

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In the last chapter of this research the writer would like to present the conclusion and suggestions based on the results of the findings and discussions on the previous chapter about students' perception of product brand using English language. As mentioned earlier, to find out the answer to the problem formulation of the research, the writer had distributed a questionnaire to 53 students. The questionnaire consists of two parts. The first part, talks about the brand in general. The respondents were asked about the brand and the function of brand in the sales. The second part talks about brand using English language. The respondents were asked about the effect of brand using English language.

The result of the first part of the questionnaire shows that the respondents in general perceived brand as something positive

When the respondents buy a product, they put brand as a consideration. They also saw brand as an important factor to sell a product. Brand, according to the respondents could add the value of the product as well as help to identify the product. Moreover, the respondents agreed that brand could help them to recall the texture, color, or taste of the product. When talking about the brand, the respondents tended to agree that symbol in a brand was important.

The result of the second part of the questionnaire which discusses the brand using English language shows that the respondents tended to be neutral in almost all statements. It means that English had not been seen as the main attraction in selling a product. Although the respondents were aware of many brands using English language were distributed in Indonesia and also that they considered the products using English language, especially in the brand, were more interesting, the respondents did not always choose to buy products that used English language as the brand. The respondents also tended to be neutral when it comes to the statement whether they were proud or not when using a product with English language as a brand. Other than that, the respondents were in opinion that brand using English language was not primarily for the sake of product popularity. In terms of pronunciation, the respondents were also neutral in responding to the statement on whether the pronunciation of English brand hindered Indonesians from mentioning. Furthermore, the respondents mostly agreed that foreigners would find brand using English language easy to remember. About the added value, the respondents tended to see brand using English language could not really add value to the quality although they were sure that the price of a product using English language brand was higher than that which did not.

5.2 Suggestions

The result of this research shows that English language is not really important in selling and buying a product. The result is different from the writer's

observation. The difference may happen because of the limited number of participants. Therefore, further study with more participants and a wider range of participant's background will be great to test the result of the study.

