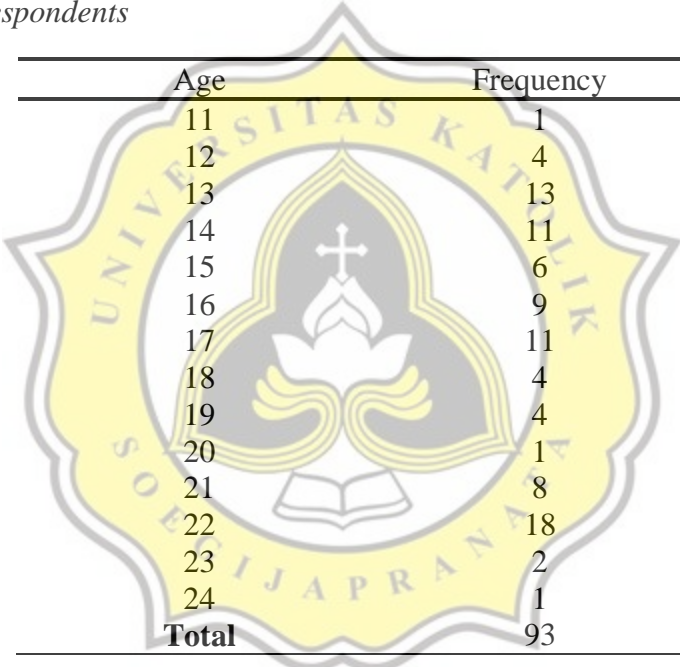# CHAPTER 4

DATA ANALYSIS

4.1 Young People Perception of the English Language in the *Instagram* Caption

There were ninety-three respondents in this research. The details of their personal information can be seen in table 4.1. and table 4.2.

Table 4. 1

Age of the Respondents

Age	Frequency
11	1
12	4
13	13
14	11
15	6
16	9
17	11
18	4
19	4
20	1
21	8
22	18
23	2
24	1
Total	93

.

Table 4. 2

Education Level of the Respondents

Education Level	Frequency
University	33
Senior High School	30
Junior High School	30
Total	93

Each statement will be explained with a diagram. "Strongly Disagree" uses brown color, "Disagree" uses red color, "Neutral" uses yellow color, "Agree" uses green color, and "Strongly Agree" uses blue color.

4.1.1 Statement 1

The questionnaire's first statement is "*Caption dalam bahasa Inggris banyak ditemukan di Instagram*" (Many English captions can be found on *Instagram*). The first statement aims to find out the respondent's perception of whether the English caption can be found on *Instagram* or not.

Diagram 4.1 Statement 1
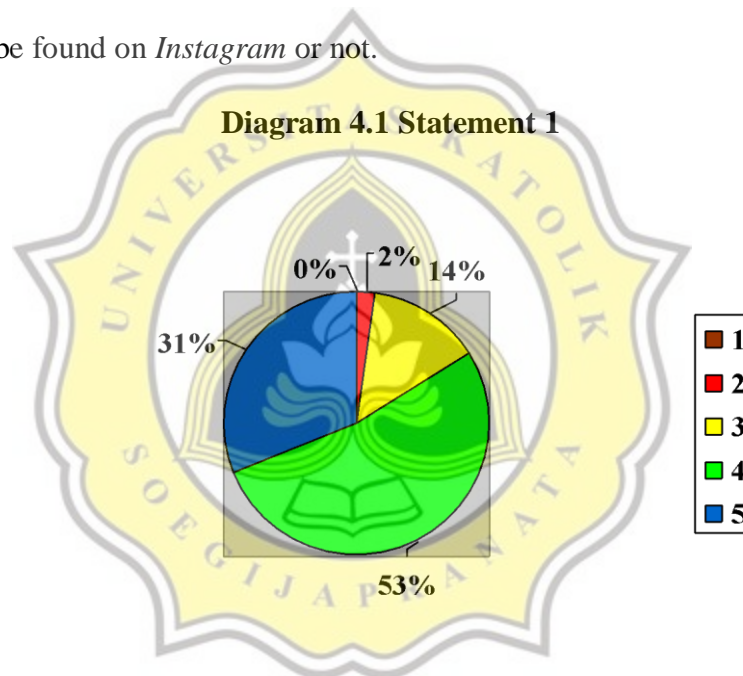
From the diagram above, the minimum score of this statement is 2 "disagree," and the maximum score is 5 "strongly agree." There are 31.3% of respondents who chose "strongly agree, 52.7% chose "agree", 14.0% chose "neutral, and 2.2% chose "disagree". From the result, the writer found out that the majority of the respondents agree that caption in English language could be found in their *Instagram*.

4.1.2 Statement 2

20

The second statement is *"Caption dalam bahasa Inggris dapat membantu memberi informasi produk kepada orang asing"* (English caption can help give the information about the product to foreigners). From this statement, the writer wants to find out that the English caption can provide information for foreigners.
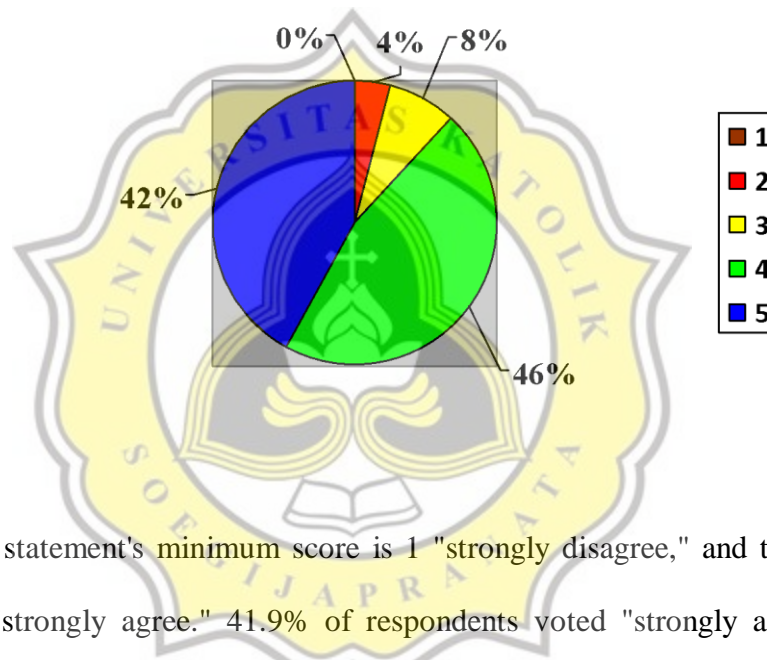
Diagram 4.2 Statement 2
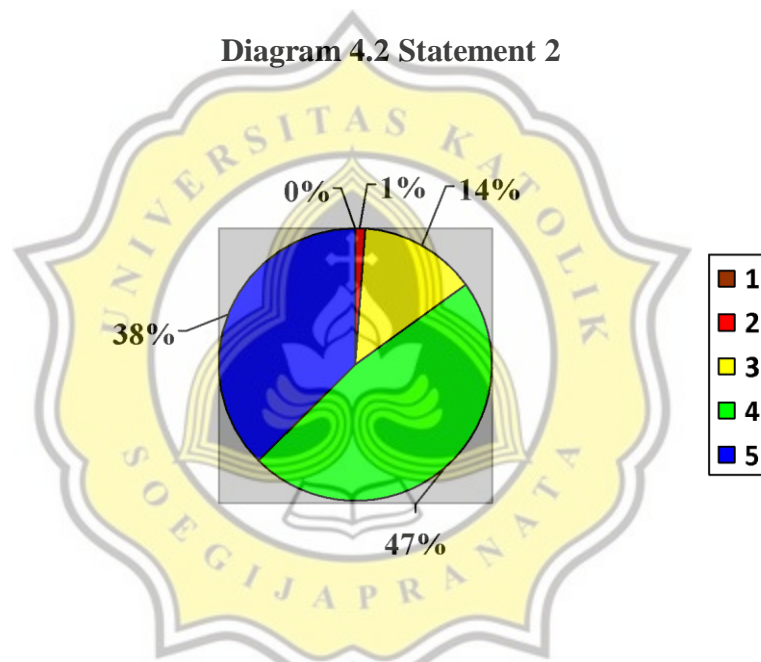
This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." 37.6% of respondents voted "strongly agree", 47.3% voted "agree", 14.0% voted "neutral", and 1.1% voted "disagree". Based on the respondent's answer to this research, the writer can conclude that the English caption could give the foreigners information because most of the respondents chose to agree and strongly agree. *Instagram* itself is a social media used worldwide, and English is a global language. It will help the foreign users to understand the caption.

4.1.3 Statement 3

The third statement is *"Caption dalam bahasa Inggris dapat membantu memasarkan produk secara internasional"* (Caption in English can help to promote products internationally). This statement helps the writer to find out whether the English caption can promote products internationally.
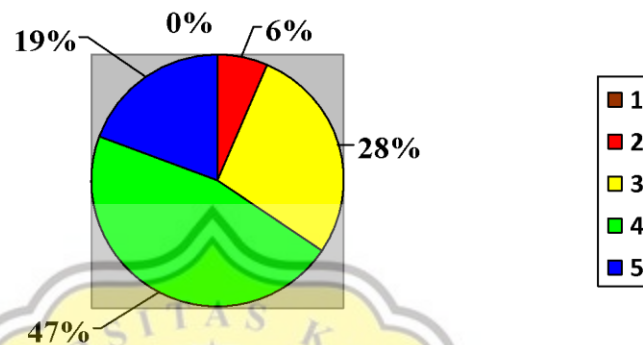
Diagram 4.3 Statement 3

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 41.9% of respondents voted "strongly agree", 46.2% voted "agree", 7.5% voted "neutral", and 4.3% voted "disagree". Through this statement, the writer can conclude that the respondents agree if the English caption can promote products in Indonesia and other countries.

4.1.4 Statement 4

The fourth statement is *"Caption dalam bahasa Inggris dapat menambah nilai jual pada produk tersebut"* (English caption can increase the products' selling

value). This statement was made to find out that the English language can increase a product's selling value.

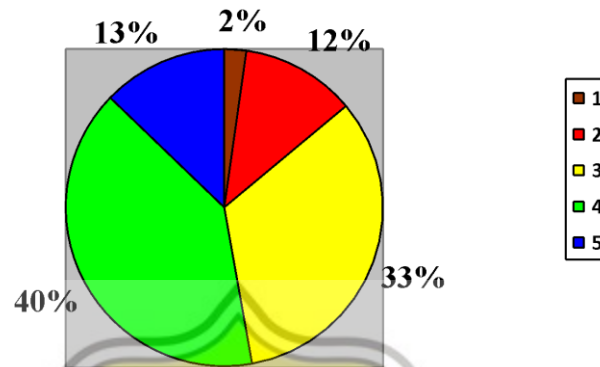**Diagram 4.4 Statement 4**

This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." The respondent who voted "Strongly agree" is 19.4%, "agree" is 46.2%, "neutral" 28.0%, and "disagree" 6.5%. Based on the answers of 93 respondents, the writer can conclude that English captions can increase the product selling value.

4.1.5 Statement 5

The next statement is *"Caption dalam bahasa Inggris membuat kualitas produk lebih meyakinkan"* (English caption makes the product quality more convincing). The statement will help the writer determine whether the English caption can make the product quality more convincing.
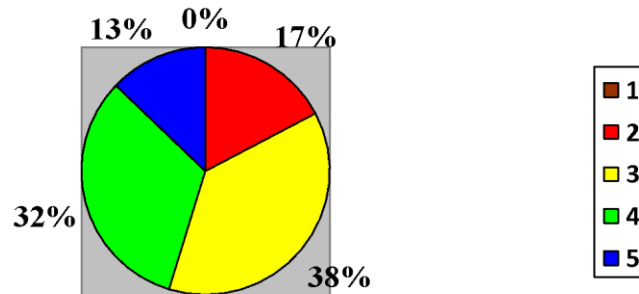
Diagram 4.5 Statement 5

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 12.9% of respondents voted "strongly agree", 39.8% of respondents voted "agree", 33.3% of respondents voted "neutral" 11.8% voted "disagree" and the rest 2.2% voted "strongly disagree". Therefore, the writer can conclude that respondents agree if the caption in English makes the product quality look more convincing. It is because the English language is an international language, so it makes the product quality also look international.

4.1.6 Statement 6

The statement is *"Caption dalam bahasa Inggris lebih menarik dibanding caption dengan bahasa Indonesia"* (English caption more convincing that Indonesian caption). This statement makes the writer know about the language chosen by the respondents between English and Indonesian captions.
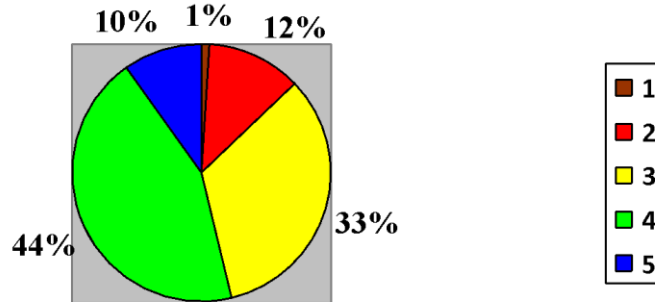
Diagram 4.6 Statement 6

This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." There are 12.9% of respondents who voted "strongly agree", 32.3% voted "agree", 37.6% voted "neutral", and 17.2% voted "disagree". The writer can conclude that the majority of the respondents are more interested in a product with an English caption than the Indonesian caption. The big number of respondents who choose neutral is interesting to look at because it shows that even though the English caption is attractive, some products are not suitable when they use English as the caption.

4.1.7 Statement 7

The seven statements are *"Caption dalam bahasa Inggris dapat menambah ketertarikan konsumen pada produk"* (English caption can increase consumer interest in the product). The writer made this statement to find out whether the English caption has an attraction that can make a product look more attractive in the eyes of the consumer.
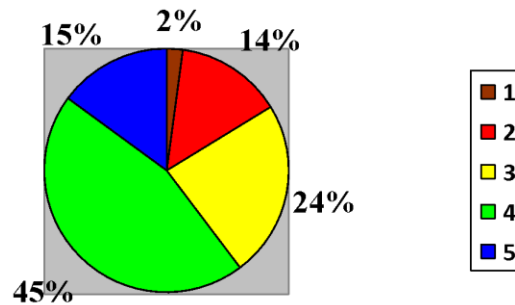
Diagram 4.7 Statement 7

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." There are 9.7% of respondents voted "strongly agree", 44.1% voted "agree", 33.3% voted "neutral", 11.8% voted "disagree", and 1.1% voted "strongly disagree". The choice that is mostly chosen by the respondents is "agree," so the writer can conclude that the English caption can make a product look more attractive.

4.1.8 Statement 8

The next statement is *"Caption dalam bahasa Inggris lebih berkelas dari pada caption dalam bahasa Indonesia"* (English caption is more classy than Indonesian caption). This statement helps the writer to know that the English caption looks more classy when used as an *Instagram* caption on a product.

Diagram 4.8 Statement 8
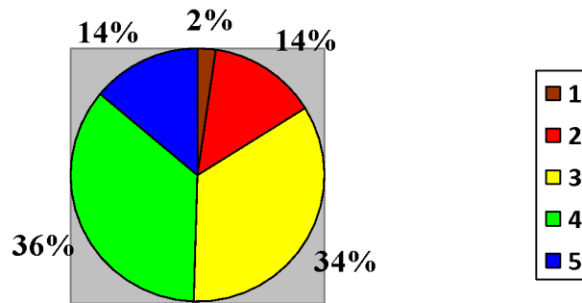
15% 2% 14%

24%

45%

1
2
3
4
5

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 15.1% of respondents voted "strongly agree", 45.2% voted "agree", 23.7% voted "neutral", 14.0% voted "disagree", and 2.2% voted "strongly disagree". It proves that the respondents perceive captions in English look classy. It is also evidence that the use of the English language in a caption can increase the value of a product because the respondents feel that the product looks classy using English as a caption.

4.1.9 Statement 9

The ninth statement is *"Caption dalam bahasa Inggris akan memberi kesan lebih baik kepada konsumen"* (English caption will give a better impression to consumers). Through this statement, the writer wants to know the respondent's impression of the English caption in consumers' eyes.
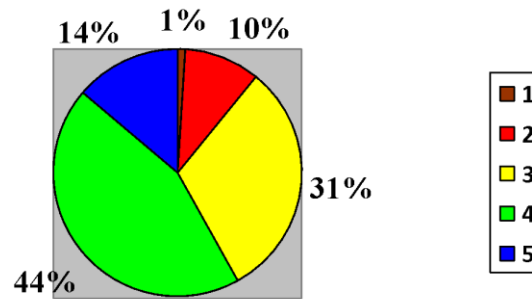
Diagram 4.9 Statement 9

27

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 14.0% of respondents voted "strongly agree", 35.5% voted "agree", 34.4% voted "neutral", 14.0% voted "disagree", and 2.2% voted "strongly disagree". The writer can sum up that the respondent's impression of the English caption is better than the Indonesian caption.

4.1.10 Statement 10

The statement is *"Caption dalam bahasa Inggris memberikan pengaruh positif terhadap pemasaran produk"* (English caption gives positive effect towards product marketing). The writer wants to know what respondent perception is about the English language in product marketing.
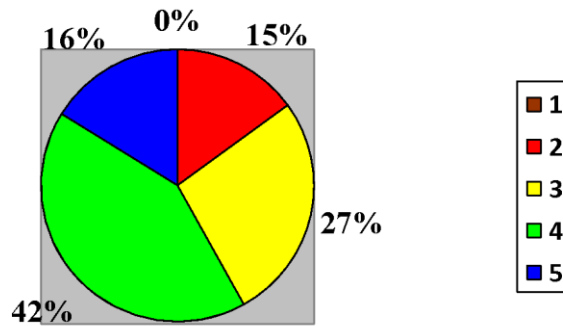
Diagram 4.10 Statement 10

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 14.0% of respondents voted "strongly agree", 44.1% voted "agree", 31.2% voted "neutral", 9.7% voted "disagree", and 1.1% voted "strongly disagree". This indicates that respondents' impressions about the English language for marketing are positive. In that English language has a positive effect on product marketing.

4.1.11 Statement 11

The next statement is "*Caption dalam bahasa Inggris lebih menguntungkan dalam pemasaran produk*" (English caption is more beneficial in the product marketing). The writer made this statement to know the respondent's perception of the English caption in marketing a product.
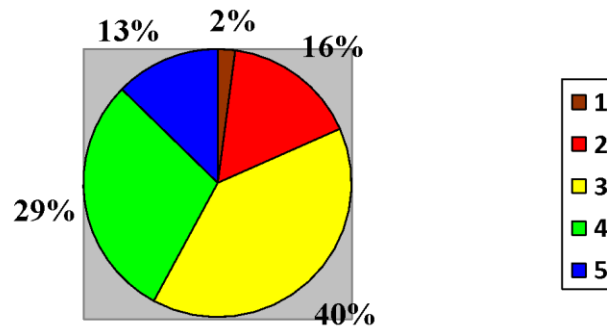
Diagram 4.11 Statement 11

This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." 16.1% of respondent voted "strongly agree",41.9% of respondents voted "agree", 26.9% of respondents voted "neutral", and 15.1% of respondents voted "disagree". It indicates the respondents have the perception that the English caption is more advantageous in marketing a product.

4.1.12 Statement 12

The statement is "*Saya lebih menyukai produk yang memakai caption bahasa Inggris*" (I prefer a product that uses English caption). This statement was made to find out the respondent's opinion regarding the English caption.
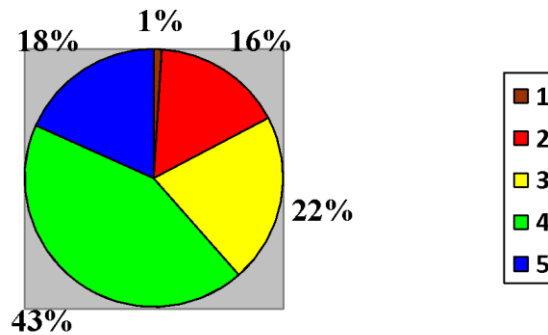
Statement 4.12 Statement 12

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 12.9% of respondents voted "strongly agree", 29.0% voted "agree", 39.8% voted "neutral", 16.1% voted "disagree", and 2.2% voted "strongly disagree". Therefore, the writer can sum up that respondents prefer the English caption. In this statement, 38.9% of respondents chose neutral. It can be considered when using English captions because many respondents chose "neutral" so, the respondent's preference regarding English captions was not high. However, liking the English caption is relative, but English caption made the products look more attractive in terms of product marketing.

4.1.13 Statement 13

The statement is "*Saya selalu bisa memahami caption yang ditulis dalam bahasa Inggris.*" (I can always understand the captions written in English). The statement was made to help the writer know about the respondent's understanding of the English captions.
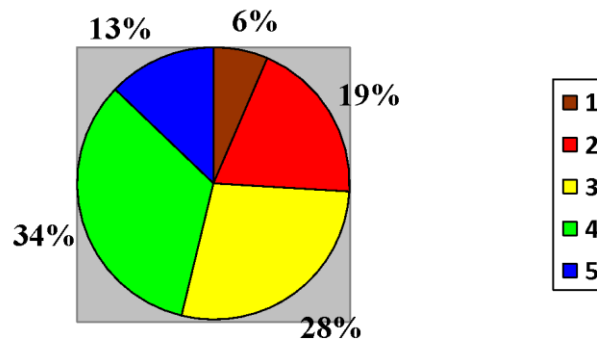
Diagram 4.13 Statement 13

31

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 18.3% of respondent voted "strongly agree", 43.0% of respondent voted "agree", 21.5% of respondents voted "neutral", 16.1% of respondents voted "disagree", and the rest 1.1% of respondents voted "strongly disagree". From the frequency distribution, the writer can conclude that the respondents understand and do not have problems understanding English captions' contents.

4.1.14 Statement 14

The last statement is *"Saya lebih yakin dengan produk yang memakai caption bahasa Inggris"* (I am more confident with products that use English captions). It helps the writer know the respondent's perception of the English caption in the market of a product.

Diagram 4.14 Statement 14

This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 12.9% of respondents voted "strongly agree" and 33.3% of respondents voted "agree", 28.0% of respondents voted "neutral", 19.4% of respondents voted "disagree", and 6.5% of respondents voted "strongly disagree". It indicates that the respondent became more certain to buy a product that uses the English language as a caption.

4.2. General Discussion

In statement number 1, most of the respondents agreed that English captions are mostly found on *Instagram* currently. This statement shows that respondents agree that captions in English are not new on *Instagram*.

The respondents gave positive answers about English captions (statements 6, 12, and 14). According to respondents, products in English captions are more attractive. Choosing the right language in marketing a product will make buyers more

interested in the products offered by the seller and increase the quality of the marketing.

Furthermore, respondents think that English captions have a positive effect on product marketing. This can be seen in the statements (2, 3, 9, 10, and 11). In terms of product marketing, English captions are evaluated by respondents as having a positive impact. Besides, captions in English can help to promote a product abroad. It is beneficial for sellers who want to expand their market overseas. Using this English language, foreigners can understand the product information listed in the caption, and English can also help sellers and buyers communicate.

Also, respondents think that English captions can help increase the value of the product. It can be seen in the statements (4, 5, 8, and 14). English captions can make products look more luxurious so that they can increase product value and make product quality look more convincing. In statement 13, the respondent's responses are positive; it proves that the respondents felt there is no difficulty in understanding the content of English captions.

The research results are based on the data coming from the respondents, who are young adults—age more than ten years old and less than 24 years old. They agreed that English captions could help improve product marketing, especially to promote products internationally. Some people disagree with statement number 14, which states that English captions can make product quality look more convincing. This is because in convincing buyers, apart from using captions, many things must be considered, for example, product photos/videos.