

English Education System in International Marketing Based on Digital Marketing

Meinarti Puspaningtyas¹, Cahya Budi Irawan², Ana Castellano³, Danang Dwi
Gusti Fajar Yanto⁴

STIE Jaya Negara Tamansiswa Malang, Indonesia^{1,2}

School of Life and Wellness, Spain³

University of Muhammadiyah Jember, Indonesia⁴

Correspondence email: fajardanangdwi@gmail.com

ORCID ID: 0000-0003-2089-6628

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ABSTRACT

Our aim is to investigate the concept in previous research on English Language Education towards digital-based marketing. We use Content Analysis to compile scientific articles from emerald, Science Direct, and Korean science as well as books written by experts in the field of English Education and Marketing. The result shows that digitalization is very important for companies and society to adapt. This digitalization is forcing organizations to explore new possibilities while continuing to use existing technologies in established companies. Companies need a marketing system to support their business. The ethical marketing system adopts an attitude that is consistent with the ethical and sustainable marketing concept and demonstrates courteous and ethical behavior to increase sales.

Keywords: Education, English Language, International Business.

INTRODUCTION

Digitization in the current digital era has changed many things in human life in society. It is imperative for business and society to change because of digitization. This digitalization requires businesses to explore new potential while retaining the benefits of established technology in the business. As a general rule, marketing plays a very important role in business. The digitalization of things is intertwined with digitization, ambidextrous groups, and methods of the marketing organization (Andersson, Laurin, & Rosenqvist, 2018). According to the study, several extensive justifications were given for each phase of the English Foreign Language consumer behavior. It is said that in the consumer behavior model, consumers are easier to recognize and be interested in products that are understood in language. English plays a role in providing an understanding of information and communicating products internationally. As an international language, English is the best alternative for communicating products to the international community (Al-Fattal & Ayoubi, 2012).

Marketing is a social process where every marketer needs communication in the marketing process in society. The process of product socialization makes language an important factor in marketing (Boyle & Proctor, 2009). Islamic marketing is in line with the ethical and sustainable marketing concept that takes into account social, environmental, and economic factors and encourages ethical behavior (Ghazali & Mutum, 2017). Marketing and the development of human capital have a relationship where marketing is never separated from the people who market it. This has strong reasons to argue for the relationship between education and marketing (Meldrum, Ward, & Srikanthan, 1986; Widarni, Lestari, Wilantari & Niken, 2021). Marketing is currently growing with the changing times and technological developments. Technological development is related to human abilities that can be developed through education (Kirk-Smith & Gault, 1995). Education is important from childhood to adulthood. Education provides an increase in human capital, which has an impact on the human ability to work to earn a living. Increased education has an impact on improving human performance in the economy (Gummesson, 1979; Widarni & Bawono, 2021).

The artistic approach to teaching English in English language education encounters various challenges, including the adaptation of technological developments, the development of English theory and its application in practice, and the diversity of students, especially students with mother tongues other than English (Pasternak, Caughlan, Hallman, Renzi, & Rush, 2017). Future educators learn about puberty and the connections between this concept and how to teach English. Youth are invited to speak at English teacher education classes about a wide variety of English and educational techniques as guest speakers, so they become handled professionally and pioneers in the field of English teacher education. These places of intervention, when combined, can help English teacher education programs re-position young people in a more systemic way (Petroni & Sarigianides, 2017).

Entrepreneurial innovation and attitudes positively moderate the connection between entrepreneurial ambitions. Additionally, entrepreneurial education enables people to effectively cultivate entrepreneurial innovation in order to successfully foster their business goals, regardless of the economic maturity of their country (Shahab, Chengang, Arbizu, & Haider, 2019).

Japan's reasons for adopting English Medium Instruction are not identical to those of many European nations. There is value in turning to Europe for best practices. Japanese institutions of higher education might benefit from analyzing the language, cultural, and structural challenges posed by English Medium Instruction (Bradford, 2013). English publications have a wide range of information around the world. Including the application of marketing ideas and business communication with the use of English more acceptable internationally (Witkowski, 2012). An examination of the procedures for developing standards, educational goals, and governments shows a worldwide reorientation toward new forms of governance, neoliberal fantasies and managerialism's policy technology performativity, and unrestricted marketplaces, which are all linked together in a way (Brass, 2015). When learners outnumber professors in terms of mobility, programs will be concentrated in a few rich countries that are also popular holiday destinations, such as the United States of America and the United Kingdom. In the other case, Students will be followed by programs and instructors, which means that education at the university level, tourist growth, and economic prosperity will be more evenly distributed (Maggi & Padurean, 2009).

Education-related research in Czech and English in terms of seeking professional practice "significant events" academics and higher education leaders. It found that some Czech and British academics and higher education leaders had similar concerns, while others were country-specific. Culture-specific issues are exposed to a large extent in the Czech higher education system (Mertova & Webster, 2009). Employers in Bahrain are very interested in generic skills that can be learned through English as a second or third language. The students need to show that they are confident and knowledgeable when they apply for jobs and after they get hired so that they can work well in the company's sociolinguistic culture. English language instruction in postsecondary education should transcend beyond linguistic and degree-related academic areas to cover both specialized discourse fields as well as general skills and competencies that are needed in the workplace (Thomas, Piquette, & McMaster, 2016). Research in Germany and the UK on education and educational regimes found that students in the UK expected a larger education package, but German and British students had similar expectations when it came to learning in the classroom. Another thing to think about is the multiplicity of the political and educational environment in addition to its current status and social consequences (Alberti-Alhtaybat, Abdelrahman, & Al-Htaybat, 2017).

Research on practical exercises, case studies, and lectures in Europe and the USA has found that while Europeans rely heavily on lectures and other conventional techniques, Americans rely heavily on technology-based alternatives. In Europe, topics are approached through practical assignments, which provide links to the real world. North American practice emphasizes face-to-face small group tutorials and one-to-one distance learning engagements and reflects a cultural trend for individualized instruction. The popular business world teaching approach was rarely used across the sample, a somewhat surprising result in a business school setting (Kuster & Vila, 2006).

Program coherence is very important in English education and of course, learning English for people whose mother tongue is not English. It is very important to get opportunities in the International world including opportunities to increase International marketing (Gatti, Masterson, Brooke, Shah, & Thomas, 2017). Standards of English education continue to be developed in the world to provide a

better quality of English education. Of course, English as an international language has become very important in the field of business and marketing (Bieler & Burns, 2017).

LITERATURE REVIEW

Digital marketing is one of the new things due to the existence of information and communication technology based on internet technology, known as educational technology. This is in line with Julita and Arianty (2019), who state that Digital marketing is an implementation of marketing technology. Nevertheless, Andersson, Laurin, and Rosenqvist (2018) mention that this change requires society to adapt. Consumer behavior shows that consumers prefer products to buy when they understand the product and product descriptions use language they understand (Al-Fattal & Ayoubi, 2012).

Marketing communication is related to company branding and positioning. This is very important, especially in maintaining the company's position in the market. Marketing needs to go through a communication process so that a social and communication process is formed between the company and the community as consumers (Boyle & Proctor, 2009). Ethical marketing encourages polite marketing that upholds ethics in marketing products, including honesty and fairness in prices as well as information disclosure (Ghazali & Mutum, 2017). Marketing is closely related to finance, where marketing is the spearhead in providing company life and earning income so that it can finance all company operations. Marketing is an important component of business (Meldrum, Ward, & Srikanthan, 1986). Marketing strategy continues to evolve along with technological developments. In the current digital era, of course, new marketing strategies continue to be developed so that it becomes digital marketing that is increasingly massive in its use in the business field (Andersson, Laurin, & Rosenqvist, 2018).

Children's education is very important, especially in terms of self-development and communication. Children's communication skills are a vital part of their lives and children's education needs to consider psychological factors (Gummesson, 1979). Education continues to develop over time and technological developments support the development of the education system. The English education system is very important in improving international communication (Pasternak, Caughlan, Hallman, Renzi, & Rush, 2017). Education needs to pay attention to the psychology of students and needs to pay attention to the growth and development of students. Education must be able to help students to develop in accordance with educational goals. Education plays a role as major factor in developing human beings well and improving human quality so that they can be more productive (Petrone & Sarigianides, 2017).

Innovation is very important in business, as well as in marketing. Marketing innovation drives business growth. As a consequence, education is an important part of innovation. With education, innovation can be developed, and humans can develop better (Shahab, Chengang, Arbizu, & Haider, 2019). The development of English language education in Japan determines Japan's ability to develop international business. International communication is very important in business. In Japan, English is taught to help business marketers to market their products throughout the world (Bradford, 2013). The development of education-oriented towards self-development that is adaptive to technological development is increasingly being carried out at this time. Technological developments are things

that continue to happen and require humans to adapt to maximize available technology to improve performance (Brass, 2015).

Human mobility can drive the economy. In mobility between countries, international communication is needed. English education is one of the alternative education that encourages mobility which has an impact on consumption and global economic growth. International communication bridges marketers with international consumers (Maggi & Padurean, 2009). Culture is an important thing in human life. Language is a product of culture. The development of culture-based education and globalization requires educators to teach international languages to support international communication (Mertova & Webster, 2009).

Digitization developed from the development of information and communication technology based on internet networks. Digital technology provides opportunities for messages to reach the world and bridge the real world with the virtual world. The development of digital technology continues to grow and increasingly massively affects human life, from trade to education (Pershina, Soppe, & Thune, 2019).

Information and communication technology plays an important role in economic growth and human productivity in the business sector. The development of technology and information creates the development of digital technology which continues to grow increasingly massive. The development of digital technology also has an impact on overcoming environmental damage where the use of information and communication technology has entered human life to the effect of energy use and public consumption. This is very important in marketing where digitalization is able to encourage marketing to create demand that is indicated by consumption (Lange, Pohl, & Santarius, 2020).

Digital technology is changing education in the current era where education adapts digital technology to improve learning. Digital technology makes it easier for teachers and students in the process of teaching and learning where teachers and students can interact with each other through their respective devices virtually and support distance learning that is more efficient and supports audio-visual-based learning. Learning by utilizing digital technology also provides access to the control and supervision of the learning process so that learning is getting better in terms of the quality of education (Hammer, Scheiter, & Stürmer, 2021).

Digitalization in the business sector has an impact on increasing competitiveness. The more massive companies can adapt digital technology, and the more massive the maximization of digital technology in business, the more profitable the company's competitive position is. Digitalization supports more efficient marketing and company operations (Shakina, Parshakov, & Alsufiev, 2021).

English is used internationally in business. However, most of the English users in international business are not English speakers who have used English since childhood. English language education is increasingly important in the world in terms of international communication in the business field (Louhiala-Salminen & Kankaanranta, 2012). English is the main language in the world for exchanging information and building relationships. English is important in the global exchange of information for its role as an international language. Global information exchange is part of international communication (Hashemi & Hokmabadi, 2011).

RESEARCH METHOD

Data source and collection

Our aim is to study the role of English in digital marketing for international markets. We use Content Analysis to screen scholarly articles from leading journals and books published by specialists in English Education and Marketing. We collect scientific publications methodically, from selection to analysis, using a systematic literature research approach. We use content analysis to analyze our research journals. Our study was conducted using qualitative research techniques, and the results of our work are hypotheses based on the findings of previous studies.

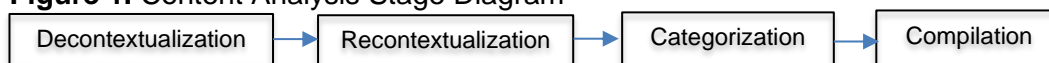
Data source and collection

We begin our inquiry by examining the relationship between English Education and Marketing since any improvement in the Marketing sector would certainly include the usage of English Education at some point. As a consequence, we look at the marketing and English education systems. We are often reminded that English Education is very important and plays a crucial part in contemporary marketing advances. English education is feasible and will continue to be used in marketing development in the future. In our early study, we identified four important themes that are critical for comprehending the relationship between English education and marketing. These are the following themes:

1. English Education
2. Marketing
3. Digitalization
4. International Communication

According to our analysis of hundreds of research articles involving emeralds, each area has the potential for future development. Our theme analysis is an effort to determine the link between the variables we identified and the prospective aspects that may have an effect on the world of marketing now, tomorrow, and in the past. Abstract concepts were generated by examining the interrelationships between the topics as well as the linkages between the themes themselves. A description of the relationship between marketing and English education We utilized the analytic method established by Bengtsson (2016) for content analysis, which contains the following procedures:

Figure 1. Content Analysis Stage Diagram



We start at the point mentioned in

Stage 1: Decontextualization is accomplished by recognizing relevant bits of information.

Stage 2: Recontextualization is a considerable wiggle area between “content” and “trash”.

Stage 3: Categorization. Perform categorization between homogeneous groups and triangulate investigators.

Stage 4: Compilation (assess the evidence in a fair manner). The following investigations were conducted: member verification, peer interviewing, and audit questions.

The findings of these investigations are summarized in table 1 and figure 2 as an interpretation of the report.

RESULTS

The analysis elucidates the link between the subjects, namely: Marketing; English Education; the need of English Education; Relationship between English Education and Marketing.

Report interpretation

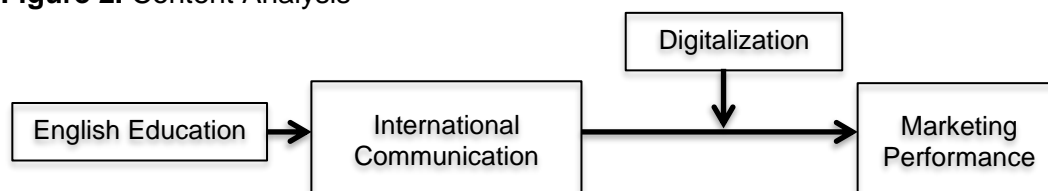
Table 1 summarizes the results of our content analysis based on our subject. There are four key themes that we uncovered in our study. We discovered them by doing several triangulations and optimizing the results, which we summarize in the table. Following that, we try to connect the flow of connections between themes using the figure in Table 1.

Table 1. Content Analysis

Theme	Content Analysis
English Education	The English education system is a learning system to improve English language skills
Marketing	Marketing is a social process of creating demand, and marketing communication is an important means of creating social interaction and creating demand which is executed to increase sales
Digitalization	Digitization is a process or condition in which human life is heading towards an increasingly digital direction which is influenced by information and communication technology in the form of internet network technology that provides various conveniences and changes various things in human life in the world.
International Communication	International communication is a communication process in an internationally accepted language. English is one of the accepted languages in international communication.

The findings of our content analysis based on our topic are summarized in Table 1. We detected four major themes in our research by doing many triangulations and improving the findings, which we outline in the table. Then, using the image in Table 1, we attempt to link the flow of connections between topics:

Figure 2. Content Analysis



English education is an education that provides an increase in the ability to use English as an internationally accepted language. English itself can be used in international communication. Therefore, English language education is very important for digital marketers in building international communication. Of course, international communication becomes a bridge in digitizing where the digitization process and language in the digital world can use English as the language of

international communication in the digital world. Of course, with the increase in international communication skills, it is strengthened by digitalization which allows the reach of international marketing messages to improve marketing performance. International communication itself in the real world can also improve communication in business services when consumers reach products and marketers and sellers directly so that international communication has a direct impact on marketing performance and digitization strengthens the impact of international communication on marketing performance.

DISCUSSION

The mother's tongue has a big influence on children's communication skills. In research related to adopted children with different mother tongues, it is necessary to understand the differences in language between children and adoptive parents. English as an international language cannot be directly understood by children who have never heard English. Children will be more familiar with their mother tongue. In the context of international communication, humans who have a mother tongue other than English require learning and education in English as the language of international communication (McAndrew & Malley-Keighran, 2017).

Following the results of marketing research, marketers must pay attention to product models and consumer behavior where products must be communicated to consumers properly. Of course, this communication process requires content and requires language in building marketing content. English is one of the international languages that can be used in building marketing communications.

Learning English is a vital thing that needs to be developed to improve the ability of human resources in the field of marketing so that they can communicate internationally and communicate with international customers. English is important in the development of international business communication.

Students seem to have difficulty understanding some of the concerns when they come from different cultural backgrounds. In terms of application, some instructors think that it is the responsibility of students to understand how to apply what they have learned in school into practice in real-world situations. Graduates operating in domestic markets say they are unable to apply much of what they learn in global business programs in the workplace. To bridge the gap, some instructors incorporate local examples into their teaching materials.

There are many types of marketing that promote their goods on the streets that we might find in marketing. But the digital world has changed everything where the digital world allows global-scale marketing cheaply and efficiently. The digital world also has its own challenges, namely trust and ethics. Of course, in marketing, ethics is important where ethics need to be adopted with a consistent attitude. Sustainable ethical marketing can increase sales by creating a sense of comfort for consumers. Ethical marketing has become very important to gain the comfort and safety of consumers so that social, environmental and economic issues, as well as showing polite and ethical behavior to increase sales are the keys to the success of digital marketing. Furthermore, on the marketing accounting side, we find that there is a lack of interest from the general public or the private sector. This requires recognition by some Managers of the need for modifications in accounting and marketing practices when dealing with customers and clients. Accounting is a

financial report that maintains the trust and interests of shareholders as investors who ensure the company can continue to operate and serve consumers.

In teaching English, it is necessary to have skills and art in teaching English for mentors to improve students' knowledge and skills in communicating in English. English needs to be learned to improve English skills for people who have a non-English mother tongue. English is the main international language in sharing information and establishing international communication and cooperation. English dominates the digital world in international networks, including the world of business and marketing. English provides a communication tool in the form of an international language that can be used to build international communication. International communication is a message in marketing that can be distributed digitally. Digitalization of marketing helps marketers reach the international world. Digitalization of marketing provides access to global markets and also makes local marketing more effective with the help of the internet. International communication can improve marketing performance either directly or indirectly. Improving marketing performance can be done by improving good marketing communications. The role of language becomes very vital in building marketing communications. Marketing communication encourages better brand development and encourages better marketing performance.

CONCLUSION

Digitalization is very important for companies and society to adapt. This digitalization is forcing organizations to explore new possibilities while continuing to use existing technology in the company. Companies need a marketing system that applies an attitude that is consistent with the concept of ethical and sustainable marketing. Marketing needs to consider social, environmental, and economic issues and demonstrate courteous and ethical behavior to increase sales and marketing sustainability to build loyal customers. English is one of the international languages that can be used as an international communication tool in the form of language. International communication drives marketing performance directly and can also be strengthened by the influence of its encouragement on marketing performance by digital technology. English as an international language also plays an important role in supporting international marketing. The English education system has an impact on increasing the ability of students to use English. In the field of marketing, human resources that support marketing who are educated in English are better able to succeed in managing digital marketing, especially in building international marketing communications.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest

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