

Language Preference of the Indonesia Economic Subjects' toward Product Labeling

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Abstract: The shift of Indonesian Language to Foreign Languages also applies to the labeling of selling products in Indonesia. Economic actors have the choice of maintaining Indonesian language or using foreign language when labeling the product they are going to sell. This study aims to see the language attitude of economic actors towards the products to be marketed. In addition, this study was conducted to see the number of foreign and Indonesian languages used in the country when labeling the products they sell. This research method uses descriptive methods to make descriptions, descriptions, or paintings systematically, factually and accurately. The result obtained is that economic actors prefer to label products in foreign languages rather than Indonesian. From the data found, there are 50 product labels. There are 33 domestic products labeling their products in foreign terms and only 17 domestic products label their products in Indonesian terms.

Keywords: *language attitude, economists.*

Abstrak: Pergeseran Bahasa Indonesia ke Bahasa Asing juga berlaku untuk pelabelan penjualan produk di Indonesia. Pelaku ekonomi memiliki pilihan untuk mempertahankan bahasa Indonesia atau menggunakan bahasa asing saat melabeli produk yang akan mereka jual. Penelitian ini bertujuan untuk melihat sikap bahasa pelaku ekonomi terhadap produk yang akan dipasarkan. Selain itu, penelitian ini dilakukan untuk melihat jumlah bahasa asing dan Indonesia yang digunakan di tanah air saat melabeli produk yang mereka jual. Metode penelitian ini menggunakan metode deskriptif untuk membuat deskripsi, deskripsi, atau lukisan secara sistematis, faktual dan akurat. Hasil yang diperoleh adalah pelaku ekonomi lebih memilih untuk melabeli produk dalam bahasa asing daripada bahasa Indonesia. Dari data yang ditemukan, terdapat 50 label produk. Ada 33 produk dalam negeri yang melabeli produknya dalam istilah asing dan hanya 17 produk dalam negeri yang melabeli produk mereka dalam bahasa Indonesia.

Kata Kunci: sikap bahasa, ekonomi.

INTRODUCTION

The demands of the globalization of the Asean Economic Community (AEC) encourage each nation to compete with the international world both directly and indirectly so that cultural contact becomes unavoidable, including ways of communicating Indonesian society. Indonesian society is very open to the entry of foreign culture because of the influence

of social media, television shows and internet access. One of the things which is easily absorbed is that foreign languages are often used in these media.

It is because they want to follow the flow of the AEC, they name public places, advertisements along the streets and product names with using a foreign language because they are considered to sell and have high prestige. Indonesian people consider

foreign languages to be cooler than Indonesian language.

According to Fasold (1984: 213), in the context of language shift, language that is considered to have a higher status and prestige by the community will slowly shift the language with lower status. This means that language that is considered prestigious as a foreign language has a tendency to shift Indonesian.

The shift of Indonesian Language to Foreign Languages also applies to the labeling of selling products in Indonesia. Economic subjects have the choice of maintaining Indonesian language or using foreign language when labeling the product they are going to sell.

This study aims to see the language attitude of economic actors towards the products to be marketed. In addition, this research was conducted to find answers to several questions related to language attitudes toward the use of Indonesian and foreign languages.

The use of foreign languages with various types of variations on business signboards in Indonesia arises for two reasons. First, it turns out that there are owners or business actors who do not realize that the words they use on their business nameplates are foreign words. Laundry service entrepreneurs, for example, some do not know that laundry is a foreign word. They use the word laundry because they see other similar entrepreneurs also use the word laundry. In addition, it was also found that several business actors did not know that they had used a foreign language structure on their business nameplate. Many business signboards do use Indonesian vocabulary, but the structure uses a foreign language structure.

Second, some business actors are aware that they use a foreign language on their business signage. Business actors included in this group can be divided into two

subgroups, namely (1) business actors who understand the meaning of the foreign words they use on their business nameplates – in general they can use the spelling and structure of foreign languages correctly – and (2) business actors who only know that the words they use on their business nameplate are foreign words, but do not know the exact meaning.

Why Use a Foreign Language?

There are two reasons why business people use foreign languages. First, some of them admit that the foreign language is intentionally used to get a positive image for their business. They say that the use of foreign words (especially English) is considered to give a better impression, more quality, more prestigious, more classy, and so on. The words *tour* and *travel*, for example, are considered to have more nuances of meaning as mentioned above than the words *tourism* and *travel*. The words *tourism* and *travel* are considered unattractive and not prestigious.

The impression or image they consider to be positive is not only related to the use of foreign words, but also to the structure of a foreign language even though the vocabulary used is Indonesian vocabulary. Structures such as *1, Bintang Utama Motor, Mandiri Foto, and Gita Salon* are foreign language structures (English) because they are based on MD law (explain explained). So, the elements of *S Bintang Utama, Mandiri, and Gita* in the above phrase are explaining elements, while the elements of *Furniture, Cars, Motorcycles, Photos, and Salons* are explained elements. In Indonesian, the usual structure is to follow the DM law (explained to explain) so the above phrase must be rearranged into *Indoputra Car Furniture, Bintang Utama Motor, Mandiri Foto, and Ana Salon*. The problem is that changing the structure from MD to DM is considered to be able to

reduce or eliminate positive impressions or images as mentioned above.

Second, some of the business actors only follow the use of foreign languages or are influenced by other people. This group actually never thought that the foreign language they used was meant to get a certain impression or image, such as higher quality, more prestigious, more attractive, more classy, and so on. They use foreign languages because they see other similar business actors also use foreign languages.

Definition and characteristics of language attitudes

According to Kridalaksana (2001: 197) language attitudes are mental positions or feelings towards one's own language or language. Mental position or feelings can be realized in the form of language behavior, for example someone who masters multilingual will tend to like and choose to use one language to highlight their status or education, while other languages are used to familiarize themselves with their interlocutors. Therefore language attitudes can reflect a person's language behavior. Another opinion states that the attitude of individual language does not always reflect the language attitude of the community group because it is related to mental positions or feelings that cannot be measured.

Characteristics of language attitudes from the point of view of the notion of language are mental attitudes and a sense of one's language position in the language of others (Kridalaksana, 2008). Attitudes can be understood as something that is abstract so it can only be observed through behavior, even though it does not apply otherwise; behavior does not always reflect attitude.

Symptoms of community group language attitudes can be obtained through a collection of facts of individual language behaviors. Language behavior does not only

focus on language and variety of languages but also pays attention to aspects outside the language structure. Linguists have the task of studying the relationship of language and the context of its use to find out how and for what reason and purpose the language is used.

Halliday and Hasan (1985) expressed their opinions by emphasizing the social context of language. According to him, language is a social product, so it is attached to the social system. Language is also seen as a social reality, the result of community construction that is encoded and then interpreted according to the knowledge and experience of each participant. Halliday also divides the language component in the form of text and context. Text is a unit of language that is carrying out its function in the context of the situation, whereas context is a situation where the text functions (Halliday and Hasan, 1992). Reviewing text in context can explain who, why, and with what purpose foreign language is preferred in the economic field than Indonesia language.

Maricar cites Garvin and Mathiot (1968) that there are three characteristics of language attitudes that indicate a positive attitude towards language, namely:

- a. Language loyalty that encourages a person to defend his language, and prevents the influence of other languages.
 - b. The pride of language that encourages someone to develop their language and use the language as the identity of their nation or society.
 - c. Language awareness that encourages a person to use his language carefully and politely. And this factor is the biggest determinant that affects the use of language.
- What are the Product Labeling on Business?

In addition to providing an identity, it also increases the success of brand awareness.

The preference of language through labeling has intended goal:

1. Increase the Number of Customers

It's not uncommon for business names to affect customer quotas. The more famous his name among consumers, the greater the business opportunity to dominate the market. Considering getting here, consumers are getting smarter. They only want high quality products to buy before looking for options to the second, third or next brand. Despite having few customers, businesses with less popular brand names tend to find it difficult to thrive.

The opposite of a popular brand name whose customers continue to increase from day to day. Especially if it is supported by service consistency and product quality.

2. Communication Tools

Running a business requires a mature marketing strategy. Brand awareness is not enough just to display the logo. But it is also mandatory to launch a brand name as part of communication between companies and consumers. When a company has a certain name and is well supported by consumers, it is a sign that the business is starting to be accepted. The communication that has been established has yielded positive results.

On the other hand, if the company launches a brand name but consumers don't seem interested. A sign that something is wrong with your business strategy or maybe the company should try a rebranding option.

3. Demonstrate Creativity and Mature Business Thinking

The name is the message and information that you want to give to your target marketing. Before using a name think carefully, is the name really able to describe your business? Does the name you choose have a relationship with the business you are doing or is it not related at all?

Some companies may be successful in using a brand name that has a different meaning to the business they are doing. But the majority of companies will use a brand name that has a connection whether with business history, business location or other unique things.

4. Forms of Appreciation to Achieve Goals

You want to be successful and become a good entrepreneur? Everything requires the same process as a baby walking on all fours or walking. Without choosing a brand name and creating a logo, the company image you want will never materialize. Everything will only end up being just a wishful thinking.

So it is no exaggeration if the brand name is associated as a tool or means of achieving goals in running a business. At least by having your name you are one step ahead of introducing and offering products to the general public.

5. Describing and Explaining Company Image

One of the reasons the company collapsed was none other than the company's deteriorating image. So, what is the cause? Is it because the quality of the product has decreased? The service provided is not satisfactory?

The tarnishing of a company's brand name will indirectly affect the company's image. The opposite also applies, if a company has a good brand name, automatically the business image that is formed will also be positive. Consumer opinions will begin to form and are divided on the pros and cons.

If you can't afford to turn things around, a rebranding option may be the best. A new start will provide refreshment for consumers while reducing negative opinions that continue to grow.

RESEARCH METHOD

This research uses descriptive research to explain the data. According to Bogdan and Biklen (1990), descriptive research tries to describe the phenomena, situations, or events that already exist without the need to manipulate the data or phenomenon.

According to Nazir (1988), descriptive method is a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual and accurate description, description, or painting of the facts, traits and relationships between the phenomena investigated. Whereas according to Sugiyono (2005) states that descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. According to Whitney (1960), descriptive method is fact finding with the right interpretation.

Data analysis is carried out by starting grouping data into two groups, namely labeling products from foreign languages and Indonesian. The product labeling category is taken from a number of product names that have been able to penetrate the domestic market.

DISCUSSION

According to Suparna (1998: 269), Indonesian people have traits that tend to admire foreign things. The friendly and open character of Indonesian society accompanied by high mobilization makes economic, social and cultural contacts between nations contribute to language contact. Language contact on the one hand has a positive impact, one of which is enriching the Indonesian language vocabulary, while on the other hand it is also vulnerable to a negative impact, namely the occurrence of subordination of Indonesian language by a foreign language which is characterized by

putting Indonesian in the second position in linguistic activities of Indonesian people.

Such conditions are feared to be able to shift the position and position of Indonesian as a national language in the community. In sociolinguistic studies, language shift begins with the negative attitude of society towards one main language and emphasizes a positive attitude towards another language (foreign language).

Using Foreign Languages in Product Brand Names and Information Labels.

Foreign branding is usually used to introduce new products that are often not different in specifications from the products that already exist. Foreign branding is used to attract consumer interest in the hope that the product being traded will be better known and sold on the market. Imaging brand names affects consumer perception.

According to Viller et al (2012) foreign branding is a strategy carried out by business owners to form a positive image of a product in accordance with the quality of foreign products from certain countries that are perceived as superior. Psychologically, the selection of a brand name is a foreign language by the perpetrator.

Foreign language in products is not only used in naming brands, but also for product labeling or product descriptions. Label is any information regarding goods in the form of pictures, writings, a combination of both, or other forms containing information about goods and descriptions of business actors as well as other information in accordance with the provisions of the applicable laws and regulations. Usually goods that use foreign language labels are imported goods that are circulated in Indonesia without making an Indonesian version of the label. Examples of goods with foreign language labels are usually medicinal products, snacks, and

electronic goods. This can harm Indonesian consumers because they cannot know product information such as ingredient composition, instructions for use, and side effects.

The reason manufacturers choose English over Indonesian can be related to market share and drug prices. The price which is quite expensive for the size of the income of the Indonesian people can be the reason why producers choose English labels to create the perception that high prices are associated with imported goods.

Imported products with foreign language labels without Indonesian translation are quite attractive to the upper middle class and young people. Imported products are considered more prestigious and of high quality. The characteristic of imported products that is understood by the general public is that they are not labeled in Indonesian. This is a fundamental problem for consumers who cannot read foreign language labels. They can not know the composition and the rules of use and the impact can be detrimental, especially in terms of health. Even in a Muslim-majority country like Indonesia, of course, it is very important to know the composition of food products or medicines free of pork, alcohol, or arak in Indonesian.

The following are products made in the country that are labeled using uptake/ foreign languages and Indonesian:

Label Name of Domestic Products

NO	Foreign Language	Indonesia Language
1.	Extra Joss	Dua Kelinci
2.	Aqua	The Botol
3.	Green Tea	The Pucuk
4.	Fresh Tea	Teh Kotak
5.	Lea Jeans	Sukro
6.	J. Co Donuts	Tolak Angin

7.	Polygon	Indomie
8.	Edward Forrer	Sari Roti
9.	Buccheri	Matahari
10.	Terry Palmer	Odol
11.	The Executive	Mama lemon
12.	GT Radial	Jahe Wangi
13.	Eiger	The Gelas
14.	Bodypack	Kapal Api
15.	Hoka-hoka Bento	Baterai ABC
16.	Terry Palmer	Minyak Kayu Putih Cap Kapak
17.	California Fried Chicken	Larutan Penyegar Cap Badak
18.	Wakai	
19.	Hypermart	
20.	Silverqueen	
21.	Vit	
23.	La Fonte	
24.	Polytron	
25.	Mister Burger	
26.	V8- Sound	
27.	Shopie Martin	
28.	Lion Air	
29.	King Fisher	
30.	Tomkins	
31.	Specs	
32.	Eagle	
33.	Tomkins	

Not many people know that the products above are company products or labels originating from Indonesia. However, some of the Indonesian products above are also very well known in the country and abroad. The most surprising thing is that most Indonesian people don't know that the goods with the famous label above are domestic products. In fact, they think that the above products come from abroad, which makes them proud and prestigious when they use products that they think are from abroad.

Many do not know that *GT Radial*, the vehicle band industry, is an original product

made in Indonesia that is worldwide. The company is formed by PT. Gajah Tungga, Tbk as the largest tire giant in Southeast Asia has become an international company. One of their strategies is to meet product quality with various international standards and certifications.

Many people think that *Lea Jeans* is a foreign product, plus this brand has a logo that resembles the American flag. In fact, *Lea Jeans* is an original Indonesian product managed by PT Lea Sanet and has been in existence since 1976. Coming with quality products, Lea jeans can compete with other well-known foreign brands. Young Indonesians are usually very proud of using this prestigious brand of jeans and it is supported by good materials such as foreign-made and the price is quite expensive compared to other jeans brands.

Preference of language with foreign terms make *J.Co* Donuts products considered as foreign products that open branches in Indonesia. In fact, *J.Co* Donuts is a donut and coffee brand from Indonesia owned by Johnny Andrean Group which was founded in 2004. Besides being spread in several cities in Indonesia, *J.Co* Donuts has opened a number of branches to several countries in Asia such as Malaysia, the Philippines, China to Singapore.

Many people think that *Edward Forrer* is a brand from abroad. In fact, it turns out, this one brand comes from the city of Bandung which was founded by someone named *Edward Forrer* or who is familiarly called Edo. This shoe, sandal, and bag brand began producing shoes in 1989. Currently, *Edward Forrer* has more than 50 outlets in Indonesia, Australia, Malaysia and Hawaii.

Polygon also is one of the original Indonesian bicycle brands produced in Sidoarjo, East Java. The quality of this product is unquestionable considering that the *Polygon* brand has also been worldwide.

In 2013, the *Polygon* product was used by the world-class *Downhill Team Hutchinson UR Team*, which at that time competed in the UCI DH World Cup. For products, *Polygon* prioritizes three aspects, namely innovation, authenticity and quality. Currently, *Polygon* has produced various types of bicycles, such as mountain bikes, folding bicycles, children's bicycles and others.

Specs is a well-known sports shoe brand in Indonesia. This shoe brand is produced by PT Panarub Industry. At first, *Specs* only produced shoes for jogging. Over time, *Specs* also has developed its products in other sports segments. Apart from jogging shoes, *Specs* also produces futsal, tennis, running and badminton shoes.

Eagle is also a shoe product made in Indonesia. *Eagle* has been around since 1986. Eagle can be said to be one of the leaders in the business of sports shoe brands made in Indonesia. *Eagle* products have become sports shoes that are widely used by students in Indonesia since the 1990s.

The last product of the shoe is Tomkins. Many people think that Tomkins is a shoe brand from abroad. Tomkins is an original Indonesian product produced by PT Primarindo Asia Infrastructure, Tbk.

This brand offers shoe products for various types of uses, such as school shoes, sports, futsal and others.

In the world of work, outfit is an important thing to support appearance. Fashionable workers usually wear branded and prestigious work clothes. The Executive is a clothing brand from Bandung, Indonesia. This brand was founded by Johannes Fariel under *PT Delami Garment Industries*. Currently, *The Executive's* marketing has begun to penetrate Southeast Asian countries, one of which is Malaysia.

Not inferior to other products, it turns out that this ceramic product, which we know that looks luxurious, is actually from

Indonesia. The brand is Essenza, a ceramic product brand that is popular with its tagline “*Essenza No Tile Like It*”. This sentence often appears in Essenza advertisements on television in the 90s to 2000s era. Essenza itself was first produced by PT Intikeramik Alamsari Industri Tbk in 1993.

Currently, Essenza ceramic products have been able to penetrate the markets of Asia, the United States, Africa, Europe and the Middle East.

CONCLUSION

From the results of the study, there were 46 product names from various types of businesses selected based on the distribution of domestically-made products that were named using foreign language / absorption and Indonesian. Based on the table above, we obtained data with product name categories using foreign language naming that has penetrated the market in a number of 50 product names, and only 17 domestic products that continue to use Indonesia Language.

This as described above is the most effective marketing strategy affecting the interest of Indonesian people in choosing products labeled Foreign Languages that are considered more prestigious. However, quality is also a consideration for consumers to choose domestic products labeled in Indonesia.

The preference of labeling product actually can use the Indonesia language to promote the products with emphasizing the quality of product, the best package and the frequent marketing. It also shows the nationality attitude to develop Indonesia economy.

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