

# **Car Users' Perception on the Use of Bilingual Product**

## **Knowledge of Semarang Auto Care Products**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the**

**Bachelor Degree in the English Study Program**



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**ENGLISH DEPARTMENT**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

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A THESIS APPROVAL

**Car Users' Perception on the Use of Bilingual Product Knowledge of Semarang Auto**

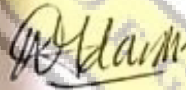
Care Products

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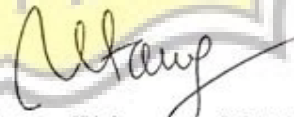
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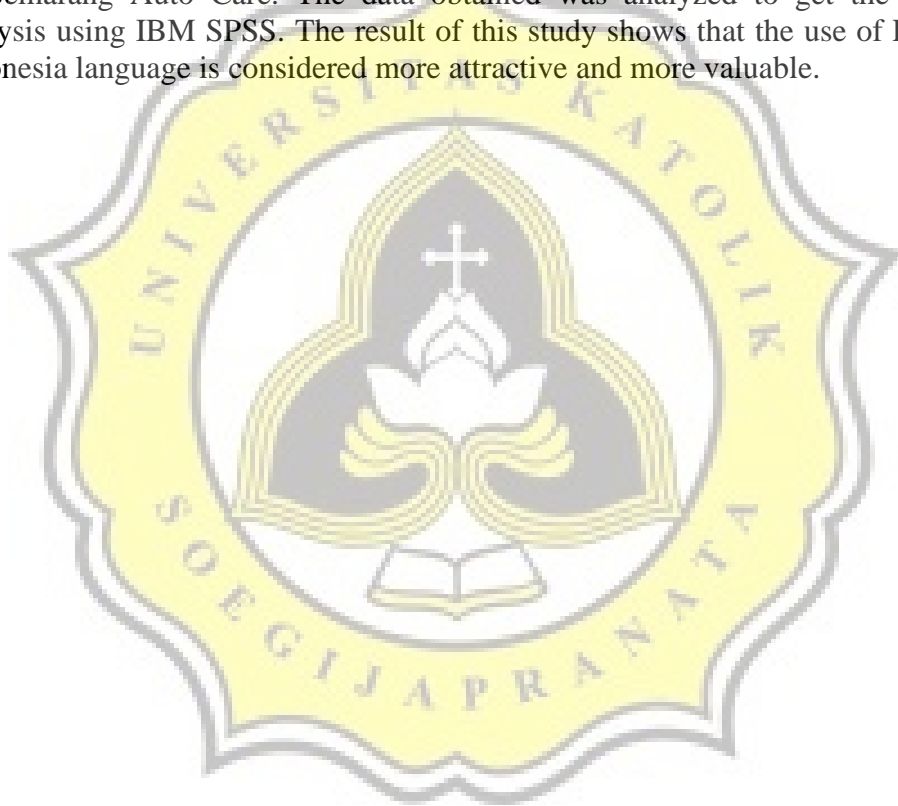
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## ABSTRACT

English language in Indonesia has been known to be a prestige language that can be used to increase the value of products. In order to increase the value of its products, Semarang Auto Care applied both English and Indonesia language in its product knowledge. This study discusses the perception of customers of Semarang Auto Care, on the use of bilingual product knowledge. The researcher used quantitative method to assemble the data. The data were taken by distributing questionnaires to customers of Semarang Auto Care. The data obtained was analyzed to get the descriptive analysis using IBM SPSS. The result of this study shows that the use of English and Indonesia language is considered more attractive and more valuable.



## ABSTRAK

Bahasa Inggris di Indonesia telah dikenal sebagai bahasa prestise yang dapat digunakan untuk meningkatkan nilai produk. Untuk meyakinkan pelanggan melalui bahasa tanpa meninggalkan identitasnya, Semarang Auto Care menerapkan bahasa Inggris dan bahasa Indonesia di Indonesia setiap pengetahuan produk mereka. Penelitian ini membahas persepsi pelanggan, pengguna mobil, tentang penggunaan pengetahuan produk bilingual. Peneliti menggunakan metode kuantitatif untuk mengumpulkan data. Itu Data diambil dengan memberikan kuesioner kepada pelanggan Semarang Auto Care dan dianalisis untuk menghasilkan analisa deskriptif dengan menggunakan IBM SPSS. Hasil penelitian ini menunjukkan bahwa penggunaan bahasa Inggris dan bahasa Indonesia lebih menarik bagi pelanggan dan dipandang memiliki nilai lebih.

