

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Online shopping has become a popular way of shopping for consumers. This new innovation for shopping not only brings a great number and variety of merchandise to potential consumers, but also offers a numerous business activities and huge market. Social media is no longer known only as a media that facilitates its users to present themselves on the internet but also as media to sell some products to consumers known as an online shop. Because of the numerous advantages and benefits, more people say that they prefer online shopping over conventional shopping these days (Singh & Kashyap, 2007). Online shopping or marketing via internet is the use of technology (computer) for better marketing production.

Online shop on Instagram now develops its function along the updated and the increase of people's needs. Companies that sell stuffs such as clothes, makeup, shoes, have learned to use the recent technologies like Instagram in order to be able to reach the potential buyer since almost everyone uses social media these days. Over these past years E-commerce has developed very fast because of many advantages related to buying on internet because of easier transaction and lower cost as compared to other types of shopping. Through online shopping everyone can buy faster, have more alternatives and can order various product or services with lower price (Cuneyt Koyuncu; Gautam Bhattacharya, 2017).

The Indonesia e-Commerce Report published its Statistical Report on E-Commerce Development in Indonesia in April 2017 that the number of Internet users in Indonesia was 132 million in 2017 and the popularity rate was 10.5%. The data

shows that almost half of the netizens in Indonesia access the web via smartphones. Most of the shoppers are female, the most popular items to buy is usually clothing (67.1%) followed by shoes (20.2%) and bags (20.0%)(Intelligence, 2018). The increasing number and organizations are paving the way for business opportunities on the Internet, according to Liao & Cheung (2001), the statistics above indicates the growth in the field of internet shopping. With this developing field of shopping, many researchers are interested in studying what actually motivates consumers to shop online.

Consumers acknowledge the need for buying some products. They usually will look up to the internet to shop online and start to search for the information about the things that they will buy and look for all the alternatives and finally make a purchase which is best price to their needs (Rangampet, 2015). Before making final purchase, consumers are influenced by several factors which limit them before making the final decision as advertising and language.

According to Holmes (2008), advertising means “The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media. Advertising means promotion of the product, idea, or organization on the small or big market with the purpose to give information and to make people believe the advantage of the product and convince them to take and action (e.g. buy it). Aside from advertising, language also become a factor which limit consumers making the final decision especially English language.

English language dominates the world as a global language that is used by many people in many countries. Other than becoming international language, English language has also become prestigious language since it is known as predominant language in the world. People have a mindset that the more they use English the

more they will be called educated and modern (Pegrum, 2004). When people who do not have English language as their first language or mother language, they are willing to learn English because there are many advantages if they can understand it. Therefore, English language is used to sell in marketing and is visible everywhere because it is a sign of high prestige.

This situation also happens to people who want to create a name for their online shopping. Gerritsen et al. (2007), state that the uses of English represent a new method of bilingualism in which English functions as the language that connects one place to the another world and acts as a link to the global community, while the region's language acts as the language that enabling entry to the local community. Sellers usually choose English name because it is more modern and it can attract more customer. Particularly on the internet, choosing the right name for online shop is very important. The main theme of the study is to know how do customers perceive the English as selling language.

Since Instagram is a social media that is used by a lot of people in the world, sellers began to think to use English language so they can also attract foreigner customers. This condition has led the writer to make a research to find out the customers' perception on the English as a Instagram name. The writer wants to know whether they perceive it positively or not.

1.2 Field of the Study

This research can be the beginning of a further research in englishpreneurship within the domain is related with business and language because the study is about how customer perceive the social media (instagram) as shopping platform and customer's perception about English language as advertising and social media

1.3 Scope of the Study

This research focuses on to find out the important role of social media as the shopping platform and the customers perception on how the seller used English language as description and also caption in advertising the product

1.4 Problem Formulations

The writer formulates problems of the study of this research as follows:

1. How do customers perceive instagram as shopping platform?
2. How do customers perceive the English as advertising and Instagram language in online shop *DomSportWear*?

1.5 Objectives of the Study

According the problems mentioned, this research is conducted to achieve these following objectives:

To know how customers perceive instagram as shopping platform and to analyze the customer's perception on the use of English as advertising and Instagram language in online shop *DomSportWear*

1.6 Significance of the Study

The purpose of this study is used as a guideline to research which is related with how English languages influence the purchase decisions of online shopping on social media. Since English language has become more global and many people use it, it is important to know how social media user use English language in their business and how they implement it. Hopefully, this research will give better understanding on the phenomenon of using English as a selling language.

1.7 Definition of Terms

- a. Advertising: is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them (Jack C. Richards; & Schmidt, 2010)
- b. Social media: computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features (Transformative & Vail, 2015)
- c. E-commerce: (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping (Liang & Turban, 2011)

