

**THE EFFECT OF USING ENGLISH ON INSTAGRAM PROMOTION TOWARD
PURCHASE INTENTION AT MILK BAR CAFÉ PONTIANAK****Dessy Permata Sari¹, Hilaria Janariani², Fransiska Way Warti³***work.dessypermata@gmail.com¹, hillaryjana03@gmail.com², siska_mw@yahoo.com³*
Polytechnic of Tonggak Equator**Abstract**

Promotion is an essential process where the business builds a bridge to the public and makes an impression to attract potential consumers and also to maintain the consumers. In this modern era, one of the ways to do the promotion is through social media, which is Instagram. Besides the media, language plays an important role that able leading to a purchase intention. The purchase intention occurs when the target market feels the product suitable for their need in particular aspects. This research is conducted to find the effect of using the English Language for business promotion in non-English spoken countries, specifically in Pontianak, and to narrow down the research, the writer chose Milk Bar Café as the object of this research. This research is quantitative associative research using SPSS version 25. The associative approach is suitable for this research since the writer wants to know the relation between the English Language for promotion on Instagram toward purchase intention and the effect that emerged. The result of this research shows that using the English Language for business promotion has a significant effect on increasing the markets' purchase intention in the connecting and community building aspects.

Keywords: *Promotion, English Language, Purchase Intention, Social Media, Instagram***1.1 Introduction**

Business is a dynamic cycle that should follow changes and developments to keep suitable and relatable to the target market. One of the ways to obtain the business goals is by doing a business promotion, promotion aimed to get known by the public and reach the target market to meet the chance to do the transaction, it is difficult to get the target market's attention if the business fails to practice a good promotion strategy. That is why promotion is one of the essential aspects of the business. Promotion is aimed to deliver the business messages to get the markets' intentions, which can lead to a purchase transaction of its various products or services (Kotler, 2003). As a fundamental activity in business, promotion becomes a determining strategy to develop the business, it is the first window to observe

the business which further leading to business goals. The fundamental way to survive in this dynamic business world is to stay connected to the target market, so the business is not forgotten in this massive competition, another essential thing is to be approachable by people to open up opportunities to gain more consumers. Another goal that is expected through the promotion is purchase intention. Purchase intention is a process of evaluating the product, considering several factors to decide whether to buy the product or not (Kotler & Keller, 2009). Therefore, it is necessary for business owners to constantly upgrade their promotion strategy by following the changes to bring up the purchase intention.

Business promotion in this modern era often involves social media, social media becomes a part of today's society

lifestyle. One of those changes is the rise of social media. It is not only become a personal entertainment application but also for business tools. “Social media are the online publishing and communications tools” (Gunelius, 2011, p. 10). For the massive use of social media, promotion through social media could bring a rapid and extensive effect where it is able to

connect to the public within a second. This advantage is helpful to develop the business and build connections to potential consumers because all the information could be shared with a single click, which is an efficient and effective way to help a business grow to promote and run a business. One of the most used social media is Instagram.

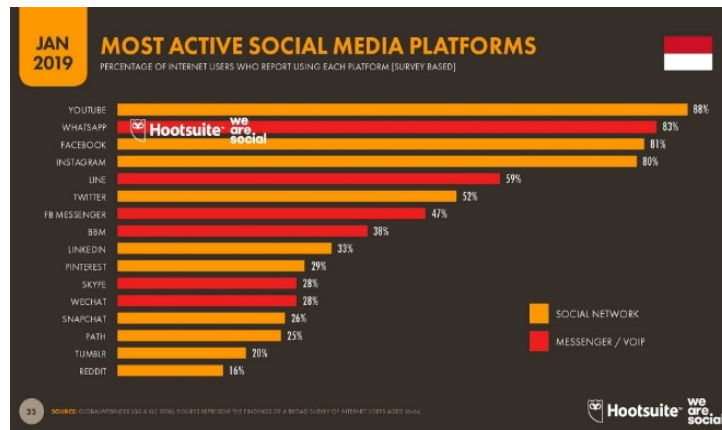


Figure 1. Social Media Graphic

Source: <https://datareportal.com/reports/digital-2020-indonesia>

Instagram is a platform to share photos or videos online. Based on the data from Hootsuite (as cited in Kemp, 2020), Instagram is the fourth most active social media in Indonesia of 2019. With the high users, the business owners see the opportunities to introduce a business to the public and Instagram seems to understand this business needs. As a result, Instagram provides business tools to facilitate the business owner to do the business process, especially promotion. To promote through Instagram, the business owner should be aware of the consumer approach. Promotion in social media should make the target market feel close and relatable to the business, one of those ways is about the language.

1.1 Literature Review

However, by using social media as a promotion channel, the business owner should be aware of the society changing and upgrade (Gunelius, 2011). One of those aspects that can be observed is a social

lifestyle, where the cultural aspects are giving a significant influence to attract consumers. This cultural aspect had an impact on how people react to certain things, there are a personal value that influencing them to take an action in daily life or the personal consideration when someone decides to buy something, one of them is a language (Kayode, 2014).

In promoting using social media, it is crucial to use an enjoyable and modern language. However, using a foreign language will give a different result to the society because this is cultural differences are impacting to particular perception to consumers and also influences their lifestyles (Kotler & Armstrong, 2008). In Indonesia itself, one of the popular foreign languages is English, this is caused by the cultural change where western art like songs and movies are entering this country and the people enjoy it, not to mention English is an international language (Salzmann et al., 2012). Besides, English has been introduced since a junior high school in Indonesia. This makes the English

Language is not something new. Moreover, cultural influences affect the acceptance of this language, such as, the movies, TV shows, or songs.

In this research, the writer wants to analyze the use of the English Language in promotion through specific social media, Instagram. In addition, the writer interests in seeing whether using the English Language in non-English spoken countries, specifically in Pontianak can have positive influences in the purchase. The object in this research is Milk Bar Café Pontianak. Milk Bar Café Pontianak uses Instagram as the main platform to do business promotion, Milk Bar Café also uses English on several occasions in their caption, photo or Instagram story.

Since this research aimed to analyze the effect of Instagram promotion on purchase intention, it is essential to understand the tools used to help it, to execute the strategy better. According to Gunelius (2011), there are four social media marketing tools to help business promotion:

1. Content Creation: Content is the essence of creating the public impression, how the business wants to look, content is the whole story of business promotion strategy. Creating unique and eye-catching content is the beginning, open the door to the public even to impress the potential consumer. Business's first way to jump to social media marketing is to decide how to manage and what to offer and how to use particular aspects such as cultural aspects to increase public attention.
2. Content Sharing: Sharing the content via social media is encouraging the business to spread rapidly. Actively upload a post, greet the public is the fundamental way of sharing the content. However, social media provides some tools to advertise the business such as Facebook-ad, Instagram-ad, or advertise through YouTube. These tools give significant effect, share the content with random people who

coincidentally may meet their needs or just interest since the content is unique.

3. Connections: Technological change brings such a big impact on the way humans interact. Today, people attend to have a meeting, read the news, update personal life through the internet, called social media, which means that people are nowadays suffering on social media more often than catching up in reality. This new lifestyle proves that social media able to connect people with no boundaries.
4. Community Building: Community is not only a group that has one similarity, according to Gunelius (2011), the community is also how the business let the consumer interact with each other, the business should be as close as possible to their target market, use the comment section to let the consumer share their experiences or through the Story update. Through this activity, the business can know what the target market is expected, introspect the performance and look at what point can be upgraded. The other way is to let the consumer sharing their thoughts or experiences about the business, it can take the comment section, story, tag or any other social media tools. This is can be seen as an open discussion between each consumer, and consumer to the business.

These function of social media in business is aimed to increase the attention of the target market that may be the potential consumer, this attention can lead to purchasing intention. Purchase intention is the chance to purchase the product after observing aspects that may meet their needs (Ferdinand, 2006, as cited in Fitri & Wulandari, 2020). Meanwhile, according to Kotler (2005, as cited in Rizky & Yasin, 2014) purchase intention occurs when the consumer likes the product and positively responds to it, even though the purchase is not always made. On the other hand, according to Zeithaml (2000, as well as cited in Ali et al., 2020) purchase intention

is the way psychological aspects affect how the consumers take a decision and lead them to act, purchase intention is the part of the behavioral impact. Therefore, based on the expert's explanation, purchase intention is the part of market behavior and according to Kotler & Keller (2009), there are several aspects that influence this behavior:

1. Culture Factors: Culture is the way of a group of people to take any action in whole or particular aspects of their life, it is the design for their living. It is the environment that occurs due to human activities based on their knowledge, beliefs, art, morality, laws, customs and other habits in society.
2. Social Factors: Society's lifestyle is an impact of technological development and economic factors. A society that follows those factors intentionally has having a different culture from the one that does not. In addition, social classes, age, and family behavior are affecting how a group act in their life and their decision-making behavior.
3. Personal Factors: The aspect of personal factors, moreover the daily activities in deliberately lead to a belief and behavior. Belief is one of a strong system that determines how a group living its life.

The writer used several articles to support this research, first article is from the Mediterranean Journal of Social Sciences, titled "The Impact of Language and Linguistics on Purchase Intention of a Brand" written by Amran Harun, Nabisah Abdul Wahid, and Osman Mohamad in 2016. The background for this research is the diversity in Malaysia, the researchers want this valuable research for local food producers to choose the right brand name, and also the researchers see the importance of associating food with culture. This research focuses on the local food names in Malaysia that the use Melayu, Chinese, Tamil and English. The result of this research is the use of Melayu, Chinese and Tamil had a positive, and significant effect

on the purchase intention in local food names. Contrast, the English Language not affecting the purchase intention. The researchers agreed that these three languages have a positive and significant impact on the purchase intention because these are the most used language and the majority of society in Malaysia are Malaysian, Chinese and Indian.

The other article that the writer uses is titled "Social Media Marketing Communication: Effects on Brand Equity and on Consumer's Purchase Intention" by Matheus Grage Tardin, Anderson Soncini Pelissari and, Luizza Dazzi Braga in 2020 from the International Journal for Innovation Education and Research. The background of this research is the massive use of social media as a marketing tool, so the researchers want to analyze the effect on brand equity. The object of this research is the undergraduate and graduate from 21 Brazilian federal universities and the data obtained is 322 respondents. The 57% of the respondent is female, 43% male. The most bought in the last 12 months is smartphones for 64% and 36% is notebooks. The most purchased smartphone brand is Samsung (28%), Apple (25%) and for notebooks, the brand most purchase is Dell (36%) and Samsung (23%). From this research, the result has shown that social media marketing has a positive and significant effect on brand equity and purchase intention. The work in this research tells that social media marketing is not directly affecting the purchase intention, except for affecting brand equity directly, in this process, purchase intention is influenced by brand equity, which means that the market observes social media first, and looking at the brand equity then the buying decision is considered.

3.1 Methodology

To see the relation and influence between two variables, the writer decided to use a quantitative method in this research,

with associative approach. According to Leavy (2017), the quantitative method is a process to test the validity of a theory in one specific scope. Leavy (2017) also stated, "This type of research involves measuring variables and testing relationships between variables in order to reveal patterns, correlations, or causal relationships" (p. 9). Meanwhile, associative is the approach to see the causal effect that occurs among the variables (Sugiyono, 2019). This associative approach is suitable for this research since the writer wanted to know the relation between the English in Instagram on purchase intention and the effect that emerged. This research took place at Milk Bar Café that located at Setia Budi Street and began on March 2021 until May 2021. The people in this population will have a chance to be included in the sample, which in this research, the population is the Milk Bar Café Pontianak Instagram followers. For the sampling, the writer used purposive sampling, which means the respondents have the same general characteristics, but to answer the question the writer did not choose it intentionally, share the questions with the group sample and answer it. The respondents should fit the criteria which are, the followers of Milk Bar Café Instagram account and active Instagram users. In this research, to collect the data, the writer used a questionnaire that aimed to sample, and the other tool the writer used is an interview, the writer interviewed the manager of Milk Bar Café to obtain the data about the business profile. The writer used a closed-questionnaire, which means that

the writer gave the particular options and the respondents are allowed to answer from the options, the answer is transcript to a specific number and analyzed using SPSS version 25. This kind of data is essential for this research to know the effectiveness of using the English Language on Instagram promotion with specific measurement and observed the variable of this research. The writer did the interview to obtain valid data about business profiles, it is best to do the interview with the respondent who knows the best and the detail about the object (Sugiyono, 2019). In this research, the writer used the literature review as the secondary data to support this research. The literature review is included in the related books, journals, or articles. The literature review is the process of searching the relevant theory through previous studies or experts, and analyzing the existing theory to implement itself to the research and answer the research hypotheses (Leavy, 2017). The secondary data that the writer used is the theory or other's research related to marketing, social media marketing and purchase intention.

To help the writer ensure the data is valid and reliable, the writer did a validity and reliability test in SPSS, the instrument to measure the validity of this research is Pearson Correlation. The validity using the Pearson Correlation is by correlated the item score to the total score of the variable. The validity is tested to see if the research instrument is done properly and fulfills certain conditions (Ghozali, 2018).

This research is described with in this conceptual framework below:

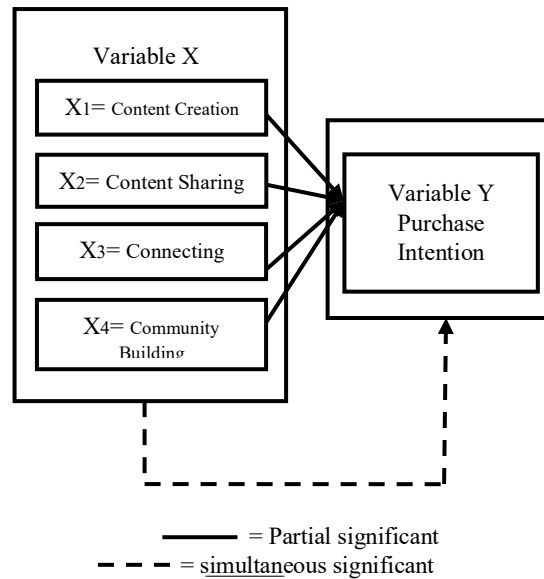


Figure 2. Theoretical Framework

- a. H1: The use of the English Language has a significant effect on the purchase intention simultaneously.
- b. H2: Content creation in English Language (X1) has a significant effect on purchase intention partially.
- c. H3: Content sharing in English Language (X2) has a significant effect on purchase intention partially.
- d. H4: Connecting (X3) has a significant effect on purchase intention partially.
- e. H5: Community building (X4) has a significant effect on purchase intention partially.

4.1 Finding and Discussion

In this research, the writer analyzed the data using the SPSS computer program. SPSS stands for Statistical Package for The Social Sciences aimed to ensure that the data is valid and primarily used in quantitative research to find out the correlation between two variables or more and the specific value of the influential item of variables (Greasley, 2008). This research uses multiple regression, where there is more than one independent variable to analyze the dependent variable.

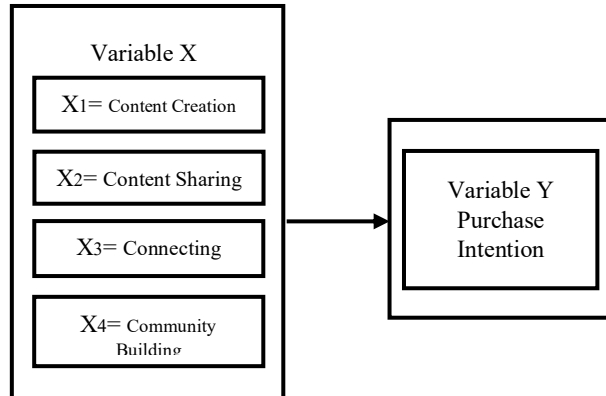


Figure 3. First Hypothesis Test

In testing the first hypothesis, the method applied is the F Test method (Fisher Test) according to (Ghozali, 2018). Fisher test is a test that aims to determine the effect of all independent variables on the dependent variable simultaneously or together. In this study, the first hypothesis reads, "There is a significant influence

between the English Language in the promotion (X) on Purchase

Intention (Y)." According to Ghozali (2018, p. 98) there are two criteria that can be used as the F test standard, including:

- a. If the value of $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted.
- b. If the value of $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected

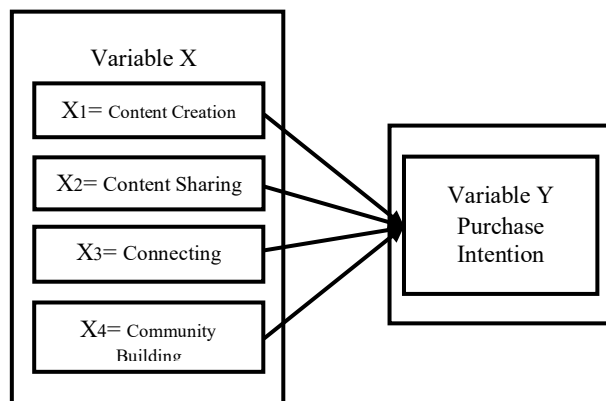


Figure 4. Second Hypothesis Test

Based on (Ghozali, 2018), the t test aims to determine the effect of the independent variable on the dependent variable partially. In this study, the second to fifth hypotheses consecutively want to know the effect of each element of the English Language in promotion, namely: content creation (X1), content sharing (X2), connecting (X3), community building (X4)

on purchase intention (Y) partially. Referring back to Ghozali (2018), there are two criteria that can be used as a standard t test, including:

- a. If the value of $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted.
- b. If the value of $t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected.



Table 1. The Result of Multi Regression Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.121	1.284		.873	.386
	Content Creation	.018	.114	.017	.159	.874
	Content Sharing	.110	.118	.105	.935	.353
	Connecting	.625	.138	.552	4.511	.000
	Community Building	.247	.105	.236	2.339	.022

a. Dependent Variable: Purchase Intention
Source: Processed Data, SPSS 25, 2021

Based on the table above, a multiple linear regression equation can be prepared as follows:

$$Y = a + bX1 + bX2 + bX3 + bX4 + e$$

$$Y = 1.121 + 0.018X1 + 0.110X2 + 0.625X3 + 0.247X4 + e$$

The description of the equation is:

1. A constant value of 2.398 indicates that if content creation (X1), content sharing (X2), connecting (X3) and community building (X4) to purchase intention (Y) is 0 or none, then the purchase intention variable is 1.121.
2. The X1 coefficient of 0.018 indicates that if the content creation (X1) variable has increased by one percent and assuming the other independent variables remain, the purchase

intention (Y) variable will be increased by 0.018.

3. The X2 coefficient of 0.110 indicates that if content sharing (X2) increases by one percent and assuming the other independent variables are constant, the purchase intention variable (Y) will decrease by 0.110.
4. The X3 coefficient of 0.625 indicates that if the connecting variable (X3) increases by one percent and assuming the other independent variables remain, the purchase intention (Y) variable will be has increased by 0.625.
5. The X4 coefficient of 0.247 indicates that if the community building variable (X4) increases by one percent and assuming the other independent variables remain, the purchase intention (Y) variable will has increased by 0.247.

Table 2. The Result of Multi Correlation and Goodness of Fit Test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.692	.673	1.601

a. Predictors: (Constant), Community Building, Content Creation, Content Sharing, Connecting

b. Dependent Variable: Purchase Intention

Source: Processed Data, SPSS 25, 2021



The correlation value is 0.832 which indicates the amount of the relationship together from the content creation (X1), content sharing (X2), connecting (X3) and community building (X4) variables to purchase intention (Y) is 83.2%. The result of the coefficient of determination above is from the adjusted R Square of 0.673 which

can be said that the independent variables together are able to influence the purchasing decision by 67.3%, while the remaining 32.7% (1-0.673) is influenced by other variables that are not the focus of the model in this regression.

Table 3. The Result of F Test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	374.501	4	93.625	36.532	.000 ^b
	Residual	166.584	65	2.563		
	Total	541.086	69			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Community Building, Content Creation, Content Sharing, Connecting

Source: Processed Data, SPSS 25, 2021

The table above shows that the Fcount value is 33.822 and the significant is 0.000, so that the Fcount value is greater than Ftable (Fcount > Ftable = 36.532 > 2.51) and the significant value for 0.000 is less than 0.05 (0.000 < 0.05), it can be concluded that Ho is rejected or Ha is accepted, which means that there is a

simultaneous effect of the Content Creation (X1), Content Sharing (X2), Connecting (X3) and Community Building (X4) variables on the purchase intention (Y) variable. This means that the regression model used in the study includes a fit model.

Table 4. The Result of t Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.121	1.284		.873	.386
	Content Creation	.018	.114	.017	.159	.874
	Content Sharing	.110	.118	.105	.935	.353
	Connecting	.625	.138	.552	4.511	.000
	Community Building	.247	.105	.236	2.339	.022

a. Dependent Variable: Purchase Intention

Source: Processed Data, SPSS 25, 2021

Ho = If t table > t count, then there is no partial effect on the specific independent variable.

Ha = If t table < t count, then there is a partial effect on the specific independent variable.

1. Based on the results of the above output shows that the t count for variable content creation (X1) is 0.519 smaller than the t table shows 1.99714 ($0.519 < 1.99714$) and the significant level is 0.874 greater than 0.05 ($0.874 > 0.05$). These results indicate that H_0 is accepted or H_a is rejected, means that the content creation variable (X1) has no significant effect on purchase intention (Y).
2. The content sharing variable (X2) is 0.935, smaller than t table 1.99714 ($0.935 < 1.99714$) and a significant level of 0.353 is greater than 0.05 ($0.353 > 0.05$). These results indicate that H_0 is accepted or H_a is rejected, meaning that content sharing (X2) has no significant effect on purchase intention (Y).
3. The results of the t test show that the content creation variable (X1) and the content sharing variable (X2) do not have a significant effect on purchase intention (Y) partially, this is because the content creation variable t count ($0.519 < t$ table (1.99714)), and for the variable content sharing t count ($0.935 < t$ table (1.99714)). Meanwhile, connecting (X3) and community building (X4) have a partially significant effect, for the connecting variable t count ($4.511 > t$ table (1.99714)) and the community building variable t count ($2.339 > t$ table (1.99714)).

5.1 Conclusion

After the writer conducted this research there are some conclusions as follows:

1. This study summarizes the opinions of 70 respondents who were given the questionnaire directly at the Milk Bar Café. The majority of respondents in this study were women, for the age range, the majority of respondents were in the range of 26-25 years, the most recent education of the majority was high school, with the majority of jobs being private employees, out of 70 respondents, the number who were familiar with the use of English was quite high which was more than 50% of the number of respondents.
2. The results of multiple regression testing show that the four variables together have a positive impact on purchase intention. However, the amount of influence given is different between each variable. If each variable has an increase of 1%, purchase intention will increase by 1.8% for variable content creation (X1), 11% for content sharing (X2), 62.5% for

connecting (X3), and 24.7% for community building (X4).

3. The results of the t test show that the content creation variable (X1) and the content sharing variable (X2) do not have a significant effect on purchase intention (Y) partially, this is because the content creation variable t count ($0.519 < t$ table (1.99714)), and for the variable content sharing t count ($0.935 < t$ table (1.99714)). Meanwhile, connecting (X3) and community building (X4) have a partially significant effect, for the connecting variable t count ($4.511 > t$ table (1.99714)) and the community building variable t count ($2.339 > t$ table (1.99714)).

Reference

- Ali, A. A., Abbass, A., & Farid, N. (2020). Factors Influencing Customers' Purchase Intention in Social Commerce. *International Review of Management and Marketing*, 10(5), 63–73.
<https://doi.org/10.32479/irmm.10097>
- Fitri, R. A., & Wulandari, R. (2020). Online Purchase Intention Factors in Indonesian Millennial. *International Review of Management and Marketing*, 10(3), 122–127.
<https://doi.org/10.32479/irmm.9852>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Greasley, P. (2008). Quantitative Data Analysis: Using SPSS. In *The McGraw-Hill Companies*. The McGraw-Hill Companies.
<https://doi.org/10.4135/9781473957695.n23>
- Gunelius, S. (2011). *30-Minute SOCIAL MEDIA MARKETING*. Mc Graw Hill.
- Kayode, O. (2014). *Marketing Communications*. bookbboon.com.
- Kemp, S. (2020). *DIGITAL 2020: INDONESIA*.
<https://datareportal.com/reports/digital>

l-2020-indonesia

- Kotler, P. (2003). Marketing Insights from AtoZ. In *John Wiley & Sons* (Vol. 53, Issue 9).
- Kotler, P., & Amstrong, G. (2008). *Principles of Maeketing* (12th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed., Vol. 1). Pearson Education.
- Leavy, P. (2017). *Research Design*. The Guilford Press.
<http://library1.nida.ac.th/termpaper6/sd/2554/19755.pdf>
- Rizky, M. F., & Yasin, H. (2014). PENGARUH PROMOSI DAN HARGA TERHADAP MINAT BELI PERUMAHAN OBAMA PT. NAILAH ADI KURNIA SEI MENCIRIM MEDAN. *Jurnal Manajemen & Bisnis*, 7(14), 135–143.
- Salzmann, Z., Stanlaw, J., & Adachi, N. (2012). *Language, Culture, and Society* (Vol. 4, Issue 1). Westview Press.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Penerbit Alfabeta.