics Table

Descriptive Statistics					
	N	Min.	Max.	Mean	Std. Deviation
I often see <i>Makanenak Bakedrice</i> advertisement on Instagram	56	.00	5.00	2.6964	1.18965
I am always interested in seeing <i>Makanenak Bakedrice</i> advertisement using that uses English on Instagram	56	1.00	5.00	3.2143	1.09069
Advertisement of <i>Makanenak Bakedrice</i> that uses English on Instagram attracted my attention	56	1.00	5.00	3.2143	1.03948
I always pay attention to <i>Makanenak Bakedrice</i> advertisement that uses English on Instagram	56	1.00	5.00	3.1071	1.00324
I understand the product that <i>Makanenak Bakedrice</i> sold through advertisements on Instagram	56	1.00	5.00	3.3393	.99593

<i>Makanenak Bakedrice</i> advertisement that uses English on Instagram looks “cool” to me	56	1.00	5.00	3.5179	.95329
<i>Makanenak Bakedrice</i> advertisement that uses English on Instagram makes me want to buy the product offered	56	1.00	5.00	3.3929	.96632
<i>Makanenak Bakedrice</i> advertisement that uses English on Instagram makes it easier for me to buy the product	55	1.00	5.00	3.1273	1.01934
<i>Makanenak Bakedrice</i> that uses English looks more convincing to me	56	1.00	5.00	3.2857	1.05683
Total Mean				3.22345	

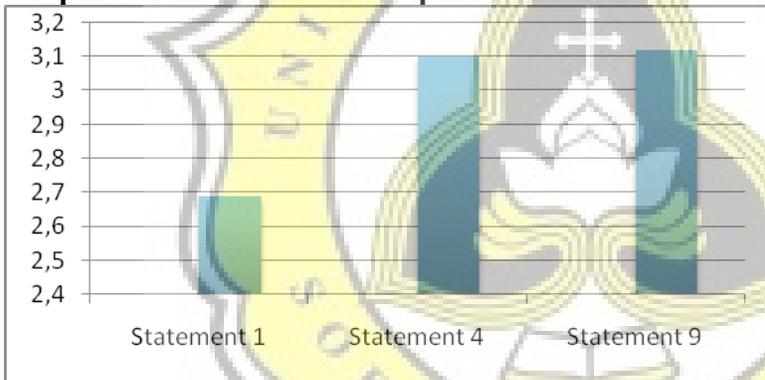
The table shows the means of all the statements of the questionnaire. The highest mean from the table is 3.5179 from the statement "*Makanenak Bakedrice* that uses English on Instagram looks “cool” to me.” The lowest mean is 2.6964 from the first statement; “I often see *Makanenak Bakedrice* advertisement on Instagram.” The total mean from all the statements is 3.22345.

Graphic 4.1 Highest Mean Graphic



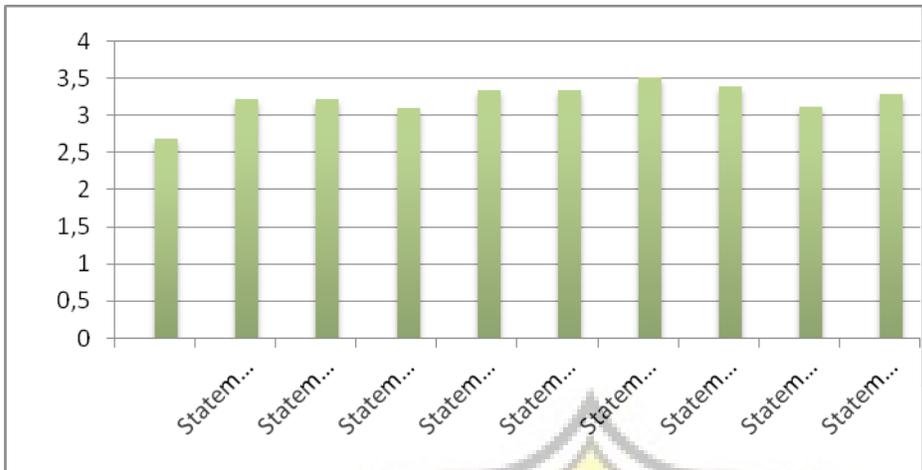
The graphic shows the highest mean of all overstatement. The highest mean from the graphic is 3.5 from statement 7 “*Makanenak Bakedrice* that uses English on Instagram looks “cool” to me.”

Graphic 4.2 Lowest Mean Graphic



The graphic shows the lowest mean from all over the statement. The lowest mean from the graphic is 2.7 from statement 1 "I often see *Makanenak Bakedrice* advertisement on Instagram.

Graphic 4.3 Overall Mean Graphic



The graphic shows the highest and lowest mean from all over the statement. The highest mean 3.5 from statement 7 "*Makanenak Bakedrice* that uses English on Instagram looks “cool” to me” and the lowest mean from statement 1, “I often see *Makanenak Bakedrice* advertisement on Instagram.”

4.2 Respondent Perception of each Statement

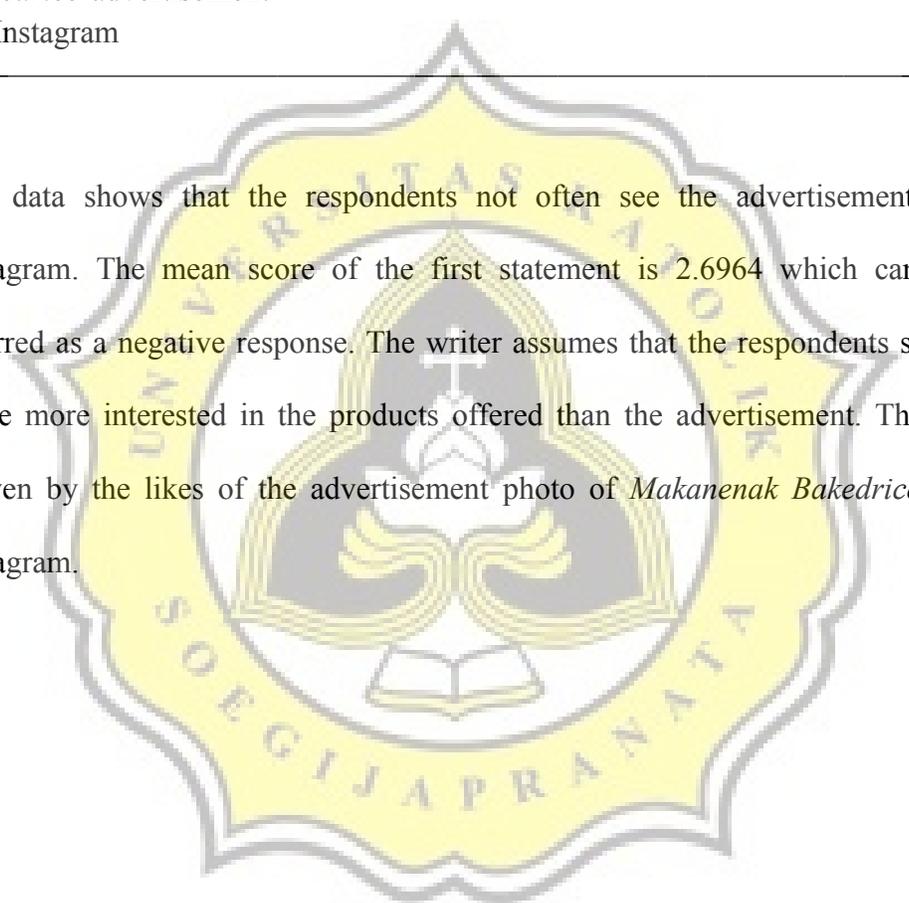
The first statement is aimed at finding out whether the respondents often see *Makanenak Bakedrice* advertisement on Instagram. The result shows a minimum score of statement number is 1 and the maximum score is 5. Then, the writer tries to find out the mean to know whether the respondents’ perception is positive or negative. The result can be seen below:

Table 4.2.1 Result of Statement 1

Statement 1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I often see <i>Makanenak Bakedrice</i> advertisement on Instagram	56	1.00	5.00	2.6964	1.18965

The data shows that the respondents not often see the advertisement on Instagram. The mean score of the first statement is 2.6964 which can be inferred as a negative response. The writer assumes that the respondents seem to be more interested in the products offered than the advertisement. This is proven by the likes of the advertisement photo of *Makanenak Bakedrice* on Instagram.



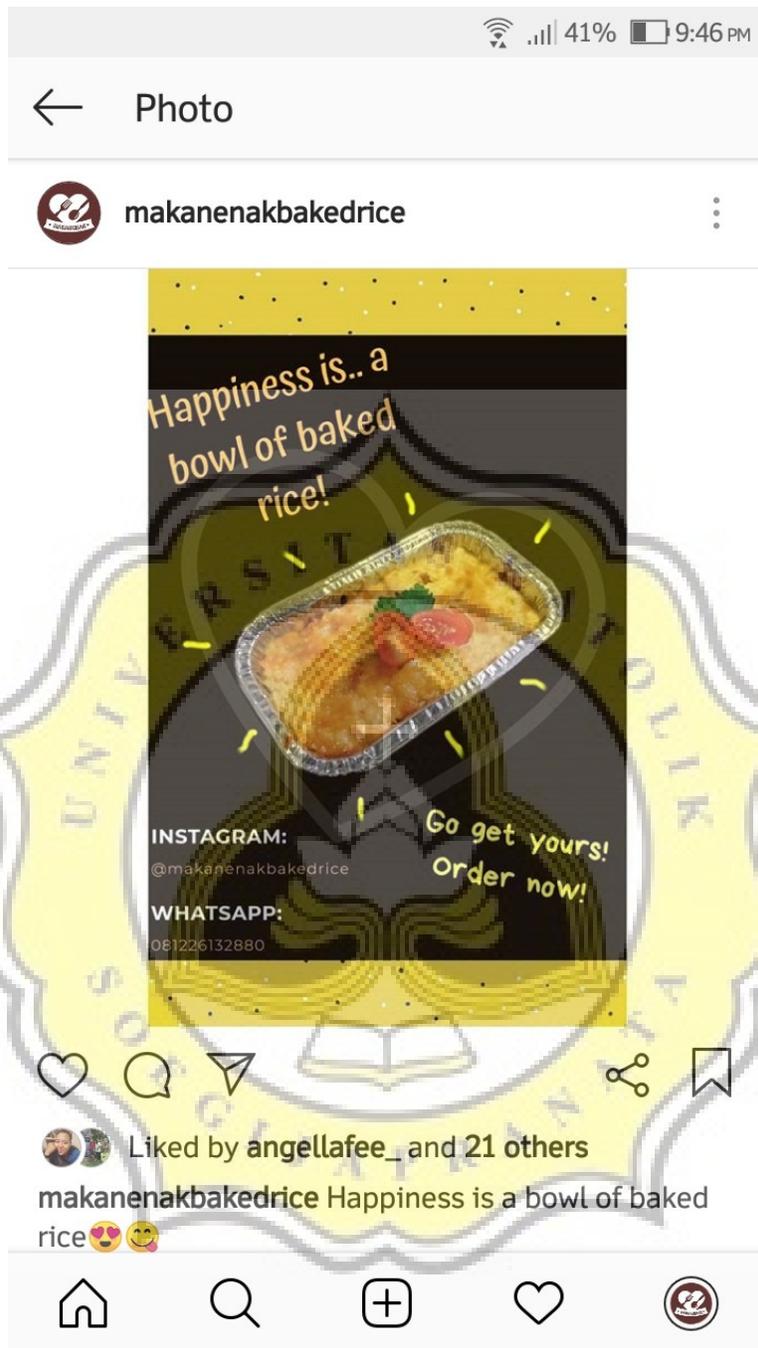


Figure 2

Makanenak Bakedrice advertisement on Instagram

The picture shows that the advertisement got a lot of likes from the customers, and it shows that the customers are more focused on the product, without realizing that the picture of the product is an advertisement. In other words, the customers did not know if it was an advertisement. The standard deviation of this statement is 1.18965, meaning that the answer is heterogeneous. So, there may be only a few respondents who did not often see the advertisement.

The following statement is about respondents' interest in seeing *Makanenak Bakedrice* advertisement on Instagram that uses the English language.

This statement is aimed at finding out whether the respondents are always interested in seeing *Makanenak Bakedrice* advertisement on Instagram that uses English, which the average of the customer is young people. The result shows a minimum score of statement number is 1 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 4.2.2 Result of Statement 2

Statement 2

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am always interested in seeing <i>Makanenak Bakedrice</i> advertisement on Instagram that uses English	56	1.00	5.00	3.2143	1.09069

The data shows that the respondents are interested in the advertisement because the advertisement is using English. The mean score of the second statement is 3.21 which can be inferred to a positive response. The writer assumes that the average of the customers is young people, for them, English has become an international language and sounds modern. Therefore, they are interested in things related to English.

According to (Susanto, 1977) the purpose of the advertisement is to arouse the communicant's feeling of advertised products, services or ideas. In this case, the English advertisement can arouse customer interest by seeing *the Makanenak Bakedrice* advertisement. The standard deviation of this statement is 1.09069 meaning that the answer is heterogeneous or varied from strongly agree to strongly disagree.

The next statement is about the *Makanenak Bakedrice* advertisement that uses English to attract respondents attention or not.

This statement is aimed at finding out whether the advertisement of *Makanenak Bakedrice* on Instagram that uses English attracted respondents' attention which is the average of the customers is young people. The result shows a minimum score of statement number is 1 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 4.2.3 Result of Statement 3

Statement 3

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement of <i>Makanenak Bakedrice</i> on Instagram that uses English attracted my attention	56	1.00	5.00	3.2143	1.03948

The data shows that the respondents are attracted to the advertisement that uses English. This is similar to the previous statement that the respondent is attracted to the advertisement and the customers are nowadays also more often confronted with English in different commercials and advertisements.

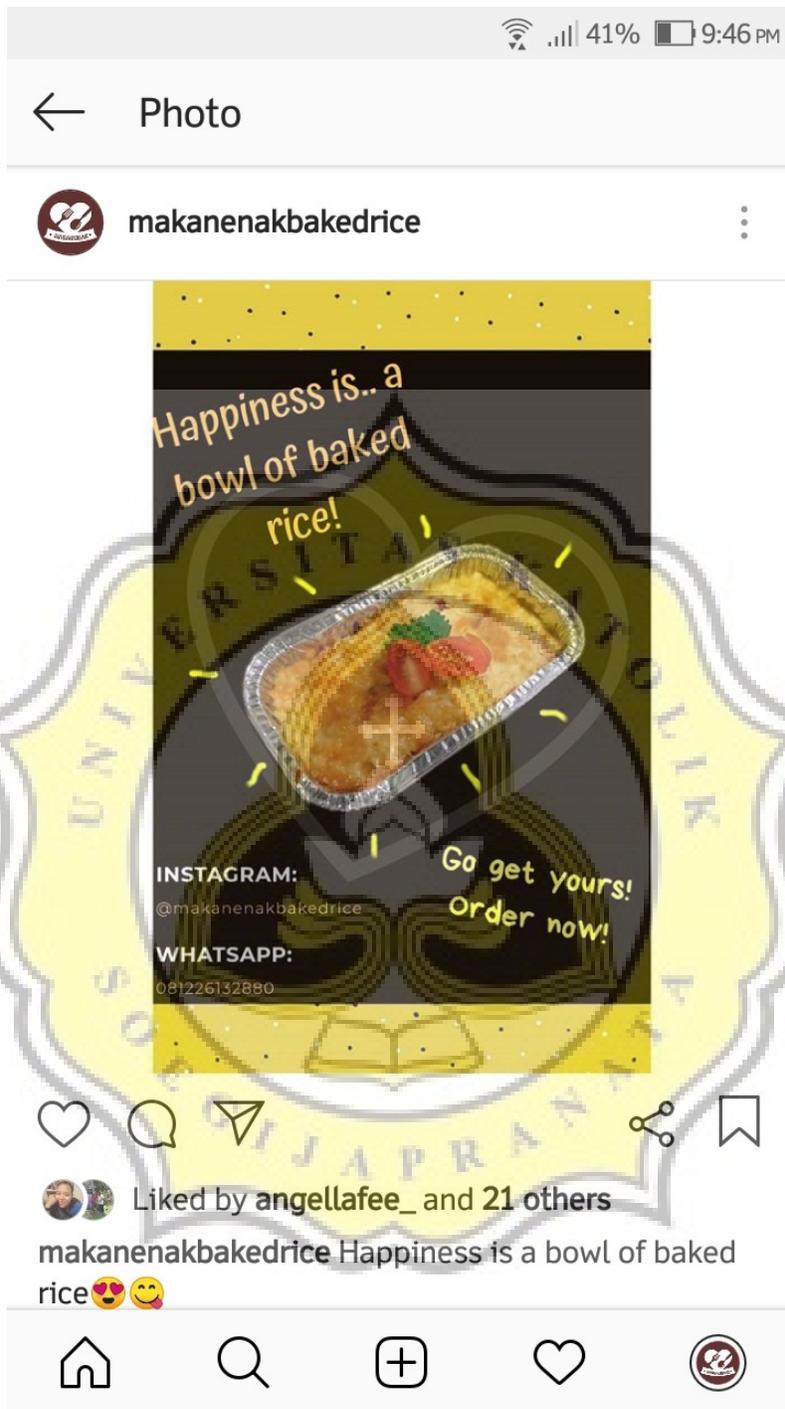


Figure 3

Makanenak Bakedrice advertisement on Instagram

This can be seen from the *Makanenak Bakedrice* advertisement on Instagram, although it got a few likes the respondent is interested and it managed to attract their attention. The mean of this statement is 3.21 which can be inferred to a positive response.

The next statement is about whether the respondents are always paying attention to the *Makanenak Bakedrice* advertisement on Instagram that uses the English language.

This statement is aimed to finding out whether the respondents are always paying attention to *the Makanenak Bakedrice* advertisement that uses the English language on Instagram or not. The result shows a minimum score of statement number is 1 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:

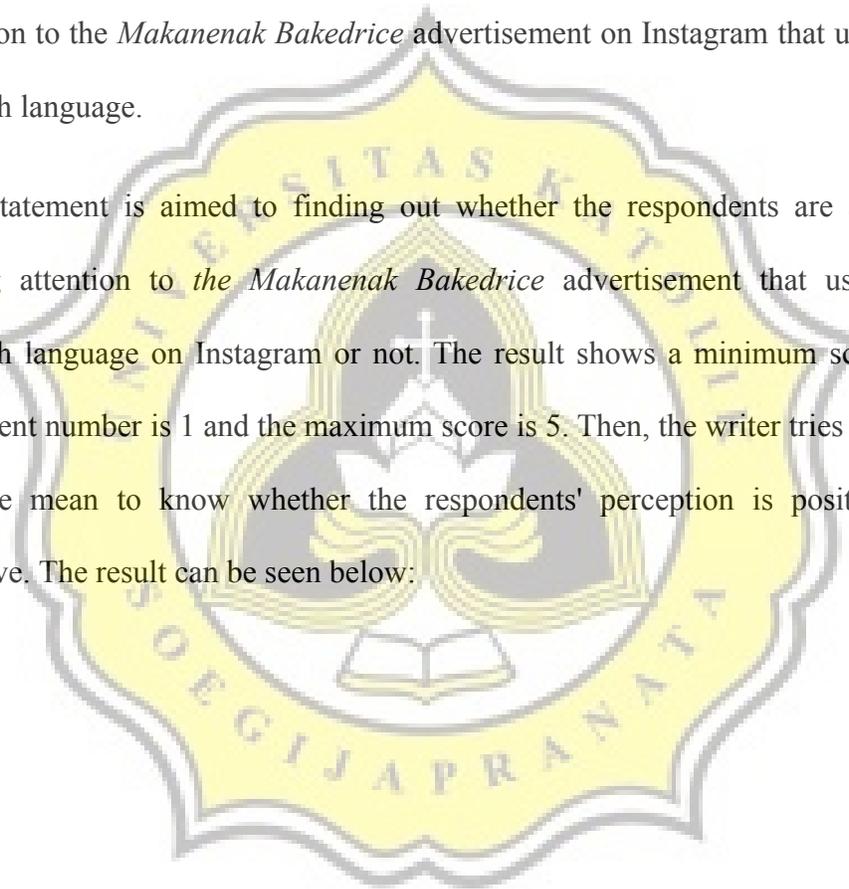


Table 4.2.4 Result of Statement 4

Statement 4

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to <i>Makanenak Bakedrice</i> advertisement that uses English on Instagram	56	1.00	5.00	3.1071	1.00324

The data shows that the respondents pay attention to *the Makanenak Bakedrice* advertisement that uses English and this is similar to statement 2, for them, English has become an international language and sounds more modern. Therefore, they are interested in things related to English. Most of the customers are young people and because they are interested in the advertisement, so they always pay attention to the advertisement. The mean of this fourth statement is 3.10 which can be inferred to a positive response. The standard deviation is 1.00324. It means that the answer is heterogeneous or varied from strongly agree to strongly disagree.

The following statement is about respondents' interest in the *Makanenak Bakedrice* advertisement. Are they more interested in seeing an advertisement using English or not.

This statement is aimed to finding out about respondents' interest in the *Makanenak Bakedrice* advertisement, whether they are interested in seeing the advertisement that uses English or not. The result shows a minimum score of statement number is 1 and the maximum score is 5. Then, the writer runs to descriptive statistics to find out the mean to know whether the respondents' perception is positive or negative. The result can be seen on the next page:

Table 4.2.5 Result of Statement 5

Statement 5

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am more interested to see <i>Makanenak Bakedrice</i> advertisement that uses English on Instagram	56	1,00	5,00	3.3393	1.03180

The data shows that the respondents are interested because the advertisement that used English looks more modern for them and it makes them more interested in the advertisement that uses English rather than Bahasa Indonesia. (Hornikx et al., 2013) say that foreign language usage in commercials and advertisements is a worldwide phenomenon as different studies have been done

in this field for instance in Asia, Europe, South America, and the US nowadays, many online shops in Indonesia use English for their advertisement.

The mean of this statement is 3.33 which can be inferred to a positive response. The standard deviation of this statement is 1.03180 means that the answer is heterogeneous or varied from strongly agree to strongly disagree.

The next statement is about respondents' understanding of *Makanenak Bakedrice* products sold in Instagram using English advertisements.

This statement is aimed to finding out about whether the respondents understand the products that *Makanenak Bakedrice* sold through advertisements that use English. From the previous statement, the respondents state that they were interested in *the Makanenak Bakedrice* advertisement that uses English. In this statement, the writer will discuss whether they understand the product offered through an advertisement that uses English. The result shows a minimum score of statement number is 1 and the maximum score is 5. Then, the writer runs a descriptive analysis to find out the mean to know whether the respondents' perception is positive or negative. The result can be seen below:

Table 4.2.6 Result of Statement 6

Statement 6

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I understand the products that <i>Makanenak Bakedrice</i> sold through advertisements that use English	56	1.00	5.00	3.3393	.99593

The data shows that the respondents understand the content from the advertisement is about the description or the content of the product that is sold. Because the respondent is mostly young people, so they like the English language in simple, casual, and clear ways. This shows that the advertisement is clear enough to describe the product and attract customer's attention.



Figure 4

Makenak Bakedrice advertisement

This can be seen from *the Makenenak Bakedrice* advertisement use English in informative, simple, clear and brief. This way the respondent knows about the product being sold. The mean of this statement is 3.33 which can be inferred as a positive response. The standard deviation of this statement is .99593 means that the answer is homogeneous. It shows that most of the respondents have the same perceptions.

The following statement is about *the Makenenak Bakedrice* advertisement that uses English looks “cool” to them.

This statement is aimed to finding out about whether the respondents think that *the Makenenak Bakedrice* advertisement that uses English looks “cool” to them. In the previous statement, the respondent state that they interested, attracted and understand the advertisement of Makenenak Bakedrice. In this statement, the writer will discuss whether the English advertisement looks “cool” to them. The result shows a minimum score of statement number is 1 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 on the next page:

Table 4.2.7 Result of Statement 7

Statement 7

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Makanenak Bakedrice</i> advertisements that use English on Instagram looks "cool" to me	56	1.00	5.00	3.5179	.95329

The data shows that the respondents think the advertisement looks “cool” because it uses English. The answer of this statement relates to the previous statement that the respondents understood the product description because the advertisements which using English language are simple, clear and informative.

The writer assumes that the respondents saw the “cool” side of the advertisement and they become more understand the English language through the advertisement. The mean of this statement is 3.51 which can be inferred to a positive response. The standard deviation of this statement is .95329 means that the answer is homogeneous.

The next statement is about *the Makanenak Bakedrice* advertisement could make the respondent to buy the product offered.

This statement is aimed to finding out about *the Makenenak Bakedrice* advertisement that could make the respondent to buy the product offered. In the previous statement, the respondent thinks that the advertisement looks "cool", and in this statement, the writer will discuss whether they want to buy the product offered. The result shows a minimum score of statement number is 1 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 on the next page:

Table 4.2.8 Result of Statement 8

Statement 8

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Makenenak Bakedrice</i> advertisement that uses English makes me want to buy the product offered	56	1.00	5.00	3.3929	.96632

The data shows that the respondents are interested and want to buy the product offered. The writer assumes that after the respondents saw the "cool" side of *Makenenak Bakedrice* advertisement that uses English they became curious about the product being sold. This is related to (Susanto, 1977) who says that

the purpose of the advertisement is to present the truth of the advertised products to the communicants and to persuade them to possess the advertised products or rising the advertised services.

As Susanto said, the *Makanenak Bakedrice* advertisement could persuade the respondent to buy the product offered after they saw the advertisement. The mean of this statement is 3.39 which can be inferred to a positive response. The standard deviation of this statement is .96632 means that the answer is homogeneous. It shows that most of the respondents have the same perception.

The following table is about *the Makanenak Bakedrice* advertisement that makes respondents easier to buy the product or not.

This statement is aimed to finding out about *the Makanenak Bakedrice* advertisement makes respondents easier to buy the product or not. In the previous statement the respondents wanted to buy *Makanenak Bakedrice* product, and in this statement, the writer will discuss whether the respondents' thinks that the advertisement makes them easier to buy the product offered. The result shows a minimum score of statement number is 1 and the maximum score is 5. Then, the writer runs to descriptive analysis to find out the mean to know whether the respondents' perception is positive or negative. The result can be seen on the next page.

Table 4.2.9 Result of Statement 9

Statement 9

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Makanenak Bakedrice</i> advertisement that uses English on Instagram makes it easier for me to buy the product	55	1.00	5.00	3.1273	1.01934

The data shows that the respondents think that the advertisement of *Makanenak Bakedrice* makes it easier to buy the product offered. This has a relation with statement 7, that the respondents saw the “cool” side of the advertisement and they become more understand the English language through the advertisement.

The writer assumes that because the respondents felt they became more understand the English language on *the Makanenak Bakedrice* advertisement this made it easy for them to buy the products offered. The mean of this statement is 3.12 which can be inferred to a positive response. The standard deviation of this statement is 1.01934 means that the answer is heterogeneous or varied from strongly agree to strongly disagree.

The next table is about whether the respondents are understood with *the Makenenak Bakedrice* advertisement that uses English or not.

This statement is aimed to finding out about whether *the Makenenak Bakedrice* advertisement that uses English looks more convincing for the respondents. In the previous statement, the respondent could buy the product easier because of the Makenenak Bakedrice advertisement that uses English.

In this statement, the writer will discuss whether the advertisement looks convincing to them. The result shows a minimum score of statement number is 1 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 on the next page:

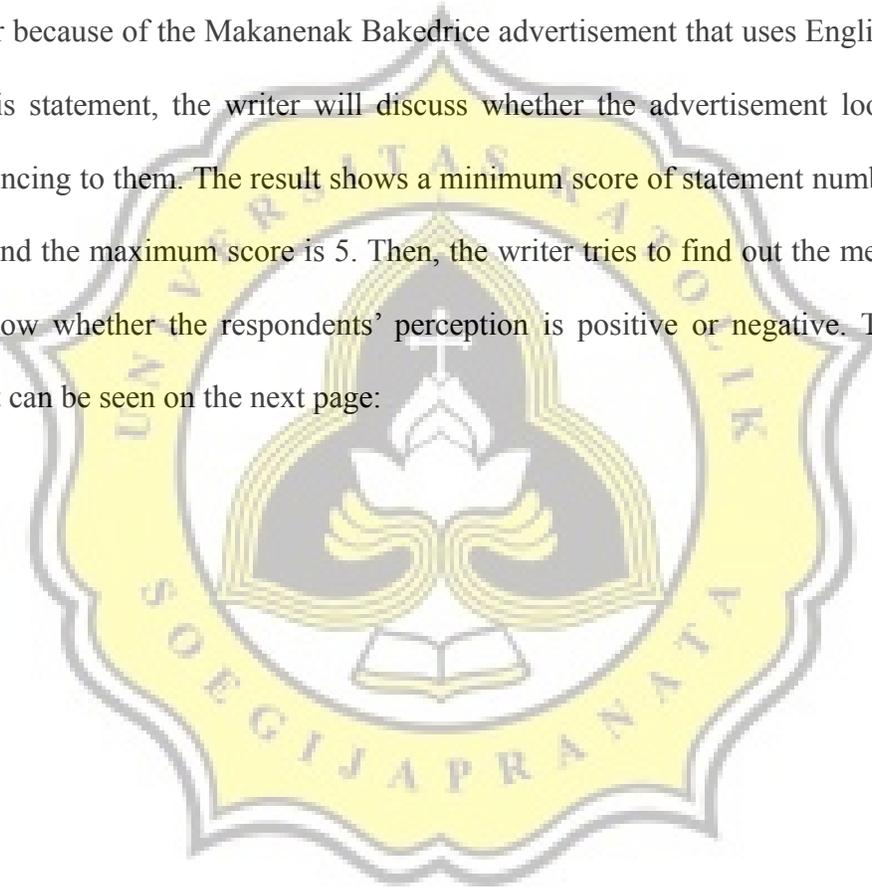


Table 4.2.11 Result of Statement 11

Statement 11

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Makanenak Bakedrice</i> advertisements that use English on Instagram looks more convincing to me	56	1.00	5.00	3.2857	1.05683

The data shows that the respondent thinks that if the product description is clearly certain to convince them. This has a relation with statement 6, that the respondents understand the product offered through the *Makanenak Bakedrice* advertisement. And this has a correlation to statement 9 that the respondents become more understand the English language on *the Makanenak Bakedrice* advertisement. This made it easy for them to buy the products offered. From that correlation, the writer assumes that because the respondent understands the product offered and makes it easier to buy the product, therefore, respondents think that the *Makanenak Bakedrice* advertisement that uses English could convince them. The mean of this statement is 3.28 which can be inferred to a positive response. The standard deviation is 1.05683, meaning that the answer is heterogeneous.