

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

English as a language has influenced many aspects in the current era of globalization. It can be used in many fields of life, including business. English creates a role to open up an opportunity in marketing products, especially in Indonesia. To meet the objective of the study, the previous chapter has elaborated all the obtained data into findings in a descriptive analysis method.

The obtained data from the questionnaire indicate that most of the respondents agree that English in product packaging creates a prestigious point of view about the products. As customers in Indonesia, people tend to see English in product packaging more valuable as they consider the products are from overseas. These findings are supported by the result from the interview as well which generally claim that the use of English in product packaging 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 questionnaire as one of the interviewees opposed the idea of the fact that visual representation creates a better intriguing factor towards the product than the use of English in product packaging.

In other words, the use of English in product packaging may build a mindset that the product is from overseas. The prestigious value of English is what usually attracts 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 to make the product feel more superior, hopefully, it can create more sales and benefit.

5.2. Suggestions

This study used a descriptive analytical method to analyze all the obtained data. The respondents of this study are limited. For future studies, the writer would suggest using inferential analysis method to obtain more perspectives and point of views from a larger population. Moreover, the writer would suggest adding more interviewees in order to obtain more significant data for the qualitative data.