

Preservation of Indonesian language Buttons scarves and Erigo in public spaces (Implementation of Law Number 24 of 2009 and PERMENDAG No. 73/M-Dag/Per/9/2015)

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Received: December 28, 2022

Revised: April 15, 2023

Accepted: April 28, 2023

KEYWORD

brand
local product
Indonesian Language
Law Number 24/2009
Permendag No.73/M-
Dag/Per/9/2015

ABSTRACT

The study in this article describes the application of regulations on the use of the Indonesian language on trademarks already contained in Law Number 24 of 2009 which is supported by PERMENDAG No. 73/M-Dag/Per/9/2015 on local fashion products that enter the international market. The aim is to map the application of the use of the Indonesian language that has been carried out by local fashion products that are worldwide because it can help efforts to develop Indonesian into an international language. This study uses a qualitative approach with descriptive analytical specifications and aims to provide a comprehensive, detailed and systematic description. The data is taken from the official website pages of two local fashion product brands that are worldwide, Buttons scarves and Erigo. It was found that Buttons scarves did not fulfill the application of the use of the Indonesian language regarding the trademark name due to the use of the English word to make the Buttons scarves brand more easily accepted in the international market, while for Erigo it cannot be said that it is fulfilled/not because it is not part of the Indonesian word contained in in the Kamus Besar Bahasa Indonesia (KBBI).

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Introduction

Modernization factors have influenced the fashion world in Indonesia today so that not a few people change their lifestyle and dress style to become more attractive by paying attention to their appearance. Fashion products that are currently developing are clothes, bags and other accessories. The competition in the fashion world in Indonesia is also very tight, so sellers have to be creative in offering their fashion products according to trend developments. It is undeniable that someone buys things that are not out of date and in accordance with the trend. This illustrates the consumptive activities of the community, one of which is shopping not according to needs but to fulfill desires according to what is

currently viral (Putri et al., 2022). The mark is an important and inherent sign of a product in the form of goods or services in trading activities for products. The basis is that a brand is a valuable business asset owned by a company by taking into account the reputation, image, quality of goods and services that are expected to fulfill consumer desires in using a product. In addition, the brand becomes attractive as a representation of the quality of the goods or services produced. In fact, the brand becomes a marker and protection for other products that might pass off (Masnun et al., 2020). The use of brands using foreign languages is one of the ways for companies to compete with foreign companies in the hope that they will impact consumer curiosity about the product or service and attract consumers to buy it (Yunus, 2018).

The age of the Indonesian language, which is almost 95 years old since the Youth Pledge was announced, is no longer young for its role as the national language (Simanjuntak, 2020). The use of Indonesian is also regulated in Presidential Regulation No. 63 of 2019 concerning the Use of Indonesian (Menteri Hukum dan Hak Asasi Manusia Republik Indonesia, 2019). Corson (Ridlo et al., 2019) explains that national policy is an agreement on a set of principles that are recognized nationally and enable decision makers to make choices about language issues in a rational, comprehensive, and balanced manner. However, the position of Indonesian is also clearly sounded as the state language in Article 36 of the 1945 Constitution, "The state language is Indonesian."

However, the phenomenon of the widespread use of foreign languages illustrates a contradiction with the regulation of language use (Wirahyuni, 2019) contained in the Law of the Republic of Indonesia No. 24 of 2009 concerning Flag, Language and National Emblem and National Anthem of Indonesia Raya, Article 37 paragraph (1) Indonesian must be used in information about domestic or foreign production of goods or services circulating in Indonesia; (2) The information referred to in paragraph (1) can be completed in the local language or foreign language as needed (Menteri Hukum dan Hak Asasi Manusia Republik Indonesia, 2009). In addition, Regulation of the Minister of Trade of the Republic of Indonesia Number 73/M-DAG/PER/9/2015 concerning the Obligation to Affix Labels in Indonesian on Goods also attaches a List of Types of Textile Goods and Textile Products in Appendix IV (Menteri Perdagangan Republik Indonesia, 2015).

As a multicultural society, Indonesia houses a rich diversity of languages which continue to develop and change under the influence of various global languages and cultures (Mahfud et al., 2021). Growing awareness to be proud or even more proud in using Indonesian is the most effective way to spread the use of Indonesian. However, the current reality is just the

opposite (Wijana, 2018). Language is not just a means of communication but is a strategic place to proclaim a country so that it continues to exist (Pratama, 2018). The application of the Indonesian language is mass, such as how to give names to icons, use language in public spaces, or name Indonesian products (domestic products) among global cultural currents and foreign cultures, which is an effort to maintain language as a national identity (Hazma, 2019).

The widespread use of brands using foreign languages can be easily found. LeClerc, Schmitt, and Dube describe a brand naming strategy by spelling or pronouncing the brand name in a particular foreign language, the main purpose of which is to influence brand image and value, perceived quality, and consumer attitudes towards products known as foreign brands (Setiadinanti & Nurhayati, 2019). Even though it has been clearly written in the Law of the Republic of Indonesia Number 24 of 2009 article 36 paragraphs (3) and (4) which states that Indonesian must be used for trademarks and exceptions apply to buildings or buildings that have historical, cultural, customary and/or cultural values. or religion; over time, the law does not seem to be of much concern to businesspeople. This is evidenced by the many trademarks that use foreign languages, even though the products sold are locally made.

One of the local Indonesian products that can be said to be worldwide that uses a foreign language name is Buttonscarves. Buttonscarves is one of the premium hijab brands in the realm of fashion and lifestyle. Initially launched in 2016, it was welcomed not only by hijabers in Indonesia, but also in several neighboring countries such as Malaysia and Singapore (Arsj, 2022). The development of Muslim fashion, especially the hijab in Indonesia in the last three years has also increased, especially data from The Royal Islamic Strategic Studies Center (RISSC, 2022), as many as 86.7% of Indonesian citizens or as many as 231.06 million people are Muslims. Equivalent to 22% of the total population in the world which is estimated at 8.94 billion people (Arsj, 2022). Until now, Buttonscarves has exported its products to major countries such as Malaysia, Singapore and Brunei Darussalam (Suci, 2022). The hallmark of Buttonscarves is premium product quality and is famous for its scarf patterns (Arsj, 2022).

Linda Anggereaa, founder of Buttonscarves, has her own story about choosing the name Buttonscarves, because she was looking for a name that was easy to pronounce internationally (Widianingtyas, 2021). Apart from Buttonscarves, there is also Erigo which was founded by Muhammad Sadad, a man from Aceh in 2010 with the initial brand Selected and Co. Erigo, which has a unisex clothing market segmentation with a street style concept, is considered one of the world's leading local fashion brands because it succeeded in becoming Indonesia's representative at the 2021 New York Fashion Week and will also debut its new

product, Erigo X, at New York Fashion Week 2022. with its newest product "Mode meet Function". Not only that, Erigo, who collaborated with Thankssinsomnia, was awarded the Indonesian World Record Museum (MURI) by selling the best-selling limited-edition T-shirts in October 2019 on the internet (Mahardika & Purwanto, 2022; Novianus, 2023).

Language ideology is the naturalized beliefs and values about language and its use that are shared (albeit non-uniformly) by society and used to justify or rationalize linguistic uses, attitudes, or behavior (Perales-Escudero et al., 2023). Although efforts have been made to foster, develop and dignify the Indonesian language, developments in information technology, free markets and cultural acculturation that have made the Indonesian nation a developing country are more influenced by countries that are stronger in the fields of economy, politics, defense, and security.

Many facts show that Indonesian has a stronger position than foreign languages, but the transmission of all knowledge is still dominated by foreign languages, especially English (Sa'diyah et al., 2021). The influence of English is very widespread in various aspects, even making Indonesian unable to occupy a place as host for its own people. One of the influences is the use of English in public spaces, including in the sales system both offline and online (Damayanti, 2019). In terms of the dignity of the Indonesian language, this fact proves that the Indonesian language is increasingly being eroded by the magic of foreign languages that cannot be avoided by society. This condition is in complete contradiction with Article 36 of the 1945 Constitution and Law No. 24 of 2009 (Bugar, 2022).

The sales system in Indonesia is also developing along with the rapid development of technology and the internet. Sellers must also be creative in marketing their wares not only using the offline system, but also online. One of the marketplaces used by businesspeople is the official website of a brand itself. Not only being an identity, but the official website is also a place for a brand to explain its merchandise in more detail. That's what Buttonsscarves and Erigo did. Both have official websites that include details about products, prices, how to buy, and other parts explained in English. This phenomenon made the writer interested in examining the application of Law Number 24 of 2009 Article 36 concerning the Use of Indonesian Language and Regulation of the Minister of Trade of the Republic of Indonesia Number 73/M-DAG/PER/9/2015 concerning Obligation to Display Labels in Indonesian on Local Fashion Products Buttonsscarves and Erigo on the official website of both.

Method

This article uses a qualitative approach with descriptive analytical specifications and aims to provide a comprehensive, detailed, and systematic description (Firman & Suhendra, 2019; Sihombing et al., 2017). John Creswell (in cite Raco, 2010) defines that research is a gradual and cyclical process that begins by identifying the problem or issue to be studied, followed by a literature review, data collection and analysis which is then interpreted and culminates in a report on the results of the study. The method used is content analysis with procedures of (1) recording, (2) data reduction, (3) categorizing, and (4) inference (Sudaryanto, 2018).

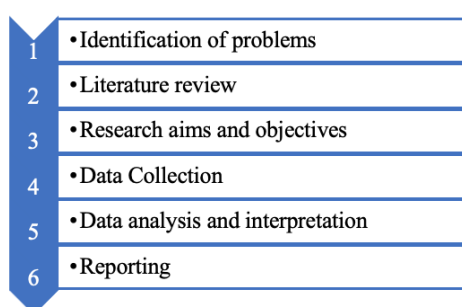


Figure 1. Creswell's Qualitative Research Stages (Sumber: Raco, 2010)

The procedure consists of (1) identification of problems about the language that used by Buttonsscarves and Erigo deemed not to have implemented the policy on the use of language in the public sphere, (2) literature review, (3) research aims and objectives, and (4) data collectiin (the data collection uses ways to find sources and construct from various sources, for example books, journals and research that has been done. The library materials obtained from various references are analyzed critically and must be in-depth in order to support the propositions and ideas (Adlini et al., 2022)), (5) data analysis and interpretation, and the last (6) reporting (Indrawan & Jalilah, 2021; Suyitno et al., 2021).

Results and Discussion

The following is the result of implementing Law Number 24 of 2009 Article 36 concerning the Use of Indonesian Language and Regulation of the Minister of Trade of the Republic of Indonesia Number 73/M-DAG/PER/9/2015 concerning Obligation to Display Labels in Indonesian on local fashion products Buttonsscarves and Erigo on the website official website. The two website pages are (1) Buttonsscarves <https://www.buttonscarves.com> and (2) Erigo <https://erigostore.co.id>.

Brands in foreign languages are indeed a business support strategy to provide a positive image in order to get the same perspective as foreign products, both in quantity and quality. Choosing a name or brand using a foreign language is considered to have more appeal to consumers, especially for the international market. This has been done by the founder of Buttons scarves, Linda Anggrea, in early 2016. Linda, who has her own story and admits that in the search for a name, was looking for a name that could be easily pronounced in the international market because her goal was to go international. Inspired by the buttons on her shirt, Linda translated 'button' into 'Button' by accompanying the word 'scarves' which means 'shawl' or more familiarly known as 'hijab'. The same goes for Erigo's previous name, Selected and Co. It is clear that every word is in English. However, the name Selected and Co was already owned by another brand, so Muhammad Sadad, CEO of Erigo Stro, changed it to Erigo in 2013.

The two brands, which are predicted to be local brands that have penetrated the international market, market their various types of products in the form of catalogs and use official websites. Buttons scarves and Erigo, which incidentally are fashion products, are included in Appendix IV of the Regulation of the Minister of Trade of the Republic of Indonesia Number 73/M-DAG/PER/9/2015 concerning Obligation to Display Labels in Indonesian for List of Types of Textile Goods and Textile Products. Buttons scarves has eight catalog categories in its English sales catalog: Scarves, Bags, Footwear, Accessories, Essentials, Prayer Set, Home & Living, and Sport; while Erigo has five categories in its sales catalog which are also written in English: T-Shirt, Outer, Pants, Shirt, Accessories.

Data Collection on Language Usage on the Buttons scarves and Erigo Brand Websites

In this description, a description of the application of the use of language will be classified in accordance with Appendix IV to the Regulation of the Minister of Trade of the Republic of Indonesia Number 73/M-DAG/PER/9/2015 concerning the Obligation to Affix Labels in Indonesian Language List of Types of Textile Goods and Textile Products. In Table 1., the classification of language use is carried out in the product description section that appears when selecting a product from one of the available categories.

If you look at the bottom of the Buttons scarves website page, there are two language options: English and Indonesian. However, when 'Indonesia' has been selected/clicked, no changes have occurred. All options on the Buttons scarves website are still in English. Likewise, if you change it to 'English' in the language option, some information that has been written in Indonesian will not change.

Table 1. Classification of Language Use on Buttons scarves and Erigo Website Pages according to PERMENDAG Number 73/M-DAG/PER/9/2015

Statements/Explanations that Must Use Indonesian in PERMENDAG Number 73/M-DAG/PER/9/2015	Buttons scarves	Erigo
Name of goods	English	Indonesian and English
Goods Brand	English	Indonesian and English
Type of Material or Composition	English	Indonesian and English
Manufacturer's name and address for domestically produced goods	-	-
Size	English	Indonesian and English
Care Label	-	-
Made in	-	-
The number of items in the case of packaging containing more than 1	-	-

However, unlike Buttons scarves, Erigo, which does not provide language tabulations, has presented product descriptions in two languages. At the top of the product is described in Indonesian, followed by a description in English. In more detail, this article classifies the use of language in all parts of the website of the two local fashion products presented in Table 2.

Table 2. Details of Language Use in All Buttons scarves and Erigo Website Tabulations

Language	Buttons scarves	Erigo
Indonesian	<ol style="list-style-type: none"> Product Release Description on the 'Information - Product Launches' tab Lifestyle Blog on the 'Information' tab 	<ol style="list-style-type: none"> Description on the Campaign tab. Product description by category.
English	<ol style="list-style-type: none"> First category: Buttons scarves, Buttons scarves Beauty, Store Locator, BSLady Club The ad tagline "Enjoy Free Shipping! Click Here for T&C" Product categories and options: Scarves Collection, Lifestyles Collection, Collaboration, Categories Category Description at the bottom: Customer Service (How to Buy, Payment Information, Shipping Information, Returns & Exchange, Contact Us, FAQ), Information (Our Story, BSLady Club, Press, Product Launches, Lifestyle Blog, Privacy Policy), Sign Up and Save All descriptions of each of the tabulations mentioned above. 	<ol style="list-style-type: none"> The advertising tagline "Free Shipping All Over Indonesia; Sale Up To 75% Off. Shop Now!" Categories on Erigo (All Products, T-Shirts, Outer, Pants, Shirts, Accessories, Mystery Box Starting from 39k), Erigo-X, Erigo Tour, Campaign, Sign In. Category Description at the bottom: Customer Service (Contact Us), Help (Exchanges & Returns, Payment Information, Track Your Order, FAQs), Business (About Us, Pop-up Store, Career, News), Follow Us, Sign Up for Our Newsletter.

Referring to Article 36, paragraphs (3) and (4), Law no. 24 of 2009 Buttons scarves has not fulfilled statutory requirements because the brand name still uses English, while for Erigo which is not an English word or a word in Indonesian it cannot be said that it does not meet

or fulfill statutory requirements. And referring to PERMENDAG Number 73/M-DAG/PER/9/2015 Buttoncarves does not fulfill it at all because 5 of the 8 existing classifications must use Indonesian, Buttons carves does not use Indonesian at all, while Erigo in 5 all classifications are fulfilled, entirely bilingual; Indonesian and English so that it can be said to comply with PERMENDAG Number 73/M-DAG/PER/9/2015.

The guidance and development of the Indonesian language needs to be carried out in a directed manner to deal with problems and challenges in the future interests of the Indonesian language. The efforts to develop, foster and protect the Indonesian language are contained in Law no. 24 of 2009, Articles 41, 42 and 43, so that the Indonesian language can still fulfill its position and function in the life of society, nation and state amidst the ravages of change and development of the times so that awareness of all components of society is needed in implementing Law no. 24 of 2009 as a form of concern, pride and love for the Indonesian language. Likewise, the role of the Minister of Trade is trying to fulfill these efforts by issuing PERMENDAG Number 73/M-DAG/PER/9/2015 concerning Obligation to Affix Labels in Indonesian on Goods. The two policies should have received attention from the public, including business people. Moreover, the products of local businesses that go global can become a forum for introducing Indonesian to the international community. Moreover, the government is also trying to make Indonesian an international language as stated in Government Regulation Number 57 of 2014, Article 1, Chapter I General provisions which are strengthened by Chapter II, Article 5. Also in Article 6 paragraph (1), concerning community development Indonesian language users for (a) the community to increase positive attitudes towards awareness, pride, and loyalty to the norms of the Indonesian language; (b) the community increases discipline in the use of the Indonesian language.

Conclusion

From the results of a study regarding the application of Law Number 24 of 2009 Article 36 and PERMENDAG Number 73/M-DAG/PER/9/2015 it can be concluded as follows:

1. Implementation of Law Number 24 of 2009 Article 36 Paragraphs (3) and (4) which states that Indonesian must be used for trademarks and an exception applies to buildings or buildings that have historical, cultural, customary and/or religious values Still not fulfilled by Buttons carves as a business actor because Buttons carves is taken from two words 'Button' which means 'button' and 'Scarves' which are familiarly interpreted as hijab, even though Scarves in Buttons carves means more generally which can be used by those who wear hijab, as well as non-hijab. Whereas in Erigo, the

- application cannot be said to be fulfilling/not fulfilling because it is not an Indonesian or English word.
2. Application of PERMENDAG Number 73/M-DAG/PER/9/2015 concerning Obligation to Affix Labels in Indonesian on Goods also attaches a List of Types of Textile Goods and Textile Products in Appendix IV which Buttons scarves has not fulfilled because the product description is on the website page it is only displayed in English, even though you have selected the 'Indonesia' tab in the available language options. However, Erigo has complied because Erigo provides two languages in explaining their products in the description section, Indonesian and English.
 3. Efforts to apply Law Number 24 of 2009 Article 36 and PERMENDAG Number 73/M-DAG/PER/9/2015 concerning the use of the Indonesian language in global local products are expected to receive more attention from both the government and society to support each other and also be more proud in using Indonesian as a positive step in order to support Indonesian as an international language, of course this cannot be separated from the role of language development and guidance bodies by updating and perfecting Indonesian. And it cannot be separated from having to continue to study the regulations for the use of the Indonesian language.

Declarations

- Author contribution** : Silvia Ratna Juwita is responsible for all writing projects. She also led the writing of the script for data collection, transcription, and analysis. The second author, Dadang S. Anshori, and the third author, Dadang Sunendar, who are lecturers in the Kebijakan Pendidikan Bahasa Indonesia course, approved the final manuscript of this paper, then Asiyah Kuwing as a co-author.
- Funding statement** : This research did not receive any funding.
- Conflict of interest** : All the authors declare that they have no competing interests.
- Ethics Approval** : Information on Ethics Approval and informed consent statements are required for all articles published in BAHASTRA since 2023.
- Additional information** : No additional information is available for this paper.

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