

# The English Implementation during the Trade Transaction of Balinese Traditional Cloth SMEs.

Diana Ross Arief

*Politeknik ATK Yogyakarta*

*Jl. Ringroad Selatan, Glugo, Panggunharjo, Sewon, Bantul  
DIY, Indonesia. 55188*

ra.diana56@yahoo.com

Aisyah Hamidiyah and Yudi Juniardi

*University of Sultan Ageng Tirtayasa*

*Jl. Raya Jak KM.4, Panancangan, Kec. Serang, Kota Serang  
Banten, Indonesia. 42124*

aisyah.hamidiyah@yahoo.com

**Abstract** - The study aims to investigate the implementation of English during the trade transaction by Balinese Traditional Cloth SMEs. The research questions were about the awareness of Balinese Traditional Cloth SMEs of the implementation of English and its possible problems on the craftsmen's transaction during the trade and the way to overcome the problems, especially with foreign buyers. Bali is not only well-known of its admirable landscape, but also its excellent hospitality. Besides that, Bali is also recognized for its handy-crafts which are spread in international markets. One of the famous creations is Balinese traditional woven cloth. There are three main types of Balinese traditional woven cloths; Grinsing (KainGrinsing), Woven Cloth, and IkatÈndèk. 10 Balinese Traditional Cloth SMEs were participated in this study. The researchers used qualitative description approach to observe the application of English during the trade transaction. Field observation, questionnaire and open question interview were conducted to the participants of the study. The results of questionnaire were calculated by SPSS 22 computer software. The result of field observation, questionnaire and open question interview pointed out that despite its problems during the implementation, English were necessary to be applied in trading process, especially to negotiate with foreign buyers.

**Index Terms** - English, Balinese traditional cloth SMEs, trade transaction

## I. INTRODUCTION

Bali is one of Indonesian Islands which has exotic and beautiful panorama with interesting tourism destinations. Besides that, Bali is also well-known for its handy-crafts which are spread in foreign markets, namely: silversmith, stone carving, wood carving, woven cloth, and painting. One of the famous creations which is discussed in this paper is Balinese traditional woven cloth. There are three types of Balinese traditional woven cloths; Grinsing (*KainGrinsing*), Woven Cloth, and Èndèk (*KainÈndèk*).

Balinese woven cloth is a cultural heritage which is previously worn by elderly and nobility in monarch of Bali; however, people may wear it nowadays. It is used not only for big ceremonies but also for daily activities at the temple. The harmony of craftsmen's living path inspired them to create the attractive design of colors and patterns of Balinese taste.

During the making process, the craftsmen still perform a special ritual towards knitting tools, in order to get good quality cloth. Hopefully, the piece of cloth worn by the people may bring luck and happiness. The creativity created from the making process involuntary has granted the woven cloth as the best identity for local culture. Balinese traditional cloths consumer not only comes from local communities, but also from outside Bali, even to international countries. The existent of the valuable Balinese traditional cloths may praise the image of Bali Island entirely; however, despite its attractive design of colors and patterns, Èndèkis less appreciated by younger generations there. The image of a cloth which is worn only by the elderly makes the youngsters have fewer interest to wear it except for Balinese traditional ceremony. Because of this reason, local government there initiate the local regulation to solve this issue. The regulation stated that Èndèk should be worn as official uniform worn by government officials including employees and teachers as well as private employees[1].

Because of the problem above, there still more things to do to promote this local woven. One of the ways is to increase the selling in broader market (international market) which English is required as a medium of communication. The study intended to find the possible difficulties on the craftsmen's English speaking during the trade, especially with foreign buyers. Thus, leads the researcher to conduct the research entitled "The English Implementation during the Trade Transaction of Balinese Traditional Cloth SMEs."

## II. METHODOLOGY

### A. Research Methodology

In this research the researchers used qualitative description approach to find out The English Implementation during the Trade Transaction of Balinese Traditional Cloth SMEs. Field observation, questionnaire and open question interview were conducted to the participants of the study. The field observation included the location, marketing area, product and material. The 15 questions of questionnaire investigated three areas such as; participants' awareness, difficulties, and solution toward English difficulty they might face during transaction. The interview questions revealed the participants' motivation and obstacle to find the material and promote their

product in global exhibition. The participants of this study are 10 SMEs working as a craftsman to produce *ëndèk* in Buleleng regency of Bali.

### III. RESULT AND DISCUSSION

#### A. Awareness of English for Trade Transaction

Cited in<sup>[2]</sup> it is stated that English stands at the very center of the global language system. It has become the lingua franca par excellence and continues to entrench this dominance in a self-reinforcing process. It has become the central language of communication in business, politics, administration, science and academia, as well as being the dominant language of globalized advertising and popular culture. The questionnaire results show that the most of Balinese traditional cloth SMEs aware that English is necessary for their trade transaction. It could be seen at Table 1. that 50% of participants agreed that English was needed for their trade transaction, and 50% others extremely agreed. That opinion was related to their target market, from 10 participants of Balinese traditional cloth SMEs there are 80% did the international marketing (Table 2). Sixty percent of Balinese traditional cloth SMEs aware that English capability was needed for expanding marketing and 50% aware that English capability was needed for attracting (Table 4 and 5).<sup>[3]</sup> This occurrences are supported by the study in which stated that the social and cultural influences on international marketing are immense. Differences in social conditions, religion and material culture all affect consumers' perceptions and patterns of buying behaviour. This consumers' perceptions and patterns of buying behavior can be influenced by language used during transaction, which is in this case, English as a global language. When the seller could explain about the specification of the product which can lead and persuade the customer to be interested to buy the product, it shows the function of English as a medium of negotiation and transaction. Based on the interviews' transcription, the Balinese traditional cloth SMEs shared their opinion regarding to overseas customers that if they used English well during transaction, they would sell more of their product. Yet, they felt that when they did not offer their product by using English as a medium of communication, they would fail to attract foreign buyers to buy their products. This overview is corresponding to the work that when people need English competence for their practical life – and in nearly all professional and business domains, in every nation, English is more and more necessary – they often need oral skills<sup>[1]</sup>. This is especially at the case if they are working in sectors involving international dealings or actually crossing national borders themselves. In conclusion, the description above is pointed that there is a function of English as a medium of negotiation and transaction, so that the Balinese traditional cloth SMEs are aware of the use of English.

TABLE 1.  
QUESTION 3: AWARENESS OF ENGLISH FOR TRADE TRANSACTION

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	3.00	5	50.0	50.0
	4.00	5	50.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 2.  
QUESTION 2: INTERNATIONAL MARKETING

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2.00	2	20.0	20.0
	3.00	4	40.0	60.0
	4.00	4	40.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 3.  
QUESTION 4: ENGLISH CAPABILITY FOR EXPANDING MARKETING

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2.00	1	10.0	10.0
	3.00	3	30.0	40.0
	4.00	6	60.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 4.  
QUESTION 5: ENGLISH CAPABILITY TO ATTRACT FOREIGN BUYERS

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	3.00	5	50.0	50.0
	4.00	5	50.0	100.0
<b>Total</b>	10	100.0	100.0	

#### B. Difficulties in Using English as a Medium of Trade Transaction

As a medium of transaction, English speaking skills is required especially where foreign buyers are involved. In English speaking there are many factors affecting the ability to speak in which fluency and accuracy are needed. According to study cited, there are many factors involving speaking problems [4]. They are inhibition, knowledge, low participation, and mother-tongue use. Firstly, when learners want to speak English they may be inhibited. The fear or the shame of making possible mistakes in front of others suspend them in speaking English. Secondly, it is limited vocabulary which is commonly caused most learners to response in foreign language. They know the meaning of the questions are being asked, nevertheless, it is not easy to find appropriate words and structure to reply. Thirdly, low participation is obviously influence their acquisition in speaking foreign languages naturally. Indeed, it represents the meaning of English saying which stated that practice makes perfect. It means the more we practice, the more we get used to the language we are speaking. The last factor is mother-tongue

impact towards learners. It can be denied that first language may influence the learners fluency in speaking another languages. [5]It is demonstrated that L1 dominated the learners to produce some of the problematic English consonant sounds namely: /ð/, /θ/, /v/, /ʃ/, and /f/, since those sounds are not available in learner’s vernacular language. The difficulties in using English of the Balinese traditional cloth was found, 60% of participants of Balinese traditional cloth SMEs still experienced the difficulties in using English as a medium of trade transaction (Table 5). The difficulties shown by the frequencies using sign language during transaction is about 70% of total participants (Table 6). Sort of the difficulties experienced by participants are the difficulties of catching up the speech rate of (70%) and the difficulties of answering in English (80%) (Table 7 and Table 8). Eighty percent of participants can understand the meaning of what foreign buyers talk, but they are not able to answer it. This shows that most participants still experienced many difficulties in using English as a medium of international trade transaction, the frequencies of fail transaction caused by misunderstanding was 40% (Table 9.) This phenomenon is compatible to the worked mentioned in which revealed that many people report that they can understand a language but they cannot speak it [6]. There are also other countries where people experience the same phenomenon, for example in the Japanese context it seems that many people have difficulties in speaking English. A study said that in perception, listeners attend to acoustic phonetic features of sounds to identify them, while in production, talkers produce specific articulatory configurations to distinguish sounds from each other [6]. Generally, there is evidence that L2 learners can have highly accurate perceptual abilities, but relatively inaccurate production ones. Alternatively, L2 learner production abilities can be more target-like than their perceptual abilities at certain levels of the phonology. Not only do perception and production require different primitives, but they also can have a differential rate of development.

TABLE 5.  
QUESTION 6: THE DIFFICULTIES OF USING ENGLISH DURING TRANSACTION

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2.00	6	60.0	60.0
	3.00	3	30.0	90.0
	4.00	1	10.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 6.  
QUESTION 7: THE FREQUENCIES OF USING SIGN LANGUAGE TO FOREIGN BUYERS

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2.00	3	30.0	30.0
	3.00	4	40.0	70.0
	4.00	3	30.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 7.  
QUESTION 8: THE DIFFICULTIES OF UNDERSTANDING THE SPEECH RATE OF FOREIGN BUYERS

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1.00	4	40.0	40.0
	2.00	3	30.0	70.0
	3.00	2	20.0	90.0
	4.00	1	10.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 8.  
QUESTION 9: THE DIFFICULTIES OF ANSWERING IN ENGLISH

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1.00	3	30.0	30.0
	2.00	5	50.0	80.0
	3.00	1	10.0	90.0
	4.00	1	10.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 9.  
QUESTION 10: THE FREQUENCIES OF FAIL TRANSACTION CAUSED BY MISUNDERSTANDING

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1.00	1	10.0	10.0
	2.00	3	30.0	40.0
	3.00	4	40.0	80.0
	4.00	2	20.0	100.0
<b>Total</b>	10	100.0	100.0	

*The Ways to Overcome the Difficulties in Using English*

The study proposed about the techniques to improve English Pronunciation [7]. “Shadowing” is a technique which involved the activity of listening and speaking the same language at the same time. This study showed that despite the difficulties of English sounds which lead to difficulties in using English especially in speaking, there are some ways to overcome the problems. In addition to overcome problem in terms of speaking more attention could be compensated to pronunciation, and the building of learners’ confidence is also important [8]. Learners should be advised to get extra help to improve their pronunciation through self-access. Other areas of difficulty, such as grammar and vocabulary, have to be dealt with when teaching reading and writing.

Being aware of many difficulties they experienced in using English as a medium of trade transaction, 50% participants agree that improving English ability to overcome the difficulties is needed and 50% others extremely agree (Table 10). Based on correlation test, there is a correlation between rate of difficulties in using English and the overcome effort over the difficulties (Pearson Correlation Value: 0,282) (Table 11). The relation between two variable is positive (0,282), it means the higher rate of the difficulties, the more effort of the

participants to overcome the difficulties. Those results also showed that the participants of Balinese traditional SMEs have a good willingness to overcome their difficulties.

Some ways that the participants used to overcome the difficulties in using English are: 1) learning English from the close circles (etc: friend, family) (100%); 2) learning English in formal institute (80%); 3) autodidact English learning (70%); 4) making notes of the new vocabulary (70%) (Table 12-15).<sup>[9]</sup>According to the study, the solutions to the language barrier are identified to the three categories; there are informal day-to-day changes in communication patterns, language training and bridge individuals. From the solutions above that applied by the participants are informal day-to-day changes in communication patterns and language training.

Informal day-to-day changes in communication patterns. Three language barrier solutions were classified in this category: build in redundancy in the communication exchange, adjust the mode of communication and code-switching. Build in redundancy in the communication exchange. It is a relatively simple way to overcome the language barrier. It could mean asking your communication partner to repeat information several times, checking on understanding by asking your communication partner to repeat the information you have just given, providing illustrative examples, and building in frequent summaries, especially in meetings<sup>[9]</sup>. The participants applied this solution by learning and practice English with those circles (etc: friend, family) (100%) and making notes of the new vocabulary (70%).

Join a language training. Eighty percent of participants learning English in formal institute and 70% autodidact English learning. The learning effort of the participants showed the commitment to improve English skill. The work citation explained that language training might be related to the more general tendency to consider language training as an important solution to overcome the language barrier <sup>[8]</sup>. Apart from the problem solutions above there are nine suggestions proposed <sup>[10]</sup>. They are 1) to increase learners' competency in terms of speaking English by practicing English conversation . 2) to encourage learners to avoid anxiety to speak fluently even if they make errors or mistakes in their speaking and not to criticize them destructively , more over we should let learners avoid the fearful of criticism, or simply reassure them to feel comfortable when they are talking in English. 3) To ask learners of making a goal to achieve by studying English. 4) To initiates Learners not to use their mother tongue. 5) To inspire learners to read more and more to get high quantity of vocabulary . 6) to raise the motivation of English speaking. 7) To provide the environment which may help the learners in English speaking . 8) To permit learners to participate in discourse which may help the learners English speaking . 9) To build the learners' self confidence.

TABLE 10.  
QUESTION 11: THE NEED TO OVERCOME THE DIFFICULTIES IN USING ENGLISH

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	3.00	5	50.0	50.0
	4.00	5	50.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 11.  
CORRELATIONS OF DIFFICULTIES OF USING ENGLISH AND TO OVERCOME THE DIFFICULTIES

		Difficulties of using English	Overcome the difficulties
difficulties of using English	Pearson Correlation	1	.282
	Sig. (2-tailed)		.646
	N	5	5
overcome the difficulties	Pearson Correlation	.282	1
	Sig. (2-tailed)	.646	
	N	5	5

TABLE 12.  
QUESTION 12: THE NOTE TAKING TO OVERCOME VOCABULARY MASTERY

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2.00	3	30.0	30.0
	3.00	5	50.0	80.0
	4.00	2	20.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 13.  
QUESTION 13: THE AUTODIDACT WAY TO DO ENGLISH LEARNING

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1.00	1	10.0	10.0
	2.00	2	20.0	30.0
	3.00	4	40.0	70.0
	4.00	3	30.0	100.0
<b>Total</b>	10	100.0	100.0	

TABLE 14.  
QUESTION 14: LEARNING ENGLISH IN FORMAL INSTITUTE TO MASTER ENGLISH

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1.00	1	10.0	10.0
	2.00	1	10.0	20.0
	3.00	6	60.0	80.0
	4.00	2	20.0	100.0
<b>Total</b>	10	100.0	100.0	



TABLE 15.  
LEARNING ENGLISH FROM THE CLOSE CIRCLES (ETC: FRIEND, FAMILY)  
TO OVERCOME ENGLISH DIFFICULTIES

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	3.00	7	70.0	70.0
	4.00	3	30.0	100.0
<b>Total</b>	10	100.0	100.0	

#### IV. CONCLUSION AND SUGGESTION

##### A. Conclusion

This study explored the implementation of English during the trade on Balinese traditional cloth SMEs. Three research questions were presented to describe: the main difficulties faced by Balinese traditional cloth SMEs during the trade with foreign buyers and the way to overcome their difficulties during the trade with foreign buyers. The research questions were answered in the previous chapter, and the finding summary would be presented as followed.

There are three main findings discovered after data analysis and discussion were done. First, the results pointed that most of the Balinese traditional cloth SMEs are aware of the use of English due to its function as a medium of negotiation and transaction.

Second, the difficulties faced by participants are shown by the frequencies using sign language during transaction, difficulties of catching up the speech rate, and the difficulties of answering in English. Although the participants could understand the conversation during transaction, there were changes where they could respond to the talk.

Third, it was found that results also indicated that the participants of Balinese traditional SMEs have a good willingness to overcome their difficulties. Most participants have their own ways to overcome their difficulties: 1) learning English from the close circles, 2) learning English in formal institute, 3) autodidact English learning such as taking notes of the new vocabulary, etc.

Finally, despite its problems during the implementation, English was necessary to be applied in trading process, especially to negotiate with foreign buyers.

##### A. Suggestion

Since the findings of the study were too limited to be persuasive, more studies should be conducted on international trade transactions especially for SMEs in a broader range of fields, with a broader range of participants, to provide more complete results. It is expected that the results conducted in this study may serve as a reference to conduct more conclusive studies with a greater number of participants as well as a trigger to the craftsmen and people of Bali in designing and innovating *Endèk* into appealing products as a selling commodity targeted to young generations of Bali and international markets.

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