AN ANALYSIS OF CUSTOMER PERCEPTION OF ENGLISH CAPTION ON MAKEOVER'S OFFICIAL INSTAGRAM BUSINESS ACCOUNT

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Abstract

MakeOver is an Indonesian cosmetic brand that mostly uses Instagram as its main social media. They can interact with the customer, share the promotion, and new products launching on it. MakeOver promotes its product and describes it in English on its Instagram caption, but the English language is not the first language used by Indonesian. This research is conducted to gain more knowledge about customer perception especially local customers in Pontianak, Indonesia. This study uses a qualitative method. The data collection technique uses the interview. The interview is conducted with nine respondents who accessed MakeOver's Instagram account at least 2 – 3 times. The data collecting method uses the technique of data Condensation, Display, and Drawing Conclusions in the form of narration. From this research, the writer found that the customers perceive the English caption used on MakeOver's Instagram business account with positive expressions such as amazed, interest, and impressed. However, there are also the customers who perceive it negatively, such as being troubled and inconvenient. In conclusion, using English captions can be attention-grabbing. However, using an English caption does not necessarily attract the customer to buy the product.

Keywords: _Customer Perception, English Caption, MakeOver's Instagram_

1.1 Introduction

MakeOver is an Indonesian cosmetic brand that is established by PT. Paragon Technology and Innovation alongside Emina, Wardah, and Khalf. PT. Paragon Technology and Innovation were established in 1985, but MakeOver brand was released in 2010 (Paragon Technology and Innovation, n.d.). MakeOver use social media to promote their product, such as Instagram, YouTube, and TikTok. MakeOver mostly uses Instagram as its main social media, where it can interact with customers and share the promotion and new product launching on it. According to Alhabash & Ma (2017) "Instagram is a photo-sharing mobile application that allows users to take pictures, apply filters, and share them on the platform itself." In Indonesia, according to a survey by hootsuite.com, Instagram is on third most-used social media.

Instagram itself has three kinds of accounts, such as Personal Accounts, which are used to share your own experiences or to connect with other users; Business Accounts, which are used by business companies and brands to promote their products; and Creator accounts, which are used by mostly influencer and artist to share their creativity (Oktriwina, 2021). MakeOver only has one business account on Instagram that is used to promote their product, such as discounts, new product launching, or testimonies on their feed and story. Williams and Chaston (2004) stated that "The usage of English language have greatest influence on the market." It means that the use of the English language in the caption is considered a good promotion.

The use of the English language has been applied by many local cosmetic brands such as Y.O.U, Rose All Day, ESQA, and many others.

As MakeOver is one of the most famous local cosmetic brands, MakeOver's Instagram business account is being accessed by Indonesian customers to follow up on their new product or promotion. The focus of this study is MakeOver's local customers, but the English language is not the first language used by Indonesian. That means not all Indonesians could understand the meaning of the captions provided by MakeOver. This may lead to several or wide varieties of perceptions of this English caption by the customers that make the writer want to understand it more profoundly, describe it, and analyze it. The writer can find advantages or disadvantages by using this promotion strategy to improve their advertisement strategy in the future so that there will be no negative impact on their brand image.

Therefore, to gain more knowledge about customer perception, especially local customers in Pontianak, Indonesia. From this background, the writer is interested in doing research entitled An Analysis of Customer Perception of English Caption on MakeOver's Official Instagram Business Account.

2.1 Literature Review

Based on the research problems, the purpose of this research is to find out MakeOver customers' perception of the usage of English Caption on MakeOver's Instagram business accounts.

The theory used in this research relates as follows:
a. Customer

A customer is an individual or a group of people who purchase a product considering the quality and buy it continuously in the same place, but there is no requirement for them to use it by themselves. According to Lupiyoadi & Hamdani (2006), "Customer is an individual who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service".

b. Perception

The process of forming perception can be different from one person to the other. According to Setiadi (2003), perception is the process where a person selected, organized, and interpreted the stimuli of an object. Another opinion by Miftah (2003) stated that the process of forming perceptions is based on several stages: Stimulus, the forming of perception begins when a person is faced with a stimulus that comes from their environment; Registration, in this stage, a symptom that appears is a physical mechanism in the form of sensing and a person's requirements to influence through the five senses they have; and Interpretation is a cognitive aspect of perception that is very important, namely the process of giving meaning to the stimulus it receives.

The theory of forming perception is inseparable from the theory of types of factors. Miftah (2003) stated that perception of something comes from the interaction between two types of factors:

1. External factors such as family background, information obtained knowledge, intensity, size, opposition, and repetition of motion, new and familiar or unfamiliar objects.

2. Internal factors such as feelings, attitudes and individual personalities, prejudices, desires or expectations, attention (focus), values and needs as well as interests, and motivation.

3. In this study, the external factor and internal factor stated above are not used fully, as to adjust to the topic of the study. Hence in this study, the writer uses several external factors,

such as knowledge; new and familiar or unfamiliar objects. For internal factors, the writer uses feelings; attitudes and individual personalities; prejudices; desires, or expectations. After all the processes and factors needed on forming the perception, the last is the result of the perception, According to Slamet (2010), there are two kinds of perception, such as Positive perception and Negative perception.

c. Instagram as a social media
Social media is a technology that allows users to gain any information they need by joining a community or interacting with other people. According to Bingham & Conner (2010), "Social media are Web 2.0 technologies that facilitate social interaction and collaboration, and foster a sense of community." The other definition given by Dewing (2012) stated, "Social media are the internet-based and mobile services that allow users to participate in an online exchange, contribute user-created content, or join online communities". Social media is an online community in which people interact with each other (Agustrianita, 2017).

d. English Caption on Instagram
To be able to introduce local products abroad, global communication tools between companies are needed, which is English (Utami & Febriansyah, 2021). Many social media users are using the English language to write photo captions on social media. Photo captions are also known as cut lines which are a few lines of text used to explain and elaborate on published photographs (Evans, 2004). In general, an English caption can be concluded as a few lines or quotes that are attached to a photo posted by the account owner using the English language.

3.1 Methodology

The writer uses the qualitative approach to understand the phenomena such as the variety of human perception from different points of view on the same object. Qualitative research intends to understand the phenomena experienced by research subjects. For example, behavior, perception, motivation, action, et cetera, holistically, by way of description in words and language, in a particular natural context, and utilizing various natural methods (Lexi, 2010).

Descriptive research according to Setyosari (2010), is "Research that aims to explain or describe a situation, event, object, whether person or everything related to variables that can be explained either by numbers or words". The writer presents the collected data by narrative description. The purpose of using this method is to form a coordinated explanation of the data according to the type, use, and any other additional opinion so that the reader can understand the result and finding easier.

The technique and instrument of data are divided into two, namely, primary and secondary data. Primary Data in this research uses interviews as the technique of data collecting. Interviews are used as a data collection technique to find research problems and if researchers want to know things more deeply from respondents (Sugiyono, 2016). The interview is conducted when the participant is found and consents to be interviewed. The writer arranges several questions for the interview based on theoretical background related to customer perception, such as factors and types that affect customer perception. This question is asked to several participants who consented and have accessed MakeOver's official Instagram account at least two to three times. The interview is recorded as part of the documentation. The secondary data in this study is the writer uses a few existing journals that have stated in empirical study and a few additional

pieces of information from journals, websites, and books.

The collected data using interviews do not result in the same and not result in repeated answers as the participants are different individuals and came from different backgrounds. Therefore, the writer conducts a credibility check to find the truthfulness of the data. The writer conducts the credibility check with strategy by Creswell (2013) such as:

1. Conducting Member Checking
   Member-check is the process of checking the data obtained from the respondents. If the data obtained is agreed upon by the data provider, then the data is valid.

2. Rich, thick description
   A rich and thick description is a detailed description of the information provided by the researcher in the report that is free from any other additional data from the writer.

To achieve reliability in qualitative research, the writer involves other parties such as a team of experts. In this research, the collected data is checked by an expert to check the reliability of the data.

The writer used the technique of data analysis by Miles and Huberman's theory on (Miles & Huberman, 2014) data analysis in this research can be broken down into three stages;

1. Data Condensation
   The first step is after the data has been collected and the data is analyzed and interpreted with transcribing method. Transcribing the interviews can be done by breaking them down into small sections or categories and adopting a convenient format or transcript them manually. The transcribing interview is necessary to make the writer analyze the data easier.

2. Data Display
   The data arranged in the previous step is presented with narrative texts and supported the data with a quotation to make it easier for the reader to understand the result and finding that this study aims for.

3. Drawing Conclusion
   In this step, the writer combines all the related information and displays it according to the participant's perceived English caption. Then, the writer draws general and important findings on the data to form a conclusion to make it easier to understand. The writer provides an analysis table that is used to categorize the result with a detailed discussion of the result.

4.1 Finding and Discussion

In this research, to collect customers' perceptions of English captions on MakeOver's Instagram account, the writer has interviewed 9 respondents. The characteristics of the respondents are as follows:

1. Respondent 1 is DA. He works as a teacher. He has accessed MakeOver's Instagram Account around 2 to 3 times when there is an advertisement pop up and that arouses his curiosity to access the Instagram account.

2. Respondent 2 is WS. She works as an employee at a coffee shop. She has accessed MakeOver's Instagram Account 2 – 3 times to look for products.

3. Respondent 3 is L. She works as an accountant. She usually uses cosmetics in her daily activities. She often accesses MakeOver's Instagram Account to look for products so she can compare them with other brands.

4. Respondent 4 is S. She works as an accountant. She often regularly accesses MakeOver's Instagram Account. Because she is a customer of MakeOver, she is regularly visited MakeOver's Instagram account to look for the new product.

5. Respondent 5 is SV. She is a student. She has accessed MakeOver's

Instagram Account more than 10 times. She has used MakeOver's product. Regularly visited MakeOver's Instagram Account to look for new product launches.

6. Respondent 6 is N. She is an administrative staff. She has accessed MakeOver's Instagram Account 2 – 3 times to look for new product launches, discounts, and events.

7. Respondent 7 is CS. She is an employee. She has accessed MakeOver's Instagram Account 2 – 3 times to look up several products for comparison with other brands.

8. Respondent 8 is W. She is an employee. She has accessed MakeOver's Instagram Account 2 – 3 times to look for a few specific posts she needed.

9. Respondent 9 is VM. She is a student. She has accessed MakeOver's Instagram Account 2 – 3 times because she is interested in their product.

The frequency of accessing the Instagram account needs to be more than one time to make sure the respondent has read the caption thoroughly, not just by one glance.

The interview was conducted from 15 March 2022 until 01 May 2022 through Zoom meeting. Until this study was written, the situation and condition of Pontianak city were still not conducive for the direct meeting due to the pandemic COVID-19, because of that most informants are more comfortable interviewing via Zoom meetings. The writer interviewed 9 participants for a duration of around four to six minutes. The Interview is conducted in the Indonesian language. In the following section, the writer elaborates on the result of the interview based on each interview question which had been translated from the Indonesian language to English.

Q1: Do you understand the message contained in MakeOver's caption written in English?

Among 9 respondents, six of them stated that they do not have any problem understanding the caption, which means they get the message contained in the caption. As informant DA said, "Even if my English is average, I can still understand most of their caption". And the other two respondents said that they do not fully understand the caption, where respondent L stated, "I could understand most of their common promotion term, but sometimes when they introduce their new product, they will use some uncommon cosmetic term/vocabulary without further explanation. Like last time they promote their new lip product with the "glass" term, if random people saw it, they will be confused about what is glass effect on the lip". Whereas respondent CS admitted that she does not have really good English skills. Three of them, need further research to find the meaning contained in the caption.

Q2: Are you familiar with the term/vocabulary that is used in the caption?

Among 9 respondents, six of them answered that the term and vocabulary that are being used in the caption are very familiar since it is commonly used in daily life. The other two informants answered that some cosmetic terms are new and unfamiliar to them. Where respondents L and N understand the literal meaning but need further explanation of the beauty term that is being used, and respondent CS is not good with the English language.

Q3: Describe your feeling when you read the information in an English caption.

In this section, the writer asked about respondents' opinions and feelings. In this section, all nine of the respondents answer with a different opinion. Respondent DA stated that "I feel amazed with their English caption, I think using English can make the

brand looks more professional." Respondents WS, S, SV, and VM answered that they feel amazed with the English caption because the caption uses a common term that is easy to understand, as stated by respondent SV, "I feel impressed and amazed because I think when using English to promote a product, it can express something more powerful and interesting". Respondents L and CS feel troubled and inconvenient because it is hard for them to understand the meaning. Respondents N and W do not have a special impression of using English in captions.

Q4: In your opinion, are you attracted to buying the product from a brand that promotes their product in English caption?

In this section, the writer asks about respondents' personal preferences which leads to seven of nine respondents having similar answers that English caption promotion is not the only factor that can make them buy the product. As stated by respondent S, "Actually, I feel more attracted to the product itself. So, using English for promotion is not the only factor that makes me attracted to a cosmetic brand." The other two respondents answered that they could be attracted to buy the product as respondent SV answered that using English caption promotion attracted her because besides it create a good brand image, it also aroused her curiosity about the product itself to find out whether the product match with the promotion claim.

Q5: In your opinion, do you think a brand that promotes its product using English in the caption is more appealing than a brand that promotes its product in another language (Indonesia)?

In this section, the writer tries to compare respondents' prejudices of promoting using English captions with promoting using other language captions, in this case, Indonesian. Five out of the nine respondents were more likely to choose a brand that uses English caption promotion

than Indonesian caption promotion. As stated by DA," If we were to compare, both language is good. But I do think using English captions makes the product more appealing and more professional. It is not because Indonesian is bad, but there is additional value on the brand image if you promote it using the English language". The other four respondents chose the brand that uses Indonesian caption promotion as stated by respondent L, "If I have to choose, I will choose a product description that I can fully understand. In this case, I will choose Indonesian promotion rather than English, because I feel safer using a product that I can fully understand the usage, ingredient, etc."

Q6: What do you expect from a brand that promotes its product in English?

In this section, eight of nine respondents give similar answers. All of them expect a brand that promotes their product in English to have a good image and expected to have a better-quality product that can be compared with international brand, as stated by SV, "I expect a brand that promotes using English have a better-quality product than a brand that promotes using Indonesian. Because by using English, it means that they want to target the global market and go international." The other respondent answered that she does not have any expectation from a brand that promote their product using an English caption and she hopes the brand could use an Indonesian version of the caption to help the customer that does not have English knowledge as stated respondent CS, "I hope the brand could be more understanding toward their consumers, MakeOver is a local product, and most of the target market is Indonesian. Not because English is bad, but I think not all Indonesians understand English".

There are many varieties of perceptions of each person on the same object. According to Setiadi (2003), perception is the process where a person selected, organized, and interpreted the

stimuli of an object. Nine of the respondents that have been interviewed with questions that contained factors that influence a person's perception gave different answers from each other. To make it more specified, the writer categorizes the answer into two categories. As stated by Slamet (2010), there are two kinds of perception such as positive perception and negative perception. Positive perception is a perception or view of an object where the informants tend to accept the object because it corresponds to their personality and negative perception is a perception or view of an object where the informants tend to reject the object because it does not correspond to their personality.

The forming of perception begins when a person is faced with a stimulus that comes from their environment (Miftah, 2003). In this stage, the customer is exposed to an external stimulus of the object which is the English caption of MakeOver's Instagram account. All of the respondents answered that they have access to MakeOver's Instagram account and obtain the information through the caption before. The next step is registration, where a person is exposed to a piece of information and all the information process, are influenced by the five senses they have, and the last step is interpretation, the process of giving meaning to the stimulus it receives (Miftah, 2003).

In the research analysis that has been conducted, the writer found that six out of nine respondents were classified as having positive perceptions of knowledge and familiarity aspects of the English language. However, three other respondents find it difficult, especially beauty/cosmetic terms which makes them hard to understand the meaning contained in the caption.

In the feeling aspect, five out of nine respondents are having good expressions toward the usage of English captions that were categorized as positive perception. The other four respondents that are giving rejection answers were classified as having negative perceptions.

In the attitude aspect, there are two of the respondents were classified as having positive perceptions because both of them are interested to buy the product based on English caption promotion. However, seven of the respondents showed rejection answers that they do not buy a product based on English caption promotion. Therefore, six of the respondents were classified as having negative perceptions of the attitude aspect.

In the prejudice aspect, five of the respondents have the prejudice that brands using English caption promotion are superior to the other brand with Indonesian captions, therefore they were classified as having positive perception. The rest of the four respondents did not have the prejudice that brands using English caption promotion are superior to the other brand with Indonesian captions. This makes four of the respondents classified as having negative perceptions in this aspect.

In the desire/expectation aspect, eight out of nine respondents answered that they have high expectations from the brand that uses English caption as the promotion language for various reasons, which makes them classified with a positive perception. The other respondent did not have any expectations from the brand and it makes her classified as having a negative perception.

5.1 Conclusion

The purpose of this research is to find out MakeOver customers' perception of the usage of English Caption on MakeOver's Instagram business account. Based on the writer's analysis of the Interviews Result with nine participants, the conclusion based on the findings are as follows:

1. Based on the knowledge and familiarity aspects, the writer concludes that the customers perceive the information contained in MakeOver's English captions are understandable for customers that have the knowledge and are familiar with the English language. However,

for customers that did not have knowledge and familiarity with the English language, it is a challenge to be able to understand the content of the caption, especially with technical terms such as beauty/cosmetic terms.

2. Based on the feeling aspect, the writer concludes that the customers perceive positive feeling such as "amazed, interested, and impressed" with the English caption, because using English lead the customers to have high expectation of the brand. However, some customers perceive negative feelings such as "troubled and inconvenient" because it is hard for them to understand the meaning of the caption.

3. Based on the attitude, prejudice, and expectation aspects, the writer concludes that the customers do not perceive the English caption as having the power of evoking interest in buying the product. On the other hand, English caption is not the only factor for customers to buy a product.

Based on the writer's analysis of the Interviews Result with nine participants, the writer provides suggestions as follows:

1. From the result of feeling, attitude, prejudice, and expectation aspects, the writer found that English caption has not enough power to evoke customers into buying a product. Therefore, this area of interest is still open for future researchers on the same object to research purchasing decisions.

2. Using English as the main promotional language on Instagram captions is a good strategy to grab customers' attention. But based on the conclusion of knowledge and familiarity aspects, it is best for the brand to use more familiar and common terms or the brand can provide some explanation for the technical term so it can increase the customer's familiarity with the term and the product.

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