The Essentials of English on International Marketing Management for Balinese Traditional Cloth and Barong SMEs

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Abstract

The study aims to find the possible difficulties of using English on the craftsmen’s marketing management during the trade, especially with foreign buyers. Bali is one of Indonesian Islands which has an exotic and beautiful panorama with interesting tourism destinations. Besides that, Bali is also well-known for its handy-crafts which are spread in international markets. Some of the famous creations are Balinese traditional woven cloth and Balinese Barong. Three types of Balinese traditional cloths are Grinsing (Kain Grinsing), Woven Cloth, and Ikat Endèk. Five types of Barong are the following; Barong Ket, Barong Landung, Barong Celeng, Barong Macan, and Barong Naga. The participants of this study are 10 SMEs working as craftsmen to produce endek traditional cloth and Balinese Barong in Bali Area. Qualitative description and quantitative approach were used to find out the need of English in international marketing management. Field observation, questionnaire and open question interview were conducted to participants of the study. The results of the questionnaire, were calculated by SPSS 22 computer software. The result of field observation, questionnaire, and open question interview revealed that participants aware that English capability was needed for expanding marketing abroad, however, they faced the difficulties dealing with foreign buyers when English was needed in the trading process.

Keywords: English; international marketing management; SMEs

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1. INTRODUCTION

Besides exotic panorama and unique cultural traditions as tourist attraction, Bali is also famous with its traditional handicrafts. Two of craftworks discussed in this study are Balinese traditional cloth and Barong. According to Cita Tenun Indonesia (2012), Indonesia’s rich cultures and traditions include a wide array of hand woven textiles whose roots go back to early international trade between Arab World, China, India and Europe. Gaffney (2013) mentioned that the technique of ikat is widespread; the word comes from the Malay mengikat, ‘to tie’. In Java and Bali ikat is commonplace; in one village in Bali double ikat is woven. Threads of Life is an exemplary Bali-based organisation which sets up weaving co-operatives in many parts of Indonesia. In the village of Tenganan the Bali Aga people weave gerinsing, a double ikat cloth. In this case both warp and weft threads are ikatted and then woven into a striking design. The earliest extant endek date from the late 19th century and come from the North Balinese Kingdom of Buleleng and are predominantly of geometric design. Previously, Balinese traditional clothes such as woven clothes, Endek, and Grinsing might only be worn by elderly and novelty to perform ritual ceremonies or activities at temples. The pattern and color design of each cloth are usually inspired by the harmony of life of the craftsmen. To bring fortune and
happiness to its wearer, a sacred ritual towards knitting tools is commonly presented. The creativity created from the making process has granted the woven cloth as the identity for local culture. Nowadays, the existent of the valuable Balinese traditional clothes may praise the image of Bali Island entirely thus increase the unique selling points towards domestic and international buyers.

Ardipa et al. (2013) stated Balinese Barong is a mythical lion-like creature which literally means animal symbol of kindness. Barong is originally translated as “bear” in Malay and Sanskrit. This creature is exist in Asia, Europe, America. However, in Indonesia bear is commonly found in Sumatera and Kalimantan, and hardly seen in Bali. Barong is portrayed as a lion with red head, covered in white thick fur, and wearing gilded jewelry adorned with pieces of mirrors. There are 15 types of Balinese Barong which are only five of them discussed in this study, such as; Barong Ket, Barong Landung, Barong Celeng, Barong Macan, and Barong Naga. Barong are considered native Balinese dances, predating Hindu influences. Native of Balinese usually performs Barong Dance as a traditional sacred ritual to protect the land. This dance is originated from Gianyar. Apart from the tradition which preserve the existence of Barong, this art of work is threatened by extinction.

To conserve cultural heritage of Balinese and praise its identity, Balinese traditional cloth and Barong SMEs need to broaden the area of international marketing. Bali remained as the main entry point for foreign arrivals in Indonesia. In the first half of 2012, the foreign arrival in Bali continued to show a new record high totaling at 1,366,111 on a cumulative basis, increasing by 5.8% over the same period in 2011 of 1,290,836 passengers (Frank, 2012). For those reasons, Bali is a really high potential of Indonesia’s international marketing place. Bali houses three million Indonesians of which 370,000 live in the capital of Denpasar. The main languages are Balinese and Bahasa, due to the influx of migrant workers. English is a common third language, due to the eight million tourists’ visitation each year. The main religion is Balinese Hinduism (95%) in contradiction to the dominant Muslim religion in the rest of Indonesia. Tourism claims 45% of the workforce, though farming, fishing and craftsmanship are also important sectors. Balinese are known to be friendly and service oriented (Ghani et al., 2013).

To compete in international market, Balinese traditional cloth and Barong SMEs need to master English speaking ability. This research intended to find the possible difficulties on the craftsmen’s marketing management during the trade, especially with foreign buyers. Thus, leads the researcher to conduct the research entitled “The Essential of English on international marketing management for Balinese traditional cloth and Barong SMEs”. The output of this research is hopefully to design a guideline book of “Daily English Conversation” which provide basic English conversation during transaction in trade and to provide an intensive training for local SMEs not only in Bali area but also in Indonesia.

2. METHODOLOGY
Quantitative and qualitative description approach were administered to find out the essential of English in international marketing management for Balinese traditional cloth and Barong SMEs. Field observation, questionnaire and open question interview were conducted to the participants of the study. Observation included the location, marketing area, product and material. The questionnaire investigated three areas such as; participants’ awareness, difficulties, and solution toward English difficulty they might face during transaction. The interview questions revealed participants’ motivation and obstacle to find the material and promote their product in global exhibition.

3. PARTICIPANTS OF THE RESEARCH
The participants of this study are 10 SMEs working as a craftsman to produce Balinese traditional clothes and Barong. Five participants of Balinese traditional clothes come from Buleleng regency participated in annual exhibition. Meanwhile Barong SMEs participated in this research are Barong Community from Desa Batuan, Sukawati, Gianyar.
4. RESULT AND DISCUSSION

a. Awareness of English for Marketing Management

Crystal (2003) stated that nowadays English has already become the language that eventually come to be used by more people than any other languages. English that stands at the very center of the global language system, has become the lingua franca par excellence and continues to entrench this dominance in a self-reinforcing process. It has become the central language of communication in business, politics, administration, science and academia, as well as being the dominant language of globalized advertising and popular culture (Held et al., (1999, p. 346) cited in Sawir (2005)).

The questionnaire results show that there is no significantly different between the Balinese Traditional Cloth and Barong SMEs (P>0,05), both of the participants groups are aware the need of English for their marketing management. It could be seen at Table 1 that 40% of participants of Traditional Cloth SMEs agreed that English was needed for their marketing management and 60% others strongly agreed, while 60% participants of Barong SMEs agreed and 40% strongly agreed that English was needed for their marketing management. That opinion was related to their target market, that more than 80% of the target markets of both SMEs is international market (Table 1).

<table>
<thead>
<tr>
<th>No</th>
<th>Questions</th>
<th>Percentage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>About local marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Value:</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>1: 20%</td>
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<td>Value:</td>
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<tr>
<td></td>
<td>2: 40%,</td>
<td></td>
<td>2: 20%</td>
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<td></td>
<td>4: 40%</td>
<td></td>
<td>3: 20%,</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>4: 60%</td>
</tr>
<tr>
<td>2</td>
<td>About international marketing</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Value:</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>2: 20%</td>
<td></td>
<td>Value:</td>
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<tr>
<td></td>
<td>3: 40%,</td>
<td></td>
<td>3: 80%</td>
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<tr>
<td></td>
<td>4: 40%</td>
<td></td>
<td>4: 20%</td>
</tr>
<tr>
<td>3</td>
<td>Awareness about the need of English</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3: 40%,</td>
<td></td>
<td>Value:</td>
</tr>
<tr>
<td></td>
<td>4: 60%</td>
<td></td>
<td>3: 60%,</td>
</tr>
<tr>
<td></td>
<td>Means: 3,6±0,55ns</td>
<td></td>
<td>4: 40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Means: 3,4±0,55ns</td>
</tr>
<tr>
<td>4</td>
<td>English capability for expanding marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3: 20%,</td>
<td></td>
<td>Value:</td>
</tr>
<tr>
<td></td>
<td>4: 80%</td>
<td></td>
<td>3: 60%,</td>
</tr>
<tr>
<td></td>
<td>Means: 3,8±0,45ns</td>
<td></td>
<td>4: 40%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Means: 3,4±0,55ns</td>
</tr>
<tr>
<td>5</td>
<td>English capability to attract foreign buyers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3: 40%,</td>
<td></td>
<td>Value:</td>
</tr>
<tr>
<td></td>
<td>4: 60%</td>
<td></td>
<td>3: 40%</td>
</tr>
<tr>
<td></td>
<td>Means: 3,6±0,55ns</td>
<td></td>
<td>4: 60%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Means: 3,6±0,55ns</td>
</tr>
</tbody>
</table>

Note: 1) Value means: 1: Strongly disagree, 2: Disagree, 3: Agree, 4: Strongly agree
2) ns: there is no significantly different between two groups (P>0,05)

Eighty percent participants of Balinese traditional cloth SMEs and 40% participants of Balinese Barong SMEs are strongly aware that English capability was needed for expanding marketing (Table 1). Sixty percent participants of both SMEs have the awareness that English capability was needed for attracting (Table 1). This occurrence is supported by Doole and Lowe, 2008, who stated that the social and cultural influences on international marketing are immense. Differences in social conditions, religion and material culture all affect consumer’s perceptions and patterns of buying behavior. This consumer’s perceptions and patterns of buying behavior can be influenced by language used during transaction, which is in this case, English as a global language. When the seller could explain about the specification of the product which can lead
and persuade the customer to be interested to buy the product, it shows the function of English as a medium of negotiation and transaction. Based on the interviews’ transcription, the Balinese traditional cloth SMEs shared their opinion regarding to overseas customers that if they used English well during transaction, they would sell more of their product. Yet, they felt that when they did not offer their product by using English as a medium of communication, they would fail to attract foreign buyers to buy their products. This overview is corresponding to Sawir (2005) that when people need English competence for their practical life – and in nearly all professional and business domains, in every nation, English is more and more necessary – they often need oral skills. This is especially the case if they are working in sectors involving international dealings or actually crossing national borders themselves. In conclusion, the description above is pointed that there is a function of English as a medium of negotiation and transaction, so that the Balinese traditional cloth SMEs are realize of the use of English.

b. Difficulties in Using English as a Medium of International Marketing Management

The difficulties in using English of the Balinese traditional cloth were found, 60% of participants of Balinese traditional cloth and 100% of participants of Barong SMEs still experienced the difficulties in using English as a medium of international marketing management (Table 2).

<table>
<thead>
<tr>
<th>No</th>
<th>Questions</th>
<th>Percentage</th>
<th>Cloth</th>
<th>Barong</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Difficulties of Using English During Transaction</td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2: 60%</td>
<td></td>
<td>2: 100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3: 40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The Frequencies of Using Sign Language to Foreign Buyers</td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2: 60%</td>
<td></td>
<td>3: 80%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4: 40%</td>
<td></td>
<td>4: 20%</td>
</tr>
<tr>
<td>3</td>
<td>The Difficulties of Understanding The Speech Rate of Foreign Buyers</td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1: 40%</td>
<td></td>
<td>2: 100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2: 20%,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3: 40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The Difficulties of Answering in English</td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1: 40%</td>
<td></td>
<td>1: 80%,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2: 40%</td>
<td></td>
<td>2: 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3: 20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The Frequencies of Fail Transaction Caused by Misunderstanding</td>
<td>Value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2: 20%</td>
<td></td>
<td>2: 40%,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3: 60%</td>
<td></td>
<td>3: 60%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4: 20%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Value means: 1: Strongly disagree, 2: Disagree, 3: Agree, 4: Strongly agree

The difficulties shown by the frequencies using sign language during transaction is about 40% of total participants of Balinese traditional cloth and more than 80% of total participants of Barong SMEs (Table 2). Sort of the difficulties experienced by participants are the difficulties of catching up the speech rate of (60% of Balinese traditional cloth and 100% of Barong SMEs) and the difficulties of answering in English (80% and more for two groups of SMEs) (Table 2). Eighty percent of participants can understand the meaning of what foreign buyers talk, but they are not able to answer it. This shows that most participants still experienced many difficulties in using English as a medium of international marketing management, the frequencies of fail transaction caused by misunderstanding was 40% of participants from Barong SMEs and 20% from Balinese Traditional Cloth SMEs (Table 2.). This phenomenon is compatible to Tatham and Morton (2006: 273) in Paakki (2013) who said
that many people report that they can understand a language but they cannot speak it. There are also other countries where people experience the same phenomenon, for example in the Japanese context it seems that many people have difficulties in speaking English.

As Hancin-Bhatt (2008: 120) in Paakki (2013) stated that in perception, listeners attend to acoustic phonetic features of sounds to identify them, while in production, talkers produce specific articulatory configurations to distinguish sounds from each other. Generally, there is evidence that L2 learners can have highly accurate perceptual abilities, but relatively inaccurate production ones. Alternatively, L2 learner production abilities can be more target-like than their perceptual abilities at certain levels of the phonology. Not only do perception and production require different primitives, but they also can have a differential rate of development.

c. The Ways to Overcome the Difficulties in Using English

Being aware of many difficulties they experienced in using English as a medium of international marketing management, 60% participants of Balinese traditional cloth agree that improving English ability to overcome the difficulties is needed and 40% others strongly agree (Table 3). So that the participants of Barong SMEs, 20% agree and 40% strongly agree. Based on correlation test, there is a correlation between rate of difficulties in using English and the overcome effort over the difficulties (Pearson Correlation Value: 0.282 (Traditional Cloth), and 0.703 (Barong SMEs)) (Table 4). The relation between two variables is positive (0.282 and 0.703), it means the higher rate of the difficulties, the more effort of the participants to overcome the difficulties. Those results also revealed that the participants of both SMEs have a good willingness to overcome their difficulties.

Some ways that the participants used to overcome the difficulties in using English are:
1) learning English from the close circles (etc: friend, family) (100% for both Balinese traditional cloth and barong SMEs); 2) learning English in formal institute (80% (Balinese traditional cloth SMEs) and 20% (Barong SMEs)); 3) autodidact English learning (80% for both Balinese traditional cloth and barong SMEs); 4) making notes of the new vocabulary (60% for both Balinese traditional cloth and barong SMEs) (Table 3). According to Magner et al. (2009), the solutions to the language barrier are identified to the three categories, there are informal day-to-day changes in communication patterns, language training and bridge individuals. From the solutions above that applied by the participants are informal day-to-day changes in communication patterns and language training.

Informal day-to-day changes in communication patterns. Three language barrier solutions were classified in this category: build in redundancy in the communication exchange, adjust the mode of communication and code-switching. Build in redundancy in the communication exchange Building in redundancy is a relatively simple way to overcome the language barrier. It could mean asking your communication partner to repeat information several times, checking on understanding by asking your communication partner to repeat the information you have just given, providing illustrative examples, and building in frequent summaries, especially in meetings (Magner et al., 1990). The participants applied this solution by learning and practice English with those circles (etc: friend, family) (100%) and making notes of the new vocabulary (60%).

Language training. Eighty percent of participants from Balinese traditional cloth SMEs and 20% participants of Barong SMEs learning English in formal institute and 80% autodidact English learning. The learning effort of the participants showed the commitment to improve English skill. Soskice (1993) cited in Magner et al. (1990) stated that language training might be related to the more general tendency to consider language training as an important solution to overcome the language barrier.
Table 3: The Frequencies Results for Question 11-15

<table>
<thead>
<tr>
<th>No</th>
<th>Questions</th>
<th>Cloth Percentage</th>
<th>Barong Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The need to overcome the difficulties in using English</td>
<td>Value: 3: 60% 4: 40%</td>
<td>Value: 2: 40% 3: 20% 4: 40%</td>
</tr>
<tr>
<td>2</td>
<td>The note taking to overcome vocabulary mastery</td>
<td>Value: 2: 40% 3: 20% 4: 40%</td>
<td>Value: 2: 40% 3: 40% 4: 20%</td>
</tr>
<tr>
<td>3</td>
<td>The autodidact way to do English learning</td>
<td>Value: 2: 20% 3: 40% 4: 40%</td>
<td>Value: 2: 20% 3: 80%</td>
</tr>
<tr>
<td>4</td>
<td>Learning English in formal institute to master English</td>
<td>Value: 1: 20% 3: 60% 4: 20%</td>
<td>Value: 2: 80% 3: 20%</td>
</tr>
<tr>
<td>5</td>
<td>Learning English from the close circles (etc: friend, family) to overcome English difficulties</td>
<td>Value: 3: 60% 4: 40%</td>
<td>Value: 3: 100%</td>
</tr>
</tbody>
</table>

Note: Value means: 1: Strongly disagree, 2: Disagree, 3: Agree, 4: Strongly agree

Table 4: Correlations of Difficulties of Using English and to Overcome the Difficulties

<table>
<thead>
<tr>
<th>No</th>
<th>Group</th>
<th>Pearson Correlation</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Balinese Traditional Cloth SMEs</td>
<td>0,282</td>
<td>+ (low)</td>
</tr>
<tr>
<td>2</td>
<td>Balinese Barong SMEs</td>
<td>0,703</td>
<td>+ (strong)</td>
</tr>
</tbody>
</table>

d. Economic Value by Using English as Medium in International Marketing Management

  The most basic concept underlying marketing is that of human needs. A human need is a state of felt deprivation. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants. Within each business unit, marketing management determines how to help achieving the strategic objectives. Marketing management defined as the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives (Kottler et al., 1999). In Bali, the tourism visitors are mostly come from foreign country. Therefore, Balinese traditional cloth SMEs need English as the medium of international language, in order to achieve and optimize that marketing goal. According to the interview transcription, the participants also stated that if they use English as a medium to attract or promote their product, it will increase their income to sell more products.

5. CONCLUSION AND SUGGESTION

This study explored the possible difficulties in using English on Balinese traditional cloth and barong SMEs marketing management during the trade. Three research questions were presented to describe: the main difficulties faced by Balinese traditional cloth and barong SMEs during the trade with foreign buyers and the way to overcome their difficulties during the trade with foreign buyers. The research questions were answered in the previous chapter, and the finding summary would be presented as followed.
There are three main findings discovered after data analysis and discussion were done. First, the results describe that there is no significantly different between the Balinesse Traditional Cloth and Barong SMEs (P>0.05). The results pointed that most of the Balinese traditional cloth and barong SMEs are aware of the use of English due its function as a medium of negotiation and transaction.

Second, the difficulties faced by participants are shown by the frequencies using sign language during transaction, difficulties of catching up the speech rate, and the difficulties of answering in English. Although the participants could understand the conversation during transaction, there were chances where they could respond the talk.

Third, it was found that results also indicated that the participants of Balinese traditional cloth and barong SMEs have a good willingness to overcome their difficulties. Most participants have their own ways to overcome their difficulties: 1) learning English from the close circles, 2) learning English in formal institute, 3) autodidact English learning such as taking notes of the new vocabulary, etc.

Finally, despite the difficulties of the participants to use English as their medium of transaction, yet, there is an urgency to master it as an international marketing management. Since the findings of the study was too limited to be generalized, more studies should be conducted on international marketing management especially for SMEs in a broader range of fields, with a broader range of participants, to provide more complete results. It is anticipated that the results conducted in this study may serve as a reference to conduct more conclusive studies with a greater number of participants.

**ACKNOWLEDGMENTS**
The greatest gratitude is presented towards the participants of this study especially to I Made Jaya Jamena the coordinator of Barong Community in Sukawati, Gianyar and writer of “Eksistensi Perupa Topeng dan Barong,” Ni Komang Wiratni, Ni Luh Gajeni Meiyana, the traditional cloth SMEs representative who generously joined the interview, research assistants who contributed to bridge local SMEs and researcher, and Politeknik ATK Yogyakarta which facilitate the research to be conducted.

**REFERENCES**