THE USE OF ENGLISH IN PROMOTING FASHION

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Abstract

This research is conducted to know the use of English in promoting fashion in social media. In social media, many people upgrade their style to sell. They sometimes used English to advertise to attract readers' attention to buy. The research aims to know the use of English in terms of the meaning of language and word order of the English used in promoting fashion. This research is a kind of descriptive research. The researcher took the data from sellers' posts on social media. The data were analyzed based on two variables. They are grammar and word order. The research results showed that the English used to promote fashion is incorrect and does not follow the correct word order and grammar.

Keywords—English, Promoting, Fashion

Introduction

Fashion is something that is not rare for a human being. Fashion, especially clothes, is the prime need for people. Like food and drink, fashion also includes the main requirement of humans. Many people also sell this important thing. In the traditional market, so many people sell fashion. In the supermarket also many fashions are offered. Some people who do not like to shop in the conventional market choose to shop in the supermarket.

Meanwhile, supermarkets and traditional markets are replaced by the online shop today. The reason is because of the pandemic, and it is also cheaper than buying it directly. People can save their time; they only stay at home, see handphones, and order things they want. Then, it will come to the shoppers' house in some days. It can be paid when the items arrive.

Clothing is not unusual anymore for all people today (Ahmad, 2016). All people want to look fashionable, trendy, and shar'i. Like the character of people, they tend to like beauty. Both the beauty of the appearance and the beauty of the environment. In terms of appearance, everyone wants a beautiful appearance, so it is not uncommon for people to allocate funds or money for the fashion or clothing needs they enjoy (Andriani & Putri, 2021) because it is also a special need and pleasure when wearing fashion that is good and according to taste.

Because of the many fashion/clothing enthusiasts at this time, few manufacturers or companies offer a variety of fashion products that are of public interest. (Yet, 2013) Then various media were used to promote it, such as mass media and social media (Plaisime et al., 2020). Mixed media display advertisements to promote their products to the public (Fahd & Sugiarto, 2015). And not infrequently, these ads also use English to attract buyers' interest (Astrid, 2011). However, not rarely, the use of English is not quite right (Andriani & Anggraini, 2020). Then this study examined the English language

used in the promotion of clothing on social media in terms of the effectiveness of the English language used. English is used to promote fashion (Andriani, 2019). Promotion/advertising are all forms of activities to present and promote ideas, goods, or services non-personally (Yudi Farola Bram, 2005). The criterion used to determine the key factor is whether the information will affect the promotional choices (Heriyanti, 2013).

Advertisement or promotion is not only related to industry and marketing media (Ligia Agnes Pratistia, Lisbeth Mananeke, 2014). Promotion is a part of marketing (Lane, 2016). This is used to communicate to the market. There are some functions of promoting (Iye et al., 2020): giving information, influencing, making sense, satisfying willingness, and an advertisement is a communication tool. Marketing fashion is an effort of a company to promote the product to the market (Sarastuti, 2017).

Research Method

This research is a descriptive one. Descriptive analysis determines and reports how things are (Sugiyono, 2004). It is told about something that occurs in the field. Further, Gay and Airasian also add two reasons why people use the descriptive method. First, a high percentage of reported research studies are illustrative. Second, the descriptive approach is useful for investigating varieties of problems. Data were taken from posts of the sellers on Instagram. Then, the data were analyzed based on two indicators. They were Word order and grammar.

Results and Discussions

There are many names of sources in Instagram of sellers that were analyzed. All of them offer their product to the readers. Some of them are in the following explanation.

27 suka

girlsfashion_world_1103 Comment one is your favorite...? Like 👍 comment 🗨️ follow 🌸

24 Mei • Lihat Terjemahan

In this promotion of fashion, the sentence of the seller was imperative. The seller asks t comment which one is the buyer's favorite. The meaning of the sentence is 'beri komen favorite.' But the sentence does not complete. It has blank space. Actually, for a promotion, it should not have freedom. Space can cause readers' misunderstand. Therefore, the seller should state 'comment one is your favorite trouser. Your favorite consists of your possessive adjective; famous is as an adjective. So, to make it a noun phrase, it must be followed by a noun. The noun such as trouser can complete the sentence since the seller promoted trouser.

100 suka

mr_atttu "You must be the change you wish to see in the world 🌍❤️🔥....."

The sentence of the promotion in this item is not arranged well. 'you' is as subject, 'must' is as modal, 'be' is as to be, 'the' is as article, change is as a verb. 'You wish' it should be your wish. So, it is a possessive adjective. When it is 'you wish,' it should be two sentences. It means that it is a subordinate clause. Article 'the' is not appropriate since 'change' is a verb. 'Wish' is a noun. So before a noun, it cannot have a subject such as in the sentence 'you wish.' It can be a subject, but it must use conjunction. The correct sentence is 'you must change your wish to see the world.'

Nada dering

256 suka

vedantpansuriya You can have anything you want in life if you dress for it.....

The sentence in the above promotion should be 'you can have anything that you want in your life if you dress for it.' Since 'you want' is also a sentence, it is a compound sentence. It should have a conjunction such as that. So, one clause is the main clause, and another is the subordinate clause.

The punctuation in the sentence does not complete. It should have correct punctuation. The sentence should be 'worry less, smile more. Don't regret it; learn and grow. It is a kind of willingness. Willingness to be happy in our life. So, the seller wants everyone to be satisfied. So, besides offering their things, the seller also provides happiness to the readers.

In the promotion above, the seller offers a women's top. The seller's punctuation should be corrected. The revised sentence is 'red Ferrari women's top, this top ranges in style, you can wear it on any occasion. You will look fresh whenever and wherever.'

452 suka

mr_angry_brd_ Don't change to fit the fashion.

Change the fashion to fit you. 🌸 #fashion #modeling

The promotion above, the sentence should be revised. Revision is used to make readers easy to understand the text. It should be 'don't change to fit your fashion, change your fashion to fit you.'

24 suka

girlsfashion_world_1103 1-8 which one is your favorite...? Follow us for more

(@fashion_world_1103)

(@the_gown_1103

2 Juni • Lihat Terjemahan

In this promotion of fashion, the sentence of the seller was imperative. The seller asks t comment which one is the buyer's favorite. The meaning of the sentence is 'yang mana favorite.' But the sentence does not complete. It has blank space. Actually, for a promotion, it should not have empty space. Blank space can cause readers' misunderstanding. Therefore, the seller should state 'which one is your favorite skirt. Your favorite consists of your possessive adjective; favorite is as an adjective. So, to make it a noun phrase, it must be followed by a noun. The noun such as trouser can complete the sentence since the seller promoted the skirt.

Conclusion

English used in promoting fashion is not good. The promotion is still wrong in using a noun, using an adjective, using an adjective, subject, verb, object, and word order. English used in promotion should be correct since many people see the sentence of advertising. There are still some sentences of advancement that should be revised to make them understandable. For instance, in making noun phrases, the penalty should have nouns at the end of the noun phrase.

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