

CHAPTER 5

CONCLUSION AND SUGGESTION

In order to answer the perception of parents' perception of bilingual daycare and considering the aims of this research to the writer builds her business in this area. The researcher has already discussed the importance of bilingual education. In this chapter, the researcher would like to conclude and give suggestions for the people who read this final project based on the analysis and interpretation of the data in the previous chapter.

5.1. Conclusion

According to the analysis and data collection from the previous chapter and the discussion at the very first chapter, the obtained data from the respondents indicate that most of the respondents agree that bilingual environment in Day-Care creates a prestigious point of view about the facility. As customers in Indonesia, people tend to see English in a Day-Care as a reputable facility that must have a lot of benefits than the usual daycares. These findings are supported by the result from the interview as well which generally claim that the use of bilingual education in day-care impacts to how Indonesian people consider the prestigious value of English. However, the result of the interview does not thoroughly support the finding from the questions as few of the respondent prioritize the facilities more than the language used.

The prestigious value of English is what usually attract more customers. Moreover, the fact that visual representation comes first before verbal representation is what business people need to take into consideration. The use of English might help to raise the sales of a product but it needs to go along with a good visual design. By using a good visual element to attract customers and English Language to make the product feel more superior, hopefully, it can create more sales and benefit.

5.2. **Suggestion**

The writer suggests further research to conduct the research with an appointed background since the writer used many types of parents to do so. Further researches are also suggested to use only one or two day-cares that actually using English Language and Indonesian Language as the base languages to get more reliable data.

