A Correlation Study between Attitudes towards Greeting Cards and Age Background

A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the Bachelor Degree in the English Linguistics Study Program

By:

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ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

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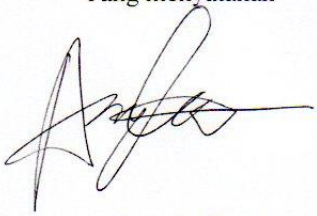

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A THESIS APPROVAL

A Correlation Study between Attitudes towards Greeting Cards and Age Background

By:

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ACKNOWLEDGEMENT

I would like to say thank you to Mam Heny and Mam Ninik for their patience, feedback, and guidance they have been giving me through the process of finishing my study. I am thankful for my mum for her support and for the pictures of my cute pugs she sent me. I am very grateful for my good friends—Yola, who was always there to help me including lending me her laptop. Yasy, who did not mind to answer my endless questions about making a thesis. Vani and Iwan, who I can always have fun with and have laughs together. I am also very grateful that I always have my best friends' love and support from my hometown—Maryam, Dewi, Jihan, and Felictya. My pug, Baby for her excitements whenever I come home on breaks. My late pug, Lassie who was always with me through thick and thin for eleven years. My late hamster sons, Ben and Michael who always boosted my mood by doing hamster things beside my desk when I was working on my paper. May their souls rest in pet heaven. Special thanks to my boyfriend Mark, who always convinced me that I could (and should) finish my study and for his patience listening to my happy, angry, cry, and moody times throughout my college years and I also thank him for always supporting me (except for when I wanted to get an elephant tattoo), literally and figuratively. I thank and love you all loads.

Amanda Ramli

TABLE OF CONTENTS

A THESIS APPROVAL ii

BOARD OF EXAMINERS iii

ACKNOWLEDGEMENT iv

TABLE OF CONTENTS v

ABSTRACT viii

ABSTRAK ix

CHAPTER 1 1

INTRODUCTION 1

1.1 Background of the Study 1

1.2 Field of the Study 3

1.3 Scope of the Study 3

1.4 Research Questions 4

1.5 Objectives of the Study 4

1.6 Significance of the Study 4

1.7 Definition of Term 5

CHAPTER 2 6

REVIEW OF LITERATURE 6

2.1 The History of Greeting Cards 7

2.2 The Designs of Greeting Cards 8

2.3 The Categories of Greeting Cards 9

2.4 Age and Greeting Cards 11

2.5 The Effects of Modern Technology 12

CHAPTER 3 13

METHOD OF DATA COLLECTION AND ANALYSIS 13

3.1 Type of Research 13

3.2 Data Collection 13

3.3 Method of Data Analysis 23

CHAPTER 4 24

DATA ANALYSIS 24

4.2. The Respondents' Experience With Greeting Cards 30

4.3. The Respondents' Relationship With Greeting Cards in the Present Time 34

4.4. The Respondents' Perspectives and Plans in Using Greeting Cards in the Future 36

4.5. The Correlation Between the Attitudes Towards Greeting Cards and Age Background 45

CHAPTER 5 56

CONCLUSION AND SUGGESTIONS 56

BIBLIOGRAPHY 58

ABSTRACT

This research aims to acknowledge the respondents' attitudes towards greeting cards and find any correlations between their attitudes and age backgrounds. The method used for this research is a quantitative method by using a close-ended questionnaire, followed by IBM SPSS for the data analysis using Pearson correlation coefficient. This questionnaire was distributed to respondents who lived in Semarang, Indonesia. To distinguish the respondents' age backgrounds, 100 respondents from 4 different generations (Baby Boomer Generation, Generation X, Millennial Generation, and Generation Z) participated, with every 25 of them represented each of the generations. This research answered the research questions: 1. What are the respondents' attitudes towards greeting card?, 2. Is there any correlation between their attitudes and their age background? This study found that their attitude was positive, with an average mean of 3.67. Based on the correlation study using the Pearson product-moment correlation coefficient (PPMCC), the value found was 0.123, identified as positive. The correlation found between the attitudes and the age background moved in the same direction but since the value of PPMC (0.123) < correlation value of table r (0.195), the correlation found was not significant, resulting in a weak correlation. These results are expected to help entrepreneurs who are planning on starting a business related to greeting cards in the target market, advertisement, and designs of the product matters.

Keywords: greeting cards, correlation study, attitudes, perception, age background, Semarang, Indonesia.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui sikap responden terhadap kartu ucapan dan apakah adanya korelasi antara sikap mereka dengan usia mereka. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif menggunakan kuesioner tertutup, diikuti dengan penggunaan IBM SPSS untuk menganalisa data menggunakan Pearson korelasi koefisien. Kuesioner ini disebar pada responden yang tinggal di Semarang, Indonesia. Untuk membedakan usia responden, 100 responden dari 4 generasi berbeda (Generasi *Baby Boomer*, Generasi X, Generasi *Millennial*, dan Generasi Z) berpartisipasi, dimana setiap 25 orang diantara mereka mewakilkan salah satu generasi. Penelitian ini menjawab pertanyaan ilmiah: 1) Apa sikap responden terhadap kartu ucapan?, 2) Apakah ada korelasi antara sikap mereka dengan usia mereka? Penelitian ini menemukan sikap positif dengan nilai mean rata-rata sebesar 3,67. Berdasarkan studi korelasi menggunakan *Pearson product moment correlation coefficient* (PPMCC), nilai yang ditemukan sebesar 0,123 yang teridentifikasi positif. Korelasi antara sikap responden dengan usia mereka bergerak searah, namun dikarenakan nilai PPMCC (0,123) < nilai korelasi r tabel (0,195), korelasi yang ditemukan tidak signifikan, menyebabkan korelasi yang lemah. Hasil dari penelitian ini juga diharapkan membantu para wirausaha yang ingin memulai bisnis dalam bidang kartu ucapan, dalam hal mengetahui *target market*, pengiklanannya, dan desain dari kartu ucapan itu sendiri.

Kata kunci: kartu ucapan, studi korelasi, sikap, persepsi, latar belakang usia, Semarang,Indonesia.