

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

English has been an International language for ages, and it is surely a widespread important language. Although English may not be the most spoken language in the world, it is used by many people as their native language and their foreign language. By learning English, people will easily communicate with other people in the world. English is a necessity in every aspect of lives, especially in the global workforce.

In Indonesia, English is a foreign language, but individuals in some cases use English as their first language. Indonesian schools offer English language as a subject taught at school. When students learn and use English language along with their national language, Indonesian, they start to be bilingual individuals. They mostly like to use English in conversation. Later, the use of English starts spreading wider. In Indonesia, using English language can increase the value of a certain product as people speculate that those English-contained products are more to be premium and prestigious. For example, products which basically have the same function: “*Pembersih Jamur*” will cost only IDR10,000 because it is in Indonesian while one of the researcher’s product named “Ez Wipe (Water spot Remover)” hits its sale for the price of IDR45,000 because it is in English.

English is not only used to name a product, but it can also be used in product knowledge. Product knowledge holds essential roles as it is used to explain the product and run the business (Lacey, Close, & Finney, 2009). The centre focus on business is on consumers' satisfaction, so entrepreneurs and owners have to do refreshment training towards the mastery of product knowledge. The use of English language within product knowledge in Indonesia will support the value of the product itself so that consumer's belief in the quality of the product is increased.

In the researcher's business, the product name is using English language. However, the product knowledge in this case product description is written in Indonesian language. Many competitors of this business are using English in both the name and the product knowledge. Some of the researcher's customers doubts whether the use of both English and Indonesian for the product knowledge will give benefit as the products are local, made in Surabaya. This turns out that most Indonesians consider import products using English Language to be more premium, exclusive, and prestige. Without leaving Indonesian language as the identity of *Semarang Auto Care's* local product, the researcher attempts to apply both English and Bahasa within product knowledge so that the information written becomes bilingual. Therefore, the use of bilingual product knowledge will be discussed in this study. This study will find out about the perception of consumers about applying bilingual product knowledge on products of *Semarang Auto Care*.

## 1.2 Field of the Study

The field of this study is linguistics related to creative industry as it discusses the benefit of using English language for the product knowledge.

## 1.3 Scope of the Study

This research focuses on respondents' perception on the use of both English and Indonesian language for product description of *Semarang Auto Care*. The researcher will apply Indonesian and English language in the product knowledge and see their perception about the product.

## 1.4 Problem Formulation

To be able to do the research effectively, the researcher focuses on one problem formulation: "What is car users' perception on the use of bilingual product knowledge of *Semarang Auto Care's* products?"

## 1.5 Objective of the Study

With regards to the problems mentioned, this research is conducted to achieve this following objective: "To find out car users' perception on the use of bilingual product knowledge of *Semarang Auto Care products.*"

## 1.6 Significance of the Study

The focus of this study is to find out the perception of car users on the use of bilingual product knowledge of *Semarang Auto Care*. Therefore, this study later will help people, especially entrepreneurs, to understand that bilingual product knowledge is essential due to Indonesians' assumption that the use of English language shows prestige

and exclusive impression of the products. Moreover, this study will acknowledge the readers to understand that the power of language might affect the consumer's perception which later leads to the number of the product sales.

## **1.7 Definition of Term**

### **H.1 Product Knowledge**

Product knowledge has an important role in the world of business. It is related to a product or service which gives descriptions or information about the product. As an essential part of the advertisement, product knowledge aims to acknowledge customers so that they know what the product is used for. Product knowledge represents the experience of the product covering the whole information about the product (Lacey et al., 2009)

