

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Customers' perception is formed by customers' experiences, how they perceive the service that the company offers and ultimately by whether they actually are satisfied with the experiences or not. One way of competing more successfully for small businesses today is by offering true customer service and service quality (Wilson, Zeithaml, Bitner, & Gremler, 2008). A brand of one product is made from hundreds of perceptions that create a connection with the consumers. Marketing itself directly affects many perceptions, consumers now have the tools to take, undo, change and enhance brand perceptions from their own point of view.

Eventually, the success of the business is settled by how strongly the image of the store and the products the store is selling meet the customers' expectations (Claycomb & Porter, 1997). The customer thinks that one store is better than another store if the owner provides something that has never been seen before, for example, advancement in a language by using English.

Due to the increased usage of the English language in Indonesia, Indonesian consumers are nowadays also more often confronted with English in different commercials and advertisements. Foreign language usage in commercials and advertisements is a worldwide phenomenon as different

studies have been done in this field for instance in Asia, Europe, South America and the US (Hornikx, van Meurs, & Hof, 2013). In international marketing, and including Indonesia, companies commonly standardize their marketing activities and use English to communicate a certain message to consumers in both English and non-English speaking countries through television and printed advertisements (Hornikx et al., 2013). Because of advanced technology, many advertisements use the English language to promote their goods and services. This situation also happens to the writer's online shop that sells *Makanenak Bakedrice*. *Makanenak Bakedrice* itself was built in 2016 by the writer with a purpose to sell food that has never been sold before. The writer who is also the owner of the online shop uses the English language to sell her product. The writer uses Instagram as a media to promote. Among other social media, Instagram is the most common and popular social media such as Pinterest, Facebook, Twitter, YouTube, Google Plus in terms of time and virality. Not only to upload photos and videos can also be used as business marketing.

A good marketing plan will be accomplished by combining the use of Instagram with other Social Media for longer brand exposure and audience reach. (Wally, 2014). Because Instagram is accessible for business, quite a lot of producers use Instagram to market their goods and services. Therefore the writer wants to investigate the importance of the English language on advertisement in this research.

This situation has led the writer to make a research to find the consumers' perception on the importance of English language in Makenanak Bakedrice advertisement. The writer wants to know their perception of using English language usage.

1.2 FIELD OF STUDY

This research is related to Business Communication.

1.3 SCOPE OF THE STUDY

This research focuses to find out the customers' perception of using English usage in advertisement through Instagram.

1.4 RESEARCH QUESTION

The writer has a question to help her analyzes the research in the following:

What is the consumers' perception of English language use in advertisement through Instagram?

1.5 OBJECTIVE OF THE STUDY

Related to the problems mentioned, this research is conducted to achieve these following objectives:
To find out how the consumers' perception of English language use in advertisement through Instagram

1.6 SIGNIFICANCE OF THE STUDY

The result of this study is used as a guideline to research related to business communication. In addition, it will highlight the importance of English usage in business communication, since many people use English to promote the goods and services that they offer. The English language has become more global and many people use it, it is important to know how social media users use the English language in their business and how they implement it. The writers hope the result

of this study will give a better understanding of the phenomenon of the importance of the English language in the advertisement of online shops in social media.

1.7 DEFINITION OF TERMS

- a. **Customer Perception:** 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).
- b. **Instagram:** essentially is a mobile-based application that enables users to take photos and videos and apply different filters or effects tools for showing the images and share instantly with friends on different social media. (Ting & Run, 2015).
- c. **Online Marketing:** essentially any marketing activity that is conducted online through the use of internet technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking (Jones, 2016).