

CHAPTER V

CONCLUSION AND SUGGESTIONS

After the researcher describes the descriptive statistical result and parents' perception of each statement, here is the conclusion and suggestion based on the previous chapter, data analysis.

5.1 Conclusion

The purpose of this study is to know about parents' perception of the use of English language in pamphlets as an advertising medium on English courses. Based on the data that were obtained from the questionnaires that already had been distributed by the writer to 105 parents in 3 elementary schools in Semarang, it can be concluded as follows that parents' perception of the use of the English language on English course pamphlets is positive since the average mean score is above 3 which is 3.947. It means that the respondents are mostly agreed 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 they 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 media promotion 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.

Based on the result of the data analysis, therefore the writer can also conclude that using the English language in the English course business pamphlet can also give some beneficial effect 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 and benefit of the business especially English course business. Moreover, the result of this research can be used as a consideration for business owners or other researchers to study more about customers/parents' perception towards the use of English language in a pamphlet as an advertising medium.

5.2 Suggestion

The writer hopes that this study can be useful for the other researchers or students that want to learn deeply about related issues. Therefore, after concluding the purpose of this study, the writer gives a suggestion for the others who want to conduct the same research on the use of English language. Since this study used a questionnaire as a tool in order to gain the data from the respondents, therefore, the writer suggested the next researcher to add another technique to collect the data such as the interview. Thus, he or she can get broader and deeper results for their study.