

The use of English to Internationalization Local Product

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ABSTRACT

*This is the challenge faced by the **peacock community** in **Pegelaran Village**. Despite the traditional nature of their crafts, globalization has required communication in English for market access and business transactions. The artists faced difficulties due to limited **English language skills**, caused by a lack of formal education and exposure to English language resources. This language barrier blocks their ability to effectively market their products and engage in international trade. Overcoming these challenges requires tailored language training programmes, access to language resources, and initiatives that integrate language skills into professional training. Overcoming the language barriers in ceramic communities is vital to promoting economic growth, expanding market reach, and preserving the cultural heritage associated with their crafts on a global scale.*

Keywords : *Peacock community; Pegelaran Village; English language skills*

INTRODUCTION

Pegelaran Village is located in Pagelaran District, Malang District, East Java Province. This village has become a center for the production of caterpillars produced by many craftsmen. Currently, there are about 153 craftsmen who are still active in the production. In addition to serving as a producer center, Pagelaran Village has also developed into an educational tourist destination with the aim of introducing and preserving the crafts of the carpenters. It is the heart of a rich cultural heritage, boasting a community of skilled ceramic craftsmen whose expertise has been passed on through generations. While the art of land crafts has an endless appeal, the challenges faced by these craftsmen go beyond the ceramic wheels. In an era of globalization, English language skills have become increasingly important for the sustainability and growth of traditional crafts, including ceramics.

The craftsmen of Pegelaran, although they mastered shaping clay into beautiful shapes, faced difficulties when navigating the English complexity. English has evolved into a universal medium for communication and trade, offering a gateway to markets and broader opportunities. However, limited public exposure to formal English education and resources has created linguistic barriers, blocking their ability to communicate effectively, market their creations, and participate in global markets. The study investigates the specific challenges faced by Pegelaran ceramics in adapting to the linguistic demands of the contemporary world. By understanding these difficulties,

we can explore potential solutions to empower people, improve their economic prospects, and preserve the unique cultural heritage embedded in their crafts. Through this lens, we embark on a journey to illuminate the intersection of tradition and globalization, where the Pegelaran artists strive to bridge the gap between their respectable crafts of time and the interrelated demands of the modern world.

THEORETICAL BASIS

Internationalization of local products has become the focus of attention in an effort to expand global market share. One of the key factors in this process is the use of English as a medium of communication. In this literature, we will evaluate the role and impact of English use on the successful internationalization of local products.

1. The influence of Language in international marketing

International marketing requires effective strategies in communicating with consumers from different cultural backgrounds. According to Gupta et al (2018) stated that the use of English can provide a competitive advantage in creating a global brand image and accommodating linguistic diversity.

2. Challenges and Opportunities in the Use of English:

Although the use of English can provide benefits, several studies (Cheng, 2019) show that there are certain challenges related to the perception of authenticity of local products. Therefore, it is important for companies to design communication strategies that maintain local identity while utilizing English.

METHOD

The methods we use are the observasi and documentation methods. We conducted a direct operation to the location, namely the Kampung Gerabah Pagelaran and took documentation. Observation is an effort to record all events and activities that occur during the corrective action with or without assistance (Siswono, 2008). To obtain data through observation, researchers directly participated in several activities carried out in Kampung Gerabah Pagelaran. Furthermore, the documentation method, where this method uses the help of other tools such as mobile cameras in every activity related to the process of making pottery until the finished product.

Documentation :



From the results of the operations we do, the solution that we can provide from existing problems is the existence of translators or tour guides who can and understand

foreign languages to communicate. In addition, foreign language training or courses for young people and children in the village.

RESULTS AND DISCUSSION

From these results, we can describe that the problem in Kampung Gerabah Pagelaran is the lack of ability to communicate from the Kampung Gerabah Pagelaran community with visiting tourists, especially foreign tourists. So we provide a solution with the presence of a translator when visiting the village of pagelaran pottery as a translator when communicating between the people of the Kampung Gerabah Pagelaran with tourists. In addition, the provision of foreign language training or courses for customers.

This is certainly very important because it will have a positive impact on the development of Pagelaran Pottery Village itself. There are several reasons why the use of English is important for the internationalization of local products and how it can increase global competitiveness.

1. Access to global markets

English is recognized as the international language of business and communication. Using English in marketing, branding, and local product documentation allows companies to be more accessible to global markets. Consumers from different countries who may not be fluent in the local language will be better able to interact with products and services

2. English can be an effective

communication tool to explain the advantages of local products, their features, and benefits to an international audience. The quality of information delivered in good English can create a positive perception and build trust among global consumers.

3. Improve product image more globally

The use of English gives a professional and global image to local products. This creates the impression that the company has an international vision and can communicate with customers from different cultural backgrounds. A strong global image can increase a product's appeal and help differentiate it from competitors.

4. Adjusting to global trends

The use of English helps companies to stay connected with global trends, understand customer preferences, and respond to market changes. By monitoring and responding to global trends, local products can more easily adapt to the needs of international consumers. Dapat

5. facilitating business cooperation and expansion

English has also become an important tool for negotiation, business cooperation, and international expansion. Local companies that are able to communicate in English can run business partnerships with foreign companies, open wider cooperation opportunities, and expand their presence in the global market.

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