

FINAL REPORT

**THE CUSTOMERS' PERCEPTION TOWARDS THE IMPACTS OF
ENGLISH FOR FOOD PRODUCTS BRANDING IN PALEMBANG**



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

By:

NIDIA ANNISA

061830900624

STATE POLYTECHNIC OF SRIWIJAYA

2021

FINAL REPORT APPROVAL SHEET

THE CUSTOMERS' PERCEPTION TOWARDS THE IMPACTS OF
ENGLISH FOR FOOD PRODUCTS BRANDING IN PALEMBANG



By:

NIDIA ANNISA
061830900631

Palembang, August 2021

Approved by:

First Advisor

Sri Gustiani, S.Pd., M.TESOL., Ed. D.
NIP 197108252005012001

Second Advisor

M. Ridhwan, S. Pd., M. Pd.
NIP 196912102005011002

Acknowledged by:




Head of English Department

Dr. Yusri, S. Pd., M. Pd.
NIP 197707052006041001

APPROVAL SHEET OF EXAMINERS

THE CUSTOMERS' PERCEPTION TOWARDS THE IMPACTS OF
ENGLISH FOR FOOD PRODUCTS BRANDING IN PALEMBANG

The Final Report by:
Nidia Annisa 061830900624

Examiners	Approved by:	Signature
Dr. Yusri, S. Pd., M. Pd. NIP 197707052006041001		
Koryati, S. Pd., M. Pd. NIP 198108312005012003		
Munaja Rahma, S. Pd., M. Pd. NIP 197405162002122001		

ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2021

MOTTO AND DEDICATION

MOTTO:

“Do something today that your future self will thank you for”

DEDICATION:

I dedicated this final report to myself, my family, my beloved friends, English Department, and Sriwijaya State Polytechnic.

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report with the title “The Customers’ Perception towards the Impacts of English for Food Products Branding in Palembang”. This final report is written to fulfil the requirement of final report project in English Department of Sriwijaya State Polytechnic.

This final report was about the impacts of English for food products branding in Palembang based on customers’ perception. The impacts were categorized in some aspects. There were 15 participants who lived in Palembang that participate through in-depth interview.

Due to the limitation in experiences, abilities and knowledge, the writer also realizes that there are probably many mistakes in writing this report. Therefore, suggestions and critics are welcome for the improvement of future writing. Finally, the writer sincerely expects that this report could provide advantages and usefulness for the readers, especially for the students of English Department.

Palembang, July 2021

The Writer

ACKNOWLEDGEMENT

This final report would not have accomplished without the support and helpful suggestions provided by my amazing advisors, my beloved family, my friends, and other parties. For this reason, I would like to profoundly express my deepest gratitude and appreciation to all of those who have helped me make this final report possible.

My greatest gratitude to my first advisor, Mrs. Sri Gustiani, S.Pd., M.TESOL, E.d.D., and my second advisor, Mr. Moehamad Ridhwan, S.Pd., M.Pd., for their sustained guidance, precious and constructive feedback, valuable suggestions, as well as their sincere personal and professional support.

I am also extremely grateful to my beloved and supportive parents, Sherdy Arifin, S.AP., and Maryani, S.Ag., and my one and only brother, M. Dimas Zakaria, who have always given constant and unlimited love, support, and prays to me.

I also owe a debt of gratitude to all of my classmates in 6BA (especially Cika, Lia, Ranisa, Lala, Sita, Novia, and Izza) who always give support and help to me, and for being my buddies who always listen to my stories and cheer each other.

I also would like to express my gratitude to Himpunan Mahasiswa Jurusan Bahasa Inggris (especially Syafira, Yasfinah, 'The Golden Generation', Rani, and Ersa) for the support and motivation, and for being the second home to me.

I am also sincerely appreciative of my close friends (Baiti, Hani, Diaz, Anton, and Dzaky) who always be there when I need them especially when facing the hard time of doing this final report.

I also would like to express my thanks to all participants who have helped me by allowing their time to be participated in my final project.

Finally, My special thanks to Sriwijaya State Polytehcnic, all the lecturers and staff at English Department, who have given me a lot of support and motivation to complete my study.

ABSTRACT

THE CUSTOMERS' PERCEPTION TOWARDS THE IMPACTS OF ENGLISH FOR FOOD PRODUCTS BRANDING IN PALEMBANG

(Nidia Annisa, 2021: 25 Pages)

This research was conducted to investigate and detail the impacts of the use of English on food products branding in Palembang as a non-speaking English area in Indonesia. The purpose was to know the customers' perception towards the use of English on food products. In line with the purpose, this research was conducted under a descriptive qualitative method to describe the existed phenomena. The participants were 15 persons who lived in Palembang. Fifteen of the participants were interviewed by individual in-depth interview. The results revealed that there were seven good impacts and three limitations of the use of English for food products branding in Palembang based on customers' perception. The good impacts were English popularity, customers' purchasing interest, business competition, buyers curiosity, buyers' English vocabulary, customers' modernity, and customers' prestige. The limitation found about the other aspects of food products purchasing interest, way of promotion, and no pride in English labels.

Keywords: English, Food Products Branding, Customers' Perception, Palembang.

ABSTRAK

THE CUSTOMERS' PERCEPTION TOWARDS THE IMPACTS OF ENGLISH FOR FOOD PRODUCTS BRANDING IN PALEMBANG

(Nidia Annisa, 2021: 25 Halaman)

Penelitian ini dilakukan untuk mengetahui dan merinci dampak penggunaan bahasa Inggris pada *branding* produk makanan di Palembang sebagai daerah non-berbahasa Inggris di Indonesia. Tujuannya adalah untuk mengetahui persepsi pelanggan terhadap penggunaan bahasa Inggris pada produk makanan. Sesuai dengan tujuannya, penelitian ini dilakukan dengan metode deskriptif kualitatif untuk menggambarkan fenomena yang ada. Peserta berjumlah 15 orang yang berdomisili di Palembang. Lima belas partisipan diwawancarai dengan wawancara mendalam secara individu. Hasil penelitian menunjukkan bahwa terdapat tujuh dampak baik dan tiga batasan penggunaan bahasa Inggris untuk *branding* produk makanan di Palembang berdasarkan persepsi pelanggan. Dampak baiknya adalah popularitas bahasa Inggris, minat beli pelanggan, persaingan bisnis, keingintahuan pembeli, kosakata bahasa Inggris pembeli, modernitas pelanggan, dan rasa gengsi pelanggan. Keterbatasan ditemukan pada aspek lain dari minat beli produk makanan, cara promosi, dan tidak ada kebanggaan pada label bahasa Inggris.

Kata Kunci: Bahasa Inggris, *Branding* Produk Makanan, Persepsi Pelanggan, Palembang.

TABLE OF CONTENTS

COVER	i
APPROVAL SHEET	ii
APPROVAL SHEET OF EXAMINERS	iii
MOTTO AND DEDICATION.....	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENTS	ix
LIST OF TABLES.....	xii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation.....	3
1.3 Problem Limitation.....	3
1.4 Research Purpose	3
1.5 Research Benefit.....	3
CHAPTER II LITERATURE REVIEW.....	4
2.1 Customers' Perception.....	4
2.2 Branding.....	4
2.3 English for Product Branding.....	6
2.3.1 Impacts of English for Product Branding	6
2.3.2 Perception towards English for Product Branding.....	6
2.4 Food Products Branding in English.....	7

2.5 Previous Related Studies	8
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Research Setting	10
3.1.1 Method of Research	10
3.1.2 Research Sites	10
3.1.3 Participants	10
3.2 Techniques of Collecting Data	11
3.2.1 In-depth Interviews	11
3.3 Techniques of Analyzing Data	12
CHAPTER IV FINDINGS AND DISCUSSION	14
4.1 Findings	14
4.1.1 The Good Impacts of the Use of English for Food Products Branding in Palembang	14
4.1.1.1 Popularity	14
4.1.1.2 Purchasing Interest	15
4.1.1.3 Business Competition	15
4.1.1.4 Buyers' Curiosity	16
4.1.1.5 The Increase of English Vocabulary	16
4.1.1.6 Symbol of Modernity	17
4.1.1.7 Prestige	17
4.1.2 The Limitations of the Use of English for Food Products Branding in Palembang	18
4.1.2.1 Other Food Product Aspects	18
4.1.2.2 Promotion	18
4.1.2.3 No Pride in English Brands	19

4.2 Discussion	22
CHAPTER V CONCLUSION AND SUGGESTION	24
5.1 Conclusion	24
5.2 Suggestion	24
REFERENCES	26

LIST OF TABLES

Table 3.3.....	13
Table 4.1.....	20