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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 that symbol in brand was important. They agreed to put brand as a consideration to be an attraction when buying something. Second, 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 that used 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 bahasadan seni di Universitas Katolik Soegijapranata dari angkatan 2016-2018.