

CHAPTER I

INTRODUCTION

This chapter presents the background of study, the problem formulation and limitation, the research questions, as well as its benefit, and methodology.

1.1 Background

Language is a vital medium of communication that humans use to communicate with one another. In the world of branding, language plays a crucial role. It helps define the brand and sets it apart from all the others. Language also presents the image of the brand itself. People who play the role of customers learn about a brand through language—the language of product branding, for example, to convey the brand's essence and influence the customer's understanding, memory, attitudes, and actions. Language has the ability to persuade customer's appetite for a commodity in society by associating image ideology with it. Understanding how people use language—what terms and phrases they choose and use unconsciously—will help businessmen be better in understanding the customer's interest and why they act the way they do. Besides, through the usual icons, models, and colour combination of advertisement, language still plays an important role both in catching the eye of the customers and in explaining the qualities of the product. This shows that marketing communication relies much on language (Monigala, 2018).

When it comes to the marketing section, the use of language seems to be important to attract people. The use of foreign language to label a brand provides a variety of perceptions. It is fascinating to learn about customer's perceptions of English for branding in a non-English speaking area. This is also one of the methods for persuading potential customers. Giving a brand in a foreign language to a product can also affect consumer perceptions and attitudes. Brand in a foreign language itself is an advertising concept, which aims to increase the desire or added value of a product. The strategy of pronouncing or spelling brand names in

languages that mimic certain cultures is carried out to influence consumer perceptions and attitudes towards products (Schiffman, 2002).

Among other languages, English has become the first choice of language in the marketing world. It can be shown that in many non-speaking English countries, English is widely used for branding neither product names nor store. Mezek's study in 2009 on the influence of English on the local language (Slovene), particularly in the field of economy, finds that 58% of advertisements utilize English while only 23% of street advertisements are in Slovene. To a greater extent, there is a correlation between wealth and English proficiency, which is somewhat reflected in the elements of branding. The use of English for branding is an indication of the intellectual and international status of marketers or customers (Mezek, 2009).

English has come to be widely used for the specific purpose of marketing activities to reach international target groups in various countries, either speaking or non-speaking English countries. In developing countries, researchers show that branding with foreign countries' language affects consumer perception, attitude, evaluation, and perceived value positively (Soto, Mobarec & Friedmann, 2009; Thakor & Levack, 2003; Zhuang et al., 2008). In some areas in Indonesia, as a non-speaking English country, English has also been a marketing language for goods promotion. In fact, almost products (food, electronics, and garments) in Indonesia markets used English for their branding (Fhona & Fidyati, 2018; Husnah, Azizah & Yahya, 2019; Muthmainnah, 2016).

While, electronics are the products that can not be separated from the daily life. Also, electronics industry is one of the largest industries and one of the fastest industries to grow in the global economy (Kawakami & Sturgeon 2010; Soejachmoen 2012). In Indonesia, electronics industry is one of the biggest clusters to support the economy growth. Having this situation, it is intriguing to learn about customer's perceptions of English for electronics product branding in a non-English speaking area, namely Palembang city. Palembang is chosen because it is one of the best five business cities in Indonesia where massive

products are traded (Stephanie, 2021). Hence, it influences researchers to do this study in order to investigate the effect of English in electronics products branding from customer's perception in a non-speaking English area in Indonesia.

1.2 Problem Formulation

Having the background above, the problem in this study was formulated to find out the perception of the customers on the effects of the use of English for electronics products branding.

1.3 Problem Limitation

Due to the time and budget constraints, this study would be limited to the customers' area where the customers' area was limited in one of the best trading cities in Indonesia, namely Palembang city.

1.4 Purpose

This study would detail the effects of English for electronics products branding in Palembang. Therefore, the perception on electronics products branding of customers in Palembang was deeply investigated under individual and focus group interviews. This study would provide insights into electronics products branding in the coming years. The aim was to come up with some responses to the following research question: What are the effect of English on electronic products branding in Palembang from the customers' perception? Furthermore, the results of this study would be manifested into a report.

1.5 Benefit

It was expected that the outcomes of this report will contribute to students of English Department at Sriwijaya Polytechnic and people in business field. For the students, they would gain more information regarding insights and knowledge of their expertise in English competency. This related to the use of English for business branding from linguistic overview. Futhermore, for those who are in business field, this report is projected as a reference for developing Product Branding so they can be better in understanding the customer's interest and why they act the way they do on certain products.