

**ICONIC ENGLISH BUSINESS NAME
AS A BRANDING TOOL
IN THE RURAL AREAS OF YOGYAKARTA SPECIAL REGION**

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Abstract

Today, people view foreign languages such as English as having more valuable attraction than the vernaculars to influence people. This condition is benefiting the businessmen to use English as a branding tool that they believe to be more effective and efficient to attract consumers ignoring the vernaculars. This study aims to describe the name of an English-language business as a branding tool in the area of the Yogyakarta Special Region. The method used in this research was descriptive qualitative with some quantitative features to support the analysis. The data were obtained from the rural areas of Yogyakarta Special Region through fieldwork using recorded interview with the owners of companies with a purposive sampling strategy. The data were analyzed by transcribing the interview, categorizing and analyzing the data, and drawing the conclusion. The results of this research show that the use of English as a branding tool in the rural areas of D.I. Yogyakarta signifies the names of institutions such as Barbershop, Laundry, Pet Shop, Photocopy Center, Cell-Phone Counter, Coffee Shop, and Homestay/Guest House. Those English names would be an icon to what they offer, give a guarantee of good quality, and offers high income. Even, they are orally becoming new vocabulary items for the people replacing the vernacular in naming the companies.

Keywords: foreign language, branding, icon, business name, rural area

**NAMA IKONIK BERBAHASA INGGRIS DALAM BISNIS
SEBAGAI ALAT BRANDING
DI AREA PINGGIRAN DAERAH ISTIMEWA YOGYAKARTA**

Abstrak

Dewasa ini, masyarakat memandang bahasa asing seperti bahasa Inggris mempunyai nilai lebih daripada bahasa lokal untuk menarik masyarakat. Kondisi ini menguntungkan bagi para pebisnis untuk memilih Bahasa Inggris sebagai media branding yang mereka percaya merupakan media yang efektif dan efisien untuk menarik perhatian pelanggan tanpa mengindahkan bahasa lokal mereka. Penelitian ini bertujuan mendeskripsikan nama bisnis berbahasa Inggris sebagai alat *branding* di area pinggiran Daerah Istimewa Yogyakarta. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif yang dilengkapi beberapa komponen kuantitatif untuk mendukung analisis. Data diperoleh dari daerah-daerah rural di D. I. Yogyakarta melalui observasi lapangan, wawancara dengan

pebisnis yang dipilih menggunakan teknik *purposive sampling*. Data wawancara yang terkumpul ditranskripsikan, dikelompokkan, dianalisis, dan disimpulkan. Hasil penelitian menunjukkan bahwa penggunaan Bahasa Inggris sebagai media branding di daerah rural di D. I. Yogyakarta ditampilkan dalam bentuk nama perusahaannya seperti *Barbershop, Laundry, Pet Shop, Photocopy Center, Cell-Phone Counter, Coffee Shop, and Homestay/Guest House*. Nama-nama tersebut menjadi ikon terhadap produk-produk sejenis, memberikan garansi kualitas, dan pendapatan tinggi. Bahkan, nama-nama tersebut menjadi kosakata baru yang menggantikan nama-nama produk sejenis dalam bahasa lokal.

Kata kunci: bahasa asing, *branding*, ikon, nama perusahaan, daerah rural

INTRODUCTION

For some countries, English is still as foreign language (Liao et al, 2018) including Indonesia. Yet, English has experienced a significant development today through various creative educational system (Liao et al., 2018; Beghetto, 2010; Larsen-Freeman & Anderson, 2013; Cremin, 2015; and Craft et al., 2012) with the adaptable method to the natural environment (Craft, 2005; Lin, 2011). Campuses, both public and private in Yogyakarta, opening English (Language and Literature) are flooded with prospective students from various parts of the country every academic year. They also put English as an important part of the curriculum in other majors in form of learning activities in the class or outdoor activities by requiring the learners use English in spoken or written expression when interacting to each other on a particular day or place.

The assumption is that with mastering English the chances of success in the future become wider than those who only master their basic knowledge. It is not entirely wrong to put the word 'success' with the meaning 'to win the competition' and English plays as a

Lingua Franca (Seidlhofer, 2005). The opening of MEA, ASEAN Economic Community, as a form of cooperation among nations in various fields such as trade and industry should be addressed positively. English becomes the basic foundation to compete with workers from abroad, both as a job seeker and entrepreneur. Absolutely, Darwis (2011: 1) reminds people about the trend of English that may be the new challenge to the existence of the vernacular in the near future.

Facing the future condition of MEA, Yogyakarta prepares its facilities well to catch the opportunity. The change of its slogan from "Jogja Never Ending Asia" to "Jogja Istimewa" is the shortcut to get attention from the international society as a branding tool (Walsh et al., 2011; Lieven et al., 2015). By having the new slogan, Yogyakarta develops the natural tourism sector in support of proclaiming "The Tourism City" despite maintaining the trademark of the City of Education. Some new sites of the natural tourisms are built and facilitated with modern equipment to attract as many as tourists possible from national or international. Remarkably, Yogyakarta also adapts to the new era

of narcissism by providing many spots to take selfie.

Absolutely, the change of the face of Yogyakarta influences an evolution on some aspects such as trading. One significant element of trading that is mostly converted is branding (Walsh et al., 2011; Lieven et al., 2015; Zhang, 2015). Formerly, people could find branding using English in big cities, urban areas, or large and powerful companies but today people can easily find it at any firms everywhere in Yogyakarta, even in the rural areas of Yogyakarta. Furthermore, Halliday (2009) this pervasiveness brings a domino effect on the change of society in the form of the language use and preference.

In Sociolinguistic studies, Mesthrie et al., (2009) and Montgomery (2013) the study of the relationship between language and society, language and community conditions has a central role in shaping the social order (Banikalef and Bataineh, 2017). Furthermore, Khotimah (2000: 48) states that language and society are a unity of social systems in which to communicate each other, people do not only use a certain language but also understand the essence of human in form of identity (Bachrach, 2012; Back et al., 2010; Laffond & Mossler, 2013; Schmit, 2012; Todd, 2013; Zhao, Grasmuck, & Martin, 2008; Nadkarni & Hofmann, 2012). Meanwhile, Wardhaugh (2010) said that the emergence of language in the community is often influenced by factors such as social status, educational level, age, economic level, gender, and certain situational factors. Therefore, this research can be a picture of change of social order of society in Yogyakarta

through selection of usage of making English an icon as the branding tool.

In a heterogeneous cultural environment, language as a communication tool places its position as a *lingua franca* (Seidlhofer, 2005). The term of *lingua franca*, Mauranen (2018: 30) defined that is normally used to mean a contact language, that is, a vehicular language between speakers who do not share a first language. The focus of using *lingua franca* is that speaker and interlocutor achieve the understanding in the interaction by using a language they are familiar with. For example, in Yogyakarta, the people who live in that region are quite heterogeneous coming from all parts of Indonesia and defined from various ethnicities and languages. They have Bahasa Indonesia in their daily life instead of Javanese. Nowadays, the city's strategic plan as the Tourism City brings foreign tourists to make this city a place to get to know other cultures (cross cultural understanding). Of course, the language to communicate, *lingua franca*, is English. This potential is considered profitable in the business world (Jenkin et al., 2018). Businesses are vying to design their corporate entity brand using English to minimize the advertising costs and their target market is the foreign tourists and middle-upper class local people. Tauhidi (2009: 98) explains through a healthcare case study that the English beverage brand has a significant effect on consumer perceptions. English-language health drinks are considered more nutritious and cleaner than those using other languages. His research shows that English slowly but surely put itself not only for the *lingua franca* but also for a standard of quality.

By becoming the standard of quality, English pervasively take a position as a tool of branding. Having an English name means that the quarantine of good services or products. Ardiansah (2014: 8) also shares his understanding of the function of branding Kota Pare, Kediri as Kampung Bahasa. According to him, branding is a way to form a perception or a differentiator even contains a producer's expectations to the consumer of the products or services provided. Branding can be understood simply as a way the producers communicate their products or services to the public. Relating to English as a branding tool, business owners in Yogyakarta believe that the heterogeneous social conditions of society are able to accept the branding strategy even though their everyday language is not English.

Branding and perception are two important elements that can shape the image of the businesses and their products or services such as the relationship between language and society that form the system of social order. Yulianti (2008: 20) explains that the visual elements in branding represent the image that the producer wants to highlight. A proper branding will be a good selling tool for business entities and ultimately the branding will become an inherent identity to the community. This research can be understood through a simple analogy as follows. In Gunungkidul, people call any motorcycle by "Honda" and any car by "Toyota". It is not totally wrong. Honda is a brand of motorcycle and Toyota is a brand of car. Besides, numerous brands are provided in the region but they are called with the same aforementioned names. The other examples are the

laundry soap called "Rinso" and the deodorizing liquid is "Molto". Both are names of the certain products. There are a lot of names in the market places. The right branding can be a reference of people to choose the product. It is also affecting the perception of people in using the products or services because they are familiar with the brands in their daily life. Even the perception of people to other names of the same products could be having lower selling values in the community.

METHOD

This research was a descriptive research using qualitative method. The data were collected by having observation through fieldwork, deep interview, and classification. It further expands the data analysis steps that include presenting the data, interpreting, including comments from the researchers, the data, validating the data, and indicating the potential outcomes of the study. In this regard, according to Punch (2014: 119) and Creswell (2014: 84), qualitative research focused on description; data collected in the form of words in sentences or images that had meaning more than just numbers. In the data analysis there would be a description of English words and sentences used as a branding tool of products or services in Yogyakarta.

The approach used in this research is Socio-Onomastics approach. It is a branch of Linguistics that discusses the phenomena of language within a society, focusing on the use of names and naming practice, and can be a benchmark for the changing portrait of the social order system using a language perspective (Hough, 2016: 372). The

combination of Sociolinguistics, the study of language and society, and Onomastics, the study of names and naming practice, becomes a valid approach to investigate the phenomena. This approach was chosen because the features of the approach can sharply examine the phenomenon of the use of English as a branding tool in the middle of the Javanese and Indonesian language community in Yogyakarta.

The primary data in this study is the brand covering such as names, slogans/taglines, and other aspects of the businesses. In addition, the transcription of interview records with some business owners about the reason of choosing English as the branding tool could be supporting documents to analyze the primary data. Comparison between English names version and Indonesian or vernacular version are considered as the primary tool to analyze the primary data. The secondary data of this research is the knowledge and understanding of the researcher about English and Socio-Onomastics theories.

RESULTS AND DISCUSSION

Results

Business names using English as a branding tool found in Yogyakarta are the focus of this research. As the aforementioned description in the previous chapter, Yogyakarta raises its market values by declaring its status as the City of Tourism, concerning on natural attractions. Of course, these natural attractions bring people to understand that the tourism spots will be in the rural areas located in the countryside. This will influence on how people figure out the facilities, infrastructure, and logistic supply.

Table 1. People's Preferences on Branding

No	Branding	Percentage (%)
1	Barbershop	65
	Local Name (Tukang Cukur, Potong Rambut, etc)	9
	Both	26
2	Laundry	68
	Penatu/Binatu	32
3	Pet Shop	53
	PASTY	47
4	Photocopy	87
	Fotokopi	13
5	Cell-Phone Counter	100
	Kios Pulsa	0
6	Coffee Shop	69
	Warung Kopi	31
7	Homestay/Guest House	92
	Penginapan	8

Discussion

From the result of field observation, how local people or the management crews of the natural spots provide facilities, infrastructures, and other needs is remarkable to explain. By the Socio-Onomastics approach, the change of social condition can be depicted well as a way the local people adapt to the change of the situation, from rural, even undeveloped, areas to the tourism spots full of tourists both domestic and foreign ones (Baiklef & Bataine, 2017; Liaoa et al., 2018; Lieven, 205; Zang, 2015).

Some business names found around the natural tourism spots and the motivation behind the names are mentioned and discussed below.

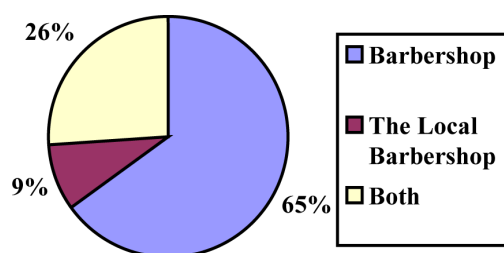
Barbershop

In urban area, Barbershop is popular enough replacing the local name

“*Tukang Cukur*”, “*Potong Rambut*”, and “*Potong Rambut – Madura*”. Even, the language used in naming the place where barbers work has power to differentiate the social status of consumers and the facilities provided in the shop. Those who come to the Barbershop must be young, fashionable, and mid to high in social status. It is since the Barbershop has bravery to guarantee the service by providing talented and certified barbers, up to date fashion, and other services like upper-body massage, shampoo, and set. Yet, the local barbershops are in contrary and do not give these facilities to the consumers; they just cut the consumers’ hair with limited style described by gestures pointing the part of the hair that must be cut. What they provide for the consumers affect on the price of the service. The Barbershops may have doubled or tripled more than the local ones.

Surprisingly, the chart below shows the people preference in choosing where they go to the place of haircut.

Chart 1. People Preference on the Place of Haircut



Although the price is high, 65% of the respondents choose Barbershop, 9% of them choose the local ones, and 26% of them choose both. Most of the respondents said that having stylish hair cut was the priority and gave more confidence.

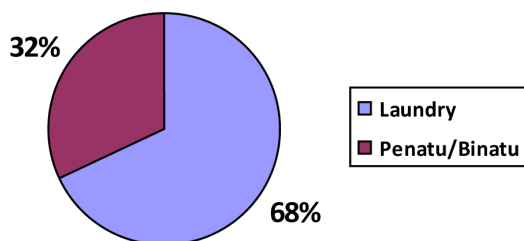
Having this data from the respondents, the business owners conveyed the similar motivation by using English as the names of the service. They said that the name Barbershop gave more pride, service excellence, and cool. To have creativity in naming the business, the word “barbershop” is recently found in combination of the owner’s name or place name. Even, the word does not appear in the business name but the owners choose English as the replacement such as Macho, Five-O, and others.

Laundry

It is easy to find this business in the urban areas in Yogyakarta. Daily culture of people influences significantly to the spread of this business. In the urban areas, the culture is about simplicity that is determined their daily routine. They spend much time outside the house to work, for instance, with the consequence that the household needs such as laundry demanding an extended service from “Laundry” business. Beside working, people in the urban areas are mostly the university students from various origins that they just have non-permanent resident permit. They have no sufficient tools as well to holding the daily need by themselves so that the business can be the primary option to fulfill the need. In contrary, in the rural areas of Yogyakarta, the household needs can be tackled well because they have much time to take care of the house. Sometimes, they divide the responsibility to manage their house by having the husband working outside the house to have income and the wife working at home to take care of the household needs.

In naming term, people know more “Laundry” as the place to have their cloth washed and ironed than its local term “*binatu/penatu*”. Those who have this business in the rural areas assume that the “Laundry” is the appropriate name. It is since they see it quite popular in the town with some improvement like Qloan-Laundry, One Stop Laundry, Noer Laundry, and others. In addition, “*binatu/penatu*” is usually a personal employee. People who would like to have their laundry washed and ironed, they call a person, known by people around, who work as “*binatu/penatu*” to their house then wash the laundry without washing machine. This chart below shows the people preference on laundry service in the rural areas in Yogyakarta.

Chart 2. People Preference on Laundry Service



The 68% respondents choose “Laundry” with various motivations such as quick service, tidy in packaging, fragrance, and cheap. The last motivation is arguable. It is since “Laundry” offers around Rp 3,000-4,000/kilo while “*binatu/penatu*” are paid around Rp 15,000-20,000/day for the bulky laundry. That is also the reason why some “*binatu/penatu*”, with high consequence, open the “Laundry” business. They ask for money to buy the washing machine and other stuff

then offer the laundry service with the name of “Laundry” business. Although the field of work is the same, they have better income by having this business.

However, 32% of the respondents still have “*binatu/penatu*” with several motivations. Some of them are having a chance to request and helping their neighbors’ life. People must have various kinds of cloths that must be carefully washed. “Laundry” do not offer this kind of service. They just wash all kinds of cloths in the same machine and through the same method. Sometimes, the cloths are broken or discolored. Yet, people may request the “*binatu/penatu*” to wash with full of attention their cloths. Besides, by having “*binatu/penatu*” people believe that they may help their life by giving them commission to run their life. It is since mostly they are women with limited income.

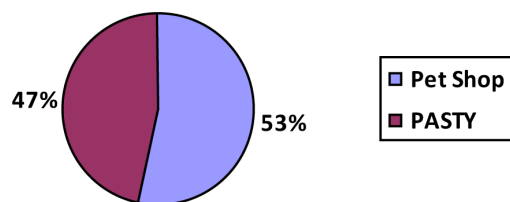
Pet Shop

Yogyakarta has an integrated animal market to serve people on animal trading, called PASTY. This market is located in Yogyakarta municipality, on Jalan Bantul Street. In this market, people may choose their interest in pets displayed on blocks such as bird block, cat block, dog block, and others or sell their pets. The only obstacle people may have is the distance. It will take a long trip to go to the market from the rural areas such as Gunungkidul, Bantul, Kulon Progo, or Sleman.

By this condition, Pet Shop appears as the solution to cut the distance. The shops are spread out thoroughly in Yogyakarta. Most of them are private. The shops have benefit that PASTY does not have that is consultation

and health care. They do not only do the animal trading but also give the customers a talk about how to keep their pets healthy from feeding until having good condition for pets. They even provide a veterinarian to serve the customers. It is truly service excellence to attract people. However, the shops are not without problems. What pets they supply are about cats and dogs in the most. People having interest in other pets have no option; they have to take the trip to the PASTY.

Chart 3. People Preference on Pet Trade



The chart above describes that most people go to Pet Shop for pet trade, 53%, and go to PASTY, 47%. From the amount of 53%, the trade is about cats and dogs only but 47% people going to PASTY do the trade for various pets such as cats, dogs, birds, fish, roosters, and others.

In Yogyakarta, there is no other term to call “Pet Shop”. Almost all shops that sell or buy pets are called Pet Shop. The business owners and customers interviewed said that they never found other names to address this kind of shop in Yogyakarta. They informed the name in Javanese “Pasar Kewan” to share the place for animal trading but the place serves not only pets but also livestock. This condition means that the name Pet Shop has been largely embodied as the place to buy

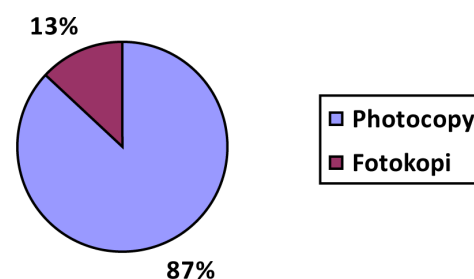
or sell pets although the kinds of pets are limited to cats and dogs. Even, until the rural areas in which English is not the preferred language to use daily, the name Pet Shop is popular to use and people understand it.

Photocopy Center

In Bahasa Indonesia, the term “Photocopy” is translated and written as what English pronunciation is revealed, /fo.tokopi/, becoming “*fotokopi*” by ignoring the diphthong. Although having the similar sound, the English version is still the favorite to use as the name of business. Uniquely, there is no other names to address the place to double the documents. The options are just “*fotokopi*” or “photocopy” with numerous combinations.

The chart below shows the people preference on the place.

Chart 4. People Preference on the Place to Double Document



Based on the information in the chart above, people prefer “Photocopy”, 87%, with numerous combinations to “*fotokopi*”, 13%. For this kind of business, English does not give more on facilities, services, or quality as what English does for the previous business. Yet, English must be new vocabulary for people. They are easily to have “photocopy” as their new word because

the sound is familiar although the word becomes “photo copy”, “photokopi” or “fotocopy”. By this, the word becomes the identity of the place to double documents. Some improvements on naming the business are like “Photo Copy Jaya”, Photokopi Rahayu”, “Fotocopy Mitra”, and others.

The owners choose the English version word and the combination because they just know that the name is referring to the place to double documents. They also understand that the word is English but they do not check in the dictionary or google how to spell the word. What they know is what they hear. By ignoring how the spell, English put its word as the icon of the place to double documents.

Cell-Phone Counter

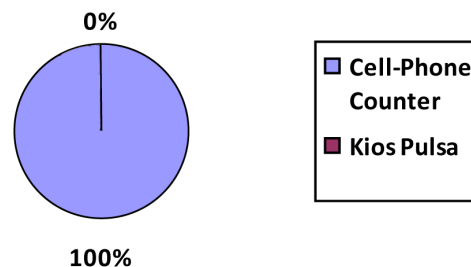
The rush of technology development has changed people’s paradigm in seeing a smartphone. In the past, phone was just a tool to communicate or connect people separated by a long distance. Yet, to date, the smartphone –a phone that is designed more functional than the previous one- is not merely what people had in the past. It is aimed to make people dependent on the gadget. This condition is supported by the spread of various application that make people easy to interact, even to order services or buy goods, and the spread of Cell-Phone Counter business that facilitate people the need of communication such as internet data, prepaid credit, and some accessories.

The term “counter” in naming the place to have transaction for internet data and prepaid credit is the focus in this section. In Bahasa Indonesia, a term referring to such place is “toko”

or “kios” and in Javanese sometimes “warung”, “kedai” or “bakul”. In English the term is defined as a long flat narrow surface or table in a shop, bank, restaurant, etc. at which people are served (Cambridge, 2008). Apparently, the term used in naming the place is based on how the business owners show the products or goods as what Javanese say in naming “bakul” (It is not the place to sell goods but the place to put in the goods to sell and the seller bring the place moving around).

During the research in the rural areas in Yogyakarta, the term “counter” is untouchable. Almost all places use the term as the notification of the place to buy and sell the prepaid credit and internet data. The chart below shows the information about the people preference or understanding on the place.

Chart 5. People Preference on the Place to buy Internet Data and Prepaid Credit



People do not ever have a term to denote the place but “counter” that in local language it is pronounced as “konter”. Even, the word “konter” informally becomes a new vocabulary not only in the rural areas but also the other areas. The reason why the owners choose the name is the same as what the owners of “photocopy” business does. They know that the term is English but

they do not check how to spell, even the meaning of the term. They just listen and get the term from people-to-people interaction. In KBBI, Indonesian dictionary, the word “konter” means assault, battle, and fight. In naming the business, the owners also combine the term with other creative words such as personal names, place names, or other purposive names as te examples “*No Bon Counter*”, “*Anggita Counter*”, or “*Counter Mangunan*”. This state reflects, at once claims, that the English term “counter” is the name and identity for the place to buy-sell the need of communication through smartphone. However, the meaning of the term “counter” actually changes from ‘how people serve their goods to sell’ to be ‘the place to sell the goods’.

Coffee Shop

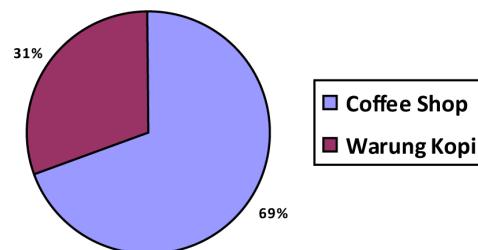
The use of English brings different perspectives on not only how people judge but also how the business owners provide facilities. In this case, “Coffee Shop” and “*Warung Kopi*” -the name of a place offering coffee as the main product and giving consumers relaxing atmosphere to gather around with colleges, families, or friends- are the concern in this research. Both of them are available in the rural areas in Yogyakarta. Even, this condition has been researched by Tur and Pratishara (2018) that consumers show different attitude to both places because of English.

“Coffee Shop” sells image beside the products. This can be seen starting from the performance, facilities, human resource, and tools. The building is designed as perfect as possible to create the relaxing atmosphere and even

fashionable and eye-catching spots for taking picture to be published in social media. The facilities are built to support the performance. Free internet connection will be the added values to make the consumers comfortable. The last thing is the service that is determined by high quality of human resource and sophisticated tools. The service is quite significant component to bring good perception toward the “Coffee Shop”.

In contrary, “*Warung Kopi*” must be popular in the rural areas. Around 1990, the name of “*Warung Kopi*” was taken as the name of popular and trendy humor group; *Warkop* (*Warung Kopi*) DKI. It signified that the name of “*Warung Kopi*” had a magical image to be an identity although all about it were completely opposite to “Coffee Shop” in every element.

Chart 6. People Preference on the Place to buy Coffee and to Hang Out



The preference on *Warung Kopi* nowadays has changed as shown in the chart. *Warung Kopi* exactly still exist in the rural areas in Yogyakarta but their existence is slowly but surely eliminated by modernity. Consumers buy a cup of coffee and sue for service excellence by having interesting abundant facilities, mainly the free internet connection. They must invest much money on it and

some get it difficult to do. Having this demand, they propose a combination of them; the name is Coffee Shop but the facilities are *Warung Kopi*. This is to provide consumers, mostly old people or those having limited budget, to have modern face in having coffee, calm atmosphere, and spots to take photos to be published in the social media.

Homestay/Guest House

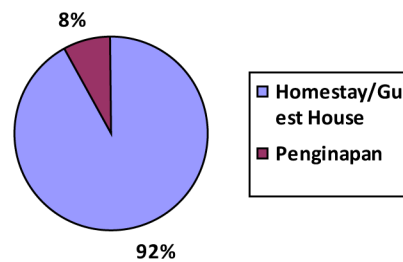
Both the urban and rural areas agree to have these terms, Guest House or Home Stay, in referring to a place to stay for short time of visit. It is hardly to find “*Penginapan*” instead of those names. Yet, the term “*penginapan*” still exists in the people daily conversation orally as when the researcher asked, “Where is the Antik Guest House?”, they answered “*Ow penginapane mbak Antik masih lurus terus*” (O, the Antik Guest House, go straight on!).

Those names, Homestay and Guest House, have no significant differences. They provide a place to stay in short time with all facilities provided. Yet, the difference is on the management; how they manage the place, marketing, and facilities provided. Homestays are managed personally. The owners of Homestay serve the guests by their own such as providing breakfast, cleaning services, laundry, and others. Even, in Homestay, the guests and the owners can be in the same place in having breakfast because the owners live there also. That is why the term “home” is used to represent the service due to the owners would like to share their preference to have home-like atmosphere to their guests.

In contrary, Guest Houses are designed like a hotel or motel. They are

run by staff. The owners do not live in the house. The guests must serve their own needs because the staff are only renting the house with all facilities provided. The home-like atmosphere will not be offered to the guest. Yet, people should spend much more money to hire Guest House than Homestay.

Chart 7. People Preference on the Place to Stay



The chart above explains the people preference in calling the place to stay in short time. People still have “*penginapan*” to refer to the place but the amount of them are quite small. Meanwhile, the names “Homestay/Guest House” are significantly popular to say the place. This condition means that the English version names must be the identity to call the place to stay in short time among the people. It can be an icon of marketing as well.

CONCLUSIONS

English is still a foreign language in Indonesia. Yet, their existence can replace the people preference in naming their business icons. The owners of business prefer having their business names in English to having the names in their vernacular. This condition should be a milestones of social and cultural changes even monitor on how the people live their lives. The rural areas of D. I. Yogyakarta can be the

examples of the changes. Facing the MEA, D. I. Yogyakarta proclaimed the status of “The Tourism City” that brings significant effects in the areas. English significantly takes the position of preferable language in naming businesses. The names such as Barbershop, Laundry, Pet Shop, Photocopy Center, Cell-Phone Counter, Shop, and Homestay/Guest House must be an icon. Even, they become new vocabularies in the name preference that are easily accepted by the people and pervasively used in the rural areas. English is also assumed to have guarantee of good services and goods. Then the guarantee sues for high price to have it.

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