

## ABSTRACT

**Title** : The Study of English Learning Strategies Use of Traders in the Business Area in Hat Yai District, Songkhla Province

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The objective of this research was to investigate English learning strategies use of traders in the business area in Hat Yai district, Songkhla province. The population was 45 traders (food and beverage: 36, souvenir: 9). The instrument used for data collection was closed questionnaire. The data was analyzed for percentage, average value (x) and standard deviation (S.D.).

The results of this research indicated that traders paid attention on English Communication at a moderate level. Also, they paid attention on English learning in memory strategies of traders, English learning in cognitive strategies of traders, English learning in compensation strategies of traders were the same at a moderate level and English learning in metacognitive strategies of traders were at a high level. The result of this research can be used as an able of using English for traders in the business the study of English learning strategies use of traders in the business in Hat Yai district, Songkhla province.