

Tagline Branding: Trading the Products or Cultural Identities?

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Abstract—Business challenge in terms of marketing experiences a drastic evolution in the tourism city such as Yogyakarta. The rise of various types of tourist spots promoted attractively through internet fascinating the attention of the world directly impacts on how the owners of businesses to make foreign tourists as the target other than domestic ones [1]. Therefore, they are competing to design brands as attractive as possible in the form of taglines known as the soul representing the businesses or products by English. This condition is supported by the local community, especially young people, who are competing to produce taglines of businesses using creative English. However, every place has its own wealth in term of cultural identities resembling to the vernaculars such as Yogyakarta where the local language and all its local wisdom thrive [2]. Yet it is precisely English that is the prime of branding to attract consumers. Slowly but surely people will assume that the local wisdom will not have significant influence to lure consumers to buy. They put the identities in the auction for the sake of businesses. This research concerns on the motivations and social and cultural contacts in defining English taglines. Social factors such as the level of education, experience, easiness to access internet, social status, and others triggering the presence of English taglines. Besides, other cultural contacts in this millennium supporting the fact that English is offering easiness and communicative tools to promote but vernaculars give the people the more valuable, priceless thing that is identity.

Keywords—taglines; identity; branding; internet; business

I. INTRODUCTION

Having a status as foreign language in Indonesia, English has experienced significant development nowadays, especially in Yogyakarta. Campuses, both public and private ones in Yogyakarta, open English Language and Literature majors that every year are flooded by prospective students from various parts of the country. Besides, English has also become an important part of the curriculum in other majors. Once banned by the government, the basic levels of education in Yogyakarta put English in their curriculum. The reason is to introduce English to students as early as possible to prepare them in facing the future tight competition for job.

The assumption is that by mastering English, the chance of success in the near future will open widely. It is not entirely wrong to put the word 'success' with the meaning 'to win the competition'. The opening of ASEAN Economic Community (MEA) as a form of cooperation among nations in Southeast Asia in various fields including trade and industry should be

addressed positively. English becomes the basic foundation to upgrade the bargaining position of Indonesian human resources and win the competition with workers from abroad, both as a job seeker and entrepreneur.

However, people in Yogyakarta are like a 'tiger without tusks'. They have wealth in form of local wisdom but face a difficult situation covered by the term of "Tourism City". In one side, being a tourism city opens wide chance for people to find a new way for their economic pillar to depend on. On the other side, they must come into a globalized market and set up a strategy to attract vantage consumers that are mostly foreigners.

The strategy pushes on the marketing system that is effective and efficient but full of creativity in form of taglines branding. Mantokanis [3] says that taglines are used by the companies' marketing to communicate and draw a brand premise and enhance the consumers' memory to the brand. Furthermore, Abdi and Irandoust [4] affirm that taglines bring identity and cannot be changed easily. To build the brand identity, people need a novelty in creating taglines to distinguish one and another. It will automatically build a preference in consumers' memory and fortunately the consumers will share freely the brand through mouth-to-mouth marketing.

Unfortunately, people interpret the meaning of globalization by defining something in a must westernized form, including language [5]. English is the language spoken worldwide. It is easy to recognize and show its power of attraction for consumer. Askegaard and Linnet [6] explain that consumer's attitude is determined by the sociocultural context that includes the society and the individuals. It means that the preference of consumer to choose products will be determined by the impact of the products in the society whether they build the consumer's social status [7].

English stands in the first line in this context. Beside the worldwide language, people are also demoted by products attached with something English. They will have more pride to have the products [8], [9]. In addition, the businessmen catch this phenomenon as the golden ticket to attract the consumers easily by creating eye-catching taglines.

However, the condition aforementioned above brings identity to an 'ice-box'. Not only the big companies but also the street vendors use English to appeal consumers. In facts, almost

all foreigners come to Yogyakarta to know and see its local wisdom to enlarge their knowledge about cultures [10]. Yet what they find is in contrary. Meanwhile, the people avoid the use of the vernacular in trading to make the foreigners easily identify what they sell and offer. This misconception rises to the fade of identity.

II. METHOD

This research was classified as a qualitative research design. The notion of it was the description of data consisting of the taglines used for branding in Yogyakarta. A small computation aspect was in use for the sake of support the qualitative analysis. The steps of the research were explained as follows: (1) observing the taglines branding found in Yogyakarta, (2) documenting the taglines by writing and picturing them, (3) choosing randomly the owner of companies having the tagline for having a deep motivation of the preference in English and their social background thorough an interview, (4) classifying the collected data, (5) analyzing the classified data, and (6) drawing a deep-clear conclusion.

III. RESULTS AND DISCUSSION

Taglines are like the road sweepers at the end of a parade. They call attention to the fact that the commercial has come to an end [11]. They have various function and strategy to attract consumers to come and enjoy the products or facilities the companies have. The taglines' functions are to explain the companies' offering, describe who you are, and of course persuade consumers to buy the products. If relating to the functions, the taglines must be able to use any languages not just English. Yet, the data show that English comes up as the most preferable language to use.

A. Portrayals of Taglines in Linguistic Aspect

In linguistic aspects, the data got from various companies in Yogyakarta show that the English taglines can be put into some linguistic-based-form categorizations: word, phrase, and sentence as follows.

- **In Form of Word**

In form of word, the taglines resemble to the language the local people use in daily life. These two pictures below portray the use English word in combination with Bahasa Indonesia.



Fig. 1. "Baju Anak Branded"

- **In Form of Phrase**

In this form, English is used mostly in Noun Phrase. Although, some of them are in other form of phrases such as verb phrase.



Fig. 2. "Trust Together"

- **In Form of Sentence**

By ignoring the English Grammar accuracy, English is used as Tagline in sentence forms by looking at the pictures below.



Fig. 3. "We Care Your Pets"

- **In Phonological Aspect**

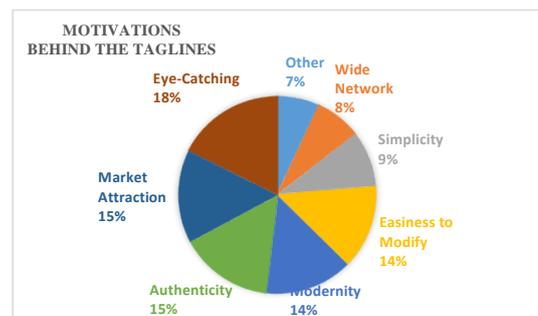
Not only in written expression but also in spoken one does English dominate the Taglines as follows.



Fig. 4. "Print & Fotocopy"

B. Motivations Behind the Taglines

To gained the motivation of the owners, an interview was conducted. By the interview, the motivations behind the English Tagline are shown in the pie chart below.



Graph. 1. The Motivations behind the English Tagline

Of the 131 owners of companies, the most dominant motivation in choosing English as the language is eye-catching by 23 (18%). The rests are 20 (15%) for market attraction, 20 (15%) for authenticity, 19 (14%) for modernity, 18 (14%) for easiness to modify, 12 (9%) for simplicity, 10 (8%) for Wide Network, and 9 (7%) for other motivations.

Here, eye-catching is in the first position due to the essence of taglines is closely related to memory. The more eye-catching the taglines, the easier the taglines to remember and persuade consumers preference. The market attraction consists of the reason young consumers and foreigners as the targets. They are mostly educated persons and interested in something branded. Restaurants and cafe have this motivations mostly to serve foreigners like in their home countries. Then, the authenticity plays another important role to create homy restaurants and cafes for foreigners. Meanwhile, modernity, easiness to modify, and simplicity give more creativity in creating magnificent taglines reflecting the products. By English, they need not consume a lot of space in advertisement that means they can save the cost. The two last motivations are wide network that is presumably used in advertisement and other that consists of fashion, impressiveness, and westernized style.

C. Social Factors Behind the Taglines

The data show some categories indicating the social factors that contribute in choosing English for the taglines as follows.

TABLE I. SOCIAL FACTORS BEHIND THE TAGLINES

Categories	n (N=131)	Percentage (%)
Education		
University	79	60.4
Senior High School	52	39.6
Employment		
Had been Employed	93	71
Never	38	29
Easiness to Access Internet		
Social media	126	96.2
Others	5	3.8
Social Status		
Entrepreneur Cycle	48	36.6
No Cycle	83	63.4
Others	27	20.6

The table consists of categories in the total of 131 interviewees. The first categories is education that is divided into two points, university as the highest education by 60.4% and senior high school as the highest education by 39.6%. Some of them, 71%, were employed then went out from job to have their own companies but 29% of them are never employed. For the easiness to access internet, 96% of the interviewees say that they get inspiration for the taglines in English from social media while 3.8% from other sources. The social status tell surprising information. 63.4% of them are not having background of a businessman family. Yet, the rests, 36.6%, have their family running the companies initially. The others tell that 20.6% of them get reward when they were in campus or other funding such as banks to build a startup company.

D. Cultural Contact and Its Impact

Askegaard and Linnet [6] explain that consumer's attitude is determined by the sociocultural context that includes the society and the individuals. What happens in the society relating to English is the assumption of having good quality of products resembled to English. This condition drives businessmen in competition to build anything related to their business in English. The assumption looks real then as the examples below.

TABLE II. EXAMPLES OF BRANDING IN TWO DIFFERENT LANGUAGES

English Version	Bahasa Indonesia Version
Coffee Shop	Warung Kopi/Kedai Kopi
Barber Shop	Tempat Cukur
Beauty Salon	Salon Kecantikan
Boutique	Butik
Department Store	Pusat Perbelanjaan
Pet Shop	Toko Hewan

Let us take a look at one of the examples that is a shop selling coffee. In Yogyakarta, there are two kinds of the shops. The first is using bahasa Indonesia "Warung Kopi" or "Kedai Kopi". The second one is using English "Coffee Shop". Consumers show different attitudes.

The consumers automatically differentiate their preference. The "Warung Kopi" or "Kedai Kopi" has low and lower-middle classes of society and the Coffee Shop has upper-middle and high classes. People notice this by the price of the products, properties of the consumers like cars, and the style of the shops. Beside products, the Coffee Shop offers the pride as well by having English. However, that example above appears a dichotomy between the rich and the poor but not for "Laundry". People have the same opinion in responding the company. In KBBI, Bahasa Indonesia has a word to replace "Laundry", that is "Binatu/Penatu" but it is not familiar enough in the society. Choosing "Laundry" does not mean to have higher profit but for the sake of marketing.

Another example that can be considered in term of social contact is the tagline of BMT Beringharjo "Trust Togetherness". BMT is a bank for local people in a certain context. This BMT represents the context of traditional market merchants who are absolutely having their vernacular more than English. Yet, what the bank has is English tagline, "Trust Together". It is quite difficult to understand the reason in choosing the tagline. In one hand, BMT is Islamic-based bank. This concept identifies the products or services by taking Arabic, sometimes. On the other hand, the target of this bank is local people with their own, in this context, Javanese. Even, looking at the name of the 'BMT Beringharjo' can be concluded that the bank will service people who have daily buying and selling activities in the traditional market, because Beringharjo is the name of a traditional market, in term of loan, pawning, or others. From those three examples above, English brings its faces in form of branding to have society's responses [12]. This agreement makes English dominant and finds its powerful rooms to "legally" have the people's preferences. Even, the company that should have a vernacular tagline due to its position in the heart of local people has English tagline with an unexplained reason behind it as what happens to the tagline of BMT.

E. Identity in the Dominance of English Taglines

The identity of Javanese in Yogyakarta is often shown in a direct or face-to-face conversation. They often translate the taglines of a company into the language they use daily although sometimes the language translations are implied satire over the products or services that do not fit the taglines. In this case, Halliday [13] coined an 'anti-language' term that refers to the special language used by minorities. Minorities in this study refer to businessmen who use features of local wisdom for the taglines.

Anti-language is a form of everyday language metaphor that can be seen in the phonological, grammatical, and semantic level. The example is in picture 6 that could actually use the name '*Toko Hewan*' rather than Pet Shop. In Yogyakarta there is 'PASTY', an animal market run by the local government. Merchants there often twist the Pet Shop tagline 'We Care Your Pets' to 'We *Kere*, You *Nge-Pet*' (We are poor, because you steal). That is the expression of no way out to compete. English taglines give guarantee of structural knowledge of caring pets but the people have traditional, local concern got from their habit in caring pets. Unfortunately, consumers easily believe in knowledge that can be tangible and observable.

Yet it does not happen when the merchants are young people or those with higher education level. The power of being young and educated sometimes is used as a weapon to criticize the old men. The reason of globalization and the demand of service excellent are campaigned massively.

However, the point of maintaining cultural heritage or local wisdom cannot be neglected. The essence of globalization is not merely being globalized in every aspect of life. It requires the people in the entire of the world to maintain and promote their own culture to the globalized world. Therefore, every men from the other world can easily understand and even love the new identity shown.

IV. CONCLUSION

Identity must be seen as the need in the globalization era. It is since the identity can differentiate among people in a certain place gathered around. Besides, the globalization should be considered as the way of how people from the entire the world to know and share what they have to others; not being merely into one and putting aside what they have. In term of tagline, the young and educated people consider that English gives them more benefit than local language to attract foreigners.

People attitude toward English or westernized style is another problem that must be handled. This is about how to change their paradigm relating to pride, social status, and trend. When people can say that by having anything westernized they

can be accepted as globalized ones, they must say the opposite; being a globalized ones with identity.

The young and educated people have responsibility in sharing this campaign, "being a globalized ones with identity". The point is not simply trading the product but sharing the identity by using local languages. In fact, the foreigners are looking for something new in their journey. The identity the local people share will be their new things to color their life.

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