

ENGLISH USAGE IN BUSINESS SLOGANS: PERSPECTIVES FROM THE BUSINESS OWNERS AND THE CUSTOMERS

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Abstract

Despite having a mediocre number of literate people, many business owners in Indonesia, especially in Pontianak, maintain to apply this common foreign language into their business features. Some of which are incorporated in the business or product slogan. As a slogan mostly containing a short, engaging, and easy-to-remember phrase, countless companies, including small businesses, promote their products or services through English. Such promotion was supposed to attract readers' attention and prove the business's existence in prospective customers' eyes that they are professional, exclusive, and millennial. One of the businesses that use this strategy can be found in food courts in Pontianak, where some of the vendors used English as their slogan language. This research aims to find out the cause of some entrepreneurs chooses English as their slogan language. In this regard, the writer wants to know the customers' opinions of the English language slogan. This research is descriptive qualitative research through observation and interview. The result shows that English usage in slogans makes the marketed product are more engaging in advertising. Moreover, the use of English in the slogan is a way for business owners to show the marketed product's quality.

Keywords: *slogan, English usage, business*

Introduction

As a social being, communication is needed and happens in living daily basis of human life. Communication has been used in many different ways for many different purposes, like in the business world. In communication, language has become an essential tool for people to communicate. According to Lane (2019), English was the third most spoken language with 379 million-odd native speakers and 753 million people who speak English as a second language.

Companies realized that communication in business is essential for society to get to know their company. There are many ways for companies to introduce themselves to society, such as the slogan advertisement. According to Khan (2006), the slogan is a short, interesting statement

that may rhyme and make the product popular.

This research was conducted at a small food court located in Pontianak. This food court is a place where food and lifestyle needs are in one place at a time. After the writer observed the food court, the writers noticed five food vendors and one accessory shop that use English as their slogan language. As a place that provides food and lifestyle where many of all age groups of customers come to this food court, certain business owners' decision to use English as their slogan language is undoubtedly a question.

From the description above, the research problems that can be summarized are as follows:

1. Why do the owners of vendors use the English language in their slogan?
2. What do the customers think of the English usage in the vendors' slogan?

This research is expected to give useful information for readers who acknowledge this issue and evaluate the slogan in the food court or any other similar places, and contributed to language development, especially in Pontianak, as well as to be a reference to other readers who interest in this issue and do more in-depth research in the future.

Literature Review

For a long time, English has become one of the most dominant languages that connect people worldwide. English was used in many parts of life, especially when it comes to business. The effect of English usage has triggered many sides, such as business (Riadi, 2019). Androustopoulos (2007) stated that English had attributed symbolic values such as novelty, modernity, internationalism, technological excellence, hedonism, and fun. Ustinova (2008) believes that the proportion of the English language in commercials is parallel with gender and modernity.

There are various tribes in Indonesia; however, none of these tribes using English as the primary language. First Education (2020) shows that Indonesia has a low English proficiency, especially in West Borneo, which readers can see from the provided charts indicated as low proficiency. However, some companies or business markets still use English in their slogans, like the selected vendors.

A slogan is one communication form that the companies use to identify themselves to the public, especially potential customers. A slogan can be described as a short, interesting statement which has become a standard form of advertising that is readily accepted in consumers' mind both audio and visual media ads. An effective slogan helps the advertiser giving allure to consumers' curiosity about the marketed product.

However, if the slogan were not created and translated effectively-or, simply using Indonesian construct instead of English pattern-it will send the wrong message and slowly drives the customers away (Riadi et al., 2020). For example, larger companies usually use English in their slogan to promote or advertise their brand, like Coca Cola with the slogan "Open Happiness", or Nike with the Slogan "Just Do It.", and Apple with Slogan "Think different."

According to Pandey (2020), there are seven types of slogans:

1. Business slogans
This slogan emphasizes the features that set the company business apart from competitors and the language informal. It also exposes the business's different value propositions to deliver people to the company brand's stance.
2. Advertising slogans
This kind of slogan emphasizes a particular product or service that has been part of an ad campaign rather than focusing on the whole business. It aims to create associations between the product's usage experiences and the advantage that the customer may obtain after purchase.
3. Descriptive slogans
This kind of slogan aims to create an image of the work the company business does. This type of slogan is a perfect choice for the company to contrast their business from other competitors. This type of slogan more suitable for brands with non-descriptive names and recommended not to create a generic and dull slogan.
4. Commanding slogans
This kind of slogans was very brief yet powerful. Commanding slogans can carry enough weightage to persuade any consumer to take action. If it has been successfully crafted, these slogans can reassure consumers to make a purchase.
5. Persuading slogans
This kind of slogan emphasizes consumer excuse to opt for the company

product or service. The company has to convince the customers why their company is trustworthy and able to fix their problem. This type of slogan must create a hits the head right on the nail, such as a selling statement.

6. Creative slogans

The company that will use this type of slogan essentially needs to raise the bar to a new level since it requires a creative and fresh idea. It is harder to create a creative slogan since the company needs to think outside the box and avoid overwhelming the consumers with something that might deviate from consumers' expectations.

7. Emotive slogans

This kind of slogan is made to awaken an emotion. Thereupon, this goes beyond merely providing information about the company product or service.

Six out of 31 vendors use the English language in their slogan at the chosen food court. All of these six slogans was using advertising slogan types as their slogan.

Method

The method used in this research was a qualitative descriptive method to explore more about the owner's decision and customer's point of view. This research subjects were the owners of English language slogan vendors and ten customers of English language slogan vendors. In this matter, the writer used purposive sampling for the research.

In this research, the writer used two techniques of data collecting, namely, observation and interview. The writer observed all the English language slogan vendors at the selected food court. The interview used unstructured interviews and collected the voice note, phone calls, and text. There were 11 questions for the business owners and 13 questions for customers that the writer asked.

There were several criteria for the customers to be selected: the customer who came to the food court and purchased it in each selected vendor. The age range of the

customer to be interviewed by the author was around 17-55 years. In total, there were ten participants as the representative from each selected vendor.

Findings and Discussion

There are 31 vendors opened at the food court. As shown in the table below, the writer categorized the vendors according to the type of business. With the existing shop, the writer looked for a shop that utilized English as their slogan language.

Table 1. Number Vendors per Category

| | |
|--------------------------|----|
| Clothing store | 5 |
| Eyelash extension | 1 |
| Bag store | 1 |
| Accessories | 2 |
| Florist | 1 |
| Food, drink, and dessert | 21 |
| Total | 31 |

Seven vendors used English as their slogan language in total. However, during the research process, one store decided to close its branch at the food court in January and moved to another place. In requesting an interview permit from the business owners, four out of six owners agreed to be interviewed.

In this research, the writer looked for ten customers who had been to the food court at least once and had shopped among the six stores chosen by the customers. Six customers represent the testimony of six vendors, and the rest of the customers are used to support the writer's research. The age range of the customers to be interviewed by the writer is around 17-55 years.

Table 2. List of English Slogan Vendors and the Slogan

| No. | Vendors Name | Slogan |
|-----|--------------|-------------------------------|
| 1 | Aceesoris.id | "Your accessories partner" |
| 2 | Aminx | "The real homemade ice cream" |
| 3 | Sumo Squid | "The best giant crispy squid" |
| 4 | Taro House | "Delicious healthy and fresh" |
| 5 | Torifuru | "Amazing katsu in bowl" |
| 6 | Waffelicious | "Waffle so delicious" |

The following is a summary of the results of interviews conducted by the writer:

1. The importance of a slogan for business owners.

A slogan is a short, simple message that is interesting and memorable. A slogan is essential in business because some owners argue that the slogan reflects the business identity. For example, the slogan from Taro House is "Delicious, Healthy, and Fresh." Two customers represent the Taro House, saying that they have no difficulty understanding the slogan's meaning. Furthermore, there are some questions that the writer asked both owners and customers about the slogan.

Three of four owners agreed that it is essential for a business to have a business slogan. Through slogan advertising, they tell customers how they process their products. "A strong business must have a slogan because the slogan is the target of that business," said one of the customers. One of four customers thinks that it is not essential to have a slogan. A slogan is just a compliment in business, but it is not the most crucial part of a business.

2. The reason for owners who use English as a slogan.

In slogan making, it is important to make the slogan as interesting and memorable as possible. Language is one of the factors that business owners consider in making their slogans. In this research, the writer chooses the English language as

there are five food vendors and one accessories store which uses English as their slogan language.

There is a various reason for the English vendor's owners who use English as their slogan language. Informant A stated that he uses English as their slogan language because their main concept is from overseas. Another statement from Informant B stated that the English language has become familiar to customers, for example, "homemade" vocabulary. Little by little, English began to become a language understood by customers. Informant 3 and 4 hold the same opinion, where they use English only to match the previous main concept.

3. Achievements and expectations that business owners want to achieve.

There are various reasons from the owners of what they want to achieve from the customers; however, there is one similar intent. For the achievements, four owners have the same intention that they want to inform the customers of how their marketed products are made. As for the expectation, they want to give a good impression of their business to the customers.

4. The result of the English slogan for the owners.

All owners stated that the English slogan makes them receive a good impression and trust from the customers. As a result, they have loyal customers. "We often get compliments from customers that our store is very good at renewing product trends," said Informant 4.

5. Customers' opinions of the English slogan.

Ten out of ten customers give a good impression for the business which uses English in their slogan. Many compliments from customers like the English usage in slogan make the business look cooler, unique, modern, up-to-date, high class, and many more. It can also be educational for the customers, as said by a customer. He strongly agrees that with simple vocabulary from English slogans, the slogan can educate the community or people about

introducing basic English. All ten customers said that it is not very hard for them to understand the slogan's intent.

6. The Importance of English usage in the slogan from the customers' point of view.

Most of the customers believed that English usage in the slogan is important. There are seven out of ten customers who agree with that statement. Customer A stated that Pontianak could become a tourist city, which the English usage will become more important. Furthermore, three of the customers believed that it depends on the marketed product and business. One of three customers said that English is not important because the most important thing can accentuate the slogan's intent either in any language. Even with an effective local language slogan, the marketed product can also be useful.

7. The result of the English slogan for the customers.

Five out of five customers agreed that English is more interesting when the product is being marketed in advertising. Some of the customers think that it is more favorable and unique. Other customers think that it depends on the marketed product and the owner's target. One of the customers thinks that if this point applied to a bigger city such as Jakarta, it would become more important. Furthermore, one of the customers disagreed of English usage in advertising is more interesting. At the end of this interview, the writer asks customers whether English triggers them to buy the products. Three out of ten customers said 'yes,' and three more answers 'not really.'

The following is a summary of the discussion for answering the research problems:

1. The cause of the use of English in the slogan at the selected food court by business owners.

Two owners agreed that the English language could trigger customers to buy their product. They believe that the English language has become a common language

for any other business to use as their slogan language. However, two owners not really agreed that the use of English in the slogan could trigger customers to buy the marketed product. They argued that the English slogan is not the most critical part of business as something is important.

2. The usage of English slogan at the selected food court from the customers' point of view.

In conclusion, from the customers' perspective, English usage in slogan makes the business look interesting, unique, cooler, modern, educational, and memorable for younger customers. It gives an excellent impression to the business that uses English as their slogan language. Moreover, most customers think that English will be more effective in young people or the millennial generation. However, the use of English in the slogan did not affect the customers to trigger them to buy the product.

Conclusion

This research shows that vendors from the food court tend to use English as their slogan language. In their opinion, English was looked like a trend in this time, prestige, and showed the quality of their businesses. They believe that the English slogan attracts customers, memorable, or even make the customers remember them as a modern shop. With English usage in the slogan, they want to inform the customers of the process and their product quality or even a good impression. As a result, two out of four business owners agreed that using English in slogans could trigger the customers to buy their product. On the other side, another two business owners agreed that using English in slogans is not effective. They thought that there are still other factors that were triggering customers to buy their product.

After the writer conducted the research, the writer found an interesting fact. The use of English in today's business world is no longer surprising, where almost everyone is already familiar with English.

From the customers' perspective, simple English vocabulary is easy as they understood the English slogan's meaning. Even seven out of ten customers agreed that English in slogan advertising is essential. Another fact that six out of ten customers agreed that the English slogan is not hard for them to understand the meaning.

From the customers' point of view, the vendors' English slogan is more interesting, attractive, memorable, and most importantly, they think that it is cool and modern. At the end of the interview, three customers agreed that the English slogan could trigger them to buy their products. Another three customers argued that it depends on the product and the rest of the customers disagreed that English could trigger them to buy the product.

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