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Foreign Branding and Persuasive Strategies on MSMEs Products



Editor:
Eka Surya Fitriani, S.Pd., M.Hum.

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STRATEGIES ON MSMES PRODUCTS

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Tahta Media Group

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FOREWORD

The use of foreign terms has now become a commonplace in every aspect of life. People can find the use of foreign languages, especially English, in many sectors such as: education, economy, technology and so on. In the world of education, the term e-learning has been popular since the Covid-19 pandemic broke out. The term e-commerce is also well-known among users of digital markets.

There is a shift in public perception of foreign terms supported by the rapid development of technology in the current era. The use of foreign terms changes people's perceptions and attitudes in making purchases of the goods they are interested in. In the business world, recently the term "Foreign Branding" strategy has appeared. This term has a meaning as a strategy for pronouncing or spelling a brand name in a foreign language.

The authors wrote a monograph entitled "Foreign Branding and Persuasive Strategies on MSMEs Products" with the aim of adding information and knowledge to the world of marketing and MSMEs based on the author's findings at the study sites. The information in this monograph is the result of research, experience in the field and references from previous studies.

For the assistance and cooperation of various parties in the preparation and publication of this monograph book, we thank you. We welcome constructive criticism and suggestions for improving this monograph. Hopefully this monograph will be useful in understanding the use of Foreign Branding and Persuasive Strategies on MSME products.

Medan, May 2023
The Writers

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CHAPTER I INTRODUCTION

The use of foreign terms has now become commonplace in every aspect of life. People can find the use of foreign languages, especially English, in many sectors such as: education, economy, technology and so on. In the world of education, the term e-learning has been popular since the Covid-19 pandemic broke out. The term e-commerce is also well-known among users of digital markets.

There is a shift in public perception of foreign terms supported by the rapid development of technology in the current era. The use of foreign terms changes people's perceptions and attitudes in making purchases of the goods they are interested in. In the business world, recently the term “Foreign Branding” strategy has appeared. This term has meaning as a strategy for pronouncing or spelling a brand name in a foreign language.

This term is being actively promoted along with the growing development of marketing of local products/MSMEs in Indonesia. This foreign branding makes consumers view the brand name as something important from the product. Consumers also assume that foreign brand names add value to a brand. If the consumer's perception of the brand has been formed, then the company's image will rise. This foreign branding strategy is also considered effective in boosting promotion and marketing.

In Indonesia, the foreign branding strategy has long been used by large companies engaged in different fields. Silver Queen products that use foreign terms in their trademarks, are products from PT. Petra Food which was founded in 1950. Le Minerale whose name sounds foreign is also a domestic product produced by PT. Tirta Fresindo Jaya. The very popular bicycle product branded Polygon is also produced by a

bicycle company from Indonesia based in Sidoarjo Regency, East Java, namely PT. IneraSena.

Launching from Kompas.com, many local products made in the country use foreign branding strategies, however, many consumers think that these products are products from abroad. Based on research in 2018, the foreign branding strategy can increase the buying interest variable by 83.4 percent, while the remaining 16.6 percent. Some companies show positive results with this naming strategy. Not only the use of foreign languages, several brand names in Indonesia also adapt their founding history to produce unique word combinations. For example, the Krisbow brand is a combination of the founder's name, namely Krisnandi Wibowo¹.

¹ <https://lifestyle.kompas.com/read/2021/03/15/120954920/foreign-branding-strategi-merek-lokal-agar-disangka-produk-impor?page=all>, it was accessed on September, 12th 2022.

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THE WRITERS' BIOGRAPHY



Rizky Vita Losi, S.Pd.I, M.Hum. was born in Medan, June 18, 1992. She continued her undergraduate education majoring in English Education at the Faculty of Tarbiyah and Teacher Training at the State Islamic Institute of Medan, North Sumatra (now the State Islamic University of North Sumatra) and graduated in 2014. In the same year, she continued her postgraduate education at the State University of Medan and graduated in 2016. Her teaching experience began in 2016 at several universities such as: Institut Kesehatan Helvetia, the State Islamic University of North Sumatra and Medan Area University as an English Lecturer. Then, in 2019, she started teaching at University of Pembangunan Panca Budi Medan as a permanent lecturer at the university. The author is active as a teaching staff at the Faculty of Science and Technology, University of Pembangunan Panca Budi. Beside teaching, she is also active in conducting research and community service, and also as a speaker for several trainings and seminars. The author is also active in publishing national and international articles and books.



Ahmad Fadlan was born in Padangsidempuan on March 17, 1990. After completed his education at MAN 2 Model Padangsidempuan, the author continued his education at the Development Economics study program at the Faculty of Economics and Business at the University of North Sumatra and graduated in 2012. Then in 2013 the author continued his postgraduate education at Medan State University and graduated in 2015. His teaching experience started in 2016 in several universities such as: Muhammadiyah University of South Tapanuli, UIN North Sumatra and Medan Area University as a lecturer in Economics. Then, in 2019, the author began teaching at the University of Pembangunan Panca Budi Medan. In addition to teaching, the author also conducts research activities and community service. The author also actively publishes scientific works in books, research articles/national and international proceedings.

Brands that use a foreign language offer their customers foreign perspectives. For instance, it is common practice to pronounce brand names in other languages to reinforce the claim that a product is of high quality and comes from the country of origin (COO). Consumers are expected to purchase more sophisticated and reliable goods and services when they see things with labels in foreign languages. Both good and bad feelings may have an impact on their willingness to pay more for foreign companies. However, the desire of young customers to spend extra for products from brands they respect is far more influenced by pleasant feelings.

In order to influence many aspects of a brand's image, perceived quality, and consumer attitudes toward products, international branding involves offering a brand name in a foreign language utilizing its spelling or pronunciation. Because of the perception that these products represent the highest quality and come from outside, consumers tend to favor products with foreign names. Therefore, it influences people's purchasing decisions, and consumers also overadmire foreign-sounding goods, especially among the younger age. To compete and raise the quality of their goods and sales, local business owners should learn a lot about foreign branding.

This book contains the review on the foreign branding and persuasive strategies on MSMEs products. This book is also supported by various pictures from various sources and tables to make it easier for readers to understand the material presented.

This book is expected to be used by academics as well as those who are studying in the field of language learning, especially the media to teach English, as well as other related sciences. This book can also be used for researchers among students, stakeholders and all related parties to develop research in this field.



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