

HEGEMONY LINGUISTICS OF ENGLISH LANGUAGE IN INDONESIAN ADVERTISEMENT, BRAND AND MENU

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Abstract

This study aims to get the information of english language than local language in the terms of advertisement, brand and menu that indicate as a dominant leadership. The advertisement, brand and menus depicted by some of the local brand in Indonesia such as Teh Pucuk Harum, Car Wash and menus in restaurant. In attempting the questions, the researchers used descriptive qualitative method as the research methodology. The result showed that the use of english language are very dominant nowadays than the use of local language. This language affected the price and the look of the brand as well.

Key words: Advertisement, Brand, English Language, Hegemony, Menu

INTRODUCTION

In Indonesia, the notion that English actually exists become an important foundation that plays a dominant role positions in education, entertainment and also other fields are specifically indicated by phenomenon the use of English through advertisements, posters and brochures that are scattered [1], [2]. This phenomenon is very easy to find from several restaurant names or even a list of foods that tend to use English [3], [4]. English is an international language that the whole world must oblige people to learn this language [5], [6]. The used of English here are related to the one of the study in linguistics known as Hegemony [7], [8]. Hegemony is closely related to the word leadership. Leadership here not only refers to the people who have a power in certain place but it can be refers to the language, picture, character and so on [9], [10], [11]. According to [12] philosophical framework of hegemony explores the power relations between dominant and minority group, particularly the means by which the dominant group or the leading group secures its position [13], [14], [15]. [16] also argues by using Gramsci statement related to the hegemony that he stated whether moral or intellectual leadership, hegemony is established through consent [17], [18] and persuasion via the processes of leadership without force [19], [20], leadership through legitimatization and leadership through consensual rule, which are the fundamental processes of hegemony [21], [22], [23].

There is a relation between hegemony and English language [24], [25], especially in the used of English through movies, advertisement and others, since the used of English is global [26], [27], [28]. The relation between hegemony and English language here can be called as hegemony English as a linguistic manifestation imperialism [29], [30], has spread globally, which indicates how English has been very dominating status as the most commonly used language today's language [31], [32]. English as an international Language has been introduced as undergraduate and master's programs in several universities in the world [33], [34], [35]. This corroborates the observations of places reported by the UK in several fields [36], [37]. See how important English can be one of the references that Indonesia is one of the most affected by the existence of this international language [38], [39], [40], not a bad thing actually when this language dominates, but sees that there are significant differences in the results of English-language advertisements [41], [42] such as slogans or lists menu in the restaurant provides a sufficient effect in terms of sales of these advertising products [43], [44], [45].

There are several studies who have been conducted the similar research related to the used of English advertising and hegemony linguistics. The first is from Jasmine Mutiara entitled "the use of English advertising as a means of promoting English language center in Indonesia" in this study shows that customers will likely choose ads [46], [47] that use English to a certain degree such as the sophistication of fancy English words in their understanding [48], [49], [50] which means that use English in advertising does influence their tendency to buy the advertised product not necessarily the main reason [51], [52], [53]. However, English is said to represent modernity and prestige [54], [55]. Customers also prefer ads that are simplified neatly in the visual [56], [57] and informative about the advertised English center learning program [58], [59]. Then customers tend to buy products that advertise according to all criteria are considered more professional and trustworthy than those that are not [60], [61], [62]. The second previous study is from Omran Aksha entitled "hegemony of the empire to the language hegemony: a correlational case of English" this study closely related discussed about hegemony in the story, which light on the interrelations between language and power of nation [63], [64]. The result of this study also shows that that of the United Kingdom might last for the economy, technological, political and military strength the rest of it.

However, this cannot be true according to the previous empire and to current world situation. The last previous study is from Andini and Yusawinur entitled “Two faces of English hegemony in Indonesia: an overview” the result of this study that in the ecology of world languages [65], the dominance of the used English globally can naturally reduce the role of native languages in one country [66], [67]. Being proficient in English is a must now because it will open us global access to this modern world [68], [69]. On the other hand, being a part of modern people shouldn't make people ruin their local language. Governments, communities and educators must take responsibility for reviving the feeling of pride in being a bilingual person with the ability to balance in both languages [70]. These are the previous study which discussed about hegemony linguistics and English language.

METHOD

This study used qualitative approach, it is an approach to build knowledge statement based on perspective – a perspective participatory. This kind of method is refers to the meaning of systematic is about planed, order and public. The first step was the researchers tried to broaden the information about the hegemony theory in linguistics. Not only that but also the researchers tried to collect more information about hegemony and English Language in Indonesia advertisement from some sources. The second step was the researcher discussed the detail information related to the dominant of English language in Indonesia advertisement

RESULTS AND DISCUSSION

The globalization of using English are very big, one of the country that affect by English language are Indonesia. This paper argues that government policies, the public, and entrepreneurs who are more interested in using English to advertise their products is because English is already global is the intention of those who want to market their products abroad, Also, this paper will present how the phenomenon This changes the income of some restaurants that use English names in their menus and advertisements such as brochures and so on.

The first example of English language in Indonesia advertisement is that the advertisement of The Pucuk Harum. This advertisement actually dominates the use of Indonesian, but there are statements that use English such as the words "I want more". English is a bit used,

but this proves that English has quite an influence on the shoot tea companies, so they choose to use English in a few sentences. In addition, not only video advertisement but also sheet advertisements such as brochures showing pictures of fragrant shoots and words filled only in the English language "free soundsfest 2019, 20 tickets" These advertisements tend to be short-term promotions however, the use of English implements that the dominant English language is leading enough to be used in Indonesian product advertisements. not only in sales but also the effect of using English to add a cool and up-to-date impression on the advertisement so consumers are more interested in hearing and seeing it. Might it something normal when big brand put english language on their advertisement but then it also happens in local advertisement, for example "Fairuz's Wash" this local brand is to promote the car wash in Indonesia, this really happen when the owner refers to use "Wash" than "Mencuci" they chose to use English rather than their native language, Indonesian. not only that in sales tend to place that uses the language "wash" is more expensive than places that use Indonesian such as "cuci", but it is also supported by several facilities that are in it, this is also evidenced that some places that use the language English tends to have a wider place, complete and luxurious facilities compared to places that use native languages which tend to be smaller and simpler.

Not only by advertisement but also some of the name inside of the menu restaurant affect by english language. This also happen in many kind of restaurant in Indonesia, for example "Ice Tea" where it should be "Es Teh" in Indonesia and also "Ice Coffee" where it should be "Es Kopi". This kind of name affect the cost of the menu in restaurant, many people do not realize that the significance of the prize between the menu that using english language with the menu that using local language. This also included the facilities inside of the restaurant itself, when most of them are prefer to use western theme than local theme, the name of the menu here also followed by the how glamour the restaurant itself, nowadays not only restaurant but also café in Indonesia using english for their own brand and the name of the menu.

The example above proof that many kind of brand, advertisement and menu that already using english language eventhough their coming from local brand. Some of the reason the owner wanted to promote their brand to the international, but some of the reason the owner wanted to get some coolest name and followed the trend in this era. Related to the hegemony on the advertisement it can be seen how english language influenced and

affected the local language. Advertisement on Indonesian television use Indonesian and English. First, the use of Indonesian was very dominant compared to English, especially regional languages. This was shown by the data from the studies of several UNY students, they provided data where Indonesian was used. almost all television advertisements on Indonesia whose form is a sentence English sentences are used in a small number of advertisement types, for example for cars and cigarettes only. A small portion uses English phrases. Some large advertisements using language vocabulary English. even from the data listed all ads used as almost all data sources use Indonesian as a language anyway, at least what appeared on writing. This can be understood language position area as a supporter and enriching the Indonesian language. along with the development of the increasingly global English era will certainly affect many things one of the use of English in advertising. from these results it can be found that the hegemony is seen in English which dominates advertisements from local Indonesian brands.

CONCLUSION

In the world, the dominance of English globally may naturally reduce the role of indigenous languages in one country especially some of the local language of the country. Being proficient in English is a must nowadays since it will open us global access to this modern world and also some of the local brand that already used english for their own business. Therefore, being part of modern people should not make people undermine their local language. The used of english also closely related to the hegemony theory which is proof that hegemony is not only for the people or group who dominant than the other but also in the used of language. It can be seen from the many advertisements in Indonesia that have mixed their language with English in the hope that consumers will be interested in buying their products, besides the use of English is also very dominant where this language affects the selling price of a particular product.

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