

CHAPTER V

CONCLUSION AND SUGGESTIONS

At the end of this term paper, I conclude that the use of English in emphasizing a brand image and describing a target market in Honda's advertisement campaign, is good and a successful strategy. It is proved from the result of my research that most of the respondents agree that by using English in Honda's advertisement campaign, they could know that Honda's car is a good quality car and has a good brand image in people's minds.

From the result, I could also know that according to the respondent, using English in advertisement make the advertisement interesting, but they also agree that using the right English is important. The use of English has also made the respondents agree that Honda is a global brand, and also has a good quality product. Moreover, the use of English has also shown Honda's target market and different kinds of Honda's products.

In this modern business atmosphere, lots of companies try to build a brand that sticks on their customers' mind. Moreover, they try to create a brand loyalty, and Honda has successfully fulfilled their goal in creating a good brand image. It is proved by the result of my research, such as most

of the respondents agree that from this brand of car, they would get a superior performance, unlikely to be defective and will work trouble free.

From the result of my research, I also show that most of the respondents agree that Honda's entire product fits their personality, regarded by their friends and also they are proud to have Honda's product. Another proves that using English in Honda's advertisement campaign could build a good brand image. Most of all my respondents believe that Honda does not take advantage of their customers, and also the respondents agree that Honda's car has value for money.

This research also shows that Honda has succeeded to build a good brand image and has an adding value that Honda offers. It is described that the respondents agree that Honda is a caring company that looks after all their customers and always tries to give the best product and service for their customers.

I would suggest Honda to maintain the use of interesting and right English in their advertisement campaign, because it has successfully built a positive image among the people.