



Shaping Corporate Image Through English Language Use: Evidence from PT ICPN's Social Media Practices

Laksmi Diana¹, Diana Hertati², Adinda Prasty Ascalonicawati³, Mas Pradhitya Noufal Perdana⁴, Naftali Valencius Herling Pande Iroot⁵, Muhammad Yudho Feriananda⁶, Syams Ra Uuf Ramadhan⁷

¹UPN Veteran Jawa Timur. laksmidiana.agribis@upnjatim.ac.id

²UPN Veteran Jawa Timur. diana_hertati.adneg@upnjatim.ac.id

³UPN Veteran Jawa Timur. adinda_prasty.bispro@upnjatim.ac.id

⁴UPN Veteran Jawa Timur. 24047010034@student.upnjatim.ac.id

⁵UPN Veteran Jawa Timur. 24047010025@student.upnjatim.ac.id

⁶UPN Veteran Jawa Timur. 23047010001@student.upnjatim.ac.id

⁷UPN Veteran Jawa Timur. 24047010032@student.upnjatim.ac.id

*corresponding author, adinda_prasty.bispro@upnjatim.ac.id

ARTICLE INFO

Keywords:

Business communication, business English, English for Specific Purpose, English language

DOI: <http://doi.org/10.33005/jesscom.v2i1.24>

Submitted: 22 July 2025;
Revised: 3 September 2025;
Accepted: 1 October 2025,
Published: 11 October 2025,

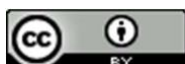
ABSTRACT

In the globalization era, English is a vital tool for international communication. However, there are still some weaknesses in Indonesian human resources, particularly in awareness of the benefits of English in international improving career opportunities. This study aims to investigate the perceptions of business people and employees on the importance of English as a language of business communication through the social media practices. The data taken were the language used from 75 posts on PT ICPN's social media. The participants of interview include the owner of PT ICPN, marketing team, and 10 selected consumers. After analyzing questionnaires, semi-structured interviews were conducted. The findings show that English has a very positive impact on shaping brand image of business people and employees, such as facilitating and helping access to global information, increasing career opportunities, increasing self-confidence in communicating, increasing insight and knowledge, and understanding business conditions through social media. The involvement and challenges of speaking and understanding business people and employees are also sought to be described.

How to cite:

Diana, L., Hertati, D., Ascalonicawati, A. P., Perdana, N. P. M., Iroot, N. V. H. P., Feriananda, M. Y., Ramadhan., S. R. (2025). The Influence of English Language Use on PT ICPN's Image on Social Media in Terms of Sales. *Journal of English Studies and Business Communication*, 2(1), 39-45.
DOI: <http://doi.org/10.33005/jesscom.v2i1.24>

License



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

1. INTRODUCTION

In the current digital era, technological progress and the expansion of digital media have significantly altered the ways in which organizations engage with their audiences. Nurhandayani et al. (2019) stated that the emergence of digital social networking, commonly referred to as social media, has greatly impacted human society and transformed aspects of social life. Shifts in the digital environment have diminished the effectiveness and efficiency of traditional media in reaching consumers, as audiences increasingly depend on digital platforms (Suryani, et al., 2021). Jufry (2025) stated that contemporary marketing communication strategies integrate diverse practices, including digital advertising, social media outreach, public relations, sponsorship, and content-oriented campaigns. The use of social media has emerged as a fundamental platform for business communication and marketing. Social media marketing helps strengthen brand loyalty by providing companies with direct, interactive, and immediate two-way communication channels with their customers (Hidayah, 2019 on Fariandi & Ariani, 2022).

Saura (2021: 34) stated that digitalization has brought significant transformations influencing social, economic, and personal aspects of life. These shifts have impacted both businesses and society as a whole, requiring companies to develop new strategies for engaging with their audiences, as traditional approaches proved insufficient in certain contexts. In marketing, this has led organizations to either modify conventional practices or combine them with digital marketing, particularly through online promotion of products and services.

The adaptation of global content to a local context starts to emerge in the recent trend of social media practices. This is also known as glocalization. The use of English is one of the examples of that practice. By doing so, the companies can increase the awareness of the brand they are currently working on.

Companies increasingly use English in their digital content to signal professionalism and international outlook (Laurence & Keni, 2024). Research shows that well-designed social media marketing (SMM) activities positively influence brand image, trust, and consumer behavior, particularly in Indonesian industries such as FMCG (Fast-Moving Consumer Goods) and beverages (Lestari & Sharif, 2023; Febriansyah et al., 2024).

In Indonesia's SME (Small Medium Enterprise) landscape, the integration of English into business communications particularly on social media remains relatively underexplored. Prior studies have focused on SMM effects on consumer loyalty and purchase intention, mediated by brand image or trust (Adhisakti & Hadiprawoto, 2024; Lestari & Sharif, 2023), but have rarely addressed the linguistic dimension explicitly.

PT ICPN Surabaya, a producer of dim sum and frozen food, provides a relevant case for analysis. The company uses English in captions, hashtags, and promotional messages on platforms like Instagram and TikTok. Such bilingual branding may influence how consumers perceive the brand's global relevance and professionalism. But empirical evidence of this effect on image and sales is scarce (Febriansyah et al., 2024; Adhisakti, 2024).

This study aims to bridge that gap by investigating how English language usage in PT ICPN's social media marketing affects its corporate image and whether this perceived image correlates with consumer engagement and sales performance. Utilizing qualitative descriptive methodology including content analysis, observation, and interviews. This research seeks to provide practical insights on the role of language strategy in digital marketing. The findings are expected to guide Indonesian SMEs in optimizing their online communication to balance local authenticity with global positioning.

2. RESEARCH METHOD

2.1 Qualitative

This study employs a qualitative descriptive approach to explore the use of English in PT ICPN's social media marketing strategy and its impact on corporate image and consumer engagement. This method is suitable for understanding meanings, perceptions, and communication strategies in digital contexts, particularly for small and medium-sized enterprises (SMEs). The research involves direct observation of social media content, interviews with company representatives and consumers, as well as analysis of audience responses across

digital platforms.

2.2 Interviews

Semi-structured interviews were conducted with the owner of PT ICPN to understand the company's background, marketing strategy, and views regarding the use of English in digital promotion. In addition, to support the research analysis, the marketing team and 10 selected consumers were also taken the interview to gain information about the impact of social media pratices from PT ICPN.

2.3 Instruments

The primary research instruments were a semi-structured interview guide and a social media content observation sheet.

- The interview guide included open-ended questions that allowed flexibility and depth in exploring participant responses.
- The observation sheet was used to document language elements on social media posts, such as captions, hashtags, tone, and audience reactions.

These instruments were administered to both company informants and active social media followers of PT ICPN.

2.4 Data Analysis Procedures

The collected data from interviews and observations were analyzed using thematic analysis. Responses were coded and categorized into key themes such as perceived professionalism, product appeal, and global relevance. Observational data were then compared with interview findings to identify consistent patterns or contrasting views between the company and its audience. The final analysis was used to answer the research questions and provide insights into language strategy in digital marketing.

3. FINDINGS AND DISCUSSION

3.1. Sub Findings

The data taken were the interview result and the observation sheet of the insights on social media. The data were collected from the interview results from some related source persons. The interview revealed several key insights:

- PT ICPN was established in September 2023 as a frozen food manufacturer, producing items such as dim sum, *risol*, *bakpao*, and kebabs.
- Initially, the company utilized Meta Ads (Facebook and Instagram) for marketing, which allowed them to reach a broad domestic market. However, distribution remained limited due to logistical constraints, as frozen food requires specialized shipping (e.g., NCS, 3D Logistics).
- When asked about the use of English in marketing content, the owner stated that English is rarely used. The primary target market consists of Indonesian mothers, who are more familiar with Bahasa Indonesia or Javanese, making English less effective for communication.
- Nevertheless, the company had experience selling products internationally (e.g., to Maldives, Korea, and Singapore), but those sales were facilitated by Indonesian migrant workers, not by English-language outreach.

The owner acknowledged that English could enhance brand trust and signal a more professional, multinational image. However, for their current market and product type, the company prioritizes clarity and local relevance over global appeal. There are 75 posts in total on social media that have been analyzed on the caption aspect. The languages used on the caption were varied between English only, Indonesian only, and mixed English-Indonesian.

Table 1. Frequency of English Usage in Captions and Hashtags

Category	Number of Posts	Percentage
English-only Content	24	32%
Mixed (English + Indonesian)	27	36%
Indonesian-only	24	32%

From the table above, the data indicates that the majority of posts use mixed language (English + Indonesian) in captions and hashtags, accounting for 36% (27 posts). This suggests that users prefer to blend the two languages, likely to maintain relatability for local audiences while also projecting a global or modern image through English. Meanwhile, English-only content and Indonesian-only content are used at equal rates, each making up 32% (24 posts). This balance shows that while English is important for signaling prestige, modernity, or international orientation, Indonesian remains equally significant for ensuring accessibility and cultural connection with local followers.

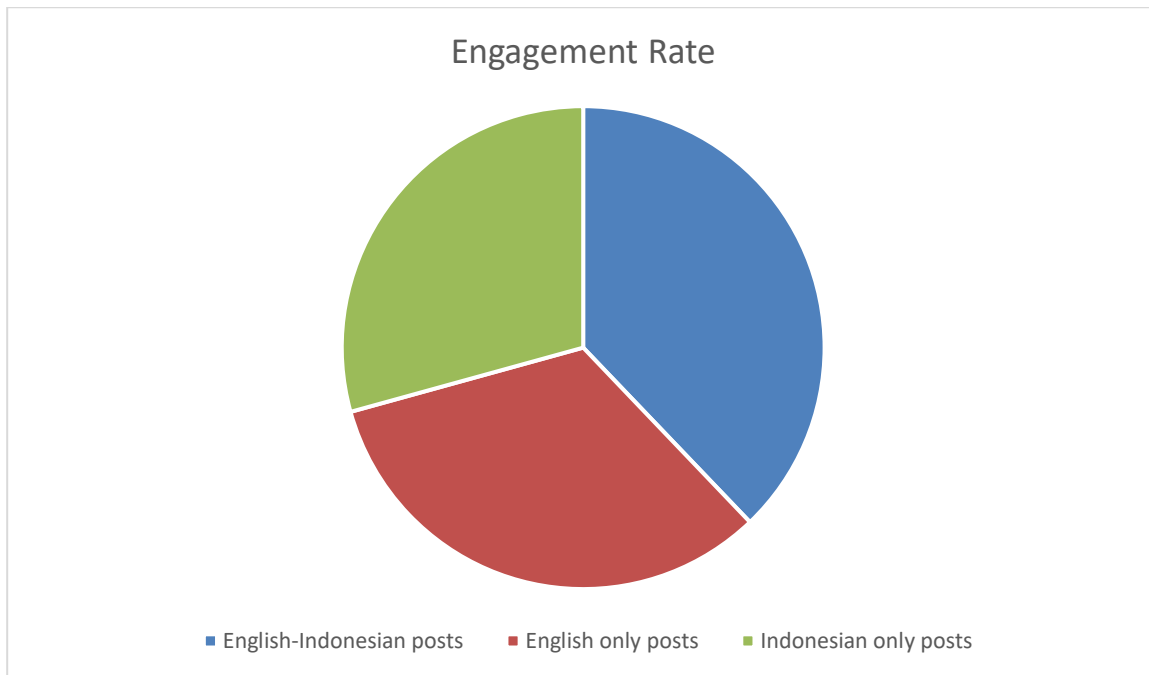
Overall, the data highlights a strategic use of language: rather than choosing exclusively one language, many users combine English and Indonesian to maximize both global appeal and local engagement.

Consumer Perception and Engagement

The interview results suggest that English is largely associated with prestige, modernity, and international standards, as reflected by the 7 out of 10 consumers who viewed it positively. This perception highlights how English can function as a symbolic tool for branding, signaling sophistication and aligning the product with global trends. However, the fact that 3 respondents felt indifferent or confused by excessive English also emphasizes a potential drawback: while English can elevate a brand's image, it may simultaneously create barriers of understanding or emotional distance for local audiences who prefer relatable, native-language communication.

The engagement analysis reinforces this mixed perception. Bilingual posts showed the highest engagement rate (5.3%), compared to Indonesian-only (4.6%) and English-only (4.1%) posts. This indicates that combining English with Indonesian not only balances prestige and accessibility but also creates a more inclusive and engaging communication strategy. Bilingual content allows brands to maintain global appeal while still resonating with local culture, which appears to be the most effective approach for maximizing audience interaction. (see Figure 1).

Figure 1. Average Engagement Rate by Language Type
(Bar chart comparing engagement rates across three categories)



From the Figure 1 above, it illustrates the engagement rate across three types of posts: English-Indonesian (bilingual) posts, English-only posts, and Indonesian-only posts. From the visual distribution, bilingual posts occupy the largest portion, followed by English-only posts, while Indonesian-only posts make up the smallest share.

This result suggests that bilingual content generates the highest audience engagement, indicating that a mixed-language strategy resonates more strongly with users. The use of both English and Indonesian not only appeals to audiences seeking global relevance but also remains accessible to local followers. It demonstrates that audiences value inclusivity and relatability alongside modern, international appeal.

In contrast, English-only posts show moderate engagement. While English signals prestige and global alignment, relying exclusively on it may alienate part of the local audience, especially those who feel less comfortable with English. Indonesian-only posts, though culturally close and easily understood, yield the lowest engagement, possibly because they lack the global, modern image that English conveys.

Overall, the analysis highlights that a blended language strategy is the most effective, as it maximizes reach and interaction by balancing global appeal with local accessibility. For brands, this indicates the importance of using bilingual content to strengthen both cultural connection and international positioning. These findings indicate that while English enhances brand image for some users, content that balances both languages tends to be more effective in attracting engagement.

Internal Perspective: Strategic Intent

Interviews with PT ICPN's marketing team revealed that the use of English is a deliberate strategy to "elevate brand positioning" and target broader market segments, including expatriates and younger consumers who associate English with trendiness and modern branding.

According to the Marketing Manager:

"We use English to project a premium identity and connect with Gen Z consumers who are familiar with global contents."

This strategic intent aligns with observed patterns in post design and frequency of English usage, supporting the hypothesis that language choice is a deliberate branding tool rather than incidental. The use of English is often perceived as a marker of prestige, symbolizing education, modernity, and upward mobility. In many contexts, English functions not only as a practical tool for global communication but also as a social asset that distinguishes its users from others. It allows the readers or in this case are the consumers of PT ICPN's social media to feel connected to wider global trends. As a result, speaking or displaying proficiency in English is seen as a way

of demonstrating sophistication and aligning oneself with cosmopolitan identities, positioning individuals as part of a modern, globally minded generation.

3.2 Discussion

The results show that the use of English in PT ICPN's social media not only serves as a communication tool but also functions as a strategic tool to shape brand image, especially by demonstrating professionalism and competitiveness worldwide.

In their research on the influence of user-generated communication, Schivinski and Dabrowski (2013) state that brand perception is greatly influenced by the quality of communication, including language choice. The use of English by PT ICPN in this context creates a professional perception, especially among young consumers and market demographics who are accustomed to global contents.

It emphasizes that consistency in messaging, language, and visuals affects brand credibility. PT ICPN shows that the brand is modern and globally relevant by demonstrating consistency in its English language style across multiple posts. However, interview results show that some local customers feel that the use of English makes the brand more difficult to approach. According to Science Gate, this shows that a good communication strategy must consider cultural appropriateness so as not to create social distance with local customers.

Siregar (2023) also investigated the use of English in business communication in Indonesia. She found that English increases trust and opens up career opportunities. However, she emphasized that these benefits can only be achieved when consumers have a basic understanding of English, which unfortunately is not evenly distributed across society.

Foreign languages in digital marketing can increase purchase intensity as long as they do not interfere with message comprehension according to additional research from APIAR (2019) and the Estructural journal (UPD). This is in line with PT ICPN's approach, which more often uses a bilingual approach to balance professionalism with local familiarity.

Therefore, the findings of this study support the theory of glocalization, which means adapting global content to a local context. While English expands market reach and brand perception, it must be used wisely to avoid sacrificing the comfort and familiarity of local customers.

4. CONCLUSION

This study found that the use of English in PT ICPN's social media has a significant influence on consumer interaction and brand image formation. English has been proven to have the ability to create a professional, modern, and global impression, especially among young audiences who are accustomed to international content. Schivinski and Dabrowski's (2013) emphasizes the importance of targeted branded communication to strengthen consumer perceptions of brand credibility, and these findings are consistent. However, the use of English is highly dependent on the audience profile. Since not all target markets have adequate English literacy, some local consumers argue that the dominance of foreign languages can create emotional distance.

A bilingual approach, combining English and Indonesian, has proven to be the most effective way to increase audience engagement. This strategy shows that maintaining local cultural ties does not have to be sacrificed in order to build an international image. These results support the idea of glocalization in digital communication, which means adapting content from around the world to suit the local environment. Companies such as PT ICPN can create visually and linguistically appealing communication by considering the perceptions, cultural values, and language preferences of their target audience. They can also maintain consumer loyalty and purchasing desire.

This study enables further research using quantitative or comparative approaches in various industrial sectors to gain a broader understanding of the role of language in shaping brand image and performance in the era of globalization. In addition, this study provides practical contributions for small and medium-sized enterprises in Indonesia to become more aware of the importance of language strategies in digital communication.

REFERENCES

- Adhisakti, G., & Hadiprawoto, T. R. (2024). The Influence of Social Media Brand-Related Communication on Brand Equity and Consumer Response Towards Online Bootcamp Brands in Indonesia. *Dinasti International Journal of Economics, Finance & Accounting*, 5(5), 5132–5142. DOI: <https://doi.org/10.38035/dijefa.v5i5.3470>
- Fariandi, R. & Ariani, D. W. (2022). The effect of social media marketing activities on brand awareness, brand image and brand loyalty for the Netflix brand. *Journal of Management Science (JMAS)*, Volume 5, No. 1, January 2022, ISSN 2684-9747
- Febriansyah, W., Yunita, R. M., & Nugraha, R. (2024). Effect of Social Media Marketing “Instagram” Towards Purchase Intention: Evidence From Plant-Based Milk Product “Outside” in Indonesia. *Eduvest - Journal of Universal Studies*, 4(2), 670–686. DOI: <https://doi.org/10.59188/eduvest.v4i2.1068>
- Jufry, M. F. (2025). Marketing Communication Strategies in Increasing Brand Awareness: A Literature Review. *Journal of Economics Development*, Volume 5 Number 1, e-ISSN: 3025-3225.
- Laurence, K., & Keni, K. (2024). Pengaruh social media marketing, brand image, brand awareness, dan brand preference terhadap purchase intention produk minuman di Jakarta. *JURNAL MANAJEMEN BISNIS DAN KEWIRAUSAHAAN/Vol. 8/ No.5/September-2024*: 1034-1046. DOI: <https://doi.org/10.24912/jmbk.v8i5.32405>
- Lestari, M. C., & Sharif, O. O. (2023). The Influence Of Social Media Marketing Activities On Brand Trust, Brand Equity And Brand Loyalty (Case Study On Instagram Shopee Indonesia). *Jurnal Ekonomi*, 12(3), 1344–1348.
- Nurhandayani, A., R. Syarief, and M. Najib. 2019. The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Jurnal Aplikasi Manajemen*, Volume 17, Number 4, Pages 650–661. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2019.017.04.09>
- Saura, J., R. (2021). *Advanced Digital Marketing Strategies in a Data-Driven Era*. Hershey: IGI Global.
- Schivinski, B., & Dabrowski, D. (2013). The impact of brand communication on brand equity through Facebook. *GUT FME Working Paper Series A*, 12, 1–11. <https://www.econstor.eu/bitstream/10419/173308/1/wp-gut-fme-a-12-SchivinskiDabrowski.pdf>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. https://irep.ntu.ac.uk/id/eprint/26435/1/3908_Schivinski.pdf
- Siregar, U. D., (2023). Bahasa Inggris sebagai Bahasa Komunikasi Bisnis di Era Globalisasi: Persepsi Pebisnis dan Karyawan. *Jurnal Bahasa dan Sastra Indonesia*, Vol 3 (E-ISSN: 2809-238X), page 129. DOI: 10.47709/jbsi.v3i01.2608
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2021). Enhancing Brand Image in the Digital Era: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia. *Gajah Mada International Journal of Business* - September-December, Vol. 23, No. 3, 2021.