CHAPTER II
LITERATURE REVIEW

This chapter reviews the related literature regarding information about language, branding, language for garment product branding, influences and perceptions of English for garment products branding, and some previous related studies as well.

2. Language and Branding

2.1. Language

Marketers are looking forward to a number of elements. One of them is language. Language is used to represent or explain how to shape or present goods or items, as well as to define an object's taste. Language must be used in the light of its surroundings and circumstances, as Widyahening (2015) said that “language as only meaningful in its context of situation”. It means that in the world of advertisement, language has a crucial role which efficiently communicates what the company is trying to accomplish. A specific target demographic of language for advertisement is made up of people from various cultural backgrounds and ethnicities. To globalize a product, a company must invest in translation services of the target.

The strength of the language system comes from the philosophy that is still hidden within it. Ideology is also in language, which means that when the meaning is put in the context of modernity and it has a greater significance. The power of language has influenced and been concealed in advertising, and it has evolved into a social infrastructure of absolute power. This power of language can affect perception, attitude, behaviour, and point of view of society. Language is a symbol system in human culture. Kasiyan (2008), says that language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual, and others. It has a big impact to our perception and point of view about

something. The role of language is to create mutual social awareness in society at first. The presence of language is then referred to as a cultural document, which would describe socio-cultural fact. Language's capacity (power) to shape or create social reality is no longer limited to meaning as a representation of social reality.

2.2. Branding

Branding normally concerns products or corporations. Branding is the process that aligns the opinions people holds about a brand with the image to believe. Some experts have defined the definition of branding as follow. According to Anholt (2003:5), branding is a process of designing, planning, and communicating the name and identity in order to create or manage reputation. Next, Kotler and Keller (2015) say that branding is endowing products and services with the power of a brand. Meanwhile, Chiaravalle and Schenck (2014) explain that branding is the process of building positive perceptions in the customer’s mind by consistently presenting the vision and ideas of the brand. It makes others understand and believe what the brand stands for and the promise it invariably makes and keeps. Wheeler (2013) says that branding is a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future.

Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and gives employees the best tools to reach customers are the reasons why companies leverage branding. There are five types of branding as proposed by Wheeler (2013). They are: (1) Co-branding: partnering with another brand to achieve reach; (2) Digital branding: web, social media, search engine optimization, driving commerce on the web; (3) Personal branding: the way an individual builds their reputation; (4) Cause branding: aligning your brand with a charitable cause; or corporate social responsibility; and (5) Country branding: efforts to attract tourist and businesses. The uses of types of branding can be listed as follow:

1. Co-branding refers to a particular form of strategic marketing alliance between two or more companies. The most obvious reason to enter into such an arrangement is for the partner brands to assist each other to achieve their objectives by capitalizing on the unique strengths of each.
2. Digital Branding in its most basic form aims to link and make an impact on people through digital assets (websites, social media, etc.) Digital branding is the all-encompassing feeling you get from a company's digital profile, whether it's from clients, strategic partners, or employees.
3. Personal branding is an important tool for job seekers as it helps define their strongest attributes and sell themselves to companies. As defined by Labrecque, Markos, and Milne (2011), "personal Branding entails capturing and promoting an individual's strengths and uniqueness to a target audience".
4. Cause marketing involves the collaboration between a for-profit business and a non-profit organization for a common benefit. Cause marketing can also refer to social or charitable campaigns put on by for-profit brands.
5. Country branding is a relatively new form of marketing and public diplomacy, to promote their products and services, raise awareness about the country, promote tourism, increase trade, and attract foreign direct investment (FDI) and talent.

2.3. Language for Product Branding

Language is still believed as a tool to connect people that can be shown both verbally and non-verbally (Pan, 2014). It is not always important to speak verbally to communicate messages; in state, the accessible language, also known as non-verbal language, can be read and interpreted. In marketing world nowadays, marketers and consumers demonstrate positive trends in engaging each other. Branding relies heavily on language, and consumers often come to know a brand through language—the language in advertising or packaging, the words used in social media or word-of-mouth, and even brand names themselves, serve to communicate the meaning of a brand and influence perception, memory, attitude, and behaviour. A great deal of consumer research on language recognizes

the relevance of language in branding and the impact that language has on customer response to brands.

2.4. English for Product Branding

2.4.1. Influences of English for Product Branding

Today, people view foreign language such as English as having more valuable attraction than the vernaculars to influence people. The spread of the English language has been associated with globalization, and as a result, English has generally maintained its place on higher order scales. In almost every sector, English is the dominant language, especially in business. It enables people of various cultural backgrounds and languages to interact and collaborate in a variety of ways even if there are other viable choices, Also, Crystal (2000) states that English is a global language. This statement means that English is used by various countries to communicate with another country in the world. It means that the mastery of English is a necessity that cannot be avoided even in the business field. English is always the business language. The fact that English is the most commonly spoken language leads to its supremacy. “In the rapidly changing global business environment, there is a need for a shared language, a lingua franca, and currently it is English.” (Kirkkopelto 2007:15). Also, according to Diantanti, Sunaryo and Rahayu (2018), foreign branding can be an effective tool to create perception and customer’s attitude.

2.4.2. Perception on English for Product Branding

Perception can be defined as the process used by individuals to select organize and interpret information input in order to create meaningful picture of the world (Shiffman & Kanuk, 2004; Kotler, 2005). Perception is one of the most important factors influencing the process of processing information and consumers’ ability to receive, comprehend, and remember information about goods and services. Foreign branding strategy, which is explained as constructing brand name in foreign language, is seen an important method affecting brand image. Although customers are not familiar with these brands and they struggle to

pronounce them, their perceptions and attitudes can be affected positively. Although global brands can be used as a tool of being a global world member, local brands can show status impairment especially in underdeveloped and developing countries (Batra, Ramaswamy, Alden, Steenkamp, Ramachander, 2000).

In developing countries, the writer shows 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 facts, almost products in Indonesia markets used English for their branding. In particular, since quality and social status perceptions getting better, consumers develop positive attitude and represent preferences tendency (Batra et al., 2000).

2.4.3. Garment Products branding using English

Globally, the garment industry employs millions of people and generates billions of euros in profits. As a result, the industry keeps up with the world's increasingly complex consumer desires, demands, and fashion trends. For garment product branding, international garment brands have been a mainstay in all around the world. Other than having mostly superior quality, garment product brand that use English are very popular amongst Indonesia. Such as, Hermes, Uniqlo, and Zara. Other garment products branding that using English are 3Second, Amble, Eiger, etc which are not come from countries that use English and those brands are so famous. In other languages, some popular garments product brand are Zoya, Erigo, etc.

2.5. Previous Related Studies

Some studies about the impact of English on branding have been conducted by some scholars in Indonesia. Hutabarat (2013) had conducted a research on the influence of foreign/local language brand names in Indonesia on

buying intention with attitude and perception of quality using quantitative methods with the independent t-test and multiple linear regression techniques. The results revealed that there were differences in attitudes and perceptions of the quality of the use of foreign language (especially English) brand and local language brands. The perception of quality and attitudes towards the product with brand in foreign language were always more positive when compared to products with brand in local language. Whereas, the perception of quality and consumer attitudes towards the brand in foreign/local language proved to have an effect on consumer purchase intentions where purchase intentions products with foreign language brands have a greater intention rather than locally branded products.

Fhonna and Fidyati (2018) analyzed the perception of the customers towards the use of English for stores in Indonesia. They took Aceh as the research place as one of a non-English speaking area in Indonesia. Using a quantitative method, they presented that 63.64% of respondents agreed that English for stores branding increased their English vocabularies, 51.52% was curios towards the products offered, and 45.45% disagree that English influenced the cost and profits of the stores.

Another researcher, Setiadinanti (2019) who focused on her study about the influence of the use of English in brand towards brand image of Puyo Silky Dessert using descriptive quantitative method with descriptive and simple linear regression analysis. The result showed that English branding that used by Puyo Silky Dessert and its brand image were in good categories with the percentage value of each variable are 77.35% and 76.95%. The influence of English branding on brand image was 52.2%. In the end, it was concluded that foreign branding has significant influence on brand image Puyo Silky Dessert in Bandung.

Meanwhile, Tur (2019) conducted a study on iconic English business name as a branding tool in the rural areas of Yogyakarta special region by using a descriptive qualitative. The result showed that the use of English as a branding companies/stores in the rural areas of D.I. Yogyakarta signified the names of institutions such as Barbershop, Laundry, Pet Shop, Photocopy Center, Cell-Phone Counter, Coffee Shop, and Homestay/Guest House. Those English names

would be an icon to what they offered, gave guarantee of good quality, and offered high income. Even, they were orally becoming new vocabulary items for the people replacing the vernacular in naming the companies.

From the previous studies, this study fills the gaps on the locus, method and focus. The locus takes one of the five biggest trading cities in Indonesia, while the prior studies were conducted in small trading areas. It is expected as representative of customers' perception in trading cities where products are being traded massively. The method of qualitative descriptive with thematic analysis using individual and focus group interviews whereas others used quantitative methods. The different research method try to dig deeper the customers' perception so that the benefits will be more impressive in term of research results both in linguistics and business science. The focus is on garment products branding. Out of these all differences, the study projected to carter all the gaps.

In conclusion, this chapter had written by using some theories from some experts. The writer mentioned some theories such as the definition of language by Widyahening (2015) and Pan (2014), language symptom by Kasiyan (2008), the definition of branding by Anholt (2003:5), Kotler and Keller (2015), Chiaravalle and Schenck (2014), and Wheeler (2013). Besides that, there are the theories from Crystal (2000) and Kirkkopelto (2007: 15) about English, foreign branding from Diantanti, Sunaryo and Rahayu (2018), the definition of perception by Shiffman & Kanuk, 2004; Kotler, 2005), and the position of English by Soto, Mobarec & Friedman 2009, Thakor & Levack, 2003, Zhuang et al., 2008) and also Batra et al., 2000).