

FINAL REPORT
THE PERCEPTION OF THE CUSTOMERS ON THE EFFECTS OF
ENGLISH FOR ELECTRONICS PRODUCTS BRANDING IN
PALEMBANG



This final report is written to fulfill one of requirements for Diploma III
English Department of State Polytechnic of Sriwijaya

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STATE POLYTECHNIC OF SRIWIJAYA

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ELECTRONICS PRODUCTS BRANDING IN PALEMBANG**

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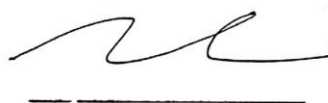
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ABSTRACT

THE PERCEPTION OF THE CUSTOMERS ON THE EFFECTS OF ENGLISH FOR ELECTRONICS PRODUCTS BRANDING IN PALEMBANG

(Nadella Puput Erlangga, 2021: 24 Pages)

This research was conducted to investigate and detail the impacts of the use of English on electronic 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 as branding on electronic 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. Five of the participants were interviewed by individual in-depth interview and all together 15 participants were interviewed in one focus group interview. The interviews data revealed that the use of English for electronics branding mostly had the effectiveness rather than the ineffectiveness on the products sale. The effectiveness was in six points which found in popularity, business competition, buyer's curiosity, insight to vocabulary, and symbol of modernity. However, the ineffectiveness was in three points which were in purchasing interest, sales and revenue, and self-esteem/prestige.

Keywords: Customers' Perception, English, Electronics Products Branding

PREFACE

First of all, the writer would like to thank Allah SWT for the blessing and mercy that has given to the writer so the writer could finish the final report. The writer is very pleased that she can accomplish the graduation requirement by making the final report entitled “**The Perception of the Customers on the Effects of English for Electronics Products Branding in Palembang**” to fill the requirements of English Department Diploma III curriculum of Sriwijaya State Polytechnic.

This report was about the effects that English for electronic products branding has through the perception of customers in Palembang. There were 15 participants who have participated and interviewed through in-depth interview and focus group interview

Finally, there are still many insufficiencies in writing this report and the writer is really welcomed for all constructive criticisms and suggestions. It is expected that this report will give abundant benefits to others who may need this kind of information.

Palembang, July 2021

The Writer

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I also would like to express my gratitude to Himpunan Mahasiswa Jurusan Bahasa Inggris for being the second home to me.

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MOTTO

"You worked hard. Thanks for your voice.

You become stronger?

Rather than stronger, you're doing well.

That's what I want to say to you.

*I hope you can move forward thinking about
what's precious to you.*

*There can be many trials in the future as well,
but believing your luck and yourself,
communicating with others and improving
yourself will lead you to an answer.*

I firmly believe that.

*I just want to say that you're doing better
than any other time.*

You're doing well & you'll do well.

Let's not doubt it."

RM, BTS

TABLE OF CONTENTS

APPROVAL SHEET OF ADVISORS	ii
APPROVAL SHEET OF EXAMINERS.....	iii
ABSTRACT	iv
PREFACE.....	v
ACKNOWLEDGEMENT	vi
MOTTO	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.2 Problem Formulation.....	3
1.3 Problem Limitation.....	3
1.4 Purpose	3
1.5 Benefit	3
CHAPTER II LITERATURE REVIEW	4
2.1 Language and Branding.....	4
2.1.1 Language.....	4
2.1.2 Branding.....	5
2.1.3 Language for Product Branding.....	6
2.2 English for Product Branding.....	7
2.2.1 Effects of English for Product Branding.....	7
2.2.2 Perception on English for Product Branding	7
2.2.3 Electronic Products Branding using English	8

2.3 Previous Related Studies	9
CHAPTER III RESEARCH METHODOLOGY	12
3.1 Research Setting	12
3.1.1 Qualitative Method	12
3.1.2 Research Sites	12
3.1.3 Participants.....	12
3.2 Techniques of Collecting Data	13
3.2.1 In-depth Interviews	13
3.2.2 Focus Group Interviews.....	13
3.3. Techniques of Analyzing Data	14
CHAPTER IV FINDING AND DISCUSSION	15
4.1 Findings.....	15
4.1.1 The Effectiveness	15
4.1.1.1 Popularity.....	15
4.1.1.2 Business Competition.....	16
4.1.1.3 Buyer's Curiosity.....	17
4.1.1.4 Insight to Vocabulary.....	17
4.1.1.5 Symbol of Modernity	18
4.1.2 The Ineffectiveness.....	18
4.1.2.1 Purchasing Interest.....	18
4.1.2.2 Sales and Revenue.....	19
4.1.2.3 Self-esteem/prestige.....	19
4.2 Discussion.....	21
CHAPTER V CONCLUSION AND SUGGESTION.....	24

5.1 Conclusion.....	24
5.2 Suggestion.....	24
REFERENCES.....	25

LIST OF FIGURES

Figure 1_ Language & the Country of Origin of the Electronic Products ..	9
Figure 2_ Procedures of Analysing Data	14
Figure 3_ Themes & Sub-theme of the Qualitative Data.....	20