

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer discusses students' perception of product brand using English language. The discussion is divided into two parts. The first part is the students' perception of the brand in general and the second part is the students' perception of the brand using English language.

4.1 Students' Perception of Brand in General

In this part, the writer presented her finding of the student's perception of the brand in general. The detail of each statement's result can be seen in the part below.

The first statement is "When buying a product, I always pay attention to the brand of the product (*Saat membeli produk, saya selalu memperhatikan merek dari produk tersebut*).” This statement aims to find out whether the respondents consider the brand of the product when they buy a certain product.

Table 4.1 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	11	20,8	20,8	20,8
	agree	28	52,8	52,8	73,6
	strongly agree	14	26,4	26,4	100,0
	Total	53	100,0	100,0	

The table above shows that 52.8% of the respondents chose *agree* while 26.4% chose *strongly agree*. Only 20,8% respondents chose neutral. None of the students chose *disagree* and *strongly disagree*. The result shows that some students paid attention to the brand when they bought a product, whereas some of them did not care about the brand when they bought a product. The number shows that in general the respondents paid attention to the brand of the product when they bought one.

Statement number two is “The name of a brand can affect the value of the product (*nama suatu brand dapat mempengaruhi nilai dari produk tersebut*).” For example, when a buyer purchases clothes at "The Executive", the person sees that the clothes sold at "The Executive" are classy. This statement aims to find out whether the the name of the brand can affect the value of the product.

Table 4.1 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	3,8	3,8	3,8
	neutral	6	11,3	11,3	15,1
	Agree	24	45,3	45,3	60,4
	strongly agree	21	39,6	39,6	100,0
	Total	53	100,0	100,0	

As shown by the table above, the result shows that 45.3% of the respondents chose *agree* and 39.6% of the respondents chose *strongly agree*. The percentage shows that the respondents had an opinion that brand affected the

value of the product, in this case, increased the value of the product. The same table shows that 11.3% respondents chose *neutral* and 3,8% chose *disagree*. It means that few respondents thought that brand did not add the value of the product. In general, the result shows that the respondents considered the brand as a means to add value to the product.

Statement number three is “Brand is important in selling a product (*Brand adalah hal yg penting dalam menjual suatu produk*).” For example, when someone says they want to buy "pepsodent" then the seller knows that the buyer want to buy tooth paste. This statement aims to find out whether the respondents thought that the brand was important in selling a product.

Table 4.1 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1,9	1,9	1,9
	disagree	1	1,9	1,9	3,8
	Neutral	2	3,8	3,8	7,5
	Agree	26	49,1	49,1	56,6
	strongly agree	23	43,4	43,4	100,0
	Total	53	100,0	100,0	

The table above shows that 49.1% of the respondents chose *agree* and 43.4% of the respondent *strongly agree*. Only 3.8% of the respondents chose *neutral* and 1.9% chose *disagree*. The percentage shows that these respondents thought that brand was important to sell a product and that the respondents understood the

function of the brand. Only a few who thought that brand was not important to sell a product.

Statement number four is “Symbol is an important thing to a brand (Simbol adalah hal penting pada sebuah brand). For example, using a simple symbol will make it easier for buyers to remember the product like the brand "Apple." This statement aims to find out whether symbol is an important thing for the brand. Every product has a different symbol. A good brand should have a unique and simple symbol.

Table 4.1 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	3	5,7	5,7	5,7
	agree	27	50,9	50,9	56,6
	strongly disagree	23	43,4	43,4	100,0
	Total	53	100,0	100,0	

The table shows that 50.9% of the respondents chose *agree* and 43.4% of the respondent chose *strongly agree*. Only 5.7% respondents chose neutral. The result means that the majority of the respondents agreed that symbol was important for a brand.

Statement number five is “Brand can identify a product (*Brand dapat mengidentifikasi suatu produk*). For example, when someone says "So Good", people have already known that they refer to the frozen fast food. This statement aims to find out if a brand can identify a product

Table 4.1 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	11	20,8	20,8	20,8
	agree	24	45,3	45,3	66,0
	strongly agree	18	34,0	34,0	100,0
	Total	53	100,0	100,0	

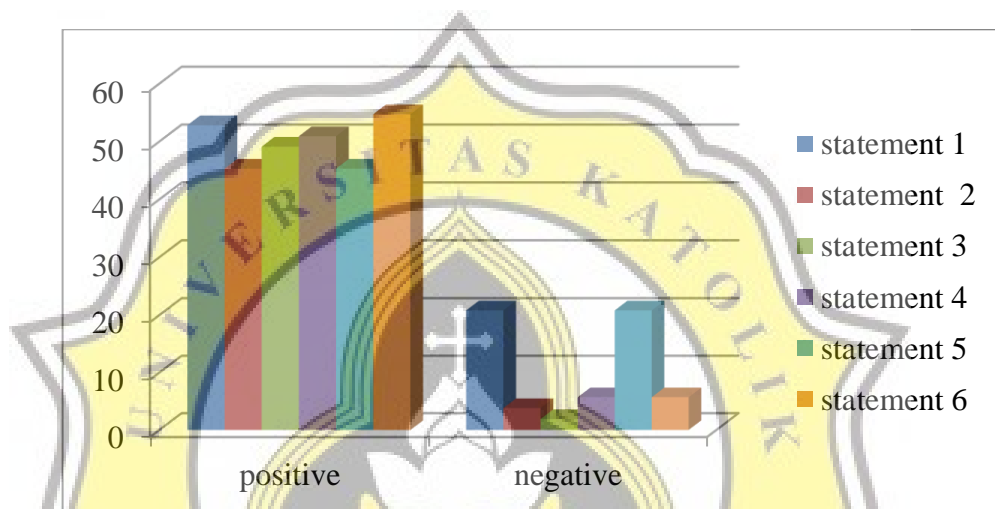
As seen in the table above 45.3% of the respondents chose *agree* and 34.0% of the respondent chose *strongly agree*. Only 20.8% of the respondents chose neutral. The table shows that in general the respondents agree that brand can identify the product although some of them still doubted the idea.

Statement number six is “The brand can describe the texture, color, or taste of the product (*Brand dapat mendiskripsikan tekstur, warna, atau rasa dari produk tersebut*). For example,,: a buyer can imagine the texture, color, or the taste of KFC or Kentucky Fried Chicken products when they hear the brand. This statement aims to find out whether the respondents can imagine texture, color and tastes of the product only by looking at the brand names.

Table 4.1 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	5,7	5,7	5,7
	Neutral	8	15,1	15,1	20,8
	Agree	29	54,7	54,7	75,5
	strongly agree	13	24,5	24,5	100,0
	Total	53	100,0	100,0	

From the table above, it can be seen that 54.7% of the respondents chose *agree* and 24.5% of the respondent chose *strongly agree*. 15.7% of the respondents disagreed and 15.1% were neutral. The table shows that in general the respondents agreed that the brand of the product could describe the texture, the color and the taste of a product.



All the tables above show that the respondents had positive perception of the brand of the product. The respondents in general paid attention to the brand when they bought product and that brand was important to sell a product. They had opinion that brand could add the value of the product, brand could help identify the product, and brand could help the buyers to get the idea of the brand's texture, color, and taste. Additionally, the respondents thought that symbol was important in a brand.

4.2 The Students' Perception of the Brand Using English Language

In this part, the writer presented her finding of the student's perception of the brand using English language. Below are the detailed result of each statement.

Statement number seven is “There are many brands in Indonesia using English language (*Ada banyak merek di indonesia yang menggunakan bahasa Inggris*)”. This statement aims to find out the respondents’ response whether they agree or not that a brand using English is something common.

Table 4.2 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	11	20,8	20,8	20,8
	Agree	26	49,1	49,1	69,8
	strongly agree	16	30,2	30,2	100,0
	Total	53	100,0	100,0	

From the table above, the result shows that 49.1% of the respondents chose *agree* and 30.2% of the respondent chose *strongly agree*. Only 20.8% who chose neutral. The result means that in general the respondents agreed to the fact that a lot of brand used English language.

Statement number eight is “Brands using English language will be more interesting (*Brand yang menggunakan bahasa inggris akan lebih menarik*). This statement is aimed to find out if people will look more interested because there was something different in a brand names compared other brands.

Table 4.2 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disgaree	2	3,8	3,8	3,8
	neutral	16	30,2	30,2	34,0

Agree	21	39,6	39,6	73,6
strongly disagree	14	26,4	26,4	100,0
Total	53	100,0	100,0	

From the table above, the result reveals that 39.6% of the respondents chose *agree* and 26.4% of the respondent chose *strongly agree*, which means that the respondents had opinion that a brand using English was more attractive to buyers. Only 30.2% respondents chose *neutral* and 3.8% chose *disagree*. Overall, it means that only a few of them considered that brand using English language was not attractive to the buyers.

Statement number nine is “I am more interested buy a products whose brand uses English (*Saya lebih tertarik membeli produk yang brand nya menggunakan bahasa Inggris*)”. This statement aims to get the idea whether the respondents were more interested in buying a product which brand used English language.

Table 4.2 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	7	13,2	13,2	13,2
	neutral	33	62,3	62,3	75,5
	agree	9	17,0	17,0	92,5
	strongly agree	4	7,5	7,5	100,0
	Total	53	100,0	100,0	

From the table above, the result revealed that there were 62.3% of the respondents chose *neutral* and 13.2% of the respondent *disagree*. There were only

17.0% who chose *agree* and 7.5% who chose *strongly agree*. The result shows that in the respondents' opinion English was not the main point in considering to buy a product. Related to the earlier statement (statement number eight), the result shows that even though brand using English was considered more interesting by the respondents but the respondents did not always buy a product that uses English language in the brand.

Statement number ten is “I am proud of using a products brand with English language (*Saya bangga menggunakan produk yang brand-nya menggunakan bahasa Inggris*)”. This statement aims to reveal whether the respondents felt proud of using a product that has English language as its brand.

Table 4.2 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	18,9	18,9	18,9
	neutral	30	56,6	56,6	75,5
	Agree	10	18,9	18,9	94,3
	strongly agree	3	5,7	5,7	100,0
	Total	53	100,0	100,0	

From the table above, the result shows that there were 56.6% of the respondents chose *neutral* and 18.9 % of the respondents chose *disagree*. There were only 18.9% who chose *agree* and 5.7% chose *strongly agree*. The result shows that the respondents did not really consider that the brand in English language made them proud of the product, they were just alright with the choice of language in the brand.

Statement eleven is “Brands using English language is only for popularity (*Brand yang menggunakan bahasa inggris hanya untuk popularitas saja*)”. This statement aims to find out whether the respondents thought that English language in the brand is employed for the sake of the popularity or not.

Table 4.2 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	3,8	3,8	3,8
	disagree	14	26,4	26,4	30,2
	neutral	23	43,4	43,4	73,6
	Agree	9	17,0	17,0	90,6
	strongly agree	5	9,4	9,4	100,0
	Total	53	100,0	100,0	

From the table above, the result reveals that there were 43.3% of the respondents who chose *neutral* and 26.4 % of the respondent who chose *disagree*. There were only 17.0% who chose *agree* and 9.4% who chose *strongly agree*. The result shows that in general, the respondents did not agree nor disagree that brands using English language were only for popularity. The respondents were not really certain about this idea.

Statement number twelve is “Indonesian people find it difficult to pronounce brand using English language (*Brand dalam bahasa inggris sulit diucapkan oleh orang Indonesia*)”. This statement aims to find out whether Indoensians find difficulty in pronouncing brand in English language.

Table 4.2 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	3,8	3,8
	disagree	11	20,8	24,5
	neutral	21	39,6	64,2
	Agree	15	28,3	92,5
	strongly agree	4	7,5	100,0
Total	53	100,0	100,0	

From the table above, the result shows that there were 39.6% of the respondents chose *neutral* and 20.8 % of the respondent disagreed. There were only 28.3% chose *agree* and 7.5% chose *strongly agree*. The result shows that most respondents sometimes found it difficult to pronounce the brand in English and sometimes they did not. The numbers show that the respondents who faced difficulty was almost in the same number with the respondents who did not feel it difficult.

Statement number thirteen is “Brands using English language can make easier for foreigners to find a product (*Brand menggunakan bahasa Inggris mempermudah orang asing untuk menemukan suatu produk.*)”. This statement tries to find out whether brand using English language would make foreigner easier to find the brand.

Table 4.2 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	13	24,5	24,5	24,5
	agree	24	45,3	45,3	69,8
	strongly agree	16	30,2	30,2	100,0
	Total	53	100,0	100,0	

The table above shows that there were 45.3% of the respondents chose *agree* and 30.2 % of the respondent chose *strongly agree*. There were only 24.5% who chose *neutral*. It means that most of the respondents agreed that English language can make easier for foreigners to find a product. English has become an international language, so using English language in the brand names can make Indonesian products get more attention from the foreigners.

Statement number fourteen is “The price of brands using English language will be more expensive (*Produk yang brand nya menggunakan bahasa Inggris harganya akan lebih mahal*)”. This statement aims to find out whether the respondents are in opinion that the brands using English language is more expensive than those who did not.

Table 4.2 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	11	20,8	20,8	20,8
	Neutral	12	22,6	22,6	43,4
	Agree	18	34,0	34,0	77,4

strongly agree	12	22,6	22,6	100,0
Total	53	100,0	100,0	

From the result of the table above, it can be seen that 34.0% of the respondents chose *agree* and 22.6 % of the respondent chose *strongly agree*. There were only 22.6% chose *neutral*. The result shows that most respondents saw that the brand in English language indeed affected the price of the product; it would be more expensive. Brand using English language might be seen similar to foreign products by the respondents so that the price could be more expensive.

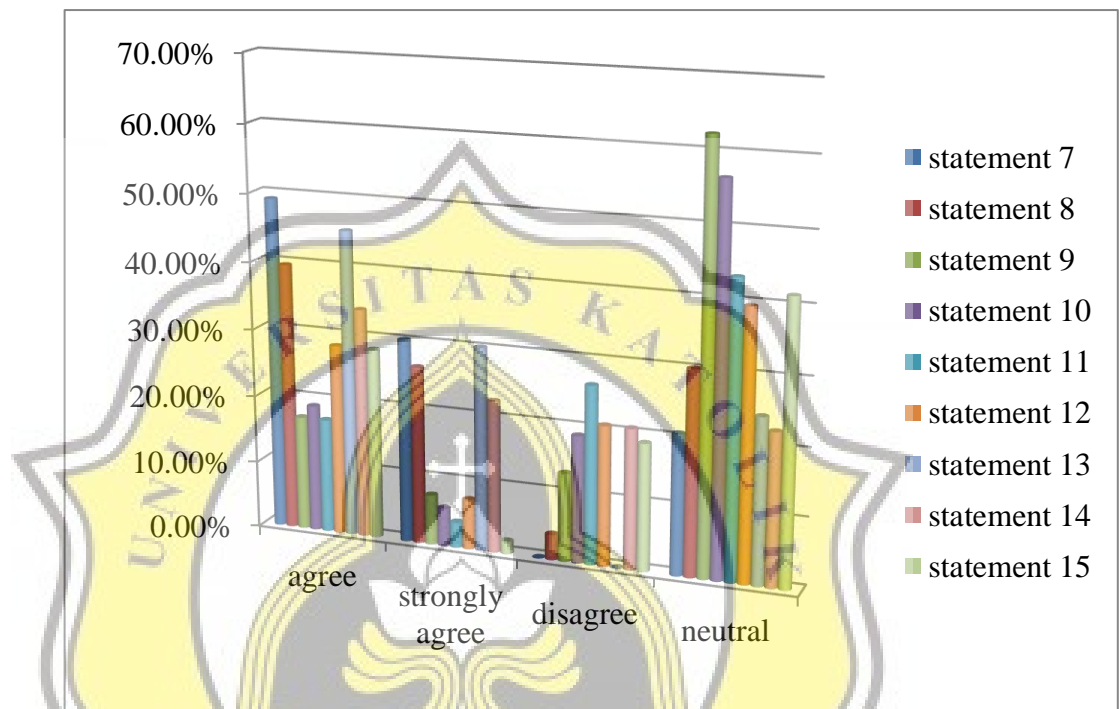
Statement fifteen is “Brands using English language will add value to quality of the product (*Brand yang menggunakan bahasa Inggris akan menambah nilai dari kualitas produk tersebut.*)”. This statement aims to find out if English language can add value to the quality of the product according to the respondents.

Table 4.2 9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	1,9	1,9	1,9
Disagree	10	18,9	18,9	20,8
Neutral	22	41,5	41,5	62,3
Agree	15	28,3	28,3	90,6
strongly agree	5	9,4	9,4	100,0
Total	53	100,0	100,0	

From the table above, it can be seen that there were 41.5% of the respondents chose *neutral* and 28.3 % of the respondents *agree*. There were only

18.9% who chose *disagree*. The result shows that most of the respondents sometimes thought that brands using English language would add value to quality of the product and sometimes not. They did not have certain position to the idea.



Overall, the part which discusses the brand using English language shows that the respondents were in opinion that English language did not really affect the way they saw the product. The respondents agreed that there were many brands using English language in Indonesia and that the products using English as the brand were more interesting. However, the respondents did not really depend on their buying choice on the brand using English language and they were not really proud of brand using English language. On the popularity, the respondents did not really think that brand using English language was used to increase the product popularity. The respondents were also in opinion that pronunciation of English brand was not really difficult but it was not easy as well. Some said that

the pronunciation was not difficult but some other mostly said that the pronunciation was alright. Although in the part of pronunciation the respondents were not really certain, but most agreed that the brand using English would make foreigners easier to recall the product. The respondents did not really see brand using English language was able to add value to quality, although they tended to see it as something good. With regard to price, the respondents agreed that the price of a product which uses English language in the brand was more expensive than that which did not.

