

Students' Perception of Product Brand Using English Language



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ENGLISHPRENEURSHIP

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2020

**Students' Perception of Product Brand Using English
Language**

Diajukan dalam Rangka Memenuhi

Salah Satu Syarat Memperoleh

Gelar Sarjana Sastra



ENGLISHPRENEURSHIP

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

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2020

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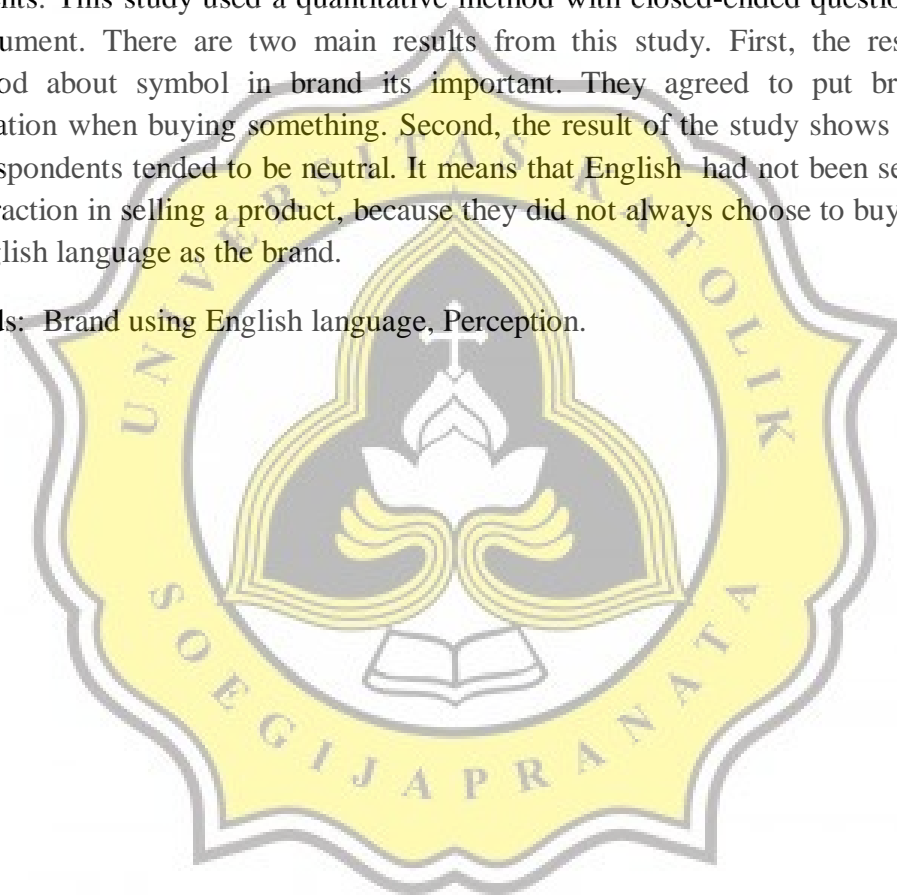


Rosiana Ayu Hervinda

ABSTRACT

A brand is an identity of a product that is used to attract the attention of customers. This research aimed to find out the Faculty of Language and Arts Students' Perception of the brand using English language. This research involved 53 active students batch 2016-2018 from the Faculty of Language and Arts Soegijapranata Catholic University as respondents. This study used a quantitative method with closed-ended questionnaire as the instrument. There are two main results from this study. First, the respondents understood about symbol in brand its important. They agreed to put brand as a consideration when buying something. Second, the result of the study shows that most of the respondents tended to be neutral. It means that English had not been seen as the main attraction in selling a product, because they did not always choose to buy products with English language as the brand.

Keywords: Brand using English language, Perception.



ABSTRAK

Merek adalah identitas dalam sebuah barang yang digunakan untuk menarik perhatian pelanggan. Penelitian ini bertujuan untuk menemukan persepsi mahasiswa fakultas bahasa dan seni tentang persepsi dari merek yang menggunakan bahasa Inggris. Penelitian ini melibatkan 53 responden dari mahasiswa aktif fakultas bahasa dan seni di Universitas Katolik Soegijapranata dari angkatan 2016-2018. Penelitian ini menggunakan metode kuantitatif yang mana menggunakan kuesioner, lalu di hitung menggunakan SPSS. Ada dua macam dari hasil penelitian ini. Yang pertama menunjukkan bahwa responden sudah mengerti tentang symbol didalam merek itu penting. Mereka menempatkan merek sebagai sebuah bahan pertimbangan. Yang kedua menunjukkan bahwa kebanyakan dari responden cenderung memilih netral. Artinya bahwa bahasa Inggris belum dilihat sebagai daya tarik utama dalam menjual suatu produk, karena mereka tidak selalu memilih produk yang merek nya menggunakan bahasa Inggris.

Keywords: Merek Menggunakan Bahasa Inggris, Persepsi.

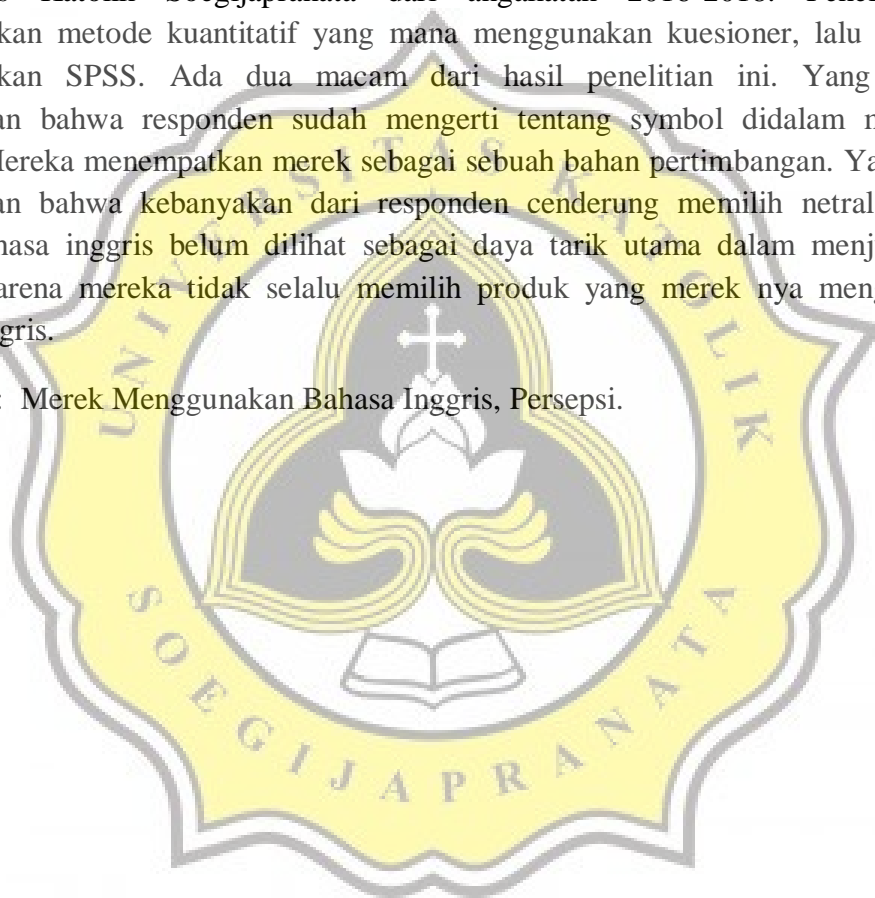
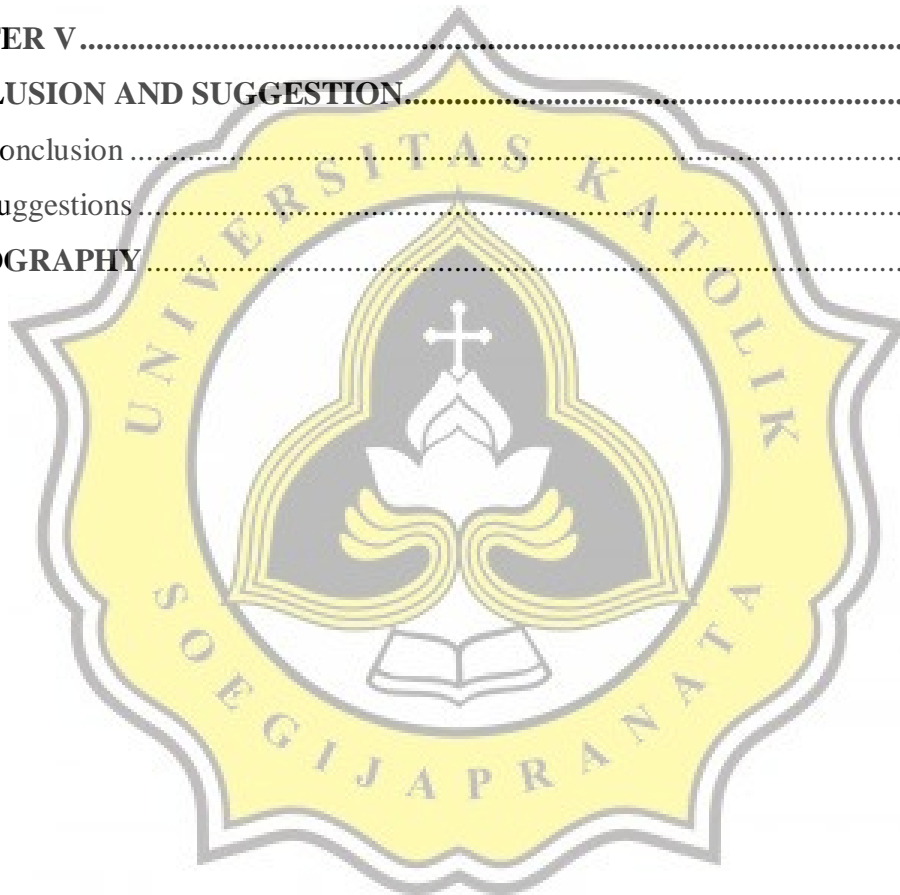


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