

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of conclusion and suggestion.

5.1. Conclusion

By collecting and analysing the data with in-depth Interview and Focus Group Interview (FGI), the result created from the investigation was the use of English for garment product branding affected the customer's perception. The use of English itself the effectiveness and ineffectiveness for customer's perception in garment products branding. From the data, the effectiveness of this investigation was: (1) The popularity; (2) The purchasing interest; (3) The sales and revenue; (4) The business competition; (5) Buyers' curiosity; (6) The insight to English vocabulary; (7) Symbol of modernity; and (8) Self-esteem/prestige. The use of English for garment products branding in customer's perception did not have the real ineffectiveness. It had the threat to the existence of the national and local languages. The more people use English as the label, the more the existence of national and local languages will be forgotten. Besides, the English language had a power to influence customer's perception in buying garment product branding.

5.2. Suggestion

English as the international language is incredibly known as the language for garment products branding. It affects the behaviour of the customers because of its popularity. It will also be one of the choices for product sales as the trick to have customer's attention because of the existence of English itself. So, people can use English to brand garment products. Unfortunately, the more famous English is used for garment branding, the more people will lose the use of national and local languages. It is a threat to the existence of the two languages. It is suggested that English can be applied as a trick to boost the sales because of the

effect of English language as a label, but, it also needs to keep the existence of the national and local languages by preserving it.