

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After collecting the data through individual interviews and focus group interview, the data showed that the use of English for electronics products branding has an effect on the customers' perception in Palembang. The effects can be divided into the effectiveness and the ineffectiveness of the use of English for electronics products branding. The effectiveness can be concluded as follows: (1) Increasing the popularity; (2) Creating the business competition; (3) Increasing buyers' curiosity; (4) Giving the insights to English vocabulary and (5) A symbol of modernity. Therefore, the ineffectiveness can be concluded as follow; (1) Influencing purchase interest; (2) Affecting sales and revenue and (3) Affecting self-esteem/prestige. This research also discussed the strategies in naming the products in English that can be applied to be more attractive. They are by using 1) lexical method, 2) originality in pronunciation and vocabulary, and 3) local features.

5.2 Suggestion

Sales label is really crucial for the products marketing. Therefore, the strategies that will be applied in making the sales label must be effective or proper enough in order to create a sales label that will influence customers' behaviour. The choice of language that will be used in sales label must be put as consideration as what have been discussed before that the use of English which is one of the languages in the world as sales label has a lot of effectiveness. Some strategies that have been explained in the discussion section hopefully will give insight to the way of naming sales-label.