

THE OWNERS' PREFERENCE IN USING ENGLISH AS CULINARY TRADEMARK BRANDING IN MAGELANG STREET FOOD AND CAFÉ

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Abstrak: Sebagai salah satu unsur budaya, kuliner Indonesia juga menjadi sebuah unsur kebanggaan dari bangsa ini. Magelang memiliki banyak jenis produk kuliner. Mulai dari kuliner tradisional hingga yang modern sangat mudah dijumpai di kaki lima atau kafe kecil lain. Dalam rangka untuk bersaing dengan produk kuliner lain, mereka harus memiliki merek dagang yang kuat. Banyak dari mereka menggunakan Bahasa Inggris sebagai merek dagang. Penelitian ini akan mendeskripsikan hasil studi tentang penggunaan Bahasa Inggris sebagai merek dagang produk kuliner oleh pedagang kaki lima serta pemilik kafe kecil. Mengumpulkan informasi, melakukan wawancara, menyusun kategori, mencari teori yang sesuai serta membandingkan teori tersebut dengan hasil dan teori lain merupakan beberapa langkah yang dilakukan dalam penyusunan penelitian ini. Pemilik dari merek dagang produk kuliner memiliki banyak tujuan serta kebutuhan mengapa mereka harus menggunakan Bahasa Inggris untuk produk yang dijual. Factor lingkungan, kompetisi pasar, dan alasan menarik lain yang disampaikan ada di dalam hasil penelitian ini.

Kata Kunci: Pendidikan Bahasa Inggris, Merek Dagang, Kuliner, Pemasaran, Budaya, Bahasa

Abstract: As one of the elements of culture, Indonesian culinary is also a pride cultural element. Magelang has many varieties of culinary products. The traditional one and also modern culinary are easy to find in street food or small café. In order to compete with the others, they must have strong culinary trademark branding. Many of the owners are using English as their food brand. This paper will tell the result of the study about using English as culinary trademark branding. A descriptive qualitative analysis method is conducted in this research in order to find out the perspective of the street food and café owners. Gathering information, asking questions, build categories, looking for the relevant theory, and comparing that with the result and other theories are some steps in this study. The owners of the culinary trademark have any reason why they use English in their food brand. Environmental factors, massive marketing competition, and other exciting reasons are stated.

Keywords: English Education, Culinary Trademark, Food, Branding, Culture, Language

PENDAHULUAN

Indonesia is the largest archipelagic country in the world, with a total of 17,054 islands. Each island has different customs, values, and habits. Magelang is the second smallest city in Indonesia. As one of the elements of culture, Indonesian culinary is also a pride cultural element. Magelang has many culinary trademarks, especially in street food and café. Traditional Indonesian food and modern style food have many varieties and unique factors.

As a native speaker of Bahasa, the writer can feel the role of Bahasa in writer life. For the writer, Bahasa, as the National language in Indonesia, is used for different purposes. For casual conversation, Bahasa is used at home, at the market, at warung (traditional food stall), for example. For National identity representation, Bahasa can reflect its users' social, cultural, or regional backgrounds; while for social or cultural value preservation.

However, if the researcher observes the use of Bahasa as an Indonesian culinary trademark in Magelang, some cases make the writer interested in finding out. The power of English is extreme in our environment, especially in culinary products. Their marketing competition will open a big door to English as their culinary trademark branding.

Investigating language attitude and language maintenance is not a new subject. It is also conducted by Michieka (2012) who studied patterns of language use among a group of Kenyan young people to confirm whether the existence of more than one language is advantageous or a potential change threatens the existence of local languages. Michieka (2012:164) found that most of the university students consider themselves as bi/multilingual groups, and therefore, they agree with the idea that they use local languages in a quite limited domain.

This article deals with the use of English in culinary trademark branding. Besides, in studying attitudes, we can concentrate on three aspects of attitudes, namely cognitive, affective, and conative ones. (Baker in Bartram, 2010:35-36) The cognitive aspect is related to opinion or belief about language or language variation; affective aspect is related to feelings or emotion about language or language variation or speech style, and conative is related to behavior or action using language or language variation or speech style. There are two approaches to investigating language attitudes, namely direct and indirect approaches. The direct approach is the step that is asking directly by used questionnaires or interviews related to language evaluation or preferences. An indirect approach is made by observing the respondents without their notice. A language may shift because its users want to. The attitude of the users influences this. The shift can be a form of changing the system or changing the domain where a language is used.

METODE PENELITIAN

This study conducted a qualitative research method. Patton and Cochran (2002) stated that this kind of research is characterized through its goals, which is related to discussing and understanding some social life aspects, and as data for analysis, its method

which generates sentence, rather than numbers. Qualitative research is an understanding of social phenomenon based on the participant's point of view. Moreover, Descriptive-qualitative research method is a research method that aims to describe the things that become the object of research in gambling, this is following the definition of descriptive research methods of Djajasudarma (2006) descriptive-qualitative research method aims to create a description or systemic, and accurate data, properties, and relationships of the phenomena studied. The descriptive research method that has been described above, generally has an inductive research model, in order of 1. Gathering information, 2. Asking questions, 3. Build categories, 4. looking for patterns (theory), and 5. Build a theory or compare patterns with other theories.

. In this paper, the object of the research data is twenty owners of food brand, which is located in Magelang and around the critical object. They use English as their branding strategies. The data are obtained by conducting a survey method and questionnaire interview. This method is influenced by (Cam and Tran, 2017) and (Kusumaningrum, 2018). It is adapted and combined both of them. After the data have collected, it will be analyzed and recognized. Cam and Tran (2017) stated that quite a useful collection method is a questionnaire because researchers can reach many participants and respondents in a short time, and it does not need cost so much.

The first step is that the researcher goes to the area to capture the culinary trademarks in some areas in Magelang. Then the researcher has the instrument of the questionnaire-interview sheet to give to the owner from the food brand. Furthermore, a recording technique is also used in this study. The questionnaire was chosen by adopting the research from Amalia, M.R., which conducted research entitle Cultural Translation of Traditional Food From West Java: A Media to Promote Traditional Cuisine to The World, in order to find out the owner perspectives toward using English as their food brand.

HASIL DAN PEMBAHASAN

A culinary trademark which uses English

Researcher choose 20 culinary trademarks which use English, there are; Low-Cost Seafood, Cow Cow Milky – Fresh milk & Milkshake corner, You and Mee special Mie, Chicken Crush, Delicious Zen, Eat me, Crazy Tofu, Take-One, Su-Moo Freshmilk, Java Food, Just Juice, Black Kebab, Mom's Cappucino Cincau, So What Bubble Cheese, King Hottang, West Fire, Chochonana, Go-Jacq house café, Bananandutz, Joychicks.

All of that culinary trademark is located in Magelang. Some of them are street food, and the rest are café. They use English for their food brand in their banners, nametag, list of menus, and even in their employee's costumes.

In this digital era, they also have an online store on any platform. They use their English branding in all of that online platform. Although they use English as their food branding, their prices are still appropriate for students.

Owners' perspective in using English as their food brand

Twenty participants in this study are owners' of the culinary trademark. Many participants are stated that they use English because their target is young people and students. They will more curious about the English food brand than Bahasa trademark. They think to use English as a culinary trademark is collective action in this era. Participant number five stated that he uses English to make a different brand for his product. That perspective also supported by participant numbers 12 and eight. They said that it is hard to compete with the other without a unique brand, and they choose English to solve it.

However, some of the participants also told that they were confused when thinking about their food brand in English. Participant number six said that she asks her daughter to give a unique food brand in English. It does not matter if the meaning is not appropriate. The important thing is easy to viral, easy to share, and easy to remember — that strategic style stated by participant number 17 and 19.

According to the data above, many culinary trademarks in Magelang street food or café has not been translated into English by using the cultural equivalent procedure. The owner or founder only translated it in order to attract the customer target. As we can see, one of the examples is Take-one product. The owner offers food which named Tekwan, but he gives Take-one as food brand in order to attract his customer. On the other hand, some of the owners do not want to use Bahasa as their food brand, such as the owner of Black Kebab, he will not use Kebab Hitam as his food brand. He thinks that Kebab Hitam is a weird brand, so it will be hard to promote effectively. Moreover, it shows that using English as a food brand is a choice to solve their problem in their food marketing competition. Even, there is no exact translation into English, so more definition or explanation is needed to define the food comprehensively.

Having an online store in any platform also needs the appropriate language for the product. Accessible to viral, remember, and find in those online platforms are the benefit of using English as a food brand. That statements are supported by the participants' number

nine. He stated that he needs a unique name for his brand, but cannot find it in Bahasa, so he chooses English to solve the problem. Unique in English brands will make customers more accessible to find than used Bahasa because there are so many same products with the same name in the online stores.

Based on the respondents' answer, only 20% of them who use English as their brand because they do not want to use Bahasa. All of those owners are Z/digital native generation, and they prefer to use English than Bahasa because they feel more familiar with the English for their food brand. They feel weird if their food brand changes into Bahasa. It shows that the environment of their society either in social media or real-life have a significant effect on them to decide on their food brand. English food brands have a massive impact on their business development.

The rest of them are still want to use Bahasa as their food brand if they find a new unique name. They still use Bahasa in their list menu also. Realizing that Bahasa is essential due to its function for being the cultural identity of the users, the owners of that culinary trademark have a high willingness to maintain Bahasa in their area. English will not substitute the importance of Bahasa as their first language because their consumers come from many cities. They have their local language, and then they must use Bahasa to communicate with each other.

KESIMPULAN DAN SARAN

In conclusion, using English as a food brand in Magelang has a massive effect on the marketing competition between the sellers in the same product. Even they do not use cultural equivalent procedures by translating their culinary products, and they still can attract their customers. On the other hand, it may have a different effect on the tourism sector. Especially for international tourism, they will be confused with that inadequate translation because the food brand does not explain clearly about the product. However, using Bahasa still becomes very important for the participants.

The future research about this scope must use more specific factors, participants, and the broader area of research location. Language maintains through culinary trademark branding is an exciting topic to learn about in the future.

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