

CHAPTER IV

DATA ANALYSIS

This chapter discusses the result of data analysis to answer the problems in the research questions above. The objective of this research is mainly focused on the parents' perception toward the use of English language in an English course pamphlet since the writer wants to find out about the efficiency of the pamphlets using English as the main language to promote the business. In order to do so, the data has been collected through a questionnaire which was distributed to 105 parents in three elementary schools. The questionnaire consists of ten statements that should be marked with Likert scale method (1-5).

4.1 Descriptive Statistic Result

The higher the means, the better it reflects the respondents' level of perception toward the English usage in English course pamphlet. In contrast, when the mean is lower, the respondent's perception toward the statement is negative. The parameter used is as follows:

Table Error! No text of specified style in document.1. Parameter of Mean and Perception

Mean	Perception
>3	Positive
=3	Neutral
<3	Negative

Table 4.2 shows the descriptive statistics result of each statement in the questionnaire.

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Table

	N	Min	Max	Mean	Std. Dev.
An English course's pamphlet in English is more convincing than the one in Indonesian	105	2	5	3.80	.955
An English course's pamphlet in English is classier than the one in Indonesian	105	2	5	3.83	.893
I feel more certain if my child learns in an English course that is using English in their promotion media	105	2	5	4.03	.802
I prefer a pamphlet from the English course that is using English	105	2	5	3.98	.888
An English course's pamphlet in English is more attractive than the one in Indonesian	105	2	5	3.95	.892
It is better for an English course to use English in their promotion media	105	2	5	4.01	.826
An English course pamphlet in English is very influential to attract parents' attention when they are looking for an English course for their child	105	2	5	3.91	.810
I fully understood a pamphlet of English course that is using the English language	105	2	5	3.96	.887
An English course's pamphlet in English can give a really good first impression for the parents	105	2	5	4.10	.766
An English course's pamphlet which is using the English language can give more beneficial effect for their marketing	105	2	5	3.90	.815
Valid N (listwise)	105				

Furthermore, the mean of each statement can be illustrated in chart 4.1.

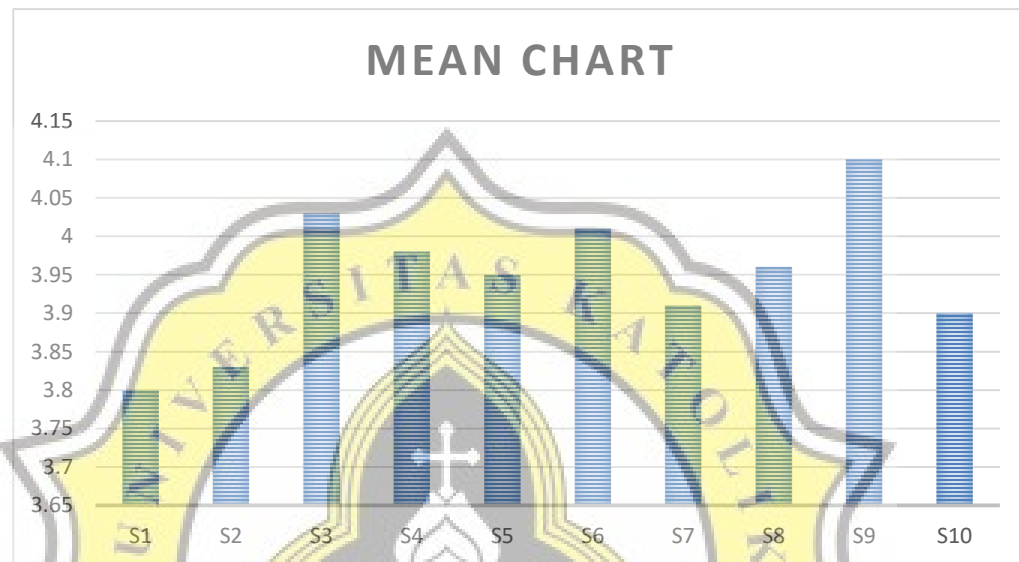


Chart 4.1. Mean Chart

Table 4.2 (chart 4.1) shows that the highest mean is 4.10 in the 9th statement “*Saya merasa pamflet kursus bahasa Inggris menggunakan bahasa Inggris dapat menciptakan kesan pertama yang baik untuk orang tua [An English course’s pamphlet in English can give a really good first impression for the parents]*”, while the lowest mean is 3.80 in the 1st statement “*Pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris lebih meyakinkan daripada pamflet yang menggunakan bahasa Indonesia [An English course’s pamphlet in English is more convincing than the one in Indonesian].*” Furthermore, the mean of all statements is above 3. It shows that the respondents perceived the use of English language in an English course pamphlet positively.

4.2 Parents' Perception of the Statements

The detail of each statement is explained using diagrams. "Strongly Agree" is represented by the purple section, "Agree" by the grey section, "Neutral" by the green section, "Disagree" by the blue section.

4.2.1 Statement 1

The first statement is "*Pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris lebih meyakinkan daripada pamflet yang menggunakan bahasa Indonesia*" (An English course's pamphlet in English language is more convincing than the one in Indonesian). This statement aimed to find out parents' perception whether the English course pamphlet in English is more convincing than that in Indonesian. Table 4.2 shows that the minimum score of statement number 1 is 2 and the maximum score is 5. The result reveals that the parents give a positive perception toward this statement since the mean score is 3.80. This means that the parents mostly agree with the statement that an English course's pamphlet in English is more convincing than the one in Indonesian. Thus, the writer can conclude that using English language for English course pamphlet can have a beneficial effect.

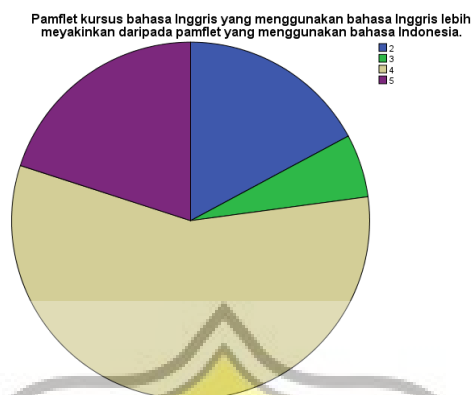


Diagram 4.1. Parents' Choice of Response toward Statement 1

As for the response's frequency distribution, it can be seen that from 105 respondents, the majority or 57.1% of the respondents chose "Agree", then 20% of them chose "Strongly Agree", 17,1% chose "Disagree", and the rest 5.7% chose "Neutral". Thus, it can be concluded that in general, the respondents agree that English language in an English course pamphlet is more convincing than the one in Indonesian.

4.2.2 Statement 2

The second statement is "*Pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris lebih ber-kelas daripada pamflet yang menggunakan bahasa Indonesia*" (An English course's pamphlet in English is classier than the one in Indonesian). This statement was to qualify pamphlet that uses English and the one that uses Indonesian; whether the pamphlet using English language is classier or not. Therefore, the writer can sum up whether it gives a positive effect for the business or not.

The result on table 4.2 shows that the minimum score of statement number 2 is 2 and the maximum score is 5. According to table 4.2, the mean score is 3.83, which indicates a positive response from the respondents. It means that most respondents agree on statement 2 that an English course's pamphlet in English language is classier than the one in Indonesian. Thus, the writer can conclude that using English language for English course pamphlets can have a beneficial effect for the business.

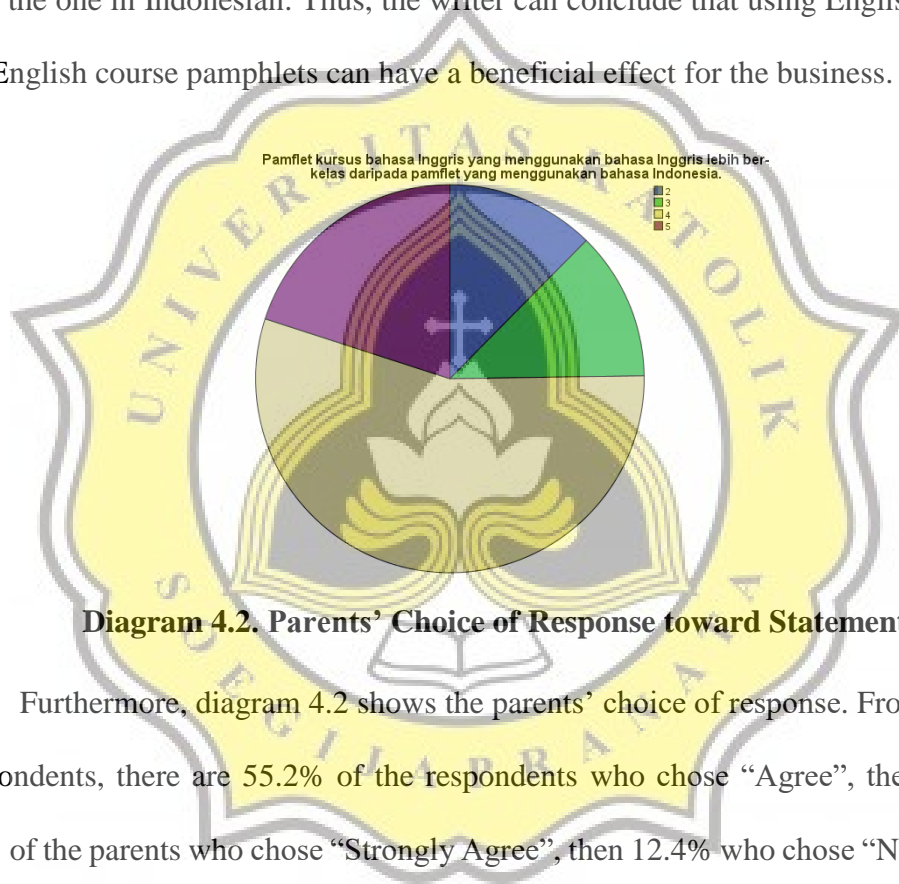


Diagram 4.2. Parents' Choice of Response toward Statement 2

Furthermore, diagram 4.2 shows the parents' choice of response. From total 105 respondents, there are 55.2% of the respondents who chose "Agree", then there are 20% of the parents who chose "Strongly Agree", then 12.4% who chose "Neutral", and 12.4% who chose "Disagree". Therefore, it can be sum up that most of the parents are giving a positive response toward this statement.

4.2.3 Statement 3

The next statement is "*Saya merasa lebih yakin jika anak saya kursus bahasa Inggris di tempat kursus yang menggunakan bahasa Inggris di media promosinya*" (I

feel more certain when my child learns in an English course that is using the English language on their promotion media). Through this statement, the writer wants to know about the relation between the use of the English language in the promotion media and parents' choice when they are looking for a course.

Table 4.2 reveals the minimum score of the statement, which is 2 and the maximum score which is 5. Table 4.2 shows that the mean score is 4.03 which can be referred to as a positive response from the respondents. It can be deduced that mostly the respondents agree that the use of English in the promotion media makes the parents certain to send their child to the English course. It proves that most of the parents consider the promotion media to choose an English course.

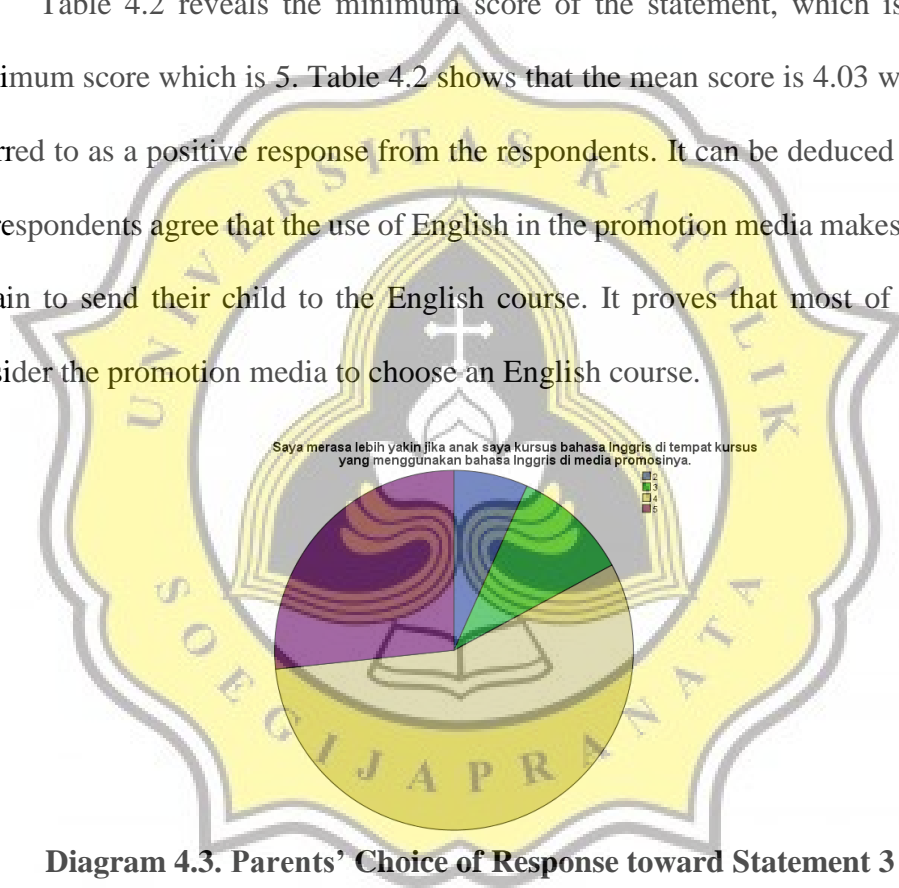


Diagram 4.3. Parents' Choice of Response toward Statement 3

As discloses in diagram 4.3., from total 105 respondents, the majority of the respondents, 56.2%, choose "Agree", then 26.7% of the parents chose "Strongly Agree", 10,5% chose "Neutral", and the rest 6.7% chose "Disagree". Therefore, the result shows that most of the parents agree with the statement.

4.2.4 Statement 4

Statement number 4 is “*Saya lebih suka pamflet kursus bahasa Inggris yang memakai bahasa Inggris*” (I prefer a pamphlet from an English course that is using English language). This statement was made to find out whether the parents prefer the pamphlet which is using English language or the one using Indonesian language. It can be seen from table 4.2. that the minimum and maximum score of statement number 4 are the same with the previous statement which are 2 and 5. The result in table 4.2 reveals that the respondents give a positive response toward this statement for the mean score is 3.98. To sum up, the writer can be sure that using English language for English course pamphlets can have a beneficial effect.

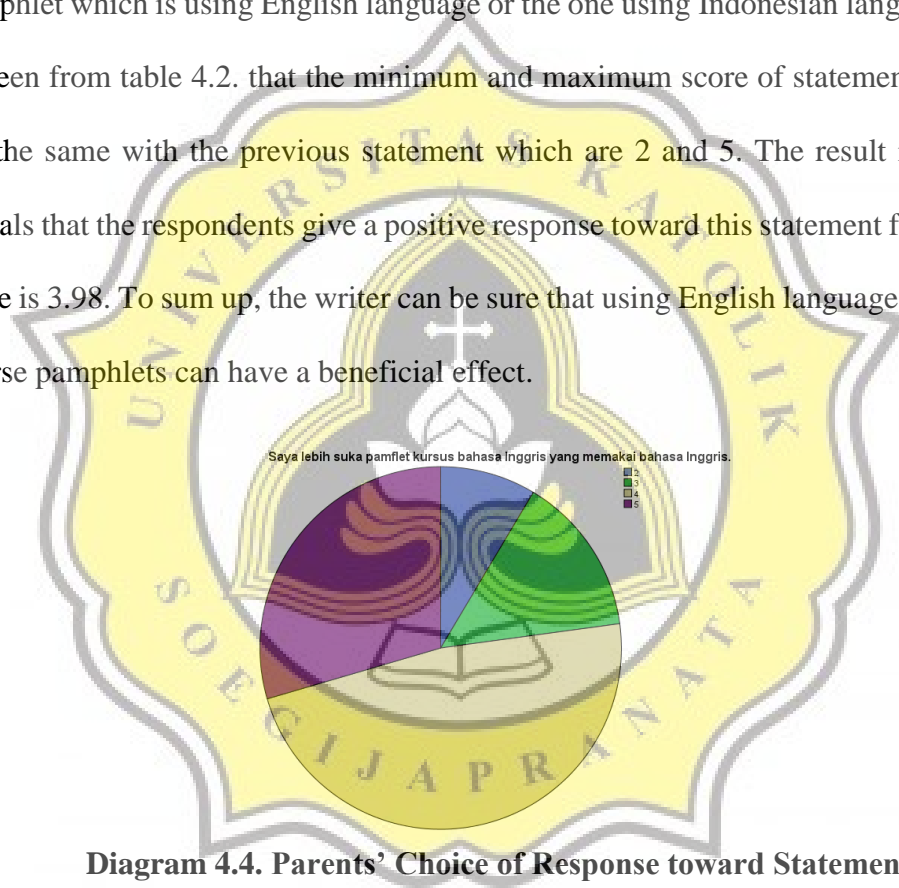


Diagram 4.4. Parents' Choice of Response toward Statement 4

Furthermore, diagram 4.4 explains the parents' choice of response in this statement. From 105 respondents, the majority of the respondents which are 47.6% of them chose “Agree”, then there are 29.5% of the parents who chose “Strongly Agree”, then 14,3% chose “Neutral”, and the rest 8.6% chose “Disagree”. Therefore, the writer

comes up with the result that most of the parents are giving a positive response toward statement 4.

4.2.5 Statement 5

The next statement is statement 5 which is “*Saya lebih tertarik dengan pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris daripada yang menggunakan bahasa Indonesia*” (An English course’s pamphlet which is using the English language is more attractive than the one in Indonesian). In this statement, the writer wants to know about parents’ preference between those two languages. He wants to know whether the parents are more attracted to the one using English or Indonesian language. Table 4.2. shows that the minimum and maximum score of statement number 5 are also the same with the previous statement which are 2 and 5.

Table 4.2 reveals that the respondents give a positive response toward this statement since the mean is 3.95. The mean shows that mostly the parents agree that an English course pamphlet in English is more attractive than the one in Indonesian.

Saya lebih tertarik dengan pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris daripada yang menggunakan bahasa Indonesia.

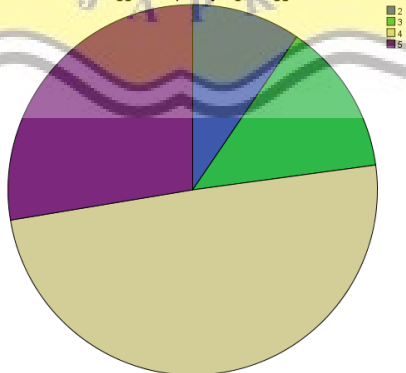


Diagram 4.5. Parents’ Choice of Response toward Statement 5

To sum up, the writer can contend that using English language for English course pamphlets can have a beneficial effect since the parents are more attracted to a pamphlet of English course in English. Furthermore, from the total 105 respondents, the majority of the respondents (49.5%) chose “Agree”, then 27.6% of them chose “Strongly Agree”, 13.3% chose “Neutral”, and the rest (9.5%) chose “Disagree”. Therefore, the writer can conclude that most of the parents are giving a positive response toward this statement.

4.2.6 Statement 6

The sixth statement is “*Lebih baik kursus bahasa Inggris menggunakan bahasa Inggris pada media promosinya*” (It is better for an English course to use the English language on their promotion media). This statement aimed to find whether the parents prefer the media promotion of English courses which use the English language so he can conclude that it is better for an English course business to use English language on their promotion media.

Table 4.2. shows that the minimum score of statement number 6 is 2 which belongs to “Disagree” and the maximal score is 5 which belongs to “Strongly Agree”. Then, table 4.2. reveals that the respondents give positive response toward this statement since the mean score is over 3, which is 4.01. The mean shows that mostly the parents agreed with the idea that English course would better use the English language on their promotion media. Therefore, the writer can sum up that using English language on promotion media of English course business can give beneficial effects.

Lebih baik kursus bahasa Inggris menggunakan bahasa Inggris pada media promosinya.

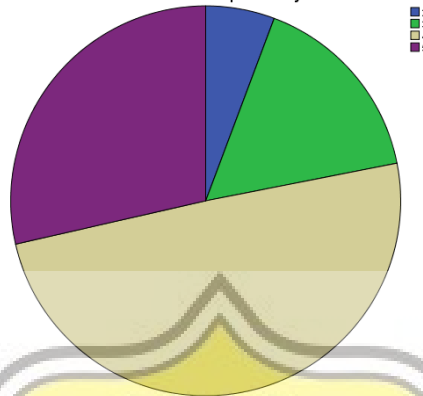


Diagram 4.6. Parents' Choice of Response toward Statement 6

The respondents' result can also be divided into percentages. From 105 respondents, the majority of the respondents which are 49.5% belong to "Agree", then there are 28.6% of the parents who chose "Strongly Agree", then 16,2% chose "Neutral", and the rest 5.7% chose "Disagree". Therefore, the writer concludes that most of the parents are giving positive response toward statement 6 that means using English language on promotion media of English courses can give a beneficial effect for the business.

4.2.7 Statement 7

The seventh statement is "*Pamflet kursus bahasa Inggris menggunakan bahasa Inggris sangat berpengaruh ketika menarik perhatian orang tua yang ingin mendaftarkan anaknya di kursus bahasa Inggris*" (An English course pamphlet which is using the English language is very influential to attract parents' attention when they are looking for an English course for their child). This statement was made to know whether using English language on pamphlets can attract the parent's attention when

they are looking for an English course to find out whether it gives a beneficial effect or conversely.

Table 4.2. shows that the minimum score of this statement is 2 and the maximum is 5. It also reveals that the mean score is 3.91 which indicates that the respondents give a positive response toward this statement. From the mean, the writer sums up that mostly the parents agreed on this statement that an English course pamphlet using the English language is very influential to attract parents' attention when they are looking for an English course for their child. Thus, the writer can conclude that using English language for English course pamphlets can have a beneficial effect for the business.

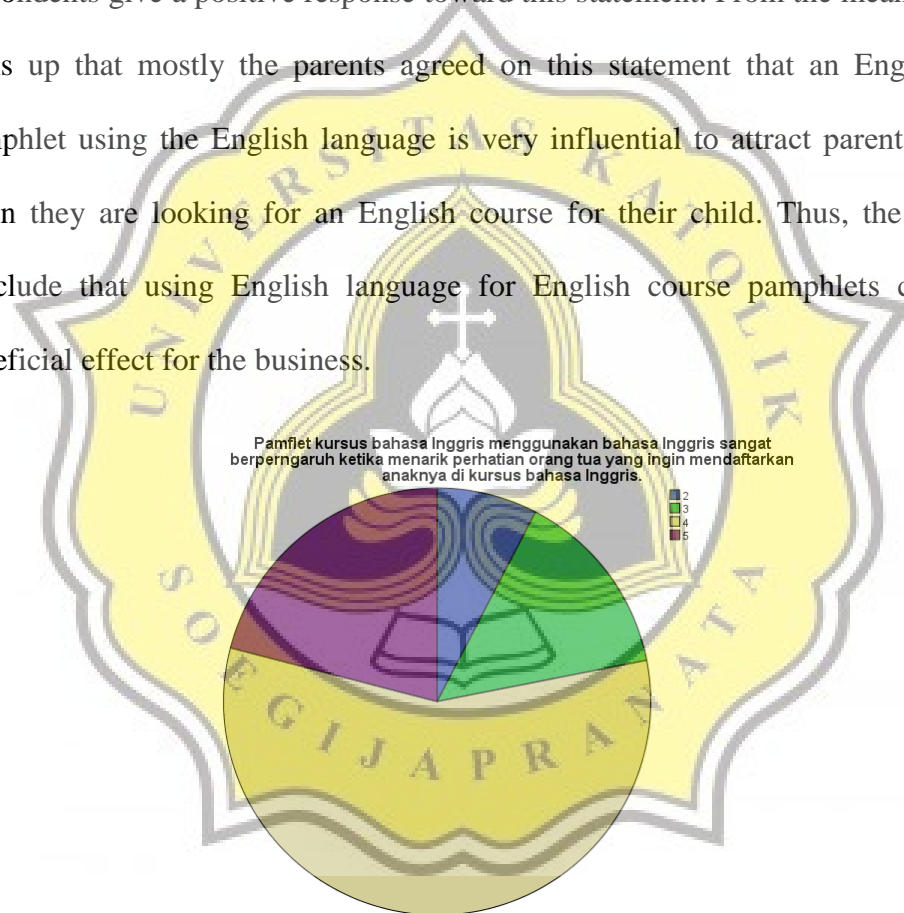


Diagram 4.7. Parents' Choice of Response toward Statement 7

The diagram shows that from 105 respondents, more than half of them which are 57.1% chose "Agree", then 21.0% of the parents chose "Strongly Agree", 14,3%

chose “Neutral”, and the rest 7.6% chose “Disagree”. Therefore, the writer can argue that most of the parents are giving a positive response toward the statement number 7.

4.2.8 Statement 8

The next statement is “*Saya mengerti dan paham isi pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris*” (I fully understand a pamphlet of English course that is using the English language). This statement aimed to find out whether the respondents understand the English language used in the pamphlets of the English course. The writer used the statement to know whether the parents’ background and knowledge affect their understanding of English language.

Table 4.2. reveals that the minimum and maximum score of statement number 8 is 2 and 5. The means score of 3,96 shows that most parents understood English language used in the English course pamphlets. However, some of them also chose “Disagree” which indicated that they did not understand the language.

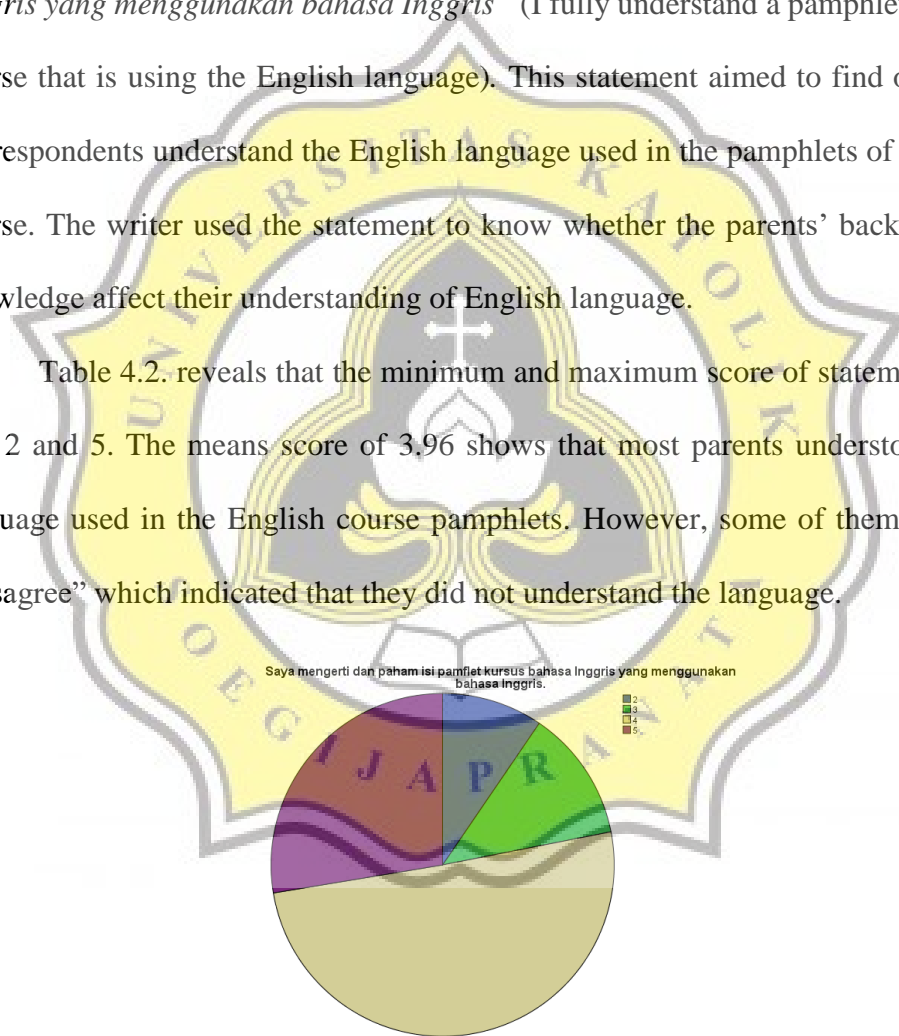


Diagram 4.8. Parents’ Choice of Response toward Statement 8

From the total of 105 respondents, 50.5% of them choose “Agree”, 27.6% of the parents chose “Strongly Agree”, 12,4% chose “Neutral”, and the rest 9.5% chose

“Disagree”. Therefore, the writer can sum up that most of the parents are giving a positive response toward this statement which indicates that most of them understand English language.

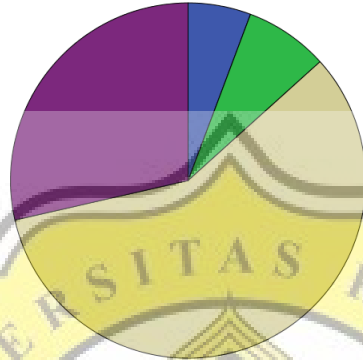
4.2.9 Statement 9

Statement number 9 is “*Saya merasa pamflet kursus bahasa Inggris menggunakan bahasa Inggris dapat menciptakan kesan pertama yang baik untuk orang tua*” (An English course’s pamphlet which is using the English language can give a really good first impression for the parents). This statement aimed to find out whether an English pamphlet from the English course can give a good first impression or not. Further, the writer also wants to know whether or not it gives a beneficial effect for the business.

As seen in table 4.2, the minimum and maximum score of statement number 9 are the same with the previous statement which are 2 and 5. Then, it also reveals that the respondents give a positive response toward this statement since the mean score is 4.10. The score means that most parents agree on this statement. An English course’s pamphlet which is using the English language can give a really good first impression for the parents. To sum up, the writer can conclude that using English language for English course pamphlet is a good start and strategy since it gives a nice first impression to the parents. Therefore, it can have a beneficial effect for the business.

Furthermore, the diagram below further explains the parents' choice of response toward this statement.

Saya merasa pamflet kursus bahasa Inggris menggunakan bahasa Inggris dapat menciptakan kesan pertama yang baik untuk orang tua.



According to the diagram 4.9., from total of 105 respondents, 58.1% of them chose “Agree”, 28.6% chose “Strongly Agree”, 7.6% choose “Neutral”, and the rest 5.7% chose “Disagree”. Therefore, the writer comes up with the result that most of the parents are giving a positive response toward the statement number 9.

4.2.10 Statement 10

The last statement is “*Saya merasa pamflet kursus bahasa Inggris yang menggunakan bahasa Inggris dapat lebih membantu kursus tersebut dalam pemasarannya*” (I feel that an English course’s pamphlet which is using the English language can give more beneficial effect on the marketing). The last statement aimed to find out whether using the English language in the English course business pamphlet gives extra benefit or not.

As seen in the table 4.2., the minimum score of this statement is 2 which belongs to “Disagree” and the maximal score is 5 which belongs to “Strongly Agree”. The table reveals that the respondents or the parents give a positive response toward this statement since the mean score is 3.90. It means that mostly the parents are agreed on the statement that an English course’s pamphlet which is using the English language can give more beneficial effect for their marketing.

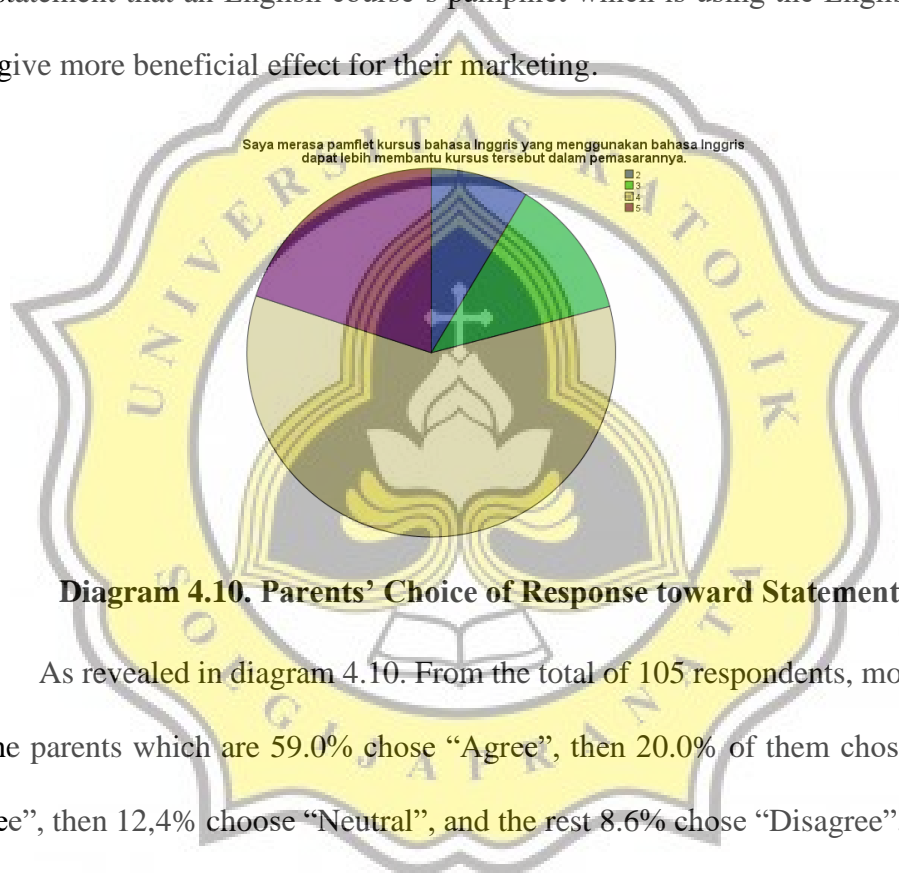


Diagram 4.10. Parents’ Choice of Response toward Statement 10

As revealed in diagram 4.10. From the total of 105 respondents, more than half of the parents which are 59.0% chose “Agree”, then 20.0% of them chose “Strongly Agree”, then 12,4% choose “Neutral”, and the rest 8.6% chose “Disagree”. Therefore, the writer comes up with the result that most of the parents are giving a positive response toward the last statement.

4.3 General Discussion

After providing the descriptive statistic result and parents’ perception of each statement, in the last part of chapter IV, the writer discusses the result in the general

discussion. The first part is on the perception of the parents and the second part is whether the use of English language in the English course pamphlets is beneficial or not for the business.

The mean score from 10 statements in the questionnaire can be seen in table 4.2. It reveals that all of the 10 statements have gained positive responses from the parents since all of them are above 3. It can be concluded that most of the parents agree with the statements in the questionnaire. They agreed that a pamphlet of English course business which is using English language is more convincing than the one using Indonesian language. They also agreed that the one using English is classier than the one using Indonesian language. Furthermore, they also like it and choose it over the one using Indonesian language since parents are more attracted to a pamphlet of English courses that uses English language.

They also agreed that English course business should use English language on their promotion media because it gives more beneficial effect for the marketing of the business and it is a good start since it gives a good first impression toward the parent who sees it. Additionally, most of them also agreed on the statement that says “I fully understand a pamphlet of English course that is using the English language” which indicates that most of them know and understand the English language. However, although the responses are positive, there are few of the respondents or the parents that choose to disagree toward these statements. Thus, the writer cannot leave it behind and does not mind them. He tries to find out the reason behind those answers.

The writer found out that mostly the parents that choose “Disagree” toward these statements also choose “Disagree” toward the statement that says “I fully understand a pamphlet of English course that is using the English language”. Therefore, the writer also found out that in general, there are two main factors which affect someone’s perception. Those are internal and external factors and one of them is knowledge. Thus, the writer came up with a thought that one of the reasons for the “Disagree” answers might be related to the parents’ language ability. But again, the respondents of this survey come from different characteristics of individual, so the result of each questionnaire will be different because each individual has their own ideas about English itself. To conclude, most parents’ perception about pamphlets of English courses using the English language are positive. They feel more attracted to the one using English language rather than the one using Indonesian language.

To find out whether using the English language in the English course business pamphlet beneficial or not, the writer can also conclude it from the list of statements in the questionnaire that had been distributed to the parents. Based on its result, the parents feel more attracted to the one using English language rather than the one using Indonesian language. They also think that pamphlet for English course which is using English language leave a good impression to its reader. Furthermore, the parents also feel more assured to put their child in English course that is using the English language on their promotion media since it is more convincing. Thus, the writer can argue that there are some positive effects for an English course business to use English language on their promotion media such as pamphlets. Additionally, he can sum up that using

English language on an English course has a big impact for the business itself and it can also increase the selling. Therefore, the writer concludes that using the English language in the English course business pamphlet can also give some beneficial effect for the business, especially English course business.

