



Indonesian Language Learning as Linguistic Entrepreneurship: Implications on Digital Marketing

Pembelajaran Bahasa Indonesia sebagai Linguistic Entrepreneurship: Implikasi terhadap Digital Marketing

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ABSTRACT

Research on linguistic entrepreneurship in Indonesia is the newest one. This study analyzes the spoken and written language used in the coffee shop industry. This study aims to identify the language learning motivations of coffee shop business actors in marketing their products, specifically through the use of Indonesian in social media marketing and direct consumer outreach. This research employed descriptive qualitative methods to investigate the effects of linguistic entrepreneurship on coffee shop business actors, as well as to address variables that remain unclear and require further exploration. This research focuses on the resources available for using Indonesian both verbally and in writing. Business actors can seek linguistic entrepreneurship through their motivation to learn the language and the methods they employ to do so. The implication of using Indonesian in the economy is that it can serve as a policy for business. The research uniquely focuses on the Indonesian coffee shop industry as a specific context where linguistic entrepreneurship plays a vital role. The study delves into the connection between Indonesian language learning and entrepreneurial activities, particularly in the promotion and marketing of coffee products.

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ABSTRAK

Penelitian tentang linguistic entrepreneurship di Indonesia merupakan hal yang baru. Penelitian ini menganalisis bahasa lisan dan tulis yang digunakan dalam industri kedai kopi. Penelitian ini bertujuan untuk mengetahui motivasi belajar bahasa para pelaku bisnis kedai kopi dalam pemasaran produk. Penggunaan bahasa dalam pemasaran produk melalui media sosial atau secara langsung kepada konsumen menggunakan bahasa Indonesia. Untuk mengetahui implikasi linguistic entrepreneurship pada pelaku bisnis kedai kopi, metode kualitatif deskriptif digunakan dalam penelitian ini. Hal ini digunakan untuk menjawab permasalahan penelitian yang tidak mengetahui variabel-variabelnya dan perlu dieksplorasi selanjutnya. Fokus penelitian ini mengeksplorasi sumber daya dalam penggunaan bahasa Indonesia secara lisan dan tulisan. Kemampuan linguistic entrepreneurship dapat dilihat dari motivasi belajar dan cara belajar bahasa tersebut. Implikasi bahasa Indonesia dalam perekonomian dapat menjadi kebijakan penggunaan bahasa dalam berbisnis. Penelitian ini secara

unik berfokus pada industri kedai kopi di Indonesia sebagai konteks spesifik ketika linguistic entrepreneurship memainkan peran penting. Penelitian ini mengeksplorasi bagaimana pembelajaran bahasa Indonesia terkait dengan kegiatan kewirausahaan, khususnya dalam promosi dan pemasaran produk kopi.

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Introduction

The coffee shop industry is expanding in every region of Indonesia. Coffee shop employees must have enough language skills to communicate and engage with their customers. In this context, language is essential in entrepreneurship, often called linguistic entrepreneurship. Individuals who discursively portray diverse entrepreneurial characteristics are increasingly using language as a tool (Cameron 2002; Scheuer 2001 in de Costa et al., 2016). Whether the research subjects are children or adults influences the treatment of the underlying communication order (Bianco, 2021).

The coffee industry continues to use several languages as a selling point for advertising its products. This does not align with the Law of the Republic of Indonesia number 24, 2009 on the country's flag, language, and coat of arms (Undang-Undang Republik Indonesia, 2009). According to the Law, the Indonesian language has a role and function. In the coffee industry, they are more likely to employ foreign languages as the medium of instruction when marketing their products. According to Rhubido et al. (2023), this is inversely proportional to the high interest of foreigners in learning Indonesian through the BIPA program (Bahasa Indonesia bagi Penutur Asing).

The barriers highlighted by second/foreign language education policies impact several prominent people in the coffee industry. According to de Costa et al. (2019), it is necessary for various organizations, such as ministries and educational institutions, to develop and implement language education programs. This should allow us to understand why there are many parties involved in second/foreign language education policies following the logic of linguistic entrepreneurs. This occurs because second language learning emphasizes the study of psycholinguistics within the field of applied linguistics (Prihatini, 2023). Starr & Kapoor (2021a) conducted research in Singapore, framing the need for bilingual and ideally multilingual students as a neoliberal personal responsibility to acquire skills for achieving the highest level of economic competitiveness.

As a national language, Indonesian faces competition from foreign languages, particularly English. Coffee shop actors utilize English to communicate with the public. Furthermore, the coffee industry uses many foreign phrases, particularly English. Language competence is critical for coffee shop business actors to seek global competitiveness. Establishing promotions in the national language ensures their appeal, even when they incorporate Indonesian. (Alatis & Tan, 2001; Starr & Kapoor, 2021b). Gao & Park (2015) suggested that we could use Korea as an example, where the Korean government cultivates students' understanding of the Korean language to unlock their hidden potential and recognize the significance of human resource development globally. Furthermore, sociolinguists examine neoliberal principles in language instruction. People consider using English as a lingua franca, especially in the field of entrepreneurship, as a commodity (Block et al. 2013; Li & de Costa, 2021). The current world of change has appreciated English as a language of social mobility and economic gain. Mastering English will be considered an endeavor to increase the quality of human resources (Heller, 2010). This is in line with Muth & Del Percio (2018), which said that being able to turn communicative resources into commodities aims to broaden the understanding of linguistic policy and the process of regulating language into a commodity.

A comprehensive education in language, culture, and related technologies forms the foundation for developing the essential skills needed to establish and manage a coffee shop business. A deep understanding of entrepreneurial language not only facilitates effective communication with customers

but also equips individuals with the ability to capitalize on digital marketing opportunities and navigate the global and local dynamics influencing the coffee industry. Mastery of these aspects enables coffee shop entrepreneurs to innovate, expand their networks, and enhance their competitiveness in an increasingly challenging market (Winata et al., 2024). Technology has transformed the way people communicate. Entrepreneurs must be able to adapt to technological developments and depend on technology to practice 'linguistic entrepreneurship.' de Costa et al. (2016) encourage students to become linguistic entrepreneurs, investing and maximizing their language talents to enhance their value as human resources, benefiting both themselves and the nation.

In the last six decades, there has been a rapid development of research across the disciplines of entrepreneurship and linguistics, aiming to understand the essential elements of self-employment to generate profits or long-term competitive advantage (Hechavarría et al., 2023). The notion of linguistic entrepreneurship is part of neoliberal language ideology, which posits that the strategic management of linguistic competence is an integral part of human capital in the economy and leads to individual socioeconomic success (Kubota, 2021). Various factors have contributed to the increased interest in language skills and language instruction as a possible source of profit in the context of neoliberalism (Cameron, 2000; Percio et al., 2017).

The recent development in language philosophy and policy encourages everyone to develop their language abilities and competencies (de Costa et al., 2019). Improving language abilities and competencies is beneficial when offering services or lessons to customers as 'a selling point' for the individual. Customers will be more likely to return if the coffee industry already has a selling point.

Linguistic entrepreneurship is defined as the use of language abilities to offer value to a firm. In the period of the 4.0 Industrial Revolution, entrepreneurs employed linguistic entrepreneurship, defined as the understanding of language, language structure, and communication, to meet consumer language and cross-cultural communication demands. The phrase "linguistic entrepreneurship" is not new; scholars have used it to describe persons who serve as bridges between linguistically and culturally different communities (Holmes et al., 2022).

Linguistic entrepreneurship plays an essential part in language education policy (Pan & Block, 2011). Kubota (2021) asserts that the establishment of linguistic entrepreneurship enables the exploration of neoliberal implications for language acquisition and usage. Obviously, linguistic entrepreneurship is one example of the commercialization of language in the field of industry (Heller, 2010). Linguistic entrepreneurship refers to neoliberal linguistic identities in which active, resourceful individuals engage with new language learnings and utilize them in ways that contribute, to varying degrees and not exclusively, to market-driven economist mindsets (Dalmau, 2020).

In addition to having good language skills, promoting a product effectively requires the right media. Technology advancements have led to the use of various social media platforms, including Instagram, Facebook, X, TikTok, and Youtube, for the promotion of coffee beverages. This research will concentrate on the use of Instagram as a promotional platform among these five social media platforms. Digital transformation encompasses the adoption and integration of new information and communication technologies to develop more efficient, flexible, and sustainable industrial system solutions (Lazuardini et al., 2023).

Promotional media are part of digital marketing, serving as a platform for coffee shop owners to promote their products. Although the world at that time was different, the term "digital marketing" first emerged in the 1990s (Kingsnorth, 2016). Digital marketing through Instagram is a popular promotional medium; when accessing Instagram, users receive information about coffee beverages through photo or video posts (Sholihat, 2023).

According to de Costa et al. (2021), linguistic entrepreneurship is characterized by three principles: enterprise culture, human capital, and language commodification. According to these principles, the key to linguistic entrepreneurship lies in the ability to quickly adapt to industry competition and develop the necessary skills and abilities.

Furthermore, the coexistence of neoliberalism ideology and linguistic entrepreneurship can lead to the creation of regulations and structures that significantly impact people's attitudes towards language usage and its policies (Phyak & Sharma, 2021). Neoliberalism, with its dominant entrepreneurial characteristics, will influence language policy and pedagogical practices. In this context, neoliberalism can influence language policy, with consumers, whether individuals or companies, determining language-related issues through supply and demand (Holborow, 2015; Phyak & Sharma, 2021; Piller & Cho, 2013).

Related research refers to de Costa et al. (2016). This study heavily focuses on the relationship between language learning and neoliberalism, particularly through the concept of 'linguistic entrepreneurship.' This constrains a more comprehensive comprehension of the potential for language learning in non-neoliberal or non-capitalist contexts. In line with Kubota's research from 2021, this study concentrates on the socio-economic consequences of 'linguistic entrepreneurship,' yet it fails to thoroughly examine the emotional and psychological impacts on the individuals involved. Meanwhile, given the high social and economic pressures faced by language learners, further analysis of how these pressures affect their mental health or emotional well-being could be a relevant addition.

The purpose of this study is to investigate the language learning motivation among coffee shop actors involved in marketing. This includes identifying the use of Indonesian in product marketing via social media or straight to their customers and recognizing the implications of linguistic entrepreneurship for coffee shop entrepreneurs.

Method

This research employs the descriptive qualitative method, drawing inspiration from Creswell's (2012) work. When factors are unknown and require exploration, qualitative research offers the greatest potential for resolving research problems. Literature provides knowledge on the subject under study, but to investigate it, individuals must comprehend the data. Researchers are the primary instruments in studying natural object circumstances; they triangulate (combine) data collection approaches, process data inductively, and prioritize meaning over generalization in qualitative research outcomes. (Sugiyono, 2018). This research derives its data from observations and interviews with the coffee shop industry. The participants in this study reside in Indramayu Regency. The participants in this study include owners of coffee shops, baristas, and campaigners for coffee.

The researchers obtained data through interviews and observations in coffee shops. Data was collected by interviewing the coffee shop industry actors about the use of Indonesian in their business or linguistic entrepreneurship, focusing on hospitality and services to their consumers. This was done since consumers mostly will pay attention to services given to them.

The researchers conducted data analysis by selecting data that they deemed essential, new, and relevant to the goal of using language to promote products to consumers, either online (via social media) or directly (in coffee shops), based on the characteristics of linguistic entrepreneurship. This study depends on data obtained through online or offline observations. Furthermore, the study is based on data acquired from firsthand interviews with coffee shop owners.

Results and Discussion

The coffee shop industry is gaining popularity among Indonesians, particularly among MSMEs (Micro, Small, and Medium Enterprises) and large-scale franchises. Almost all coffee shops market their products using a foreign language, notably English. Coffee shop's target consumers mostly remain in their own locations; however, in this research, we only focus on Indramayu Regency.

Language Learning Motivation

The majority of coffee investors originate from outside Indonesia, making them the biggest competitors in the business enterprise sector, particularly in franchising. This is due to their awareness of the rapidly

expanding economic potential in Indonesia, particularly in the coffee industry, which encompasses everything from the sale of coffee beans to the processing of coffee in cafes. They began to investigate Indonesia in order to expand their business into the Indonesian coffee industry.

To promote coffee products, most local (Indonesian) business partners decide to use English, including their coffee shop names. The global dominance of English and its promotion worldwide are primarily based on the assumption that proficiency in English as linguistic capital is crucial for material success, social inclusion, and mobility (Xu, 2023). For instance, some coffee shops in Indramayu are named in English, as follows.

Table I Coffee Shop Names Using English

No	Coffee Shop Names	Franchise	UMKM	Menu
1.	<i>Twenty Coffee Roastery</i>		√	English
2.	<i>Oksigen Coffee</i>	√		English
3.	<i>Roofstop</i>		√	English
4.	<i>Setara Coffee</i>		√	Code-mixing
5.	<i>Hope Space Coffee</i>		√	English
6.	<i>Coffeeka</i> Karangampel		√	Code-mixing
7.	<i>Lo.Lo Coffee and Resto</i>		√	English
8.	<i>Kozi Coffee</i>	√		English
9.	<i>Manunggal Coffee</i>		√	Code-mixing
10.	<i>PMB Coffee</i>		√	Code-mixing
11.	<i>Ayu Coffee & Eatery</i>		√	Code-mixing
12.	<i>Arum Dalu Coffee & Eatery</i>		√	Code-mixing
13.	<i>Ruko Coffee Bean Shop</i>		√	Code-mixing
14.	<i>Samalona Coffee Story</i>		√	Code-mixing
15.	<i>Midank Street Coffee</i>		√	Code-mixing

Some coffee shop entrepreneurs prefer to name their businesses using a code combination of Indonesian and English. Coffee shop operators use mixed coding languages because they have unique selling points that set them apart from their competitors in the industry. Furthermore, the menu titles are presented in English to align with the shop's name, which also uses English.

- The menu is espresso-based and includes items such as ice/hot café latte, cappuccino, americano, caramel coffee, and vanilla coffee.
- The menu includes non-coffee options such as ice/hot lemon tea, ice/hot lychee tea, ice/hot green tea, and ice/hot chocolate.
- The menu for milk beverages includes options such as vanilla ice milkshake and strawberry ice milkshake.
- The menu includes food and snacks such as french fries, crispy skin, and fried rice.

However, there are still some coffee shops using Indonesian or maintaining their local language as local wisdom (using Indramayu local language) in naming their coffee shops; the concept segments range from “street coffee shops” to the most elegant “coffee shops.” Some coffee shops use Indonesian in their menus, while others opt for English, and some even employ code mixing. The choice of language is determined by the specific concept segment of the coffee shop. If the coffee shop focuses on mobile coffee, also known as “street coffee,” the menu will use Indonesian as the language. Conversely, coffee shops catering to a broad customer base tend to utilize English as “coffee shops” and incorporate code-mixing into their menu. The names of coffee shops in Indramayu Regency that use Indonesian are listed below.

Table II Coffee shop names using the Indonesian language

No	Coffee Shop Name	Menu		
		Indonesian	English	Code-mixing
1.	Kopi Ulin	√		
2.	Gerobak Miko	√		
3.	Semester Kopi	√		
4.	Halaman		√	
5.	Kopi Muara			√
6.	Kopi Buqi			√
7.	Rumah Khoepi Ino			√
8.	Kedai Kopi Seruput Indramayu			
9.	Teringat Kopi		√	
10.	Teras Sedulur	√		
11.	Kedai Kopi Timor			√
12.	Kopi Medsos Pasar Mambo	√		
13.	Rumah Kopi Nara	√		
14.	Teras Joglo	√		
15.	Kedai Kopi Rang	√		

The shop owners not only name the shop and menu in Indonesian or English, but also use the same language for social media advertising. The shop owners decide whether to use Indonesian or English for social media advertising. If the store is a large-scale “coffee shop,” English will be employed in social media promotion. In contrast, if the coffee shop is MSME’s or mobile coffee, the use of language more commonly utilizes Indonesian to market their goods through social media, such as:

Table III Language in Social Media Promotion

No	Shop Name	Language Used in Promotions
1.	Midank <i>Street Coffee</i>	“Kita ada menu baru loh “Green Tea Caramel Latte” yuk cobain, masih banyak menu baru
2.	Gerobak Miko	“Kelezatan tak terlupakan dalam setiap tegukan, inilah rahasia dibalik kreasi menu baru kami: <i>Kopi Susu Signature</i> ”
3.	Kedai Kopi Seruput	“Yuhuuu ayo merapat sobat kedai kopi seruput.. main game seru sambil seruput kopi dikedai kopi seruput.”
4.	Hopespace Coffee	“Seberapa sering kalian order ice coffee latte nya Hopespace?”
5.	Teringat Kopi	“Panas-panas gini enaknyanya minum yang bikin seger dan bikin melek”
6.	Kozi Coffee	“New menu!!! Forbidden Fr, a perfect blend of coffee and fruit flavor that will freshen up your day and give you a tasteful coffee at once.”
7.	Manunggal Coffee	“No exact recipe for today. Gather all available ingredients and whip yourself up something delicious.”

Every enterprise has a unique technique for marketing its items; some use Indonesian, some use mixed codes (Indonesian, local languages, and English), while others use English. Using language to promote items has its own "value" selling factor. Despite the limited number of international visitors in Indramayu, the coffee shop market solely targets the Indramayu Regency region, catering to the local community.

The use of the Indonesian language for promoting products on social media is essential, especially since the target consumers are primarily Indramayu people who understand Indonesian and local languages. To keep coffee shop customers interested, employees give greater attention to how they package or utilize Indonesian in coffee product advertising. Using Indonesian to promote products will

not affect the product's selling value or the shop's location. Entrepreneurs or administrators on social media must explain the products uploaded in a language that is easy for consumers to understand, not just display them. However, they must utilize engaging language to provide product descriptions and advantages (Rifah et al., 2021).

In the coffee shop industry, the use of English often falls short in providing significant selling factors. One way to encourage consumers to buy coffee from the establishment is to provide hospitality services. Baristas should use Indonesian to establish a common language among speakers of the Indramayu Javanese dialect, given that many regional language speakers still struggle to communicate in Indonesian. This is in line with Hechavarría et al. (2018), who explain how structural differences in language systems are reflected in nonlinguistic cognitive differences and emphasize the different role of language structures in encoding individual experiences and influencing the speaker's thoughts.

The barista's possession of Indonesian language communication skills will aid them in effectively communicating with their consumers. Similarly, when creating content for social media, baristas will utilize Indonesian to ensure universal comprehension. When promotional advertisements on social media use English, it's a different story; many people only enjoy the photos or images of the advertisement, not understanding the content of the text. Therefore, it is necessary to build motivation to learn Indonesian, especially in branding and social media advertising.

The Use of Language in Social Media Content

Most coffee shops have social media to find followers and promote their products. In these promotions, some use Indonesian, others use English, and a few use code-mixing. The use of Indonesian in social media content will make it easier to promote because all readers or audiences can easily understand the advertisement. Linguistic embeddedness has consequences for entrepreneurial actions, as it defines role identity and relationships that are relational and meaningful (Ivanova-Gongne et al., 2024).

Coffee shop owners have yet to realize this. Coffee shop owners continue to believe that using English in promotional materials will make them more appealing. For instance, social media material often features promotions such as "buy 2 get 1 free." However, when some coffee shops promote their products in English, it gives the impression of exclusivity. However, in that context, coffee shop entrepreneurs who speak Indonesian will connect with their customers more closely than if they offer their products in English. For instance, if they offer their products in Indonesian, they could say, "*Beli 2 gelas, dapat gratis 1.*" People may not be familiar with this promotional sentence due to its awkwardness.

The coffee shop industry regularly shares content on social media. This practice offers consumers information about the coffee shop's opening hours. Coffee shop owners frequently post tales (status/stories) on social media about their business hours, usually in English, as the majority of their audience is Indonesian native speakers.

The English language is used to provide information regarding operational hours to consumers; for instance, "We are open"; "Start from 9:00 a.m. to 10:00 p.m."; "Open every day"; "For more information"; "Sorry, we are closed today." Coffee shop entrepreneurs often use this informational sentence to inform consumers about the shop's operating hours. This can become even more intense when coffee shop business owners use the Indonesian language in their social media content. For instance, you can replace phrases like "*buka!*", "*sudah buka!*", "*mulai dari pukul 09.00–22.00*", "*jam operasional*", "*jam seduh*", "*untuk informasi lebih lanjut*", "*maaf toko kami tutup*", "*kedai tutup*", and "*tutup*". If coffee shop actors use Indonesian, there will be better interaction between owners and consumers. The audience will easily understand the use of Indonesian in social media content, potentially increasing their interaction with the content.

Social media not only uses language to advertise and provide information about the shop's operating hours, but it also contains content that explains the coffee beverage product or the coffee brewing procedure in English. The material explains how to brew coffee in English, specifically using an

immersion dripper and beans from Bali Kintamani that undergo a washed and dry fermentation process. The statement's purpose is to appear slightly more exclusive in promoting the items offered, although the readers and audiences who see the subject matter remain local people, notably Indramayu and generally Indonesian people. If the content employs the Indonesian language, it should be written as follows: “*penyeduhan kopi menggunakan dripper (alat seduh) dan biji kopi dari Kintamani Bali dengan proses washed dry fermentation.*” Various English terms are used to name existing brewing equipment, such as the term “dripper,” which refers to a brewing mechanism. Moreover, the processing stages employ a variety of English-language names, ranging from coffee fruit to roasted coffee beans prepared for beverage processing. The sample from the social media posts, “Washed dry fermentation,” is provided below.

Implications of “*Linguistic Entrepreneurship*” for Coffee Shop Business Owners

Every business in the industry tends to have its own branding language, especially in the coffee shop business, which includes MSMEs and franchisees. English has a strong connection to the coffee shop business environment. Almost all of the coffee shop's brewing equipment has English names.

Table IV Names of Coffee Brewing Equipment

Equipment's Name	Suitability	Functions of the equipment
Dripper	<i>Penetes</i>	Brewing coffee with filtering technique (coffee without grounds)
Rok Presso	<i>Alat pengepresan</i>	Brewing coffee by pressing to produce espresso (strong coffee)
Vietnam Drip	Vietnam Drip	Coffee brewing technique originating from Vietnam
French Press	French Press	A type of brewing technique by pressing to produce coffee water.

Linguistic entrepreneurship has major implications for the business sector, particularly in coffee shops. Language skills are required for creating commercial opportunities. The coffee shop industry uses language skills orally rather than in written works. They frequently use written language to promote items on social media, aiming to demonstrate courteous service or “hospitality” to customers.

Furthermore, every coffee shop's Standard Operating Procedure (SOP) includes “hospitality.” All baristas or waiters must have excellent language skills. All shops in the Indramayu area use Indonesian as their verbal language. When baristas use language that is easy to understand and demonstrate friendliness in their service, it can positively impact the consumer's experience, resulting in comfort and a higher likelihood of customers returning to the coffee shop to enjoy their coffee. Baristas who provide excellent hospitality can increase customer loyalty, strengthen brand reputation, and support the growth of the coffee shop business.

Excellent consumer service involves “smiling and welcoming.” The general greeting is nearly identical to those found in coffee shops in the Indramayu Regency. Greetings to the consumer are:

- Barista:** “*selamat siang*”
‘good afternoon’
- Barista:** “*selamat datang di PMB Coffee, dengan Omen ada yang bisa dibantu?*”
‘Welcome to PMB Coffee, I am Omen, May I help you?’
- Barista:** “*mau pesan apa Kak?*”
‘What do you want to order, Miss?’
- Consumer:** “*Menu yang signature di kedai ini apa Mas?*”
‘What is the signature menu at this shop, Sir?’
- Barista:** “*ada menu es kopi bunny Kak, es kopi bunny itu kopi susu dengan cita rasa yang sangat creamy dengan perpaduan single shot espresso, krimer kental*”

manis, krimer untuk rasa semakin gurih, dan gula aren sebagai pelengkap manisnya. Es kopi ini sangat cocok untuk kakak yang manis ini”.

‘There is an *iced bunny coffee* menu, Miss. *Iced bunny coffee* is a milk coffee with a very creamy taste with a combination of single shot espresso, sweetened condensed creamer, the creamer added for a savorier taste, and palm sugar as a sweet complement. This iced coffee is very suitable for sweet girl like you.’

According to the conversation, the barista has provided friendly service to consumers. Despite some code-mixing, the barista's language is very friendly. Several terms related to coffee have no equivalent words in Indonesian, so they still use English as the original language, such as the phrase “single shot espresso.”

When establishing the Indonesian language's word equivalents, it did not accept much foreign terminology related to coffee. If we separate the phrase “single shot espresso” into individual words, we can determine the word equivalent. Based on search results from the Badan Pengembangan dan Pembinaan Bahasa app, specifically Halo Bahasa on the Padanan Istilah (Pasti) menu, the single equivalent word is “tunggal.” The term shot can refer to a unit of spacing in the creation of espresso from brewed coffee. Brewing coffee into espresso requires 30 ml of water, commonly known as a single shot or one shot. The term espresso has an equivalent word in Indonesian, “espresso,” which has the meaning of “concentrated coffee” according to the online Indonesian dictionary or Kamus Besar Bahasa Indonesia.

When a barista offers a coffee menu and uses a manual brewing technique instead of a coffee machine, it's a unique experience. In this case, the barista will provide information about the coffee beans that will be brewed, such as giving information about the coffee production starting from upstream to downstream concerning the origin of the coffee, the post-harvest stage, the varieties of coffee, the process of the beans, and brewing the beans.

Barista: “*Selamat sore! Kami ada tiga pilihan beans untuk teknik penyeduhan V60, yaitu ada beans aceh gayo dengan proses natural wine fermentation, beans dari puntang dengan proses full wash, dan beans toraja dengan proses natural*”.

‘Good afternoon! We have three choices of beans for the V60 brewing technique, namely Aceh Gayo beans with a natural wine fermentation process, Puntang beans with a full wash process, and Toraja beans with a natural process.’

Consumer: “*Aku mau coba gayo wine Mas*”.
‘I want to try Gayo wine, Sir.’

Barista: “*Baik Kak, akan saya seduhkan beans aceh gayo wine dengan rasio 1:15 menggunakan air mineral Cleo*”.
‘Okay, Sir, I will brew Aceh Gayo wine beans with a ratio of 1:15 using Cleo mineral water.’

Consumer: “*Mas, boleh saya tahu berapa kali pouring yang digunakan?*”
‘Sir, may I know how many times the pouring is used?’

Barista: “*Dalam penyeduhan menggunakan beans aceh gayo wine, saya akan menggunakan empat kali pouring*”.
‘in brewing using Aceh Gayo wine beans, I will use four pourings.’

The dialogue above reveals the frequent use of several terms in the coffee industry. Both baristas and consumers pronounce the word beans more often than “*biji*” or “*biji kopi*.” There is no standard rule in the Standard Operating Procedure (SOP) of coffee shops regarding the pronunciation of the word “beans.” However, some baristas also use the phrase “*biji kopi*” when serving customers. The next

phrase, "*fermentasi anggur alami*" in Indonesian, refers to natural wine fermentation. The processing of coffee beans uses a fermentation process that can bring out the aroma of grapes in alcoholic beverages commonly known as wine. None of the baristas in Indramayu Regency used Indonesian in pronouncing the phrase; they used the English term natural wine fermentation. Moreover, the Indonesian interprets the term "full wash" as "*dicuci penuh*" during the transition from coffee fruit to coffee beans.

Many baristas explain brewing techniques to consumers using English terms, which range from brewing equipment to terms related to the brewing process itself. For example, in the dialogue between baristas and consumers, pouring means "*menuangkan*." Some baristas will describe the brewing technique when they use manual brewing; for example, in the dialogue, he mentioned the V60 brewing technique. Baristas can change the term pouring to "*tuangan*", which would not affect their communication with the consumer.

The implications of linguistic entrepreneurship in the coffee shop industry for written language through social media advertising, especially Instagram, play an important role in promoting products. Kozi Coffee, a shop in Indramayu Regency, uses Instagram uploads from @kozi.coffee to promote their shop.

"A place to chill, Cozy place at Kozi Coffee. *Kalo kesini, minimal sekali seumur hidup wajib coba Kosangu (+ salted caramel pillow) sih. Sayang umur kalo nggak coba. Gak nyangka space-nya seluas ini, padahal kalo liat dari depan kaya yang kecil. Tempatnya strategis, pinggir jalan raya. Cafe ini super estetik, banyak spot fotonya, cocok buat kaum centhyl kayak aku. Available indoor and outdoor area. Banyak colokan btw (by the way), super WFC friendly. Highly recommended sih.*"

'A place to chill, Cozy place at Kozi Coffee. If you come here, at least once in your life, you must try Kosangu (+ salted caramel pillow). It will waste your life if you don't try it. I didn't expect the space to be this big, even though if you look at it from the front, it looks like a small one. The location is strategic, on the side of the main road. This cafe is super aesthetic, lots of photo spots, suitable for the *centhyll* "sassy" like me. Available indoor and outdoor areas. Lots of plugs btw (by the way), super WFC friendly. Highly recommended.'

The use of a language code mixing in the content is not in accordance with Indonesian language rules. Despite the absence of formal written language in this social media content, the language usage should incorporate Indonesian. Although the use of Indonesian is not entirely correct according to linguistic rules (KBBI and EYD), at least its usage is good. Manunggal Coffee is one of the shops in Indramayu; quoting from the Instagram social media upload @manunggalcoffee, the shop introduces an iced coffee milk menu.

"No, the exact recipe for today. Gather all available ingredients and whip yourself up something delicious."

"*Siapa yang disini suka banget sama Menu Lotus? CREAMY nya dijamin bikin ketagihan! Cocok untuk kalian yang mau ngopi tapi gaksuka pahit*".

'No, the exact recipe for today. Gather all available ingredients and whip yourself up something delicious.'

'Who here really likes the Lotus Menu? The CREAMY is guaranteed to be addictive! Suitable for those of you who want coffee but don't like the bitter taste.'

The content employs language code-switching, initially promoting in English before switching to Indonesian. The target market of Indramayu people, who speak their mother tongue, specifically the Indonesian or Javanese dialect of Indramayu, finds it difficult to understand when social media content uses English.

The Indonesian representation in the content is acceptable. However, it does not yet follow the linguistic rules (KBBI and EYD), and the statement still contains nonstandard terms. However, its boldness in integrating Indonesian into social media content to promote the industry deserves recognition.

Discussion

The analyzed results show that using Indonesian for product promotion on social media or for "hospitality" services is still incorrect in terms of Indonesian grammar. However, in the case of language learning, it is of course entirely necessary to consistently use Indonesian through social media. Such consistency emphasizes the foundation of language as a necessary correlation of language use in social contexts. (Park & Wee, 2012).

There are very few studies related to linguistic entrepreneurship. This research examines the language used in entrepreneurship. The study employs both spoken and written language. Spoken language focuses on providing barista service to their consumers using good Indonesian. Written language utilizes the standard Indonesian language to promote coffee products.

According to the samples gathered, while using spoken language, Indonesian was employed as a full discourse between baristas and consumers. Some baristas utilize decent Indonesian, while others use mixed language codes. Baristas utilize Indonesian when speaking directly with consumers.

Meanwhile, this is different when they are using written language; with written language, there are still many unresolved problems. In English grammar, written language necessitates the presence of complete elements such as the subject, predicate, object, and complement (Busri & Badrih, 2022). There are still many coffee shops that promote their products using code mixing. Even two coffee shops use English more often in promoting their coffee drink products. Baristas or coffee shop owners need to undergo retraining in their language skills. de Costa et al. (2016) assert that we should evaluate the properties of linguistic proficiency in relation to the language skills we are learning. This aligns with the viewpoint of Hilmi & Hapsari (2023), who assert that evaluation is essential for gauging the attainment of learning objectives, spanning from the preparation phase to the feedback phase. In conclusion, learning a language is a moral imperative to improve oneself and maximize one's abilities (Tupas, 2022).

Conclusion

This study uniquely focuses on the Indonesian coffee shop industry as a specific context where linguistic entrepreneurship plays a vital role. We investigate the connection between Indonesian language learning and entrepreneurial activities, particularly in the promotion and marketing of coffee products. This approach combines linguistic studies with entrepreneurship in a real-world, industry-specific setting, which is relatively novel. Based on the results, linguistic entrepreneurship skills are essential for coffee shop entrepreneurs, especially baristas, because baristas will interact more often with consumers as an economic investment. There is a motivation to learn Indonesian for the benefit of "hospitality" services for consumers. Every coffee shop modifies its Indonesian menu to cater to its 100% Indonesian visitors, particularly those from Indramayu. Menu can be translated into Indonesian, such as iced milk coffee as "es kopi susu" and snacks as "*kudapan*." This will assist Badan Pengembangan dan Pembinaan Bahasa in disseminating the correct Indonesian vocabulary, which adheres to the standardized Indonesian dictionary (KBBI).

There is a significant connection between language and business. The language employed in advertising determines the growth of a business. Data research on barista-consumer communication indicates that consumers are more likely to return to a cafe when baristas use clear and understandable language. Similarly, users are more likely to purchase the promoted products when the promotional language in social media material is in decent Indonesian.

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