

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

In this study, the writer used a questionnaire to assist the writer in answering the problem formulation. Based on research that has been done on 93 respondents, the use of English in the *Instagram* captions has received positive responses from respondents. Captions in English are considered more attractive in the eyes of consumers in product marketing. However, not all products are suitable for the use of English captions. This is proven by the answers of respondents who tend to be neutral. Even so, English captions on *Instagram* can make people perceptions of a product's quality and value look better. Respondents also agreed that English captions could help market the products internationally, so the target market is within the country. With English in the captions, the respondents, who are young people, did not find difficulty understanding the captions in English. In general, the respondents believed that the English language on *Instagram* captions positively impacted online marketing.

#### 5.2 Suggestions

After doing this research, the author will provide suggestions for further researchers. In this study, the authors used 93 respondents who were dominated by students from well-known schools and universities in Indonesia who have middle and

upper economic backgrounds. For further researchers, the writer would like to provide suggestions to pay more attention to the respondent's background. The results obtained are not from the same background but from different social and economic backgrounds.

