

CHAPTER I

INRODUCTION

1.1 Background of the Study

The use of foreign language, in term of business competition, can be an alternative for marketing. English for long has become the first choice of language in marketing world and is believed to have positive impact on the customers. Planken, Meurs, & Radlinska (2010) say that the use of English in international advertising can be considered unique compared to the use of other (foreign) languages, because only English is assumed to convey universal meaning, usage and versatility.

The use of English language for marketing is studied by Nofiya (2012). Nofiya particularly researched on menu presented in both Indonesian and English languages. She took respondents from the customers of some resturants in Semarang: Horapa Restaurant, Pig Bar Restaurant, Ta Wan Restaurant and Ikan Bakar Cianjur Restaurant. The respondents were in opinion that restaurants with bilingual menu were modern and prestigious. The respondents believed that the bilingual menu made the customers are interested to come. It shows that English has a big impact in a restaurant. Brand in English supposedly works the same way.

Brand, is an important thing in developing business. As a means to attract customers, brand represents how the company easy communicates its products to its customer (Bendixen et al., 2004). The use of English for branding might raise customer curious towards the goods offered (Ar-raniry & Aceh, 2018). It means that it can attract the customers to buy the product. In short, utilizing English language for branding is necessary to increase selling as it is very influential in a brand identity. Echoing Nofiya's finding, when customers read the brands with English language, they will feel like there is an added value to the product. There is a some Indonesian products brand that uses English language, such as The Executive, Jco, Exelco, etc.

English language has become a common thing in Indonesia because English has become a part of Indonesia daily life (Ar-raniry & Aceh, 2018) . The popularity of English language use includes the language preference of a brand. The brand that uses English language is perceived as more trusted compared to the brand that uses Indonesian language (Rachmawati, Sary, & Perdani, 2016).

The writer is an English Department student with a concentration on Englishpreneurship. In the program, the writer studies subjects that deal with the success of marketing through the use of English language. The writer also learns to create a product to sell, in the writer's case, a lunch box. The lunch box contains a chicken crispy with a Bolognese sauce and it has "Chicibo" as the brand. "Chicibo", the brand of the writer's product is indeed using English language: "chi" is the shorten of "chicken", while "bo" is "Bolognese". As a seller that uses English language to name her product, the writer wants to know

whether a brand using English language is perceived as more attractive by Indonesian customers.

1.2 Field of the Study

The field of this study is English language especially English language for creative business.

1.3 Scope of the Study

This research focuses only on the perception of Faculty of Language and Arts students on the use of English language as a brand of Indonesian product.

1.4 Problem Formulation

To help the writer arrange the idea, the problem of this research is formulated as “What are the Faculty of Language and Arts students’ perceptions of the use of English language in Indonesian product brand ?”

1.5 Objective of The Study

With regards to the research the question above, the writer aims to find out Faculty of Language and Arts students’ perceptions of the brand using English language.

1.6 Significance of the Study

The researcher hopes this study can help the readers to understand the benefit of using English language for a brand in general and this research result is to find

out the preference of Indonesian customers on the language for a brand. Also the readers could know deeply about the brand in selling a product.

1.7 Definition of Term

1. Brand

Brand is “A name, term, design, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors.” (Maurya & Mishra, 2012, p. 123)

2. Perception

Perception is the evaluated value that a customer perceives to obtain by buying a product. It is the difference between the total obtained benefits according to customer perception and the cost that he had to pay for that. (Ambler, 2001)

