

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the analysis of the data, the researcher reaches a conclusion that the use of bilingual products in Semarang Auto Care is very attractive to consumers. Additionally, the consumers are more confident toward Semarang Auto Care products. They trust the products. . They think that if the product information is written in English, the products must have good quality. It can be seen that other than attracting consumers, English can increase the value of the products. In conclusion, the use of English in product knowledge is advantageous.

Bilingual product knowledge may help to increase profit because of local and foreign customers feel helpful with the product knowledge written in English. It also helps local customers to learn about the product knowledge in different language. This is the reason bilingual product knowledge gives higher prestige compare than the local competitors.

5.2 SUGGESTIONS

This research was conducted to obtain consumer perceptions of Semarang Auto Care regarding the use of English and Indonesian in product knowledge. So that researchers understand how the view in the eyes of consumers about it if applied in all products - products in Semarang auto care.