

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents the conclusion and suggestion based on the results of the research.

#### **5.1 Conclusion**

Based on the results of this research, the writer concludes that there are many good impacts from the existence of English for food products branding in Palembang that could create or even increase the positive perception of customers towards it. From the 15 participants that have been interviewed individually, almost all of them agree that the significant influence of English for food products branding in Palembang happened on English popularity, customers' purchasing interest, business competition, buyers curiosity, buyers' English vocabulary, customers' modernity, and customers' prestige. Despite several limitations from a small part of the participants such as the existence of other food product aspects which have more powerful influences, way of promotion being used, and a feeling of no pride in English brand, the result is still dominated by the participants who agree. In short, most of customers have positive perceptions towards the impacts of the use of English for food products branding in Palembang.

#### **5.2 Suggestion**

After seeing the results of this research, the writer hopes that there will be an enhancement of the use of English for food products branding in Palembang so that it can advance the food business in Palembang and reach international market. The writer believes that people of food industry in Palembang can compete in international markets due to Palembang status as one of the best five business cities in Indonesia where massive products are traded. As this study was conducted in qualitative research, the writer hopes that there will be further studies relating to the customers' perception towards the impacts of English for food products branding especially in Palembang which will be conducted in

quantitative research with a bigger number of participants. So, it can complete the customers' perception both in qualitative and quantitative research.