

FINAL REPORT
INVESTIGATING THE CUSTOMER'S PERCEPTION ON THE
USE OF ENGLISH FOR GARMENT PRODUCTS BRANDING IN
PALEMBANG



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

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STATE POLYTECHNIC OF SRIWIJAYA

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2021

MOTTO AND DEDICATION

MOTTO:

“Life was never meant to be easy. It is a constant struggle between lows and highs. Keep going!”

DEDICATION:

I dedicate this final report to: my wonderful parents, my talkative sister, my incredible advisors, my lovely friends, particularly my supportive BB Class 2021 and my amazing Student’s Association of English Department and all lecturers and staffs of English Department of Sriwijaya State Polytechnic.

2021

PREFACE

First and foremost, the writer would like to convey her gratitude to Allah SWT for blessing the writer with the ability to complete this final report. This final report was written to fulfill the needs of English Department Diploma III curriculum of Sriwijaya State Polytechnic entitled “Investigating the Customer’s Perception on the Use of English for Garment Products Branding in Palembang”.

This report was about the customer’s perception on the use of English for garment products branding in Palembang. It would discuss about how the language has a power to influence the customers’ perception in buying garment products. There were 15 participants that were being interviewed through in-depth interview and focus group interview (FGI).

Due to the limitation in experiences, abilities and knowledge, the writer realizes that this report most likely contains some errors. As a result, the writer anticipates that readers can provide suggestions, feedback, and recommendations on this final report. Finally, the writer genuinely hopes that this report would be beneficial and useful to readers, especially for students of English Department at State Polytechnic of Sriwijaya.

Palembang, August 2021

Writer

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ABSTRACT

INVESTIGATING THE CUSTOMER'S PERCEPTION ON THE USE OF ENGLISH FOR GARMENT PRODUCTS BRANDING IN PALEMBANG

(Dwi Anggraini, 2021: 26 Pages)

The purpose of this research is to know how the use of English affects the customer's perceptions of garment product branding in Palembang as one of non-speaking area in Palembang. In this qualitative research, all participants were approached using snowball sampling. There were 15 participants, in which five of them participated in individual in-depth interviews and all the 15 participated in focus group interview. The collected data from all interviews were analyzed using a thematic analysis technique. The interviews data revealed that the use of English for garment branding mostly had effectiveness on the products sale. The effectiveness was found in eight points, namely (1) the popularity, (2) the purchasing interest, (3) the sales and revenue, (4) the business competition, (5) buyers' curiosity, (6) the insight to the English vocabulary, (7) Symbol of Modernity, and (8) Self-Esteem/Prestige. However, no ineffectiveness found in the data because all participants agreed that the use of English positively affected the customer's perceptions of garment product branding in Palembang. In facts, in the Focus Group Interview a point came up about the ineffectiveness as their concern on the local language or Bahasa Indonesia.

Keywords: affect, effectiveness, English, garment, product.

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