

Indonesians' perceptions of fully and hybrid English brand names: A survey-based study

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ABSTRACT

This study explores how Indonesians perceive fully English and hybrid English-Indonesian brand names, such as blends and compounds. It addresses whether English use in branding reflects creativity or raises concerns about linguistic dominance. We hypothesized that English is used mainly for commercial creativity and that globalization, not nationalism, drives its adoption. Two online surveys were conducted: the first selected 15 familiar brand names, and the second measured participants' perceptions using Likert-scale items and open-ended questions. Findings showed moderate-to-high agreement (mean = 72.08%) that English enhances brand appeal (78.54%), memorability (73.94%), and market expansion (73.33%). Most participants (75.63%) did not see English use as conflicting with nationalism, suggesting English is viewed as a tool for global competitiveness. Structural Equation Modeling revealed that younger participants and those with higher English proficiency were more accepting of English brand names. Qualitative responses highlighted an appreciation for creative word blending, aligning with Halliday's "anti-language" concept. Overall, hybrid branding reflects Indonesians' pragmatic response to globalization, balancing commercial needs with cultural identity. This study contributes to sociolinguistic debates by showing that English adoption in branding can represent creative agency rather than cultural loss.



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I. INTRODUCTION

Brand name plays a crucial role in business success. According to Rao and Monroe (1989) and Choubey and Sharma (2023) a brand name serves as more than a label—the most essential part of a brand that may influence consumers' purchasing decisions. Typically, a brand name is expected to use the language of the country where the product is made

because it should represent the product's identity, such as the type and the country of origin. However, research shows that there is a growing interest in using foreign languages as a brand name in non-English-speaking countries (e.g. Kurniawan et al., 2024; Porto & Soyer, 2018; Sariah et al., 2023).

A similar interest is also visible in Indonesia, where foreign languages are often incorporated into brand names. The brand makers use Bahasa Indonesia as the language of the origin country, foreign languages, or combine both. In Indonesia, English seems to be the most favored and most familiar foreign language to be utilized as a result of the language being continuously promoted as a means to open doors of study, job, and business opportunities in Indonesia. However, its popularity has caused some concern that English will dominate Indonesians, which will cause the degradation of Bahasa Indonesia. This situation was anticipated by James Scott in his book entitled *Weapons of the Weak* (1985), as cited by Meshtrie and Deumert (2009, p. 325), who believes that "wherever there is power, there is always resistance." This resistance is transformed into some actions. Linguistically, it can manifest in various ways, including naming practices. Halliday (1976) uses the term 'anti-languages' to describe these languages formed by the dominated.

Anti-language is a metaphor that refers to a type of language created and used by the dominant community that serves as a resistance against the dominating community and language. It is characterized by the adaptation and adoption of phonological, grammatical, and semantical aspects of the dominating into the dominated language, creating a language variant, such as slang (Halliday, 1976). Therefore, the feeling of being dominated is sometimes expressed in an indirect, funny, or playful way to avoid criticism (Wijana, 2012). Such strategy indicates that, on the one hand, the dominated speech community often perceives the dominant language as threatening yet feels powerless not to accept it; on the other hand, they want to gain favorable opportunities by exploiting the dominating language. Resistance is often expressed as noncompliance with the rules of the dominating language, in that they may adopt or adapt these rules to suit their local or national language. By doing so, they may not feel directly dominated and may even feel the freedom of using the dominating language at their own expense.

In regards to the aforementioned phenomenon, wordplay, including puns, with English, can easily be found in Indonesia, especially in brand names such as *Thirstea*, *Wish Wash*, *Ethikopia*, *Sadis* (BI sadistic; the blending of *Saturday Dish*), and *Pizzachology*. They are the names of a tea shop, a laundry shop, a coffee shop, a barbeque restaurant, and a pizza shop, respectively. The way the brand makers use the English words in particular formations demonstrates their creativity in crafting unique English brand names. This creative process, however, often goes beyond adhering to the appropriate English rules as, at times, they either adopt or violate the rules. For example, improper spelling or grammar is evident in names like *Coffee wae*, where "wae" is an improper spelling of "way," which also means "just"

or "simply" in Javanese; or *daycoustic* (day + acoustic), which in proper English word order would be 'acoustic day.'

Similar positive and negative perspectives toward English are also detected in other non-English speaking countries, such as Korea, where English is regarded as "the language of the Other" (Park, 2009; as cited in Rüdiger, 2018, p. 186) yet is valued as a critical tool for maintaining Korea's competitiveness in a globalized world and as an essential resource in economic, cultural, and political fields (Rüdiger, 2018). In Japan, Miller (1998) and Hatanaka and Pannell (2016) observed that English was used the way the Japanese, especially the young and female, used their language. However, Irwin (2011) found that the older, professional males tended to avoid using English and considered the language as a challenge to Japanese purity. On the contrary, Kowner and Dalot-Bul (2013) learned that foreign words used in Japanese were an antithetical representation of the essence of 'Japaneseness' through constructing the foreign image. In Taiwan, Lai (2013) observed that English was politically favorable as a second language to keep the country distinct from mainland China and economically favorable to welcome globalization and gain global recognition. The presence of English in most world communities is undeniably unstoppable and results in double-sided responses.

These positive and negative feelings towards English as a superior language in Indonesia deserve further explanation. Despite the wide use of English words and various ways of word formation employed in creating brand names, it is not yet clear how Indonesians perceive English, especially in naming practice. This study addresses two hypotheses.

H₁: English is strategically adopted in Indonesian brand names for commercial creativity and market appeal rather than passively accepting linguistic dominance.

H₂: Economic globalization drives English usage in branding, but it is perceived conflict with nationalism is mitigated by Indonesians' pragmatic negotiation of language utility.

Therefore, the main objective of this research is to establish evidence for the two hypotheses mentioned above. It also aims to observe the public's awareness of the brand names' existence and to measure the public agreement or disagreement and their understanding of the three elements of brand names' equity proposed by Keller (1993): form, meaning, and sound. This study contributes to sociolinguistic debates on globalization and agency while offering practical insights for businesses balancing cultural authenticity with global appeal. It also extends Halliday's theory to non-Western contexts, revealing how linguistic hybridity reflects both market pragmatism and cultural resilience. It should be noted that although this study conducted surveys on public perception of brand names, it was not conducted on behalf of the brand names' owners nor to evaluate the brand names.

II. METHOD

This study used surveys to investigate Indonesian English users' perception of English-influenced brand names. Two Google Form surveys were distributed to the public via

WhatsApp groups and X platforms. The two surveys attracted different respondents. In both surveys, the respondents were asked several demographic questions: age, education, and self-rated competence in English reading and writing skills. They were also asked if they had once lived and were currently living in Yogyakarta, the city where the brand names were found. To ensure ethical compliance, all participants provided informed consent before participating in the surveys. Responses were collected anonymously, and all data were used solely for research purposes. No personally identifiable information was recorded, and participants were informed of their right to withdraw from the study at any time.

Each survey was designed for different purposes. Survey 1 aimed to select the 15 most familiar brand names representing the population of the brand names. In Survey 1, the respondents were asked to select the five most familiar brand names from the list of 30 names representing five word-formation types found in the research: initialism, acronym, compound, blending, and reduplication. They were also asked to mention one English-influenced brand name of local products they knew but were not on the list. From their selection, they picked the one they liked best and provided a reason. Together with the most frequently selected brand names from the provided list, the most frequent brand name(s) the respondents provided comprised the 15 brand names presented in Survey 2.

Survey 2 collected respondents' perceptions of the 15 selected brand names. The respondents answered eight demographic questions in the first part of the survey. The second part of the survey employed the five-point Likert scale, one of the most common types of close-ended items used in research concerning perception and attitudes (Dornyei, 2007). Ten statements were provided, on which the respondents were asked to indicate their level of agreement with each by marking one of the responses ranging from "strongly disagree" (1) to "strongly agree" (5).

The statements measuring the respondents' perception were, the use of English:

1. Reflects the brand names' coiners' creativity
2. Results in interesting brand names
3. Deliver clear meaning
4. Make the brand names easily remembered
5. Remind people of the products
6. Reminds people of the benefit of the products
7. Appeals to a specific segment of consumers
8. Increases the selling point of the product
9. Reaches a broader segment of the market
10. Opposed to local values/sense of nationalism

These two surveys were designed, tried out, improved, and released to the public for data collection to answer the hypothesis. The data collected in Survey 1 were analyzed through simple quantification using percentages to find out the 15 most familiar brand names. The data collected in Survey 2 were analyzed in the following stages:

1. Descriptive statistics were employed to summarize demographic distributions (gender, age, level of education, and self-rated English reading and writing competence) and measure the level of agreement for each Likert-scale statement.
2. Construct Validity was carried out to eliminate non-valid Likert items to weigh the validity of the perception statements in the second section of the survey, and a factor analysis was performed to validate the measurement items.
3. The selected statements from the Construct Validity were rated using a 5-scale Likert scale: the score was presented in percentage to measure the level of agreement of each statement.
4. To find the important factors that predict perceptions, the data were analyzed using Structured Equation Modelling (SEM), a quantitative research technique that can also incorporate qualitative methods. This method was applied as it allows for the simultaneous analysis of direct and indirect effects and can account for complex relationships among variables. The relationships shown in SEM represent the hypotheses of the researchers (Schumacker & Lomax, 2015).

III. RESULTS AND DISCUSSION

In the first part of this subsection, the results of the two surveys were presented. Survey 1 presented 15 brand names that were later used in Survey 2. Table 1 shows the 15 most popular brand names selected by the respondents from the 30-name list taken from the population of data collected in this research. *Cakekinian*, a blend of *cake* and *kekinian* (an Indonesian word meaning "current"), ranked the highest (70.99%), and the reduplicative *Wish Wash* (14.20%) and the compound *Wash Stop* (13.58%) ranked the least.

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Table 1. Fifteen of the most popular brand names

No.	Brand Names	Number of Votes	% from total votes	% from the total number
1.	<i>Cakekinian</i>	115	70.99%	14.20%
2.	<i>Meat It</i>	64	39.51%	7.90%
3.	<i>Pizzapazza</i>	62	38.27%	7.65%
4.	<i>Cozy Bite</i>	42	25.93%	5.19%
5.	<i>Panpan</i>	42	25.93%	5.19%
6.	<i>Cosmic</i>	41	25.31%	5.06%
7.	<i>SWAG</i>	40	24.69%	4.94%
8.	<i>WTF</i>	33	20.37%	4.07%
9.	<i>Vapeit</i>	32	19.75%	3.95%
10.	<i>Eggphoria</i>	30	18.52%	3.70%
11.	<i>Lipschick</i>	27	16.67%	3.33%
12.	<i>Easy Peasy</i>	27	16.67%	3.33%
13.	<i>Roller Dash</i>	26	16.05%	3.21%
14.	<i>Wish Wash</i>	23	14.20%	2.84%
15.	<i>Wash Stop</i>	22	13.58%	2.72%

The survey also accommodated the respondents' choice of popular brand names that were not included in the list, and Table 2 shows the result. *Dirty Chick* was the most frequently mentioned brand name, and *Adorableproject* was the least mentioned. Although less popular among the respondents, except *Carousel*, *ChaCha Milk Tea*, *J.Co*, and *Olive Fried Chicken*, the rest of the brand names in Table 2 were also in the bigger data of this research.

Table 2. Non-listed brand names mentioned by the respondents

No.	Brand names	Frequency	%
1.	<i>Dirty Chick</i>	14	14.89%
2.	<i>Panties Pizza</i>	6	6.38%
3.	<i>Rocket Chicken</i>	5	5.32%
4.	<i>Mister Burger</i>	3	3.19%
5.	<i>Carousel</i>	2	2.13%
6.	<i>Chacha Milk Tea</i>	2	2.13%
7.	<i>Chicken Crush</i>	2	2.13%
8.	<i>Holy Smokes</i>	2	2.13%
9.	<i>J.Co</i>	2	2.13%
10.	<i>Olive Fried Chicken</i>	2	2.13%
11.	<i>Starcross</i>	2	2.13%
12.	<i>Adorableproject</i>	1	1.06%

As it was the highest in Table 2, *Dirty Chick* was included in the list presented in Survey 2, and *Wash Stop* was removed to keep the list of fifteen names, as shown in Table 3, which also mentions the type of products the brand names represent. Considering the balance of the word formations of the tested names, only one name from Table 2 was taken.

Table 3. Selection of brand names in Survey 2

Brand Names	Type of Product
<i>Cakekinian</i>	Bakery
<i>Cozy Bite</i>	Bakery
<i>Dirty Chick</i>	Fried chicken resto
<i>Meat It</i>	Beef rice bowl resto
<i>Panpan</i>	Beef rice bowl resto
<i>Eggphoria</i>	Egg-based side dishes resto
<i>Pizzapazza</i>	Pizza resto
<i>Storytealing</i>	Serving tea workshop
<i>Cosmic</i>	Clothing store
<i>WTF (We the Fest)</i>	Music and clothing bazaar
<i>M2W (Monday2Weekend)</i>	Bag store
<i>Roller Dash</i>	Roller skate store
<i>SWAG</i> (<i>Success With Agroindustry</i>)	Farming product exhibition
<i>Vapeit</i>	Electric cigarette
<i>Wish Wash</i>	Laundry

Table 3 informs that there were three blends (*Cakekinian*, *Eggphoria*, and *Storytealing*), three compounds (*Cozy Bite*, *Dirty Chick*, and *Roller Dash*), three reduplications (*Panpan*, *Pizzapazza*, and *Wish Wash*), two initialisms (*WTF* and *M2W*), one acronym (*SWAG*), two clausal names (*Meat It*, and *Vapeit*), and one monomorphemic name (*Cosmic*).

In Survey 2, demographic information of the respondents and the crucial factors that predict the respondents' perception were discussed.

Demographic Information of the Respondents

This study collected data from 261 respondents via Google Forms. The demographic data cover sex, age, level of education, and rate of English writing and reading proficiency. Their age is divided into four ranges: 17-29 years old, 30-39 years old, 40-49 years old, and above 50 years old. Meanwhile, to rate their English proficiency, the respondents were asked to tick a number on a 10-point Likert scale that best represents their proficiency.

The respondents comprised 95 males (36.40%) and 166 females (63.60%). Most of them, up to 151 people or more than 50%, were between 17 and 29. The rest of the respondents were distributed equally in three other age groups: 35 people between 30 and 39 years old (13.41%), 38 people between 40 and 49 years old (14.56%), and 37 people above 50 years old (14.18%).

Regarding education level, as many as 150 respondents (57.47%) were pursuing or had achieved diploma or undergraduate degrees. Eighty-five respondents (32.57%) were pursuing or had achieved postgraduate or doctorate degrees, and 26 (9.96%) were elementary/junior/high school graduates. In short, the majority of respondents in this

research were female, were in the age range of 17-25 years old, and were those pursuing or had achieved a diploma or undergraduate degree. Almost 60% (160) of respondents rated themselves between 7-9 for reading and writing skills. These two skills are essential in recognizing the Englishness of the brand names and their possible meanings. The graph below displays the respondents' self-rating of English proficiency

Table 4. Respondents' Self-ratings of English Proficiency

Proficiency Rate	Reading	Percentage	Writing	Percentage
1.	0	0.00%	1	0.38%
2.	1	0.38%	2	0.77%
3.	1	0.38%	8	3.07%
4.	4	1.53%	13	4.98%
5.	16	6.13%	29	11.11%
6.	19	7.28%	35	13.41%
7.	61	23.37%	78	29.89%
8.	88	33.72%	64	24.52%
9.	56	21.46%	21	8.05%
10.	15	5.75%	10	3.83%

The graph above shows that most respondents rated their reading and writing skills in English between 7 and 9. For reading skills, most respondents (88 people or 33.72%) rated themselves as 8, indicating proficiency in reading English texts. This is followed by 61 people (23.37%) rating their reading skills at 7 and 56 (21.46%) at 9. In contrast, 78 people (29.66%) rated their writing skills at 7, followed by 64 people (24.52%) at 8, and 35 people (13.41%) at 6. Thus, it can be inferred that most participants have intermediate to advanced reading and writing levels in English. This suggests they are sufficiently familiar with English, at least in their reading and writing, representing receptive and productive skills.

The crucial factors that predict the respondents' perception

Initially, ten Likert items comprised this scale, but the construct validity test applied to them yielded only seven valid items. Hence, three items were removed from the statistical calculation. The three items were item 1: the use of English reflects the brand names' coiners' creativity; item 7: the use of English in the brand names is to appeal to a specific segment of consumers; item 8: the use of English is meant to increase the marketing image of the products. The validity construct result of the other seven items shows $\chi^2 = 29.82$ ($p < .01$), $\chi^2/df = 2.50$, CFI = .98, TLI = .96, and RMSEA = .08. In addition, the factor loading of this scale ranges from .46 to .81. Those five parameters and factor loading indicate that the perception measurement has satisfying construct validity. Furthermore, the reliability of this measurement reaches 0.86, which can be considered good since it exceeds .70 (Fornell & Larcker, 1981), and the Average Variance Extracted value is .48, a satisfying number for reliability above .70 (Fornell & Larcker, 1981).

The English skills variable is obtained from separate measurements of reading and writing skills. Those two skills produce a reliability value (CR) of .88 and AVE of .78. The factor loading of each item is .91 for reading and .86 for writing.

The data collected through the seven Likert items were analyzed in two parts: first, assigning value to each Likert point and calculating the percentile to determine the respondents' perception of each statement, as seen in the output of level of agreement, and second, applying SEM to determine the predicting factors of perception as seen in the output of Goodness of fit indices, Direct effect of age on perception, Direct effect of English skills on perception, and Indirect effect of education on perception.

Level of Agreement

The first part aimed at finding the respondents' perceptions of each item. This step began with equating the 5 points to a 100% range and dividing it into five percentiles: Strongly Disagree in 1-19.9%, Disagree in 20%-39.9%, Neutral in 40%-59.9%, Agree in 60%-79.9%, and lastly Strongly Agree in 80%-100%. Then, a value was assigned to each Likert point: Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5. Each score was multiplied by the number of responses on the particular item. The multiplication results of each item were then summed and compared to the total number of respondents multiplied by five (1305) to achieve 100% proportion. The result that shows in which range the perception falls is presented in Table 5.

Table 5. Level of Agreement on Each Item

Likert Items	Strongly Disagree (1%-19.9%)	Disagree (20% - 39.9%)	Neutral (40%-59.9%)	Agree (60%-79.9%)	Strongly Agree (80%-100%)	Total Score	%
1. Improve attractiveness	8	20	147	480	370	1025	78.54%
2. Deliver the message more clearly	12	86	294	320	140	852	65.28%
3. Easier to remember	5	60	180	440	280	965	73.94%
4. Remind about the products	7	46	183	444	295	975	74.71%
5. Remind about the products' benefits	11	120	279	284	130	824	63.14%
9. Expand the market	8	50	216	388	295	957	73.33%
10. Do not contradict local values and nationalism	12	42	189	324	420	987	75.63%
Mean						72.08%	

It can be seen in the table that all of the Likert items generated high points that fell in the range of 63.14% to 78.54%, with a mean of 72.08%, indicating that the majority of respondents agreed with the statement in each Likert item. The highest level of agreement was in statement two regarding the ability of English to increase the brand name attractiveness (78.54%), followed by statement ten, which mentions that this strategy did not contradict local value nor reflect low nationalism (75.63%). People also supported the ideas that brand names containing English could remind them more about the products (74.71%), were more accessible to remember (73.94%), and increased the company's opportunity to increase the market and reach a broader range of consumers (73.33%). Although not significantly different, the lowest level of agreement among the respondents was in statement three about the function of English in delivering the brand messages to consumers more clearly (65.28%) and statement six about the easiness of remembering the product benefits (63.14%).

Predicting factors

Various factors could influence perception. The data of this study were analyzed using SEM to find the important factors that predict the perception.

1. Goodness of Fit Indices

The results of the hypothesized SEM model suggested that the overall fit of the model with the data was good, with $\chi^2 = 91.782$ ($p < .01$), $\chi^2/df = 2.239$, which was in the acceptable range of 2 – 5 (Schumacker & Lomax, 2015; Wheaton et al., 1977) CFI=.95 and TLI=.94, which exceeded the minimum value of .90 (Carlson & Mulaik, 1993; Ghozali, 2017), and RMSEA=.07, which fell below the toleration fitness limit of .08 (Hair et al., 2010).

2. Direct effect of age on perception

Age shows a negative direct impact on perception at $-.27$ ($p < .01$, 1-tailed). It indicates that the older the respondents were, the lower they rated their perception of brand names containing English elements. Thus, it could be interpreted that the older respondents perceived brand names containing English elements more negatively, while the younger ones perceived those brand names more positively.

3. Direct effect of English skills on perception

English skills significantly and positively impacted the perception of brand names that contained English elements at $.16$ ($p < .01$, 1-tailed). This positive correlation means that the higher the respondents' English skills are, the more positive their perception is. In other words, respondents who are good at reading and writing in English tend to welcome brand names that contain English elements. In contrast, those with lower proficiency at reading and writing in English tend to perceive the brand names more negatively.

4. Indirect effect of education on perception through English skills

Education shows no significant direct effect on perception ($b = -.07$, $p > .05$, 1-tailed), but it has a significant positive effect on English skills at $.18$ ($p < .01$, 1-tailed). Sobel's test on this variable shows that it has a significant indirect effect ($p < .05$, 1-tailed) on perception even though the value is only $.03$. Thus, it can be assumed that English skills mediate the relationship between education and perception. Higher education enhances English skills, and as a result, the perception level also increases.

The result of the analysis establishes evidence for the first hypothesis that Indonesian people would not respond negatively to incorporating English into brand names. This incorporation was perceived as non-threatening, as indicated by the high level of agreement on most Likert statements. The respondents reviewed that English is helpful because it increases the appeal and memorability of a brand name without affecting cultural identity and nationalism. The respondents' positive perception was influenced directly by their English proficiency and indirectly by their education.

Appeal and Memorability of English Branding

The highest level of agreement (78.54%) among the respondents was on statement two, which says that English could increase the attractiveness of brand names. This finding is consistent with the research of Soto et al. (2009), Rachmawati et al. (2016), Sutisna & Rustandi (2023), Sariah et al. (Sariah et al., 2023), and Porto and Soyer (Porto & Soyer, 2018) which demonstrated that English brand names enhance perceptions of quality, modernity, and luxury, particularly in industrial and urban landscapes in non-English-speaking developing countries, including Indonesia. The improved perception can be attributed to consumers associating the novel language and sounds of a 'foreign brand' with their existing knowledge about the country of the language (Salciuviene et al., 2010). As English is widely spoken in many developed countries, such as the United States, the United Kingdom, and Canada, the product image seems to be associated with better quality and international standards those countries might offer. This finding supports a previous notable study on brand names by Leclerc et al. (1994) that suggests that although foreign naming might be harder to pronounce and less familiar, it can still evoke positive associations that influence how consumers perceive and assess products.

This study also highlights that English brand names were perceived as more appealing and easier to remember than those purely in Bahasa Indonesia. These findings aligned with Lowrey et al. (2003) and Pogacar et al. (2017) emphasized the role of phonetic and morphological creativity in enhancing brand name recall. Salciuviene et al. (Salciuviene et al., 2010) confirmed that foreign brand names were more distinctive than those of the native language. Incorporating English, perceived as a superior language, into Indonesian brand names made them more attractive and sophisticated. Applying the phonological and morphological aspects of foreign vocabulary allows for more creative and innovative naming

formation that could not be achieved with vocabulary from one language. Soto et al. (Soto et al., 2009) confirm this dual-language advantage for naming creativity, as English semantic flexibility allows brands to communicate product features effectively. This confirms that brand names containing English were more appealing than those without English or purely using Bahasa Indonesia.

The response to statement two explained why people felt brand names containing English were easier to remember. Constructing brand names by employing English words and undergoing a specific formation process could result in exciting brand names that could leave a longer impression on people. The remarkable combination, rhyme, and spelling of two words of English only or of English and Indonesian significantly differed from the vernacular vocabularies of the local language, making them uneasy to forget. Fetscherin et al. (2015) confirmed that the phonetic distinctiveness and simplicity of the dual combination of languages enhances the memorability of brand names. Soto et al. (2009) and Rachmawati et al. (Rachmawati et al., 2016) highlight how phonetics and linguistic creativity in English make brands more memorable.

This naming strategy could also appeal to international customers who are more familiar with English. Although foreign brand naming may alienate a particular segment of domestic consumers, especially those who are not familiar with English (Soto et al., 2009), this was an advantage because it meant that the company could expand its market by reaching a more comprehensive range of customers, as shown in the result of statement nine 'Expand the market', reaching a 73.33% level of agreement.

Incorporating English was also seen as a good strategy to deliver the brand name meaning and describe both the products and their benefits more clearly to the consumers, as indicated by the high level of agreement on statements three 'Deliver the message more clearly' (65.28%), five 'Remind about the products' (74.71%), and six 'Remind about the products' benefits' (63.14%). A similar reason for using English in naming was confirmed in the research of Giyatmi et al. (2014) and Giyatmi et al. (2017). Furthermore, research conducted by Rachmawati et al. (Rachmawati et al., 2016) also confirmed that using English in cosmetic brand names obtained a good perception from the respondents. English has a vocabulary similar to Bahasa Indonesia. Thus, the name makers had twice as wide a word choice to employ. The creators can choose which words best describe their products, each with different semantic features. Some messages or product features might not be effectively expressed in Bahasa Indonesia. Hence, English is used as an alternative, or vice versa. This confirms that English is used as a creative tool.

Cultural Identity and Nationalism

A significant result that should be highlighted in this study is that people did not perceive the aforementioned naming strategy as contradicting Indonesian local values or demonstrating a low sense of nationalism. The assumption that increased English branding

would provoke cultural resistance and subdue Bahasa Indonesia are not strongly supported by the findings. However, the study of Khazanah et al. (2023) revealed a gap between companies' reliance on English branding and some consumers' preference for Bahasa Indonesia to reflect local identity and pride. Although the study of Hashem et al. (2024) does not explicitly suggest a negative sentiment toward foreign languages in branding, incorporating local Jordan culture, identity and language effectively increases the consumers' purchasing behavior. This nuanced perspective underscores the importance of balancing global and local elements in branding strategies. Instead, in brand naming, respondents in this study seemed to appreciate.

However, in brand naming, respondents in this study seemed to appreciate the practical benefits of English in expanding market reach and appealing to international audiences. People do not show such resistance and tend to accept foreign languages. However, the lack of opposition does not necessarily mean that English branding is seen as culturally meaningful or locally integrated. It is possible that Indonesians view branding as a commercial strategy rather than a cultural statement. This distinction aligns with studies on glocalization, where global elements (like English) are used in localized ways without necessarily replacing native cultural practices. (Sariah et al., 2023)

English Proficiency and Consumer Perceptions

Various factors can influence the generally positive perception towards local brand names containing English. Mayo and Jarvis (1981) suggest that age, occupation, sex, interest, motivation, experience, expectation, attitude, and nationality affect how one perceives an object or idea. This study found that at least two factors directly affect the respondents' perception of the topic: age and English reading and writing skills.

This study found that younger people are more open to loanwords than older people. This can be related to a gap in the level of understanding. This aligns with research showing that younger generations, due to greater exposure to global content through various media and activities, are more accustomed to linguistic borrowing and brand hybridization than the older age groups (Alnamer & Alnamer, 2018). They have a more profound understanding of English and associate English with global trends (Soto et al., 2009). Therefore, they view this brand-naming practice positively. This fits the research findings on the correlation between age and positive perception of English brand names.

The second predicting factor is English reading and writing skills. Those two skills were chosen to be analyzed because one needs adequate reading and writing skills to understand brand names that contain English but do not necessarily need to perform well in English speaking and listening. The result showed that the more developed the English reading and writing skills, the more positive the perception. English knowledge seems to facilitate people's engagement with brand names that contain English. This aligns with the findings of Sutisna and Rustandi (Sutisna & Rustandi, 2023) and Rachmawati et al. (Rachmawati et al.,

2016), who reported similar patterns among younger, English-proficient consumers. Furthermore, Pogacar et al. (Pogacar et al., 2017) and Gustiani et al. (2022) found that higher English proficiency enhances the respondents' ability to process and appreciate the meaning of English brand names and enhances the emotional connections to English branding. On the other hand, people who have lower English reading and writing abilities were less likely to engage with such brand names. Difficulties pronouncing the name and understanding the meaning can be one of the reasons for their more negative perception. Pogacar et al. (Pogacar et al., 2017) and Gustiani et al. (Gustiani et al., 2022) found that lower English proficient respondents may struggle to process English brand names, finding them intimidating or inaccessible and, thus, less favorable perceptions.

Therefore, although education, the third predicting factor, had a significant indirect effect, or no correlation between people's level of education and their level of agreement with the statements in this survey, this variable directly impacted English skills. This means the higher their education, the better their English comprehension. This English comprehension eventually influenced their perception of the brand names that contain English.

Reconsidering Resistance and Negotiation

Although the study found broad acceptance of English branding, it is important to reconsider whether this acceptance represents a complete lack of resistance. The data suggest that rather than outright rejecting or embracing English branding, Indonesians may be engaging in a form of linguistic negotiation. Instead of viewing English branding as a threat, they may perceive it as a commercial tool that does not necessarily replace or diminish the value of Bahasa Indonesia.

This idea of negotiation is supported by the presence of hybrid brand names, where English is combined with Indonesian elements to create localized branding strategies. Halliday's (1976) concept of anti-languages, which describes how dominated linguistic communities creatively adapt dominant languages, is useful in interpreting this phenomenon. Rather than completely resisting English, Indonesians appear to be adapting it in ways that suit local market dynamics, much like the way English loanwords are often localized in other multilingual societies (Kowner & Dalot-Bul, 2013). This can be considered as a subtle resistance toward English dominance.

Moreover, the existence of age-based resistance suggests that linguistic preferences are still evolving. While younger Indonesians seem comfortable with English branding, older generations show some degree of reservation, which indicates that English branding is not unquestioningly accepted across all demographics. This reinforces the idea that English branding is tolerated more as a practical necessity than as a cultural preference.

IV. CONCLUSION

From the discussion above, the research results confirmed the first hypothesis that English was used for creative and commercial purposes, including the effect of brand name on delivering a description of and the benefit of the product, memorability, and broader prospective consumers

This research showed a different point of view on the second hypothesis about potential resistance to English dominance in brand names. The research survey predominantly indicated acceptance rather than resistance. The fact that English was used to broaden the market coverage did not automatically indicate a negative perception of being Indonesian. English-influenced branding may show a lack of confidence in Bahasa Indonesia, yet it does not directly correlate with nationalism.

Future research could further explore this subtle resistance by examining whether consumers deliberately choose brands based on language or if they remain indifferent to language choices in branding. Additionally, qualitative research could investigate whether businesses perceive local consumer demand for English branding or if they simply use English to align with global branding trends

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