

# The Use of Language in Social Media and Legal Protection for Global Product Marketing Strategy

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## Abstract

Language is an important thing in legal science, because the product law is made by using language, both in spoken or writing. The law functions as the protection of human interests. In order to protect human interests, the law must be implemented, Indonesia itself has guaranteed consumer protection. This rule is important considering the number of consumers Indonesia is a big country, then the rules must be detailed and clear explain the protection of Indonesian consumers so that it does not happen losses to Indonesian consumers, their rights can be fulfilled and reduce consumer disputes. The use of language in social media is currently a concern of linguists, both in Indonesia and in other countries. This is due to the influence of social media which is considered inappropriate for the development of the national language in each country because its application does not refer to the standard grammar that has been determined. The non-use of language in social media is caused by technology itself and is influenced by culture, regional languages, and language absorption in other social media from foreign languages that so massively affect the national language. People who like social media, of course, are already fluent with various new vocabulary or non-standard or standard abbreviations that are often used when interacting through social media. Information technology development and marketing through digital marketing which is predicted to be a technical change point marketing a product of goods from marketing conventionally switching to using digital marketing, not only on the marketing element but will have an impact on All is well a business that has gone big and national and Small and Medium Enterprise (SME),

## Keywords

Language, Social Media, Legal Protection, Digital Marketing, Marketing strategy.

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## Introduction

According to Nancy Bonvillain (2019) language functions as a tool communication makes language an important influence in human life. Communication it will not be perfect if the language expressed is not accepted or understood by people other. Hines and Stern (2019) stated that language is the most effective communication tool to convey ideas, thoughts, intentions and goals to others. Apart from being a language communication tool too is a channel for the formulation of intentions, ideas, opinions, giving birth to feelings and makes it possible to create cooperation with fellow citizens. Language and culture are both integral parts of human life. Humans use language to express their feelings, and to communicate to each other. To support the process of communication language must be able to represent ideas of speakers and be understood by the hearers (Risager, 2006). The use of language on social media is slowly changing the way we speak and communicate with others. However, we also need to understand that the various social media that are now mushrooming have limited characters for the text messages that are conveyed or have their own characteristics that ultimately have an impact on the language used. Character limitations make writing text messages must be shortened to match the number of text message characters for each social media. This is one of the factors causing the discrepancy with the prescribed grammatical rules. Language is an essential form of human life. Since ancient Greece, language has been the subject of study, because language is considered an appropriate tool to express the concepts of thought and the results of philosophical thought (Setyono & Widodo, 2019). Language is an important communication tool for humans to interact or express opinions. Language includes the levels of phonology, morphology, syntax, semantics, and discourse. Language as a communication tool is currently also used as a messenger through social media. Many people take advantage of the role of social media as a communication tool to connect with the wider community. Today, social media has become a global communication tool. Social media is widely used to exchange information, communicate, express, and can even be used as a form of self-image for each individual user. Social media that allows humans to interact with each other without the limitations of space and time (Reinhardt, 2019). Through social media everyone can communicate via text messages. In addition, users can also share images, sounds, and videos more widely without limits. Various facilities contained in social media have helped users not only as a medium of communication but also as a medium for information seeking. The main way of communication used in social media is written communication. Written communication is communication that is carried out through written intermediaries without direct conversation, using short, clear and understandable language by the recipient. Written communication can be in the form of letters, sms, or through social media. This is the basis for this research study on written communication of social media users as a means of social interaction. The most important function of language is as a means of communication and interaction (Elleström, 2019). On the other hand, communication without language is impossible. The communication process can be described as the delivery of messages from a certain person or party to another person or other party successfully. In this context, communication also includes "transmission" of knowledge about a thing. However, the process of further communication is not just the delivery of information, but the process of interaction of knowledge and truth between the first party and the second party and so on. In short, the role and function of language is very important in communication (Elleström, 2019). The use of language in conveying messages and information through social media can not only be studied for its form and meaning. In this case, the function of written communication on social media in social interaction can also be studied. The interaction function is closely related to social media because messages published through social media can create an interaction between the author and the message reader. Thus, the published message will form a person's self-image. A person can build or shape his self-image through social media to the wider community. The public will give an assessment of what has been uploaded, both in the form of photos as well as with written captions. The image can be a positive or negative image of a person. In fact, in relation to imagery, a person can not only build an image of himself, but also an image of others through social media. This is certainly related to the influence of power possessed by a person as the owner of power. Based on the background of the problem above, it can be formulated problems as follows: How to use language in social media and legal protection for global product marketing strategy?

## Literature Review

### Language

Language is an important thing in the science of law, because legal products are made using language, both in oral or written form. Language also plays an important role in the means of communication in society, there are so many languages that we use fully is a practical concept. Language Indonesia has a fairly important position in communicate each of our activities in daily life considering the official language of our country is Indonesian. so everything kinds of things that exist in our country, must use Indonesian (Nunan, Nunan, & Lamb, 1996). Meyer (1987) argues that "international language is a language that is widely spoken as a foreign language or a second language, namely as an internal language international communication and English are examples of an international language that is widely used by countries in today's world." While the international language according to Richards and Schmidt (2013) "international language (interlanguage) is a general term for all languages created or proposed for adoption for the purpose of international communication, as natural languages such as English and French" (López, 2018).

### Social Media

This new media theory began to emerge and became known in the 2000s era where Technological developments are also growing very rapidly until now. Theory New media is a theory developed by Pierre Levy, who argues that new media is a theory that discusses media development. In new media theory, there are two views, first namely the view of social interaction, which distinguishes the media according to their proximity with face-to-face interactions. The term new media itself is commonly used for term for merging conventional media with the internet. There is this theory too cause a considerable influence on human life, for example work that is usually done manually and takes a long time old, now with the new media makes human work easier and faster to complete. New media or online media is defined as a product of communication technology-mediated that coexists with digital computers (Creeber, 2008). Another definition of new media is media that uses internet, technology-based online media, flexible character, potential interactive and can function privately or publicly (Burns & Matthews, 2018). Social media is a means of media online that is used to make it easy participate, share, create content includes blogs, social networks, wikis, forums, and virtual worlds. Andreas Kaplan and Michael Haenlein defines media social as a group based application internet that builds technology eb 2.0 and ideological basis as well as allows creation and exchange user-generated content. Social media is a medium online helps individual in get and deliver information. Through social media you can used for business and can form a community. In the digital age now there are not a few communities that starting from the existence of communication through virtual world, even action movement solidarity and so on, currently very many start from the virtual world or social media (Madge, Meek, Wellens, & Hooley, 2009). The definition of social media was developed and it was said that social media is the democratization of information, changing people from content readers to content publisher. This is a shift from broadcast mechanism to model many to many, rooted in conversations between writers, people, and friends same age. Based on this definition, it is known that the fundamental elements of social media namely first, social media involves different social channels and online being the main channel. Second, social media changes from time to time, meaning that social media continues to evolve. Third, social media is participatory. "audience" is considered creative so that it can provide comments (Evans, McKee, & Bratton, 2010). Social media is not only beneficial for individuals and groups, but also able to provide benefits to the company. Here are some the benefits of social media according to Gunelius (2010) SOSTAC according to Dave Chaffey and Smith (2013) is a framework planning that is suitable for e-marketing and can be used for develop all kinds of plans, including e-marketing plans. Abbreviation from situation, objective, strategy, tactics, action, and control. The meaning of each of the SOSTAC abbreviations are:

1. Situation – Where are we now?
2. Objectives – Where do we want to be?
3. Strategy – How do we get there?

4. Tactics – How exactly do we get there?
5. Action – What is our plan?
6. Control – did we get there?

## Legal Protection

The theory of legal protection is the development of the concept of recognizing and protecting human rights which developed in the 19th century. As for the direction of the concept regarding the recognition and protection of human rights is the existence of limiting and placing obligations to the community and government. According to Satjipto Raharjo, legal protection is efforts to organize various interests in the community so that there is no clash of interests and can enjoy all the rights granted by law. Organizing carried out by limiting a certain interest and give power to others in a measurable manner (Suherman & Putri, 2020). Legal protection for every Indonesian citizen without exception, can be found in the Constitution of the State Republic of Indonesia in 1945 (UUD NRI 1945), for that every product produced by the legislature must always be able to provide guarantee of legal protection for everyone, even must be able to captures the growing aspirations of law and justice in public. This can be seen from the provisions governing about the existence of equal legal status for every citizen. Legal protection can also be interpreted as an action or effort to protect the public from arbitrary actions by rulers who are not in accordance with the rule of law, to realize order and peace so that it allows humans to enjoy their dignity as human beings (Mak & Terry, 2020).

## Consumer Protection and Consumer Protection Law

Consumer Protection according to Article 1 of the Consumer Protection Act, namely: "Consumer protection is all efforts that ensure legal certainty to provide protection to consumers" the formulation of the definition of consumer protection contained in Article 1 point 1 UUPK is quite adequate. The sentence which states "all efforts to ensure legal certainty", is expected as a bulwark to eliminate arbitrary actions that harm business actors only for the sake of consumer protection (Howells & Weatherill, 2017). Consumer protection has been regulated in the UUPK is "Protection provided by law to consumers as a result of violation of consumer rights by business actors (Gaganis, Galariotis, Pasiouras, & Staikouras, 2020). From the understanding above, which states that consumer protection questions the protection (law) given to consumers in their efforts to obtain goods and services from possible losses due to their use, consumer protection law can be said to be a law that regulates the provision of protection to consumers in the context of fulfilling needs as consumers. Thus, consumer protection law regulates the rights and obligations of consumers, as well as ways to defend these rights and carry out those obligations.

## Business Actors and Consumers

In discussing consumer protection law, it is inseparable from the term business actor. Business actors or producers are often defined as "entrepreneurs who produce goods and services. In this sense, it includes professional manufacturers, wholesalers, suppliers, and retailers. That is, every person/entity who participates in the provision of goods and services until they reach the consumers. Thus, business actors/producers are not only defined as the makers/factories that produce products, but also those related to the delivery/circulation of products to consumers. (Epstein & Martin, 2014).

## Import Concept

Import is an activity of carrying or buying goods for domestic needs, be it for consumption purposes or other. Companies or individuals who carry out activities The importer is called the importer. Import is an activity trade by buying or importing goods from outside country into the country through customs (Keloth, Geller, Chen, & Xu, 2020). Import activities are an important activity for the fulfillment of daily needs in a country as a supporting domestic needs or relating to development in a country. But the important thing for imports is concerning the fulfillment of the needs of its people, such as the need for food which is now an import commodity.

## Marketing strategy

Strategy has a very important position in marketing product, without a good marketing strategy what will you do? The company will not run as planned. according to McDaniel and Gates (2020) strategy is a comprehensive master plan, which explain how the company will achieve all the goals that have been set based on the mission that has been set previously. Armstrong, Adam, Denize, and Kotler (2014) argues that marketing strategy is the marketing logic by which the business unit hopes to create value and benefit from their relationship with consumers. In an attempt to get customer satisfaction in the midst of competition, companies must first understand what the needs and wants of consumers. The company realizes that the company cannot fulfill the wishes very different consumers. The company prepares a marketing strategy by selecting the best consumer segments that can create big profit.

## Digital Marketing

Digital marketing is a form of business or activity that is run by marketers, both companies and individuals in order to market a company products or brands, both goods and service products through the use of digital information technology, such as using electronic media, as well as using internet based (D. Chaffey & Ellis-Chadwick, 2019). Digital marketing based on electronic media can using advertisements on television and on radio, while those based on internet media such as marketing through social media and e-commerce. Information technology development and marketing through digital marketing is predicted to be a technical change point marketing a product of goods from marketing conventionally switching to using digital marketing, not only on the marketing element but will have an impact on all business activities as a whole, whether it is a large-scale business or national and individual businesses that have a small scale.

## Methodology

The research method in this research used a descriptive approach qualitative, i.e. settlement procedures problem with displaying state object of research based on facts which appears as it is (Lo, Rey-Marti, & Botella-Carrubi, 2020). The qualitative approach to seek and understand the meaning of a social problem (Creswell, 2014). This research data comes from internet media, specifically on the social network Facebook. In providing data, the researcher opened the social networking site Facebook. After that, the researcher copied use of language on Facebook by copying. Researchers take data that representative with purposive sampling technique. The method used is the method contextual. Contextual method, meaning to analyze and describe data based on social phenomena or situations and social phenomena (Heller, 2010). Within other words, the analysis is carried out by connecting the speech or discourse of the physical environment and social (Afriani, 2020). After the data is collected, the researcher classifies the data which have certain similarities related to language variation.

## Results and Discussion

1. Personal branding is not only figure, it's for everyone. Various media social media such as Facebook, Twitter, YouTube can be a medium for people communicate, discuss, even gain popularity in social media. The advantages of building personal branding through social the media is not familiar with tricks or pseudo popularity, because The audience will decide it.
2. Fantastic marketing result through social media. People don't watch TV's anymore; they watch their mobile phones. Phenomenon where the way of life Today's society tends to use mobile phones more those who are already known as "smartphones". With smartphone, we can see various information.
3. Social media provides an opportunity to interact more closely with consumers. Social media offers a form of communication that more individual, personal and two-way. Through social media marketers can know the habits of their consumers and interact personally and build a deeper attachment

4. Social media has a viral nature. Viral means it has the properties of a virus, that is, it spreads quickly. Information that emerging from a product can spread quickly because the social media residents have the character of sharing.

The language variations found on Facebook on the internet are as follows. Status and comments on Facebook state the meaning: prayer, satire, complaint or disappointment, promotion, social protests, encouragement, appeals, announcements, jokes, reflections, and using abbreviations in the form of word abbreviations, abbreviations of the initial letters of words, shortening of suffixes, shortening of greetings, shortening of repeats, acronyms; joking language; expression. Status and comment writers use a variety of informal and formal. Writer status and comments also pay attention. Language variations on Facebook at The internet is influenced by factors, including: social, educational level, age, type of gender, the topic to be conveyed, and the goals to be achieved. This happened because Facebook come from various regions with different social status, education level, and age vary.

## Conclusion

Based on the explanation above, it can be concluded that the role of language and media is very influential in building self-image. In this case, language through the media can be used as a positive image building for people who have an interest. The image is the motive of one party to get the attention of the public. Language is used as a tool to indoctrinate the mind, people's perceptions to build self-image. The formation of self-image can be done by oneself or through other people. The development of self-image of course will be different for each person. In this case, to build a positive image, many things can be done, for example by using kind, polite, wise words, and highlighting the positive values held by certain communities (target communities as followers). Thus, everyone can build their own self-image through the language and social media used, both positive and negative images.

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