CHAPTER I

INTRODUCTION

A. Background of the Research

Last year, specifically in October 2020, Indonesian Government has validated the new law regarding working and business term called *Undang-Undang Cipta Kerja*. *Undang-Undang Cipta Kerja* is validated with the purpose to create new job fields and ease the investment by decreasing the rules and term whether it's for local or international business investment. There are so many aspects that been changed, revised, add, or erased from previous related laws such as employment, fee and payment, foreign workers, resignation, investment, tax, and so on. This new law is believed will bring Indonesia to the brighter future in business and economic field.

With the law has been validated, of course there are impacts and results that happen to the nation. One of the most prominent example is many foreign investor comes and brings their investment to Indonesia in different areas. Some of them mentioned by Mr. Airlangga Hartanto are manufacture, automotive, labour, and many more. Cited from CNBC Indonesia (2020), Head of Investment Coordination Agency, Mr. Bahlil Lahadalia stated that 153 foreign investors are ready to invest in Indonesia after new Law is legalised. Bahlil believes with this many investors, there will be even more

job fields in Indonesia and he hopes more or less it will help to decrease unemployment problem in Indonesia.

With the new law or rule, come new needs for people to adapt. Employee must increase their value in order to get the proper job in new job field brought by foreign investors. Great skills must be trained so they will not be left behind. One of the important skills needed is English Language.

There is no denying it that English has already become the lingua franca around the world. It has affected several different domains from education to the business sector. Some people even like to call English as 'money language' because how the language connect people and ease them doing business which, the result, is to make money. This makes English is seen as the facto language of use in many industries and business. It is no strange that English has affected the quality of career prospect. English skills sometimes even become a fundamental requirement for specific job field, mostly in high-paying kind of jobs. For the low-paying jobs, however, may not require advanced level of English proficiency, or at all.

...يَرْفَعِ اللهُ الَّذِينَ ءَامَنُوا مِنكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللهُ بِمَا تَعْمَلُونَ خَبِيرٌ

(Q.S. Al-Mujadalah:11)

From the part of ayah above, one can consider that knowledge and skill are ones of the major factors of success. With knowledge, the value of human will become higher and the human itself will be more respected. This

becomes one of the factors why human keep compete to learn and seek knowledge. This is of course also happened in work field, specifically business field where the employees keep learning and growing so they are not left behind in the context of competition to gain the promotion. One of the many thing employees need to learn is English which has become one of the requirement to reach higher position. Human should compete to gain the glory, which here is meant great knowledge. By having knowledge and skills, the opportunity to get the dream job will increase.

أَمَّنْ هُوَ قَانِتٌ آنَاءَ اللَّيْلِ سَاجِدًا وَقَائِمًا يَحْذَرُ الْآخِرَةَ وَيَرْجُو رَحْمَةَ رَبِّهِ ۗ قُلْ هَلْ يَسْتَوِي الَّذِينَ يَعْلَمُونَ وَالَّذِينَ لَا يَعْلَمُونَ ۗ إِنَّمَا يَتَذَكَّرُ أُولُو الْأَلْبَابِ

(Q.S. Az-Zumar:9)

Shihab (2009, p.197) explained this ayah in his book, Tafsir Al-Mishbah, that for those whom has knowledge, any knowledge as long as is beneficial, is unequal to those whom has not. This made people with knowledge receive more *rahmat* from Allah swt. even more so than people whose not seek for knowledge.

From the explanation above, it can be said that with more knowledge got benefit fitting with those knowledge first-hand than people whose do not have one. With understatement receive from said knowledge, one will get more wisdom and advantages, one is a step ahead than other people without, or who is not willing to seek, knowledge. This also related with the previous ayah that

asked to compete in order to gather knowledge and wisdom. Thus, one's life will be more beneficial and one's future is brighter.

For those who realise how fundamental English is nowadays will compete to increase their value along with other qualification needed. Even though not all jobs require their employee to be able to communicate using English, mostly candidates with English skill written in their resume tend to interest the employers because they are considered as smart and capable. It is hard to admit, but people with good English skill in Indonesia tend to be judged as clever. Though, in reality the ability to communicate with multiple languages is not the measure of a person's intelligence. However, people who can speak multiple languages are seen as able to gather information and connection more by using their language skill as the medium.

Special mentions for marketing field with its wide variety and the most field to find in society. Roughly, marketing means selling and advertising. Djaslim, as cited by Ayu (2020, p.21), explained that marketing is business activity that held in order to decide the price of product, promotion, distribute the product with main goal is to satisfy market needs and wants. By doing so many job descriptions, of course types of job needed in the field are also varied. Common jobs known in marketing field are like product owner or producer, salesman, distributor, advertiser, designer, and many more. With this vary kinds of job; the skills needed are also differing

between each job. And all jobs have to able to communicate clearly in order to create a good synergy and reaching the goal that already specified.

Discussing about business in marketing field, where the employee will interact with different kinds of people more than any while on working time, like Sales Promotion Girl, or Merchandiser, or the likes. They are obliged to communicate and interact with buyer for a very long period of time. In this work condition, communication skill indeed is needed in order to offer the products to consumer. In most occasions, employee must able to persuade prospective consumers to buy their product even though there was no intention to do so. Besides, consumers have vary characteristics, which is become sort of challenge for them. Based on this perspective, good communication skill is very much needed in marketing field.

In Banjarmasin itself, communication skill for employees is very important particularly in marketing field. With the nature of Indonesia as Multilanguage nation, it is no doubt that people, or employees expected to able to communicate using at least two languages. Sometimes employees are able to speak 3 different local languages for some reasons. However, those are just limited to local languages and one national language. Whether or not employees able to speak foreign language, precisely English Language, or if there is any connection with educational degree of employee, is became the question for this thesis.

One of the many kinds of agency in marketing field is outsourcing company. From Cambridge Dictionary (2014), outsource means to get work done by paying other company to do the work instead, whereas outsourcing means the process where a company paying other company to do the work done. As Constitution number 13 year 2003 about employment states, outsourcing is an agreement between employer and employee which the company could hand the work duty over to other companies from written employee request agreement. In Article 1 KUHP, outsourcing is implied as chartering agreement, means that outsourcing is the agreement where the contractor made a deal with other company which the contractor will take over the duty of the company with good payment. Based on explanations above, one can consider outsourcing is service that offered by a company to take over other company's duty and get paid for it.

Several good researches regarding how English applied in specific environment like Neville's (2018) "The Use and Needs of English in The Workplace Context of Catalonia" which studied the English used by workers in entire Catalonia city, with no specification of kinds of job and more focus on background of English education of workers participate. Other research is "Use of English in the Thai workplace" written by Hiranburana (2016) that focus to investigate the way of worker communicate in variety of workplace, whether it is direct or indirect communication. Moreover, Hiranburana's research is circled on what skills and English used by workers daily. Mäkiö (2018), in her "The Importance of Employees' Knowledge of the English

Language in Two Finnish Companies" research deeply and personally into every workers' English ability and capability she interview. Thus, she was able to acknowledge the differences English needed between two different companies and how important English is for every individual of worker. These three researches have one similarity despite their differences; investigate how English works in workplace.

With the similar purpose, the researcher intends to explore more about the journey of English in Banjarmasin workplace, specifically in marketing field. Since, realise it or not, English is already used in this kind of field to some degree. However, how much the implementation in workplace is and how far the understanding of workers over English in their field are the question. Thus, the researcher is presenting the thesis entitle **"ENGLISH NEEDS IN BUSINESS FIELD IN BANJARMASIN".**

B. Research Questions

This research will be done in order to answer the following questions:

1. Which English skill is needed by workers in business field?
2. What are the difficulties workers encounter regarding English in their work field?

C. Objective of the Research

1. To identify workers' needs in English related to business field.

2. To find out workers' difficulties regarding English in their work field.

D. Significant of Research

The findings of this research are expected to be able to reveal the needs of English outside of educational field, specifically business field. This study will give useful information related to English for Specific Purposes generally and English at certain field specifically.

This research can be used as an additional reference for the next researchers to conduct research in the field of sociolinguistics, especially those who are interested in the study of jargon or the kinds.

E. Definition of Key Terms

In order to avoid misinterpretation to the title of the research, the researcher will define the key terms:

1. **English:** English skills and needs that often used or found in workplace.
2. **Needs:** Needs analysis. What skills the workers lack of and what skills they need regarding English related to their work.
3. **Business Field:** One of many kinds of field of job. Mostly focuses on an outsourcing company of PT. Arina Multikarya Banjarmasin.