

Laporan Skripsi

**Parents' Perception of the Use of English Language in Pamphlet as Advertising
Medium of an English Course**



Giuseppe Maximillian Dion

14.J2.0023

Englishpreneurship

Bahasa & Seni

UNIVERSITAS KATOLIK SOEGIJAPRANATA

SEMARANG

2020

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Diajukan dalam Rangka Memenuhi Salah Satu Syarat Memperoleh Gelar

Sarjana Sastra



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ABSTRACT

This thesis is entitled Parents' Perception of the Use of English Language in Pamphlet as Advertising Medium on English Course. It has two objectives which is aimed on knowing parents' perception of the use of the English language on the English course pamphlet and also knowing whether using the English language in the pamphlet gives benefit for the business or not.

In this research, quantitative method is conducted. Besides, the researcher uses questionnaire as a technique to collect the data as well as "Likert Scale" method to measure the participants' opinions which then were analyzed using SPSS program. There are 10 statements in the questionnaire in order to gain the answer of objectives in this study. Furthermore, these questionnaires were then distributed to 105 parents in 3 elementary schools which are Tri Tunggal, Daniel Creative School, and Terang Bangsa.

The result of this study shows two things. First, the writer found out that the overall mean is 3.947 which shows that the respondents' responses are positive. Thus, they are mostly agreed with the statements in the questionnaire. Second, the writer also found out that using the English language in the English course business pamphlet gives some beneficial effects for the business. English can be a good medium to attract people thus, it can help the function of pamphlet itself to convince the potential buyers and hopefully it can help to raise the sales of the business especially in English course business.

Keywords: *Parents' perception, Pamphlet, English language, English course*