CHAPTER I

INTRODUCTION

1.1. Background of the Study

English has been a major language that is used by people around the world. It is no surprise that the use of English has widened to cover many fields. Nunan (2001) explains that English has become communication tools for business, technology, science, etc. Based on that reason, a lot of business people use English to communicate and market their products. English shows its role to market one's product by communicating the product itself to the customers. Product packaging becomes the compatible media to do so.

Essentially, every product needs a package. Deciding a proper package is never an easy task to do because a lot of consideration should be put into it. Underwood (2003) mentions that packaging enables a product to be communicated through several factors, for example, color, font, pictures, or product description. These factors will later determine what kind of package is required by the business doers. Product packaging holds an essential role when it comes to marketing. It contributes to how a brand is symbolized to the customers. The companies should consider the

design to be appealing for the customers. This has become a challenge for companies to meet the customers' highest expectations.

Customers have become one of the major determiners on how a marketing strategy of a product will succeed or not. Ampuero and Natalia (2006) point out that customers need to be provided with visually appealing packaging when making a purchase. Therefore, one could say that packaging is a silent salesman as customers would take into consideration everything stated in the packaging. Moreover, it is known that the packaging of a brand can reach almost all market segmentation, as long as it is fresh, simple, and effective.

English language is demanded by a lot of people time by time, especially in business marketing purposes. English has a great deal of opportunity to help business doers market their products globally. The selection of words in English should cover all market segmentation. Therefore, the writer needs to acknowledge the customer's preference. Therefore, research on the use of English on product packaging should be done.

Research relevant to this topic had been done by Angia Clara Citra and Suci Paramitasari Syahlani on *Efek Merek Domestik VS Asing dan Informasi Country-Of-Origin Terhadap Persepsi dan Sikap Konsumen: Studi Perilaku Pada Produk Susu Olahan* (2008). The purpose of the study is to overview the people's perspective on local and International product

branding. Based on the data collected from the research, a strong positive manner is shown to the products using English as the brand name. However, the research did not cover the idea of the selection of words in English in its being able to trigger people's attention towards a product. Moreover, a study concerning on the use of product packaging as a marketing tool had been conducted by Susetyarsi (2012). The study points out the fact that respondents of the study consider the positive impact created from a good packaging of a product. Therefore, the writer is encouraged to take more steps to show the customer's perspective towards the use of English on product packaging.

1.2. Field of the Study

Applied linguistics in creative industry

1.3. Scope of the Study

This research focuses on FLA students' perspective towards the use of English in product packaging.

1.4. Problem Formulation

The problem formulation for this study is:

What is the FLA students' perspective on the use of English in product packaging?

1.5.   Objective of the Study

Based on the problem formulation above, this study hopes to achieve the following objective:

To find out FLA students' perspective on the use of English in product packaging

1.6.   Significance of the Study

This study is expected to find out people's perspective on the use of English in product packaging. The writer also intends to help other business doers improve their product packaging ideas by using proper English as a marketing tool. The writer hopes this study may benefit other business doers in this era, especially those who run businesses in the Food and Beverage field. All the data generated from this study are expected to enrich people's knowledge about people's perspective on the use of English in product packaging.

1.7.   Definition of Terms

1. Perspective

Perspective is the way people see things. Perspective may be varied as people come up with a lot of ideas and opinions. According to Gerace et al. (2015), the influence of some significant experiences among people will easily trigger their empathy; ease the making of a perspective. As business doers, building up a positive image is important as it will result in a customer's positive perspective towards the product.

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2. The Use of English

English is widely known as the world's lingua franca because of the massive number of its speakers. By mastering English, it will create a lot of job opportunities for people as it is considered as the prominent tool in business (Tyagi, 2015). Needless to say, it is used by people in different kinds of field, including business. In business, English is considered as a major language to help unifying people with different backgrounds. This way, English can cover a lot of market segmentation that will result in obtaining customers' trust.

3. Product Packaging

A product needs to be communicated well to the customers in order to receive positive feedback. Therefore, a product requires a well-designed package to help in the marketing process. Color, material, and design are considered to be very impactful in creating a packaging (Mazhar, Daud, Bhutto, & Mubin, 2015).

4. Customer

Every business people should consider their business growth. They need to make a good impression of their business to the customers by taking note of customers' preferences and trends. Business doers need to focus on how to fulfill customers' expectation. The process of exceeding customers' expectation shall create a big opportunity to improve a product or service in the business. As a result, a well-constructed service will be created (Sharmin, 2012).