

ABSTRACT

Anggi Lestari. 2023. A Study of English Vocabulary for Sales and Marketing Officers (Supervised by Sri Damayanti and Reski Yusrini Islamiah Yunus).

This research was conducted to know the level of English vocabulary knowledge for sales and marketing officers at Honda Sanggar Laut Palopo using vocabulary test. The method used is descriptive quantitative. Data collection used vocabulary test in the form multiple choice. The total of population consist of 80 officers, in determining the sample the reseracher used simple random sampling and there were 10 officers as sample. This research finds that the highest score from all the officers is 88 and the classification as very good, while the lowest score is 62 and the classification as fair classification. The mean score is 80.8 which means the vocabulary level of Honda Sanggar Laut officers is at the very good level.

Keyword: Vocabulary, Sales, Marketing.