

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In this era, *Instagram* is a social media widely used by the public, both in Indonesia and outside Indonesia. *Instagram* itself is launched on October 6, 2010. According to Miles (2014), two years after *Instagram* was released, it passed over 100 million users. The data above have proven that *Instagram* is one of the successful social media and is in demand by many people both inside and outside Indonesia. Because of its success, *Instagram* itself is not only used for connecting with friends or just sharing photos of personal experiences but also used as a marketing tool for many business owners.

Instagram is considered a good means to provide a good business opportunity. It is not infrequently that the owners of well-known brands use *Instagram* as a promotional medium. Miles (2014) said that there are more than 50 percent well-known brands using *Instagram* as their promotional media. The presence of famous brands on *Instagram* makes other businesses use *Instagram* as a marketing medium through photo and video uploads and mediate communication between seller and buyer. *Instagram* allows users to exchange comments directly on uploaded photos, making it easier for buyers to provide direct feedback on uploaded photos. It also has a Direct Message (DM) feature that sellers and buyers can use to have private conversations.

Instagram is an online-based marketing tool or can be referred to as e-marketing. E-marketing can be accessed if the user has an internet network connection. At present, the internet is familiar to the public even there is a sentence that says, "The Internet is like a "family" if there is no internet we will be cast down." According to Deniz & Geyik (2015), in the last eight years, internet users in the world have increased 342 times, and their users now reach 1.6 billion users. The increase of internet users makes e-marketing can be the right tool to market products to the broader community.

Instagram's popularity among business people makes the writer interested in discovering people perceptions of the use of the English language in the *Instagram* caption to promote products. The writer is particularly interested to know young people perception because they are the most avid *Instagram* users. *Instagram* is popular among young people today (Yi Ting & Sheng Fang, 2018) English itself is considered to have a high selling value because it is a language used throughout the world. Nishanthi (2018) states, in today's global world, the importance of English cannot be denied and disregarded since English is the most significant common language spoken universally. In this day and age, English is the main language for communication throughout the world. In Indonesia, English is more widely used than the Indonesian language in big cities (Hardini, Widyastuti, & Awaliah, n.d., 2018). Many business people have already used English as a caption to market their products, for example, *Et Cetera*, *Onezo*, *Make Over*, *Haagen Daz*, and *Union*. These brands are well-known brands in Indonesia and have high selling points. As the most

widely used language in the world, the use of English in the world of marketing is common. English dominates the online world and is used as the main language in e-commerce (CSA advisory as quoted in Oza 2019).

A research done by Ramadhani (2018) shows that the use of English in selling a product is common in the field of marketing. Ramadhani (2018), as the owner of the *Setkah* has conducted research on the use of English in the marketing field. The owner researched to discover the consumers' perspective in using English on the website to improve the quality of her website marketing. The respondents that she reached out are customers and people who have seen the *Setkah* website. The results obtained from this study shows that the respondents preferred the English language to use on the *Setkah* website. Other than that, (Fifiyanti, 2018) also conducted research on the use of English on social media. The results obtained by the researcher show that almost all respondents agreed to use English as an advertising and social media language in online shop. Her respondents were *Instagram* users from *Domsportwear* online shop.

Ramadhani's and Fifiyanti's researches inspire the writer to study the use of the English language in social commerce. The writer aims to find out whether English can indeed attract the customers, especially young people, and increase the selling value of a product. In this study, the writer focuses on the English language used in *Instagram*'s caption of a product, a focus not yet done by other researchers.

1.2 Field of the Study

The field of this study is the English language in social commerce through *Instagram*.

1.3 Scope of the Study

This research focuses on the English language in *Instagram* captions to market products.

1.4 Research Questions

The writer formulates the study's problem as "What is young people perception of the English language in the *Instagram* caption?"

1.5 Objectives of the Study

With regards to the problem mentioned, this research is conducted to achieve the following objective; that is, "To find out the respondent's perception of the English language in the *Instagram* caption."

1.6 Significance of the Study

This study is expected to assist the writer in developing the marketing of the writer's clothing line. Besides, the writer hopes that this research can be useful for others who want to improve the products' marketing, primarily through *Instagram*.

1.7 Definition of Term

1. Young People

People between the ages of ten (10) until twenty-four (24) years old (UNICEF)

2. **Perception**

Perception is the process of entering experiences about objects and events in the form of messages or information into the human brain, which then forms the process of thinking (Irnawati, 2019, p. 6-7).

3. **Caption**

A Caption is a term in the form of a sentence to complete a photo uploaded on *Instagram* or commonly known among Indonesians as “status” containing what someone wants to convey in the upload. (Hartini, AR, & Charlina, 2017,p. 3).

