

PELATIHAN ENGLISH FOR BUSINESS UNTUK MENGEMBANGKAN JANGKAUAN PEMASARAN PRODUK UMKM DI KABUPATEN TUBAN JAWA TIMUR

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Abstrak

Untuk mengembangkan jangkauan pemasaran, Bahasa Inggris sangat perlu digunakan karena Bahasa tersebut merupakan bahasa utama dalam pemasaran di kancan internasional. Oleh karenanya pelaku UMKM perlu memiliki pengetahuan bagaimana menggunakan Bahasa Inggris baik untuk promosi produk maupun penulisan informasi pada kemasan. Namun masih banyak pelaku UMKM yang kurang memiliki pengetahuan ini sehingga menghadapi berbagai hambatan dalam mengembangkan jangkauan pemasaran produknya. Kegiatan Pelatihan English for Business bagi pelaku UMKM di Kabupaten Tuban diharapkan dapat membantu mengatasi permasalahan ini. Kegiatan pelatihan ini dibagi menjadi dua sesi yakni sesi penyuluhan dan sesi pendampingan. Hasil pre-test dan post-test mengindikasikan bertambahnya pengetahuan peserta tentang penggunaan Bahasa Inggris untuk pemasaran di media sosial dan penulisan informasi pada kemasan. Sesi pendampingan membantu peserta berlatih dan membuat unggahan promosi produk di media sosial. Selain itu, sesi pendampingan juga membantu peserta melengkapi informasi label kemasan sesuai peraturan yang berlaku serta menyediakan informasi berbahasa Inggris.

Kata kunci: Bahasa Inggris untuk Bisnis; Bahasa Inggris untuk Pemasaran; pertumbuhan ekonomi; UMKM

Abstract

To develop marketing reach, using English essential as it is the main language in international marketing. Therefore, MSME owners need to have knowledge of how to use English both for product promotion and product information on packaging. However, there are still many MSME actors who lack this knowledge, so they face various obstacles in developing the marketing range of their products. The English for Business training activity for MSME owners in Tuban Regency is expected to help overcome this problem. This training activity was divided into two sessions, namely counselling session and mentoring session. The results of the pre-test and post-test indicated an increase in participants' knowledge about the use of English for marketing on social media and providing information on packaging. Mentoring session helped participants practice and upload product promotions on social media. In addition, the mentoring session also helped participants complete packaging label information according to the regulations and provided information in English.

Keywords: English for Business; English for Advertising; Economic growth; MSME

1. Introduction

MSMEs are one of the vital pillars that support the national economy (Pritandhari 2022). MSMEs encourage the economy of the surrounding community because this business started as a home business that involved the lower middle class (Hutami & Mutmainah, 2021). The Covid-19 pandemic has crippled the Indonesian economy. What's more, globalization has also tightened

trade competition, which has always been an obstacle to the development of MSMEs. In overcoming this, product marketing is one of the solutions.

The Covid-19 pandemic that started in 2020 has changed trading methods from conventional to online (Alfin, 2020). This change is supported by technological advances that facilitate buying and selling transactions (Angelika, Soeherman, 2019) even though traders and sellers do not directly meet face to face. This online trading method must of course be followed by innovation in marketing methods. Moreover, if the product will be exported to other countries. Thus, the use of English needs to be applied when the product is marketed. (Utami & Febriansyah, 2021) because English is the main language in international marketing (Wanzhong & Jingy, 2013).

The use of English is a problem for MSMEs in Tuban, most of whom communicate only in Indonesian and regional languages. The choice of language style, diction and sentence structure are points to pay attention to. In addition, language is a medium of communication that is very dynamic and changes over time (De Boer, 2008). This of course can make it difficult for MSMEs in Tuban. In addition, the style of language in advertisements is also different from the style of everyday communication (Zaidman, 2001).

Marketing media is now not only limited to advertisements on television, but also internet-based applications such as Instagram (Angdika, & Soeherman, 2019) and product packaging (Klimchuk & Krasovec, 2013). Even so, the style of language used on social media is different from that used on packaging. Moreover, the understanding of advertising by MSMEs is an important point so that the message conveyed in the advertisement is conveyed appropriately to consumers (Permatasari & Endriastuti, 2020).

The phenomenon of using foreign languages in promotional media – product promotion (e.g. using English in advertisements in Indonesia, inserting phrases/slogans in Indonesian in promotional media in English-speaking countries) has become a global phenomenon (Hornikx & Van Meurs, 2017) . In fact, the use of English in promotional media in the local sphere is also effective in increasing consumer buying interest provided it uses simple and easy-to-understand sentence structures (Hornikx, Van Meurs, & de Boer, 2010). This shows that the use of English in the promotional media for MSME products has a positive impact on product marketing both in national and international markets.

2. Method

There were three problems of MSME actors in Tuban Regency. First, the ability of community members to use English was limited especially for promotional media. Second, the ability of business actors to understand marketing strategies on social media was also limited. Lastly, There was no description in English on the product packaging.

Considering these problems, the chosen service method are counselling, training and mentoring. The topic raised was the use of English in promotional media on social media and on packaging. Taking place at the Tuban Auto2000 Hall, this activity is carried out offline with a limited number of participants of 50 people. Participants in this activity are members of the Tuban Innovative Entrepreneur Community.



Figure 1. The participants were attending the event

In the morning session, the participants took part in counselling in which each material explained English for Social Media Advertising and English for Labelling.



Figure 2. Counselling session

During this session participants gained knowledge about marketing strategy theory on social media, how English is applied in practice, then participants also received material related to information that must be included on packaging and how English is applied in practice.

In the afternoon session, participants took part in training and mentoring held in a panel system. Participants choose to take English for Advertising (panel A) or English for Labeling (panel B) training. At the time of filling out the registration form that has been distributed a few weeks earlier. In this session, participants practiced making captions to promote their products on their social media accounts (panel A) and making labels on packaging using English (panel B). In this panel session, participants formed small groups of 5-6 people, where each group was accompanied by a Diploma 3 English student as a facilitator. In this session, the speakers also went around to provide feedback. At the beginning of the activity, participants filled out a set of pre-test questions, the post-test was given at the end of the activity.



Figure 3. Students assisted the participants as facilitators during the practicum session while the speakers and other lecturers who became the committees were giving feedback.

3. Result and Discussion

This English for Business Training activity was held on August 16, 2022 at the Auto2000 Tuban Hall, East Java. Total participants who registered were 50 people. At the time of the activity, 43 participants were present (86%). With details of 19 participants taking part in the Social Media Advertising training and the participants taking part in panel B English for Packaging training. Most of the participants run businesses with products in the form of food/beverages.

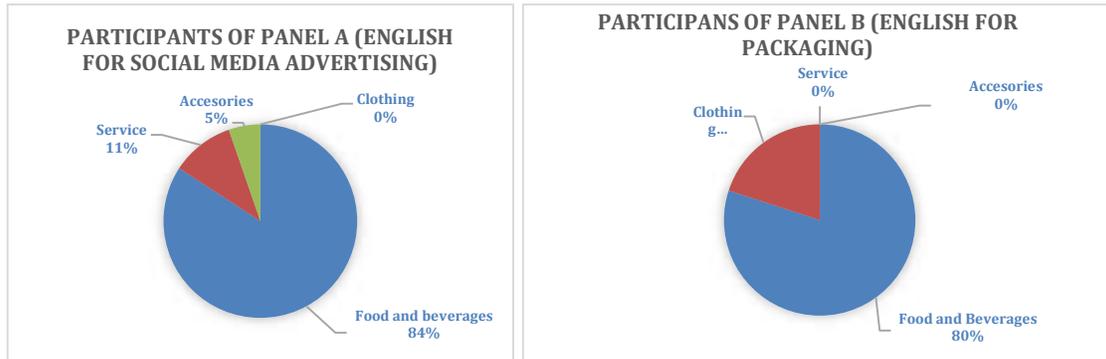


Figure 4. Diagram which showed the products of participants in Panel A dan Panel B

During the counselling session, participants were given material on the topic English for Social Media Advertising. In this session, participants were provided with knowledge, including related to marketing strategies on social media. Participants are given knowledge on how to determine target markets, conduct competitive analysis, and optimize uploaded content to market products.



Figure 5. materials of English for Social Media Advertising and one of the speakers was giving explanation

In addition, participants were also introduced to various ways of writing captions using English. Among them are telling your story, asking questions, inserting humor, tagging, using hashtags, and so on.

In the second counselling session, participants received material on the use of English on packaging labels. The label on the package can also be a promotional medium. In addition, countries choose their own rules regarding what information should be displayed on the packaging label.

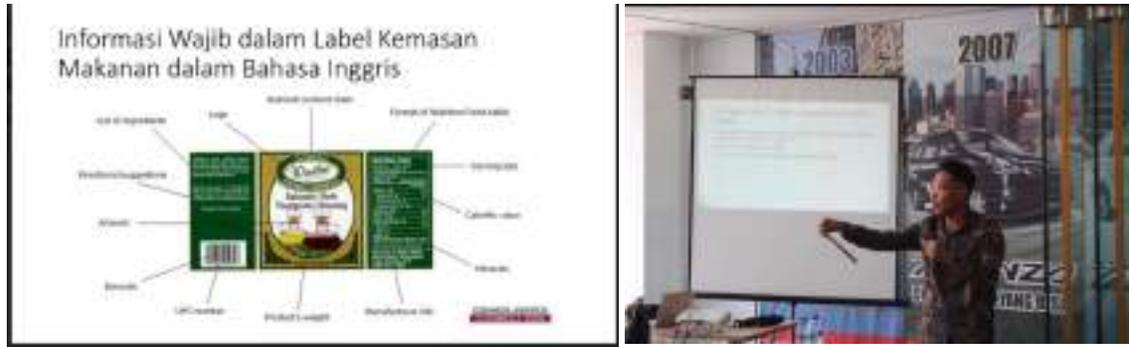


Figure 6. Materials of English for Social Packaging and a speaker was explaining

Later on, participants were also introduced to the use of terms commonly used to describe products on packaging and examples of correct use of English on packaging labels.



Figure 7. Examples of the correct use of English in packaging labels

Participants were also invited to understand the importance of using good and correct English on packaging labels. Then, participants are exposed to several product names that are not in accordance with the culture of the export destination country so that product names need to be translated according to the culture of the destination country's people.



Figure 8. Some examples of labels which needed to be adjusted according to cultural norms

This counselling was expected to increase participants' knowledge about the use of English in marketing through Social Media and on packaging labels. Before and after the training activities, participants were asked to complete the Pre-test and Post-test. There are 10 questions for each test. The details of the questions are as follows; Items 1 – 5 were related to the topic of English for Media Advertising, while questions 6 – 10 were related to English for Packaging. The diagram below illustrated the Pre-test and Post-test scores.

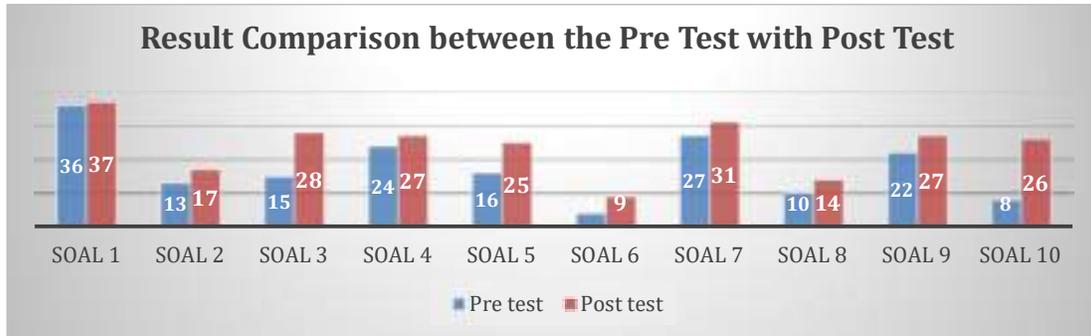


Figure 9. the results of pre-test dan post-test

The figure shows that for each item tested, the correct score on the Post-test is higher than the Pre-test. In the Pre-test, there were 6 questions, which were answered incorrectly by the majority of participants. These questions are questions no 2,3,5,6,8 and 10. Questions no 2,3 and 8 are related to the theory of using English for Social Media Advertising and for Packaging. The question were

2. *Manakah dari pernyataan di bawah ini yang bukan merupakan strategi mengoptimalkan akun Instagram bisnis?* (Which of the following statements is not a strategy for optimizing a business Instagram account?)

- Memaksimalkan username* (Maximize usernames)
- Memaksimalkan nickname* (Maximize nicknames)
- Menggunakan caption yang panjang dan terperinci* (using long and detailed caption)
- Sering-sering mengunggah story* (uploading stories frequently)

3. *Lingkari semua pilihan jawaban yang menurut Anda dapat digunakan untuk mengoptimalkan konten post pada promosi produk Anda di Instagram* (Circle all the answer choices that you think can be used to optimize post content for promoting your product on Instagram)

- | | |
|---|--|
| a. <i>Gambar produk</i> (Product image) | d. <i>Lokasi usaha</i> (business location) |
| b. <i>Gambar pengiriman</i> (shipping pictures) | e. <i>Testimony</i> |
| c. <i>Aktivitas usaha</i> (business activity) | f. <i>Caption</i> |
| | g. <i>Hashtag</i> |

4. *Apakah nama brand perlu diterjemahkan ke bahasa lain?* (Does the brand name need to be translated into other languages?)

- Perlu* (Yes, it does)
- Tidak perlu* (No, it doesn't)
- Kadang perlu* (sometimes)

In questions 5, 6, and 10, participants were exposed to applications for using English on social media and on packaging labels. The questions are listed as follows.

5. *Termasuk jenis promosi apakah gambar di bawah ini* (Which type of promotion is the image below)



- Hone in your hashtag*
- Show followers some love*
- A sense of humor never hurt nobody*
- Less is more*

6. Termasuk jenis promosi apakah gambar di bawah ini? (Which type of promotion is the image below?)



I informasi nilai gizi = nutrition facts
II komposisi = composition

- a. I and II
- b. II and III
- c. III and IV
- d. II and IV
- e. I and IV

- a. Take advantage of tagging
- b. Don't be afraid to ask
- c. Tell your story
- d. A sense of humour never hurt nobody

10. Pilihlah pasangan istilah dan terjemahan yang benar (Choose the correct term pair and translation)

III Aturan pakai = usage rules

IV Petunjuk penyimpanan = How to store

In the Post-test, only items 2, 6 and 8 had the correct answers below 50% of the total number of participants. This indicates that, after the counselling session, more than 50% of the participants increased their knowledge about the topic. Then, more than 50% of participants were able to recognize the technique applied to create captions and recognize the correct English translation for information labels on packages.

Based on the results of the participants' Pre-test and Post-test scores, there were only 5 participants (11.7%) whose Post-test scores were lower than the Pre-test. Meanwhile, only 3 participants (6.9%) had the same post-test scores as the pre-test. Thus 81.4% (n : 35) of the participants' post-test scores were higher than the pre-test. This indicates that the knowledge of most of the participants increased.

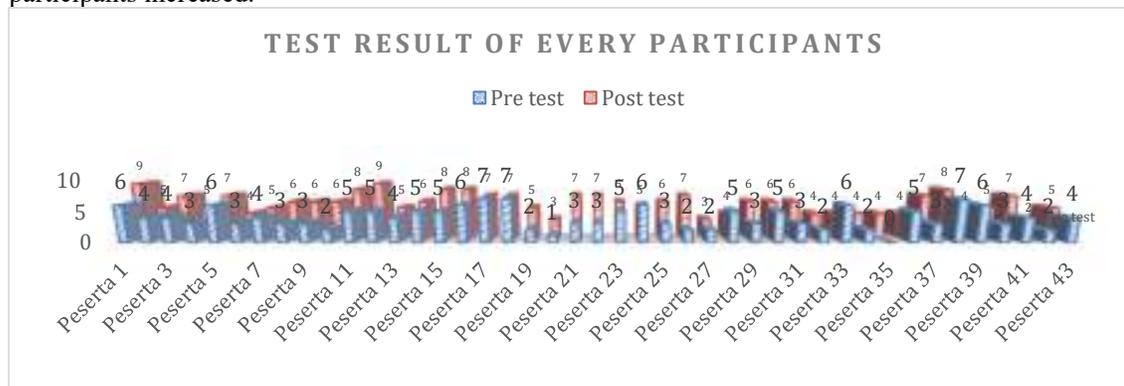


Figure 10. Test results of each participant

In training and mentoring sessions, participants are asked to sit in groups according to the chosen training theme. In each panel, participants form small groups of 5 – 6 people. Each small group is accompanied by one student when writing captions in English for participants who take part in the English for Social Media Advertising panel. Likewise for participants who chose the English for Packaging panel.

Product image



Promotional post made during the event



Figure 11. samples of the results of English for Social Media Advertising

In figure 11, one of the participants prepared a product photo that would be used as content for the promotion on the participant's social media account. During the mentoring session, the participants applied the “less is more” strategy according to the presentation of the speaker in the caption of their upload. In this strategy, participants only made one short persuasive sentence in English. Student facilitators helped to proofread and advise on strategies to use in captions before uploading promotional sentences.

In the English for Packaging panel, participants were asked to translate the information included on their product packaging. They were also asked to add other information that was required to be written on the packaging label. Most of the participants had several kinds of products at once. However, due to time constraints, participants were only asked to use one product as training material.

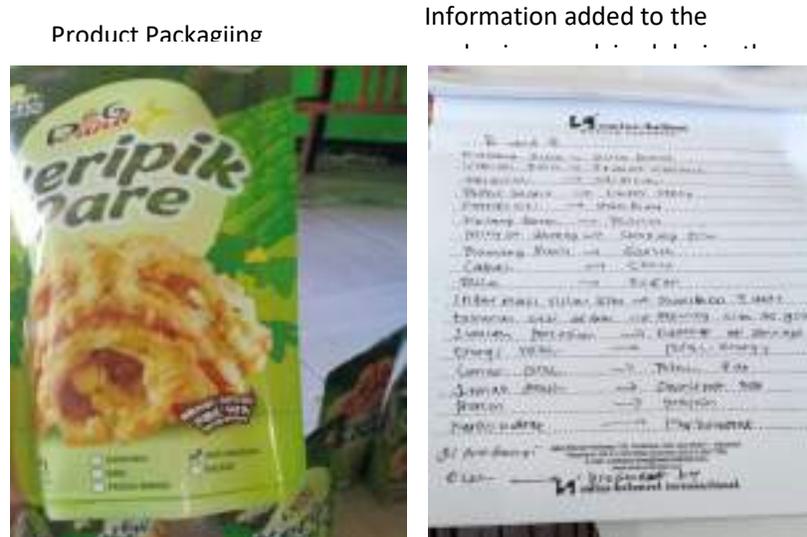


Figure 12. Contoh hasil pendampingan English for Packaging

Figure 12 showed that the information on the packaging was only the product name, brand, flavor variants, and a brief description of the product. In training and mentoring sessions, participants added other information along with translations in English. Among them were the composition of the ingredients, nutritional value information, and manufacturers. Due to time constraints, facilities and infrastructure in this mentoring, participants were asked to record additional information and translations so that participants could include it in the packaging at a later date.

According to the survey results, the activity which took place on 16 August 2022 was considered sufficiently good by all participants. All participants felt great benefits for their product developers, especially regarding marketing strategies on social media, labelling on packages, and the use of English on both. All participants hope that this activity can be carried out regularly.

4. Conclusion

English for Business training activities can help expand the marketing reach of MSME products in Tuban, East Java. The counseling session was able to add to participants' insights about product marketing strategies on social media, providing product information on packaging, and using English on captions and packaging labels. Training and mentoring sessions can assist participants in making their own captions and packaging labels in English.

This English for Business Training activity can be carried out periodically. In this activity, participants are limited to only 50, even though the number of MSMEs in Tuban is much larger. Periodic activities can help MSME actors who have not attended this training activity.

5. Acknowledgement

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