

# Indoglish Language for Increasing the Product Marketing

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**Abstract:** *Indoglish is a term that is often used for the use of English which still has nuances of Indonesian culture and language. In its development, the Indoglish language has been widely used by social and electronic media users in expressing ideas, especially in an advertisement. Indoglish language is felt to be able to attract consumers' attention to buy the goods they advertise. This study will discuss the implementation of Indoglish in marketing products. The objective of this research is to assist students in making a form of promotion through social and electronic media to improve product marketing using Indoglish. This research uses experimental and survey methods. From the results of data analysis, it is found that the effect of each independent variable on the dependent variable partially is the significance value of Indoglish language of 0.003 smaller than  $\alpha$  (0.05), so  $H_0$  is accepted. Indoglish language partially has a positive and significant effect on increasing product marketing*

**Key Words:** *Indoglish Language, Product Marketing, Promotion.*

## 1. INTRODUCTION:

The development of social media as a marker of advancement in linguistics presents to be the main movers in language, both spoken and written (Qory'ah et al. 2019). Many forms of social media in the digital era have developed through internet. Muhammad (2018) stated that internet becomes the important thing in human life in this century. Almost all people can use the internet. As the part of information device the popular features provided by internet are such as Instagram, WhatsApp, Facebook, YouTube and others. Everyone can express ideas or argument on social media including promoting something such as goods or services. Therefore, it is not surprising that social media is currently used as a medium for doing business. In promoting goods or services, a unique and interesting language is needed so that the consumers are interested in buying products in advertisements. Jabrohim (2001: 94) in Inderasari and Oktavia (2019: 196) states that advertising is defined as a communication media and marketing tool that helps sell goods, provide services, and ideas through certain channels in the form of persuasive information. Advertisement can be images or words from a language. One of the language variations that is often used in promoting goods or services on social media is Indoglish language.

Indoglish is a term that is often used for the use of English which is still nuanced in Indonesian culture and language (Saddhono. 2016: 30 in Inderasari and Oktavia. 2019: 196). The use of Indoglish language in marketing products is a form of prestige in an advertisement because it is considered that it is capable of increasing product sales by business people. One example of the Indoglish language in a food product advertisement is '*Mie Sedaap cup sedapnya juara*'. In this example, there is the word *cup* which has an equivalent meaning in Indonesian, which means cup, the use of this foreign language is intended because the place used as a container for Sedaap noodles is in the form of a cup so that it makes it easier for the consumers to consume the noodles directly by adding hot water to the place (Inderasari and Oktavia. 2019: 196). In addition, the use of cups is considered more efficient in words and easier to remember because the word has become a trend.

Another example is on the Instagram @dimsumcitra posted on October 19, 2020 which promotes food (dimsum) with the advertisement '*Kayaknya cocok nih kalo Netflix-an sambil makan Dimsum Citra*'. The advertisement has the word *Netflix*. The word *Netflix* is an English word and is a paid application for watching movies. Then the word is added with the suffix *-an* which means that while watching a movie on Netflix it is delicious to eat Dimsum Citra. So the word *Netflix* changes the function of the word from a noun to a verb and the English word has an Indonesian nuance. From the description above, the authors are interested in making research on the implementation of the Indoglish language in marketing a product on social media.

## 2. LITERATURE REVIEW:

### 2.1 Indoglish Language:

Indoglish is a term that is often used for the use of English which is still nuanced by Indonesian culture and language. If viewed from the sociolinguistic study, the speech event falls into the category of the phenomenon of code mixing and borrowing. However, if it is examined more deeply in the Indoglish form, this is a distinctive and unique form where there is a blend of English and Indonesian. Indoglish is a special form because even though it is a

combination of Indonesian and English forms, the Indoglish form is not clearly included in Indonesian or language because the form of speech is English but the meaning contained in it is Indonesian culture and language (Rakmawati et al. 2016: 146 ). Indoglish as a language phenomenon that emerged in the digital age and era has become a new trend for social and electronic media users to express and provide ideas using the Indoglish language. This phenomenon of using Indoglish is often associated with prestige. Indoglish users usually come from artists or celebrities, so it has become popular among the public. Businessmen are also not left behind in taking advantage of this Indoglish phenomenon, they also try to attract the attention of consumers by using Indoglish as a medium to promote goods in an advertisement on social media. Here are some examples of using Indoglish in a food advertisement or other product.

**Table 2.1 The Example of Indoglish Form**

Kind of Advertisement/ Product	Media	Advertisement
Drink/ Sprite	Electronic	Sprite, Kayak ada LEMON <i>LIME-NYA</i> GITU.
Food made of Tofu	Social Media (Instagram) @saidah97	Kuyy <i>diorder</i> woy pedes nya beneran pakai cabe caplak.
Clothes/ Pants skirt Jogher	Media Sosial (Instagram) @azma.co	Rok Celana Jogher yang lagi <i>Hits</i> cocok <i>dimix and match</i> dengan berbagai macam atasan ...

Some of the examples of advertising / promotion of goods through electronic media and social media above show that the use of the Indoglish language which is often used in promoting goods. This shows that the Indonesian people are happy or familiar with the terms and usage of the Indoglish language. The use of this language is used to make the product or item being promoted have an interest for the consumers or the buyers.

**2.2 Product Marketing:**

W Stanton in Priangani (2013) states that marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of buyers and potential buyers. The core marketing concepts include: need, want, demand, production, utility, value and satisfaction; exchange, transactions and market relations, marketing and markets. In marketing, a product is needed to be the main ingredient. Firmansyah (2019:2) stated that a product is something that can be offered to the market for attention, use, possession, or consumption so as to satisfy demands or needs. From this statement, it can be concluded that almost everything that includes production results are real objects that can be seen, touched, and felt. Because products are real objects, there are quite a few types.

In marketing a product, there is a need for marketing management that will determine the success of a product whether it can sell in the market or not. Marketing management is grouped into four aspects which are often known as the marketing mix. According to Kotler and Armstrong (2004: 78) in Wibowo et al (2015) the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it wants in the target market. The marketing mix consists of four:

1. Product means the items in the form of goods and services offered for sale done by the company. The product is made at a cost or price and can be charged depends on the market. The product covers the type, quality, pattern, brand names, packaging and service.
2. Price is the amount of money given in payment of the product. Price can be set by a seller or producer to control the economic flow. Price is the most adaptable element of the marketing mix and takes a relatively short time, while product characteristics, distribution channels, and even promotions take more time.
3. Place or channel of marketing includes company activities that make products available to target customers. Distribution channel is a series of interdependent organizations involved in the process of making a product or service ready for use or consumption. Distribution channels can be defined as groups of companies and individuals who take over rights or assist in the transfer of rights to certain goods or services as long as these goods or services move from producers to consumers (Kotler, 2005).
4. Promotion means activities that deliver products and persuade customers to buy them. The definition of promotion according to Kotler (2005) is a variety of activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these products. In detail, the promotional objectives according to Tjiptono (2008: 221-222) in Wibowo et al (2015) are as follows: a. Inform b. Persuade target customers c. Remind

One of the important points of the marketing mix is a promotion that contains an invitation or persuasion to customers or consumers to buy products to be sold. At this point, language skills and the use of digital media are needed in order to create a form of promotion that can attract customer interest. The use of language in promotional activities spearheads the success or failure of the goods or products being sold. The use of Indoglish is one of the alternatives used by promoters in advertising the products or goods they will sell because they are considered more and more efficient because they are considered to have the prestige.

**3. METHOD:**

The research method at this stage is by using experiments and surveys. Departing from the existing problems, this research will try to implement the Indoglish language in marketing products, so this researcher starts from interviews, observations, documentation. This study emphasizes more on the use of Indoglish. Data collection methods and instruments used in this study were observation, interviews, documentation or questionnaires.

The analysis carried out in this stage of research is descriptive quantitative. The data analysis model used in this study was data quality test (validity and reliability). Sugiyono (2013: 173) stated that the valid instrument is the requisite to get the valid research. The technique used to conclude the research results using SPSS, namely: The validity test is used to measure whether a questionnaire is valid or not. Namely with the Correlation Product Moment from Karl Pearson

**4. RESULT AND DISCUSSION:**

This study aims to determine the results of the Indoglish language implementation in improving product marketing. The independent variable in this study is Indoglish with the dependent variable for increasing product marketing. The results of descriptive statistical analysis of each variable can be seen in Table 5.1.

**Table 4.1  
Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X	30	35,00	50,00	43,3333	4,30183
Y	30	31,00	50,00	41,9667	5,48656
Valid N (listwise)	30				

Source :Secondary data processed , in 2020

From Table 5.1 it can be seen that the minimum value of the ability to use Indoglish (X1) is 1 person, namely 35, while the maximum value of 50.00 is 3 people. The average value of using Indoglish is 43.33 from 30 students. The minimum value of product marketing improvement (Y) is 1 person, 31.00, while the maximum value is 5 people. The average value of product marketing improvement is 41.96 out of 30 students.

**Validity test**

Test the validity of the instrument to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the value  $r_{count} > r_{table}$  in the validity test results tables below, the  $r_{count}$  value can be seen in the Corrected Item-Total Correction value. The sample used in this study was  $n = 30$ , so that the  $df = n - 2 = 28$  with the coefficient  $r_{table} = 0.3061$ .

**Table 4.2 The Result of Validity Test of Indoglish Language**

		Correlations										
		I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	IT
I1	Pearson Correlation	1	,308	,247	,331	,399*	,342	,224	,153	,288	,136	,546**
	Sig. (2-tailed)		,098	,187	,074	,029	,064	,233	,420	,123	,474	,002
	N	30	30	30	30	30	30	30	30	30	30	30
I2	Pearson Correlation	,308	1	,576**	,218	,397*	,358	,499**	-,034	,469**	,187	,643**
	Sig. (2-tailed)	,098		,001	,247	,030	,052	,005	,860	,009	,323	,000
	N	30	30	30	30	30	30	30	30	30	30	30

I3	Pearson Correlation	,247	,576**	1	,360	,264	,284	,198	,088	,283	,194	,552**
	Sig. (2-tailed)	,187	,001		,051	,159	,128	,294	,643	,130	,303	,002
	N	30	30	30	30	30	30	30	30	30	30	30
I4	Pearson Correlation	,331	,218	,360	1	,264	,294	,207	,005	,261	,274	,521**
	Sig. (2-tailed)	,074	,247	,051		,159	,115	,274	,980	,164	,142	,003
	N	30	30	30	30	30	30	30	30	30	30	30
I5	Pearson Correlation	,399*	,397*	,264	,264	1	,948**	,050	,102	,367*	,314	,767**
	Sig. (2-tailed)	,029	,030	,159	,159		,000	,791	,593	,046	,091	,000
	N	30	30	30	30	30	30	30	30	30	30	30
I6	Pearson Correlation	,342	,358	,284	,294	,948**	1	,128	,003	,327	,286	,746**
	Sig. (2-tailed)	,064	,052	,128	,115	,000		,499	,988	,078	,125	,000
	N	30	30	30	30	30	30	30	30	30	30	30
I7	Pearson Correlation	,224	,499**	,198	,207	,050	,128	1	-,083	,439*	,073	,425*
	Sig. (2-tailed)	,233	,005	,294	,274	,791	,499		,662	,015	,703	,019
	N	30	30	30	30	30	30	30	30	30	30	30
I8	Pearson Correlation	,153	-,034	,088	,005	,102	,003	-,083	1	,232	,326	,396
	Sig. (2-tailed)	,420	,860	,643	,980	,593	,988	,662		,218	,229	,112
	N	30	30	30	30	30	30	30	30	30	30	30
I9	Pearson Correlation	,288	,469**	,283	,261	,367*	,327	,439*	,232	1	,571**	,713**
	Sig. (2-tailed)	,123	,009	,130	,164	,046	,078	,015	,218		,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30
I10	Pearson Correlation	,136	,187	,194	,274	,314	,286	,073	,226	,571**	1	,588**
	Sig. (2-tailed)	,474	,323	,303	,142	,091	,125	,703	,229	,001		,001
	N	30	30	30	30	30	30	30	30	30	30	30
IT	Pearson Correlation	,546**	,643**	,552**	,521**	,767**	,746**	,425*	,296	,713**	,588**	1
	Sig. (2-tailed)	,002	,000	,002	,003	,000	,000	,019	,112	,000	,001	
	N	30	30	30	30	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Table 4.3 The Result of Validity Test of Increased Product Marketing**

		Correlations										
		I1	I2	I3	I4	I5	I6	I7	I8	I9	I10	IT
I1	Pearson Correlation	1	,875**	,622**	,558**	,464**	,258	,189	,554**	,301	,413*	,697**
	Sig. (2-tailed)		,000	,000	,001	,010	,168	,318	,002	,106	,023	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I2	Pearson Correlation	,875**	1	,557**	,553**	,404*	,297	,191	,573**	,400*	,534**	,738**
	Sig. (2-tailed)	,000		,002	,002	,027	,111	,313	,001	,029	,002	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I3	Pearson Correlation	,622**	,557**	1	,755**	,729**	,571**	,413*	,603**	,438*	,429*	,805**
	Sig. (2-tailed)	,000	,002		,000	,000	,001	,026	,001	,017	,020	,000
	N	29	29	29	29	29	29	29	29	29	29	29
I4	Pearson Correlation	,558**	,553**	,755**	1	,772**	,632**	,471**	,602**	,438*	,429*	,818**

	Sig. (2-tailed)	,001	,002	,000		,000	,000	,009	,000	,015	,018	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I5	Pearson Correlation	,464**	,404*	,729**	,772**	1	,801**	,573**	,697**	,503**	,525**	,847**
	Sig. (2-tailed)	,010	,027	,000	,000		,000	,001	,000	,005	,003	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I6	Pearson Correlation	,258	,297	,571**	,632**	,801**	1	,442*	,541**	,468**	,471**	,711**
	Sig. (2-tailed)	,168	,111	,001	,000	,000		,014	,002	,009	,009	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I7	Pearson Correlation	,189	,191	,413*	,471**	,573**	,442*	1	,505**	,562**	,501**	,646**
	Sig. (2-tailed)	,318	,313	,026	,009	,001	,014		,004	,001	,005	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I8	Pearson Correlation	,554**	,573**	,603**	,602**	,697**	,541**	,505**	1	,758**	,782**	,841**
	Sig. (2-tailed)	,002	,001	,001	,000	,000	,002	,004		,000	,000	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I9	Pearson Correlation	,301	,400*	,438*	,438*	,503**	,468**	,562**	,758**	1	,756**	,712**
	Sig. (2-tailed)	,106	,029	,017	,015	,005	,009	,001	,000		,000	,000
	N	30	30	29	30	30	30	30	30	30	30	30
I10	Pearson Correlation	,413*	,534**	,429*	,429*	,525**	,471**	,501**	,782**	,756**	1	,745**
	Sig. (2-tailed)	,023	,002	,020	,018	,003	,009	,005	,000	,000		,000
	N	30	30	29	30	30	30	30	30	30	30	30
IT	Pearson Correlation	,697**	,738**	,805**	,818**	,847**	,711**	,646**	,841**	,712**	,745**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	29	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

Based on Tables 4.2 and 4.3, overall the question items can be declared valid because all question items have r count greater than r table, namely > 0.3061.

### Reliability test

The reliability test can only be done after the validity of an instrument has been confirmed. Reliability testing in this study to show the reliability level of the internal consistency of the technique used was to measure the Cronbach's Alpha coefficient using the SPSS program. A question can be categorized as reliable if the alpha value is greater than 0.60 in (Ghozali, 2018)

**Table 4.4**  
**The Result of Reliability Test**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
,673	2

Source: data processed, in 2020

The reliability of a variable construct is said to be good if it has a Cronbach's Alpha value > 0.60. And conversely the reliability of a variable construct is said to be not good if the Cronbach's Alpha value is < 0.60. Based on the results of the statistical test in the table above, Table 4.6 shows that the statement in this questionnaire is reliable because it has a Cronbach's Alpha value greater than 0.60. This shows that each statement item used will be able to obtain consistent data, which means that if the statement is submitted again, an answer that is relatively the same as before.

**Determination Coefficient Test (Adjusted R ^ 2)**

The coefficient of determination R Square (R2) explains that the value of the independent variable on the dependent variable. The value of R Square is from zero to one. The correlation coefficient is able to show strong if the R value data is between 0.5 and close to 1.

From Table 4.5 produces an R Square value of 0.273 or 27.3% of the effect of the independent variable (Indoglish Language) on the dependent variable (product marketing) while the remaining 72.7% is influenced and explained by other variables that are not included in this research model. The value of R Square indicates that the correlation or relationship between the independent variable (Indoglish language) and the dependent variable (product marketing) is weak because it is below 50%.

**Table 4.5 Hasil Koefisien Determinasi**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,522 <sup>a</sup>	,273	,247	4,76235

Source : Secondary data processed, in 2020

Partial test (t-test) was conducted to analyze the effect of each independent variable on the dependent variable. The results of the partial test (t-test) can be seen in Table 4.6

**Table 4.6 The Result of Test-t**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,114	8,951		1,465	,154
X	,666	,206	,522	3,239	,003

Source: Secondary data processed, in 2020

From Table 4.6 the effect of each independent variable on the dependent variable partially is the significance value of Indoglish language of 0.003 smaller than  $\alpha$  (0.05), then  $H_a$  is accepted. Indoglish language partially has a positive and significant effect on increasing product marketing.

**Simple Linear Regression Analysis**

**Table 4.7 The Result of Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,114	8,951		1,465	,154
X	,666	,206	,522	3,239	,003

Source: Secondary data processed, in 2020

From Table 4.7 the simple linear regression equation produces the estimator model as follows:

$$Y = 13,114 + 0.666X_1$$

From the multiple linear regression equation, it can be explained as follows:

The constant value is 13,114, which indicates that if all independent variables (Indoglish) are assumed to be zero, then the value of Indoglish will increase by 13,114. The b1 coefficient of 0.666 indicates that an increase in Indoglish by 1% will be followed by an increase in product marketing value of 0.666% assuming other variables remain.

**4. CONCLUSION:**

Based on the research and discussion that has been described, the following conclusions can be drawn:

- R Square value of 0.273 or 27.3% means the effect of the independent variable (Indonesian language) on the dependent variable (product marketing) while the remaining 72.7% is influenced and explained by other variables that are not included in this research model. The value of R Square indicates that the correlation or relationship between the independent variable (Indoglish language) and the dependent variable (product marketing) is weak because it is below 50%.

- From the results of the partial test (t-test), it is known that the effect of each independent variable on the dependent variable partially is the significance value of Indoglish language of 0.003 smaller than  $\alpha$  (0.05), then  $H_a$  is accepted. Indoglish language partially has a positive and significant effect on increasing product marketing.

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