

ENCLOSURES

Enclosure 1 Participant Consent Form

CONSENT FORM

ADDRESSING COMMUNICATION CHALLENGES AND SOLUTIONS IN USING ENGLISH FOR K-POP GROUP ORDERS

This study aims to find out the struggles faced by group order managers in using English in international communication to help the continuity of K-Pop group order, based on different languages and cultural backgrounds. As a result, the researcher needs your availability to participate in the study to gain information about the study's objectives and research questions. Therefore, the consent to take part in this study is as follows:

- ✓ I agree to participate in this research as a research participant.
- ✓ I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- ✓ I agree to my interview being collected and audio-recorded.
- ✓ I understand that all information I provide for this study will be treated confidentially.
- ✓ I understand that in any report on the result of this research, my identity and the identity of the people I speak about will remain anonymous.
- ✓ I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

17 December 2023



Ona N.L.

(Ona)

CONSENT FORM

ADDRESSING COMMUNICATION CHALLENGES AND SOLUTIONS IN USING ENGLISH FOR K-POP GROUP ORDERS

This study aims to find out the struggles faced by group order managers in using English in international communication to help the continuity of K-Pop group order, based on different languages and cultural backgrounds. As a result, the researcher needs your availability to participate in the study to gain information about the study's objectives and research questions. Therefore, the consent to take part in this study is as follows:

- ✓ I agree to participate in this research as a research participant.
- ✓ I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- ✓ I agree to my interview being collected and audio-recorded.
- ✓ I understand that all information I provide for this study will be treated confidentially.
- ✓ I understand that in any report on the result of this research, my identity and the identity of the people I speak about will remain anonymous.
- ✓ I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

16 January 2024



(Jib)

Enclosure 2 Interview Guidelines

Components of Speech (Hymes, 1972)			
No	Indicators	Description	Item(s)
1.	Message Content	The ability to convey the actual intentions when delivering messages.	<p>1. What kind of content do you usually use to start the communication with the international seller?</p> <p><i>Jenis konten seperti apa yang biasanya anda gunakan ketika memulai komunikasi dengan penjual internasional?</i></p> <p>2. How did you convey your intentions in the message you sent to the international sellers to avoid misunderstanding?</p> <p><i>Bagaimana biasanya anda menyampaikan maksud dan tujuan dari pesan yang ingin anda sampaikan kepada penjual internasional untuk</i></p>

			<i>menghindari kesalahpahaman?</i>
2.	Scene	The communication is based on the situation that occurred.	3. What would you do if the atmosphere changed in the process of communication? <i>Apa yang akan anda lakukan jika terjadi perubahan suasana yang muncul ketika proses komunikasi sedang berlangsung?</i>
3.	Hearer/receiver/audience	The communication is based on who is/are the second party involved in the communication.	4. How much English is used when you are communicating with your family, friends, or colleagues? <i>Seberapa sering anda berkomunikasi menggunakan Bahasa Inggris dengan keluarga, teman, atau rekan kerja?</i> 5. In your opinion, what are the challenges in using English with family, friends, and colleagues?

			<p><i>Menurut anda, apa saja kendala yang dapat terjadi dalam berkomunikasi menggunakan Bahasa Inggris dengan keluarga, teman, dan rekan kerja?</i></p> <p>6. Based on your experience as a group order manager, how much English was used in the continuation of group order?</p> <p><i>Dalam keseluruhan pengalaman anda sebagai GO manager, seberapa sering anda menggunakan bahasa Inggris untuk keberlangsungan group order?</i></p>
4.	Purposes	The expected outcomes from the delivered message.	<p>7. What do you do if the international sellers misunderstand your intentions, considering a different background language?</p> <p><i>Apa yang anda</i></p>

			<p><i>lakukan jika penjual internasional salah mengartikan maksud dari apa yang anda katakan, mengingat adanya perbedaan latar belakang bahasa?</i></p>
5.	Norms of Interaction	The specific behaviors that attach to the communication.	<p>8. How does the interaction frequency influence the process of communication?</p> <p><i>Bagaimana bisa frekuensi interaksi yang telah terjadi mempengaruhi proses berkomunikasi dengan penjual internasional?</i></p>
6.	Norms of Interpretation	The influence of someone's identity.	<p>9. How did you overcome a situation where issues caused by nationality, ethnicity, and religion arose in the middle of the communication?</p> <p><i>Bagaimana cara anda mengatasi situasi di mana munculnya sebuah masalah komunikasi yang</i></p>

			<i>disebabkan oleh latar belakang kebangsaan, etnis, dan kepercayaan?</i>
--	--	--	---

Internet Texting Communication (Lee, 2015)			
No	Indicators	Description	Item(s)
1.	Synchronicity	The text-based conversation between the GO managers and the international sellers is happening in real time and using non-verbal expressions.	<p>10. In your opinion, when are the times that the communication with the international sellers can be conducted effectively, considering the different time zones? <i>Menurut anda, kapan waktu yang tepat untuk berkomunikasi dengan penjual internasional mengingat adanya perbedaan waktu?</i></p> <p>11. How did you overcome the problem of the different definitions of the term used? <i>Bagaimana anda mengatasi kendala perihal perbedaan istilah yang digunakan?</i></p>
2.	Socially Networked	The communication between the GO managers and the	12. How does the process of communicating with international sellers occur?

		<p>international sellers happens on internet-based platforms where they can directly relate to one another at the same time.</p>	<p><i>Bagaimana proses berjalannya komunikasi antara anda dengan penjual internasional?</i></p> <p>13. If there is a particular condition where the buyers' request over the product cannot be fulfilled by the international sellers, how did you overcome that issue?</p> <p><i>Jika terjadi sebuah kondisi dimana permintaan pembeli tidak dapat terpenuhi oleh penjual internasional, bagaimana anda menyelesaikan isu tersebut?</i></p>
3.	Texting media technology dependence	<p>The use of technology environment in communication can affect people's ability to comprehend something particular.</p>	<p>14. In your opinion, how did the technology and features provided in social media platforms affect the communication process with international sellers?</p> <p><i>Menurut pendapat anda, bagaimana teknologi dan fitur-fitur yang tersedia di platform social media mempengaruhi keberlangsungan proses komunikasi dengan penjual internasional?</i></p>

			<p>15. How did you overcome the situation where technical errors happened in the middle of the communication process with the international sellers?</p> <p><i>Bagaimana anda mengatasi masalah yang disebabkan oleh terjadinya kesalahan teknis di tengah-tengah proses berlangsungnya komunikasi dengan penjual internasional?</i></p>
--	--	--	--

Enclosure 3 Transcript of Interview

English translated

Data Identity

Name: Ona

Date: 17 December 2023

No	Data Items	Answers
1	What kind of content do you usually use to start the communication with the international seller?	Usually, before I start the conversation with the international seller, I search the keywords of the items I want to buy. The keywords for every country are the same, those are "WTS" or "Want to Sell". If I want to buy an album, then just add "Album", for example, "WTS/Want to sell albums...". After I find the seller's post with an affordable price, I will reach them through DM or Direct Message, and to the point say that I'm interested in the item by saying "Hi, I would like to buy this, is this still available?", or "Hi, I'm interested in this item can you show me the vid?". But before I did the transaction such as the payment, I usually asked them for 'proof' proving the item they sell is with them to gain trust and to avoid being scammed. Commonly, the 'proof' can be in the form of a picture or a video but mostly by picture is enough, and it

		consists of my username and the date of our conversation. If they can prove the item is with them and I gained trust in them, then the transaction will be continued.
2	How did you convey your intentions in the message you sent to the international sellers to avoid misunderstanding?	Of course, if we want to communicate or in this context buy some items from the international seller, we can't use Bahasa Indonesia since not all of the international sellers know how to communicate with Bahasa. So, we have to use the language where most people around the world know how to communicate with that language even if only using the basics, in this case, it's the English language. So, if we feel that the seller is trusted enough, we can directly, to the point, say that we want to buy the product using English because if we use Bahasa, misunderstanding might happen. No need to be fluent because there are a lot of applications that can help us translate the language. For example, <i>Itranslate</i> , <i>Google Translate</i> , <i>Papago</i> , <i>Naver</i> , etc.
3	What would you do if the atmosphere changed in the process of communication?	I think the changed atmosphere can happen because of both the seller and the buyer. For example, a changed atmosphere caused by us as a buyer, there is a seller who didn't put the price on the posted picture. So, it means we have to

		<p>offer the price to them. If the price we offered was too low or didn't meet the seller's expectations, there would be two possibilities. First, the seller will try to convince us to raise the price with good or soft language, and second, if the seller, unfortunately, has thin patience, they will be angry toward us and say such things that we just want a low price. So, I think it's better for us as a buyer to do some research on the market price of the item we want to buy in that country first to avoid the incident because every country has its market price and it is usually different from each other. Another example of a changed atmosphere caused by a seller usually happens because the seller thinks we, as a buyer, are taking their time too much. Like I said before, we, as a buyer, need some proof to prove that they are a trusted seller by asking some requirements and this process can take some time to confirm, and suspicions might still be there after those proofs were sent. That's why the seller can be angry or accuse me of being a time waster then the atmosphere will be changed. But we can overcome that by waiting for a while until the seller gives us the trusting proof. If the seller can't fulfill the proof request after all, then the transaction better be canceled</p>
--	--	--

		to avoid some unwanted things.
4	How much English is used when you are communicating with your family, friends, or colleagues?	I rarely speak English with my family and my colleagues because I live in an environment filled with people who have Javanese lineage so we usually communicate using Bahasa Indonesia and mix it with the Javanese language. But I quite often use English to communicate with my friends because I have some friends from overseas so I talk with them using English either face-to-face or by chat. I think I can tell that I use English every day with my friends or with international sellers.
5	In your opinion, what are the challenges in using English with family, friends, and colleagues?	Because my family and my colleagues were not English speakers, and they didn't even know the basics I think it's difficult because we can't communicate and understand each other. We just use Bahasa Indonesia comfortably to understand each other. In the friend case, I think there are no challenges in using English to communicate unless sometimes there is some new slang, a new term, or a trend language. Sometimes if I was talking with my friend from the USA, I think there are always some new slang words every month that I don't understand, and they will teach me the meaning and how to use the words. And,

		<p>I'm not a person who speaks English every day orally, just in chat, so I often forget some English words or vocabulary to use in the conversation. Because of that, I usually use translation applications to help because it is always helpful for me if I forget some English words. In conclusion, I think the challenges were the slang or new words and me who sometimes forgot the English words. That's the use of translation applications because it is really helpful.</p>
6	<p>Based on your experience as a group order manager, how much English was used in the continuation of group order?</p>	<p>I am currently taking a role as a group order manager in Indonesia and overseas or worldwide. For group orders based in Indonesia, the use of English was quite rare because of course we are more comfortable using Bahasa Indonesia, I think it was just for some simple things only. But in the worldwide group order where everyone from every country can join the group order, we often used English because English was the only language that all of the countries or the people who joined could understand. However, I am sometimes still confused in conveying my sentences in this worldwide group order because I'm afraid there will be some grammatical errors. But, based on my perspective, they were not taking it into their consideration. Like,</p>

		<p>as long as they understand, they will just like, “Oh, okay,” or something like that. I sometimes have trouble translating using applications because it’s not always accurate, so I will ask my friend who comes from overseas, like, I want to say something like this, but I don’t understand to deliver it in English so I will ask them for help by saying, “can you help me to arrange the sentence so it will be clearer? I want to send it in the group order.”, I think something like that is also an advantage in having friends from different countries.</p>
	<p>- For the Indonesian-based group order, how much English was used, considering some products offered in the group order were also from other countries such as the US, Thailand, or the Philippines?</p>	<p>I rarely communicate using English if the case was with the members of the group order, but for the items I offered that come from those countries, of course, I use English to communicate with the sellers. But sometimes I also use their native language so the seller can be more comfortable in communicating with me. I’m using a translation application for that. But English was more often used because there were also sellers who understood and knew how to communicate using English, such as the US and the Philippines. After all, they usually use English too.</p>
7	<p>What do you do if the</p>	<p>Of course, if I have already given a</p>

	<p>international sellers misunderstand your intentions, considering the different background language?</p>	<p>detailed explanation but the sellers still don't understand, or they might also not be fluent in English and only understand their native language, I sometimes explain using pictures. So, if I want to buy some items from them, I try to send the picture in their post by marking the items I want to buy and I continue explaining using very basic language such as "I want to buy this", and they usually went, "oh, ok," so they understand that I want to buy those items. If they still don't understand, I'm compelled to translate the language to their native language.</p>
8	<p>How does the interaction frequency influence the process of communication?</p>	<p>If I have a communication track, then it will be easier, because they already know what we want. They will send the video proof directly after I say I want to buy one or some of their sold items without us asking. So, it is more simple and saves so much time because they already know our character or behavior in the buying transaction context. It'll be more efficient, and faster, and since we had interaction before, I feel more comfortable and trust them more. Like, we don't have to spend so much time as a buyer, after the shipping details are given with the fees, I will make the payment directly without asking for more proof. Anyway, if we had interactions previously in the selling and</p>

		buying transaction, it would be easier, faster, and more efficient.
	- If the previous interaction was not about the product transaction, for example, talking about some matters, or even having a friendly relationship, then you are interested in buying some item from them, how did it affect the communication process?	If it's more like a friendship relationship, I think it will not affect the communication process of the item transaction. If it's my friend, the process of the transaction will be distracting since we also talk about daily life or daily things at the same time. So, I think the communication process will be the same as the one with zero interaction. But I think the conversation will be way longer than the one without interaction, like, more than an hour since we talked about other things. Meanwhile, if it was only a seller-buyer relationship, it would end after the payment. So, it's comfortable but also not efficient at the same time since the communication about the transaction takes a long time
9	How did you overcome a situation where issues caused by nationality, ethnicity, and religion arose in the middle of the communication?	Usually, if the interaction or the communication is besides the transaction process concerning nationality, ethnicity, and religion, I will not tolerate it. So, I might cancel the transaction immediately because I feel uncomfortable with things that leveraged those concerns when I should be only doing a transaction about some items with that seller. So, if I feel uncomfortable I will cancel it

		immediately.
10	In your opinion, when are the times that the communication with the international sellers can be conducted effectively, considering the different time zones?	The right time to communicate with the international seller depends on where their country is. If I want to buy some items from an international seller around an Asian country, the right time will be around 11 AM to 3 PM, because the time difference is not that big. Unless we want to do the transaction from around an American country where the time difference is 12 hours, I usually match their morning time. So, I spared my time at night around 10 PM to 3 AM to communicate with them since the K-Pop collectible goods in the USA were quite a lot. Besides, if we don't match their productive time, our message will be replied to in a long time, so, instead of waiting, I prefer matching their time.
11	How did you overcome the problem of the different definitions of the term used?	In that case, I usually ask my friend who had experience in communicating with the seller from this specific country who used some terms, because every country must be using their term, so I immediately ask my friend who understands the language better.
12	How does the process of communicating with international sellers occur?	First of all, if we have found the seller, we directly contact them through DM and say that we want the items you sell, for example, "Hi, I want to buy this item that

		<p>you sell”, if the seller replies with something like “Hi, of course, you can buy it,” then we can immediately ask for some proofs and wait for them to send it. After that, we can ask them about the shipping fees. They will give us information related to the shipping options and the fees. Overseas shipping usually had 3 options, first, stamped, tracked, and pick up. After we choose the shipping options, we ask the seller about their bank account to transfer the money and send the payment proof to the seller. After the payment process is done, we can send them the detailed address and wait for the items shipped to our warehouse. We can also ask the seller about the shipping estimation. Lastly, if the items have arrived in our hands, we can give the seller an update that the items arrived safely by taking a picture of the items or even with a review.</p>
	<p>- In the context of group order, can you explain the process? Considering there must be another party’s decision involved, in this case, the buyer or the members of the group</p>	<p>Oh, for that case, I, of course, need the GO members or the buyer that wants to buy the items that I offered in GO’s decision. So, if they are interested in the items, I give them the total fees that they have to pay, and I ask them for their confirmation, like, will they buy the item or not? If they want to buy but apparently with some conditions, for example, some</p>

	order?	<p>proof and the items should be in good condition, I will ask the international seller about that request first. If they didn't agree to give the requests, then the transaction probably be canceled. And by that, I usually apologize and say that the items were for my GO members and they will understand. But if the request were granted, then we can send the buyer about that. Usually, if their request is fulfilled, they will say something like, "Okay, I'll continue to buy the item," but as the broker or liaison, I inform the seller that the transaction will be continued.</p>
13	<p>If there is a particular condition where the buyers' request over the product cannot be fulfilled by the international sellers, how did you overcome that issue?</p>	<p>It depends on the buyer. If they think the proof is trustable enough and they want to continue the transaction, then I will continue to communicate with the international seller. But if the seller can't fulfill the proof request at any cost, I think it's better to cancel the transaction because there are too many risks if the case is with an international seller. To be honest, based on my experience, the risks of buying some merchandise from overseas are too big to compare with the local seller. So, I think it's better to cancel the transaction and give the seller some understanding than to have some problems later.</p>

14	<p>In your opinion, how did the technology and features provided in social media platforms affect the communication process with international sellers?</p>	<p>In my opinion, technology and the features provided by social media are very useful. For example, if there is a thing or something that the international seller doesn't understand, we can send them a picture to explain more, so the seller will not misunderstand our messages. There is also a feature of the application where we can buy international items and communicate with the international seller at the same time, and it's very helpful. So, the range and the chance to buy K-Pop items which are sometimes rare is wider. In conclusion, the features provided in social media are very helpful to the process of selling and buying transactions between the buyer and the seller from different countries.</p>
15	<p>How did you overcome the situation where technical errors happened in the middle of the communication process with the international sellers?</p>	<p>I think it's better to wait until the system is back in operation, but, if we as a buyer want to secure the items immediately, we can use a VPN and change the location to the same country where the international seller is from, because usually the errors were caused by the bad connection and different country has different connection issue, so it'll help the continuation of the communication with the international seller if the technical error was caused by that. We can also use other social media if there's only one social media who had</p>

		trouble at that time. Usually, the seller also has other social media accounts so we can reach them through that.
--	--	---

Data Identity

Name: Jib

Date: 16 January 2024

No	Data Items	Answers
1	What kind of content do you usually use to start the communication with the international seller?	The way of approaching the seller is variable based on where the items come from. If it's from Indonesia, then the approach will be easier because we have the same language. It'll be challenging if it comes from another country. The way we approach the international seller can be started from a social media or a shopping platform. There are countries where the seller can only communicate in their native language such as South Korea and Japan, and there are also countries where the sellers can communicate using English such as Malaysia, Singapore, USA, Philippines, and Thailand. Then, how do we approach them? First, if it was on social media, then we have to search their posts whether it's photocards or other merchandise, with a specific keyword such as "WTS" or "Want to Sell". The common social media we use for selling and buying activities of K-Pop merchandise is Twitter.

		<p>We can just add the item we want, like, “WTS photocard A”, “WTS photocard B”, or something like that. After we find the item we want, we can check the fee details by converting their price with our rate price and adding some other fees such as warehouse fees, etc. If the price is affordable enough, then the next step is the communicate with the international seller through Twitter’s Direct Message. In that message, we can say that we want the items they posted on Twitter. Usually, I will quote the post and then send it to the seller’s DM to start the communication by asking about the availability of the items, such as, “Hi, is this still available?” but before that, I will add greetings first. If the seller replies with something like, “Yes, the photocard is still available,” we can continue the transaction.</p>
2	<p>How did you convey your intentions in the message you sent to the international sellers to avoid misunderstanding?</p>	<p>To minimize the possible misunderstanding, I would mark the specific item I want to buy on the seller’s post. For example, in the seller’s post, there are four (4) photo cards, and I just want to buy one (1) photocard, then, I will mark that photocard with an emoji, or with a stroke on that photocard that will lead into an intention which is I want to buy that item I marked. Of course, I use the language that has been adjusted into the language that the country seller of photocards or merchandise or the language usually uses,</p>

		but I mostly use English.
3	What would you do if the atmosphere changed in the process of communication?	<p>I think I will judge the situation or the cause first. Was it because of the negotiation process misinformation, etc.. If the case was caused by the process of negotiation, I think the chance that the transaction will be canceled is big. In the process of selling and buying, there will be a negotiation process where we as the buyer will try to get an affordable price for the group order members and the seller wants to maintain their price in the first place. If we can't get an agreement, then the atmosphere will be more likely to change and the transaction will be canceled. If the cause was because of misinformation, then I will always follow up with the seller. For example, in the case of the shipping schedule, the seller said it would be shipped on Wednesday, but then on Wednesday when we asked the seller about the tracking number, apparently the item had not shipped. I think there will be a changed atmosphere too because the information is different. Then I will always follow up by asking the seller until they give us the information we want.</p>
4	How much English is used when you are communicating with your family, friends, or colleagues?	<p>If it's a basic conversation, I will use Bahasa Indonesia. But if it's the system, I always use English, such as the system on my phone, social media, or such a work environment like Microsoft, I fully use English. So, If I</p>

		want to rate how much I use English from one (1) to ten (10), I think it'll be around seven (7) or eight (8). But if it's orally, I often mix it between Bahasa Indonesia and English.
5	In your opinion, what are the challenges in using English with family, friends, and colleagues?	I think the main problem is each person's confidence and people's judgment. Because if we are confident, no matter if it's right or wrong if we already started sometimes to start is the hardest, so if we have started, then we will get used to it. So, using English to communicate requires confidence. And then for the other case, on the people's judgment, sometimes people think like, "What's with using English? You're so arrogant.", something like that. But if we make it into motivation because, in today's era, English is not only a basic requirement but also a language we can't separate when we want to search for a job, because it has become a basic skill.
6	Based on your experience as a group order manager, how much English was used in the continuation of group order?	When communicating with an international seller, I 100% use English, if it is with a seller from a country who can use English when doing a transaction, for example, the Philippines, Singapore, Malaysia, etc. but sometimes there are sellers from South Korea or Japan who also can using English when communicating with us but only using the basic. We can use their native language in the

		beginning, and then continue using basic English.
7	What do you do if the international sellers misunderstand your intentions, considering the different background language?	In my opinion, English can help me and the seller communicate and reach each other's goals. The seller wants to sell and we as the buyer want to buy the collectible goods. So, if a misunderstanding happens, it might be caused by some grammatical errors or the use of vocabulary that is not quite right so misunderstanding may happen there. But, as far as I know, it can still be asked again by the seller with something like, "What does it mean?", so they will change it to other understandable words.
8	How does the interaction frequency influence the process of communication?	I think, because language is 'learning by doing', and depending on experience, the more we use English, then the communication will be more fluent and faster. So, by the time, the interaction frequency will be more comfortable because we can also balance their communication skill, like, we will know how to respond to something like this..., we can give feedback like this..., and it will be less stiff, and it also makes the communication flow more smoothly.
9	How did you overcome a situation where issues caused by nationality,	In my opinion, we can overcome that situation with tolerance, and we have to search more about how the other person communicates with us. Because it's an

	<p>ethnicity, and religion arose in the middle of the communication?</p>	<p>international seller, we have to understand that there are differences in our cultures or beliefs. For example, in South Korea, there is a national public holiday named <i>Chuseok</i>. And because of that tradition, some sellers didn't want to ship the items on that day. Besides, the expedition company also closed on that day. And because of that, we as a buyer have to understand that. The seller also has to give the buyer an understanding that the package will be shipped after the national holiday because the expedition companies are closed. By that, the misunderstanding will be solved, because at the beginning we didn't know there was a tradition named <i>Chuseok</i> but after the seller gives an understanding, then we'll understand that our package cannot be shipped immediately.</p>
10	<p>In your opinion, when are the times that the communication with the international sellers can be conducted effectively, considering the different time zones?</p>	<p>It depends on the country where the international seller is from. For example, in the United States, I will choose the time when they are usually active. They are active in the morning before they start their daily activities and in the night after their activities such as work and school are finished. I have to match their time because based on my experience, when I communicate with international sellers from the United States, they will reply to our message faster on that time. Precisely, it's around 8 AM and 8 to 9 PM GMT, so we can just adjust our time to</p>

		theirs. It is also applicable to other countries, to match our time to theirs.
11	How did you overcome the problem of the different definitions of the term used?	Of course, because we are unfamiliar with each other's habits or terms used, then we have to be more proactive in asking the seller. For example, sellers from the Philippines usually use a lot of abbreviations in the selling and buying field, such as MOP. At first, I was wondering about the meaning of MOP, then I learned that it's the Method of Payment. I was asking the seller because I didn't know. I often search manually too, to make sure, on the internet or some previous conversation by other buyers on Twitter, because sometimes they share their experience in communicating with the international seller.
12	How does the process of communicating with international sellers occur?	Because everything happens on chat, or by texting, then the most considered thing is the typing and the language we use for communication. As I stated before, first, we have to search for the items we want to buy with the specific keyword. On Twitter, if we are interested in the items on the seller's post, we can send them a message through Direct Message and ask about the availability of the item. If the item is available, then we ask for the item's condition. After that, we can ask the seller for some proof to prove that the item, the collectible goods we want to buy is

		<p>with them. If the proof is trustable, we can continue the transaction by asking about the shipping details and the total payment I have to send. After I send the money, I send them the proof. And then, they will ask us about the address. Then we can send the address of our warehouse to be shipped there and then shipped to Indonesia.</p>
	<p>- In the context of group order, can you explain the process? Considering there must be another party's decision involved, in this case, the buyer or the members of the group order?</p>	<p>Usually, we have to be more communicative with the GO members so we can avoid misunderstanding, because after all, we, as GO managers, are liaisons to connect the buyer with the international seller. In the beginning, usually, it's the GO managers who communicate with the international seller, asking permission to offer their selling items to the GO members. If the seller agrees, then the manager will send a picture of the items sold by the international seller to the group order. After it is shared, usually the members of the group order will gradually say they want the items. If it is already compiled, we can ask the international seller about the availability, and the item's condition. Then if the seller already sent the condition video, the video will be forwarded to the buyer. If the buyer agrees with the item's condition, then the communication will be continued by asking for the shipping and payment details. Sometimes, if the buyer wants to negotiate first about the price, we</p>

		<p>can ask the confirmation about that matter from the international seller. If they agree, then the transaction will be continued. But if they disagree we can discuss the solution by communicating it to the buyer and the international seller until we reach an agreement.</p>
13	<p>If there is a particular condition where the buyers' request over the product cannot be fulfilled by the international sellers, how did you overcome that issue?</p>	<p>For example, sometimes the item is not in good condition, such as a photocard, and because the GO member or the buyer can't agree with the price, the first thing we can do is negotiate. Both to the international seller and the GO member, we communicate everything, like, do the buyer still wants to continue the transaction with that condition. Sometimes, if there's some minor damage on the photocard, the buyer wants some discount on the price. With that, we deliver the concern to the international seller. So, we negotiate first. If the seller agrees to give some discount or to lower the price, then the transaction process will be continued. But if they disagree, then it will be canceled, and should be closed with saying "Thank you" and "Sorry".</p>
14	<p>In your opinion, how did the technology and features provided in social media platforms affect the</p>	<p>In my opinion, technology and features are very affected in the communication process with international sellers. Why? Because we come from different background languages, there must be one time that we have</p>

	<p>communication process with international sellers?</p>	<p>limitations in understanding what they are saying. With the existence of technology and its features on social media or websites, it'll be helpful for me as a buyer to understand the seller's intentions. For example, if we use Google Lens, we can directly scan the conversation or the international seller's post and it will be immediately translated by Google. And I think the translation nowadays is better than before, where it still uses some stiff words and is quite hard to understand, it's like, now, it's more advanced. Technology is helping us as users whether it's as the seller or the buyer to understand each other's language.</p>
15	<p>How did you overcome the situation where technical errors happened in the middle of the communication process with the international sellers?</p>	<p>For example, some time ago, there was a new regulation from X/Twitter, that we can't DM other users if we are not following each other. In that case, we as the users of that platform, have to adapt to the changes. And I think we, as today's generation should be more agile with issues like this, we can discuss the solution. Besides, in my opinion, technical errors can't cancel the transaction canceled. I think it can be an issue or a challenge but not as a reason to cancel the transaction. We can just follow each other, or maybe wait until the server starts to operate again if it is down. So, I think we have to adapt faster if there's a technical error, and we have to communicate with the</p>

		international seller. Even if we have different language backgrounds, we can still discuss the solution together, because, after all, we need each other, so 'working together' to find the solution is highly possible to happen.
--	--	--

Enclosure 4 Lembar Penetapan Proyek Tugas Akhir S-1



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
 UNIVERSITAS SILIWANGI
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS
 Jalan Siliwangi No. 24 Tlp. (0265) 323532 Fax. 323532 Tasikmalaya-46115
 E-mail : fkip_unsil@unsil.ac.id Web Site : fkip.unsil.ac.id

Lembar Penetapan Proyek Tugas Akhir S-1 dan Tim Dosen Pembimbing

Kepada Yth. Bapak/Ibu Dosen Prodi Pendidikan Bahasa Inggris

Kami Dewan Bimbingan penulisan Tugas Akhir Studi Pendidikan Bahasa Inggris menyatakan bahwa

Nama Mahasiswa : Yunika Rara Nuzulul Fazza

NPM : 192122151

Telah mengajukan usulan proyek tugas akhir S-1 (Skripsi) dengan informasi berikut:

Tema Penelitian (Maksimal 5 Kata Kunci)

English as an International Language, International Communication, K-Pop Group Order

Judul Riset Tentatif (Maksimal 21 Kata)

Highlighting the Challenges of English as an International Language in K-Pop Group Orders Communication

Rasional (40-70 Kata)

The use of the English language in the field of global economy has widely spread across the world. The factors behind the spread of English were because English either (1) has its special role, (2) is an official language, or (3) studied as a second or foreign language in many countries (Marlina & Giri, 2014). Because of its spread, the status of English in the world also varies. One of them is English as an International Language (EIL). The concept of English as an international language was formed by the use of English in communication between two people for whom English is not their first language that are come from different backgrounds in the cultural aspect (Tajeddin et al., 2021).

The function of English in international communication reached the Community of Practices. Tajeddin et al., (2021) define Community of Practice (hereafter, CoP), as "...groups of people sharing a common concern or an aspiration to learn something together in their regular interaction" (p. 1). CoPs can exist in every possible time and place, including the virtual one, despite linguistic barriers, geographical boundaries, and physical distance. Various types of online communities exist in today's modern era. One of the popular online communities that exists is fandom activities. Malik and Haidar (2023) explains that fandom activities require members with the same interest and enthusiasm towards the same celebrity figure, idol, musician, model, or TV show to share their admiration and affection. The fandom of Korean Pop Music (hereafter, K-Pop) is one of the most popular communities on Twitter.

The role of English as an international language takes place in connecting each other to reach the same goals since different backgrounds languages and cultures are highly possible in this CoP. Their interest in Korean Idols draws on some fandom activities in supporting the Idols such as attending their concerts and buying merchandise and collectible goods related to the Idols. One of the fandom activities to help the fans buy merchandise and collectible goods is the existence of Group Order (GO), where the fans can order a service to buy collectible goods from different countries. The communication between GO managers and the international sellers is conducted using English. Here, the researcher is interested in conducting the study to explore more about the use of English in the related field as one of the functions of English as an international language.

Rumusan Masalah (20-40 Kata)

The research question of this study is “What are the challenges faced by the GO managers in communicating using English with international sellers?”

Landasan Teori dan Konsep (20-40 Kata)

English as an International Language (EIL) is defined as the uses of English in international contexts (Matsuda and Friedrich, 2010 Marlina & Giri, 2014), the language used by two people with different L1 (Ke, 2019), and a language of international and intercultural communication (Sharifian, 2009 as cited in Marlina & Giri, 2014). English as an international language “serves as a communication tool in different communities across international and cultural boundaries” (Lai, 2008, p. 40). As one of the Community Practices, fandom activity leads to a level that they are included in idol group production by the K-pop idol companies. Kang (2007) on Kim (2015) mentioned that the company tends to follow fans’ needs instead of reaching a larger audience. As a result, K-Idol fandom has been gaining more power in the Korean entertainment market for more than a decade, and K-pop merchandise has also gained more consumers from international

(Delivered Korea, 2023). The communication between people in the fandom community is commonly using English as the international language to connect using social media platforms. Lee (2015) describes that the way people communicate is developed from time to time. He also added that there are three aspects of internet texting communication, these are (1) synchronicity, where the communication is happening in a real-time situation, (2) socially networked, where internet-based platforms are used, and (3) texting media technology dependence, as the use of technology in communicating.

Desain Penelitian (20-30 kata)

This research is designed qualitatively by using an exploratory case study. The goal of an exploratory case study is to discover more by observing a social phenomenon. Duff (2008) explained that by doing exploratory, new areas will be exposed and will be beneficial for future research. Since the context of this research is not much studied, an exploratory case study design has been chosen for this study as this study will explore and describe detailed information about the use of English in international communication in the field of K-Pop group order.

Metode Pengambilan Data dan Analisis Data (20-30 kata)

This study will use a semi-structured interview to collect the data to gather detailed information about the struggles and difficulties faced by GO managers in communicating with international sellers. The data collected from the semi-structured interview will be analyzed through a data analysis method by Miles and Huberman (1994). This technique of data analysis is chosen because it provides convenience and time efficiency in the process of analyzing the data gathered from the interview process.

Tujuan dan Kontribusi (20-40 Kata)

1. Theoretically, the result of this study may give valuable information and increase the knowledge about the use of English as an international language in the field of K-Pop group order, and international communication on social media.
2. For practical use, this study may give an innovation and new insight for future research about the use of English as an international language in the field of K-Pop group orders since there was not much study conducted on this related topic.
3. As an empirical use, this study will produce empirical insight into the practical use of English in different fields.

Acuan Bacaan dan Jadwal Pelaksanaan Tugas Akhir

Aisyah, A. (2017). Korean-English language translational action of K-Pop social media content: A case study on Bangtan Sonyeondan's (BTS) official Twitter. *3L: Language, Linguistics, Literature*, 23(3), 67–80.
<https://doi.org/10.17576/3L-2017-2303-05>

Armstrong, E., & Ferguson, A. (2010). Language, meaning, context, and functional communication. *Aphasiology*, 24(4), 480–496.
<https://doi.org/10.1080/02687030902775157>

Botez, N. (2015). English Language – an Essential Tool for Easily Accessing Knowledge and Better Integrating Within a Rapid Changing Labour Market in the Present Day Romanian Socio–Economic and Cultural Context. *Economy Transdisciplinarity Cognition Www.Ugb.Ro/Etc*, 18(1), 101–105.

Braslauskas, J. (2020). Effective creative intercultural communication in the context of business interaction: Theoretical and practical aspects. *Creativity Studies*, 13(1), 199–215. <https://doi.org/10.3846/cs.2020.12094>

Collin, R. (2018). English language arts and the economy: discursive constructions of two fields. *Journal of Curriculum Studies*, 50(2), 278–295.
<https://doi.org/10.1080/00220272.2017.1341551>

- D. Hymes. (2009). *Ways of Speaking*. In A. Duranti (Ed.), *Linguistic Anthropology: A Reader* (2nd ed., pp. 158–171). Blackwell Publishing Ltd.
<https://books.google.co.id/books?id=ptk9xUamLeUC&printsec=frontcover#v=onepage&q&f=false>
- Delivered Korea. (2023). *How to Organize a Group Order Using Delivered Korea's Buying and Shipping Services*. <https://www.delivered.co.kr/how-to-organize-a-group-order-using-delivered-koreas-buying-and-shipping-services/>
- Dell Hymes. (1972). *Ethnographic Description and Explanation*. 35–71.
- DoorDash. (2020). *What is a Group Order and how can I create one?*
https://help.doordash.com/consumers/s/article/What-is-a-group-order-and-how-can-I-create-one?language=en_US
- Dubinko, S. A., Klimova, I. I., Dubinka-Hushcha, L. A., & Klimova, G. V. (2021). Intercultural communication and success in business. *SHS Web of Conferences*, 125, 01002. <https://doi.org/10.1051/shsconf/202112501002>
- Duff, P. A. (2008). *Case Study Research in Applied Linguistics* (S. M. Gass & A. Mackey (eds.)). Taylor & Francis Group.
- Haidar, S., & Fang, F. (Gabriel). (2019). English language in education and globalization: a comparative analysis of the role of English in Pakistan and China. *Asia Pacific Journal of Education*, 39(2), 165–176.
<https://doi.org/10.1080/02188791.2019.1569892>
- Jin, D. Y., & Ryoo, W. (2014). Critical interpretation of hybrid K-pop: The global-local paradigm of English mixing in lyrics. In *Popular Music and Society* (Vol. 37, Issue 2, pp. 113–131). Taylor & Francis.
<https://doi.org/10.1080/03007766.2012.731721>
- Kang, J., & Lee, M. (2019). *Alliance for My Idol : Analyzing the K-pop Fandom Collaboration Network*. 1–6.
- Ke, I. C. (2019). Has English been increasingly tested as an international

- language? Evidence from 1956–2016. *Language, Culture and Curriculum*, 32(2), 191–206. <https://doi.org/10.1080/07908318.2018.1512609>
- Kim, J. O. (2015). Reshaped, reconnected, and redefined: Media portrayals of Korean pop idol fandom in Korea. *The Journal of Fandom Studies*, 3(1), 79–93. https://doi.org/10.1386/jfs.3.1.79_1
- Lai, H. Y. T. (2008). English as an international language? Taiwanese university teachers' dilemma and struggle.... *English Today*, 24(3), 39–45. <https://doi.org/10.1017/S0266078408000278>
- Lee, H. J. (2015). A theoretical discussion for e-text communication in learning. *Interactive Learning Environments*, 23(3), 317–331. <https://doi.org/10.1080/10494820.2012.745438>
- Malik, Z., & Haidar, S. (2023). Online community development through social interaction — K-Pop stan Twitter as a community of practice. *Interactive Learning Environments*, 31(2), 733–751. <https://doi.org/10.1080/10494820.2020.1805773>
- Marlina, R., & Giri, R. (2014). The pedagogy of English as an international language. In *Journal of Asia TEFL* (Vol. 15, Issue 4).
- McIntosh, M. J., & Morse, J. M. (2015). Situating and constructing diversity in semi-structured interviews. *Global Qualitative Nursing Research*, 2.
- Miles, M. B., Huberman, A.M., & Saldana, J. (2014). *Qualitative Data Analysis: A Method Sourcebook* (3rd ed.). SAGE Publications, Inc.
- Ngu, D. T., Huong, D. T., Ngoc Huy, D. T., Thanh, P. T., & Döngül, E. S. (2021). Language teaching application to English students at master's grade levels on history and macroeconomic-banking management courses in universities and colleges. *Journal of Language and Linguistic Studies*, 17(3), 1457–1468. <https://doi.org/10.52462/jlls.105>
- Rahman, F., & Saputra, N. (2021). English as International Language Revisited: Implications on South Korea's ELT Context. *Scope : Journal of English*

Language Teaching, 6(1), 08. <https://doi.org/10.30998/scope.v6i1.9383>

Reteo, K. (2015). Past, Present and Future of Hallyu (Korean Wave). *American International Journal of Contemporary Research*, 5(5), 154.

<https://www.academia.edu/download/55837876/19.pdf>

Shiau, H. C. (2016). Easily connected but difficult to become intimate?

Intercultural friendships on social media among Taiwanese ESL students in the US. *Cogent Social Sciences*, 2(1), 1–15.

<https://doi.org/10.1080/23311886.2016.1264152>

Sofyan, N. (2021). the Role of English As a Global Language. *Edukasi*, 19(1), 21.

<https://doi.org/10.33387/j.edu.v19i1.3200>

Tajeddin, Z., Mostafaei Alaei, M., & Moladoust, E. (2021). Learners’

perspectives on imagined community of practice in English as an international language. *Journal of Multilingual and Multicultural Development*, 0(0), 1–15.

<https://doi.org/10.1080/01434632.2021.1921784>

The Economic Times. (n.d.). *Facebook & Instagram suffer massive outage; issue seems to be resolved.*

<https://economictimes.indiatimes.com/news/india/social-media-platforms-instagram-facebook-down-users-report/articleshow/108243984.cms>

Tsai, S. C. (2019). Using google translate in EFL drafts: a preliminary

investigation. *Computer Assisted Language Learning*, 32(5–6), 510–526.

<https://doi.org/10.1080/09588221.2018.1527361>

Tsai, S. C. (2022). Chinese students’ perceptions of using Google Translate as a translingual CALL tool in EFL writing. *Computer Assisted Language Learning*, 35(5–6), 1250–1272.

<https://doi.org/10.1080/09588221.2020.1799412>

Berdasarkan informasi di atas, Kami Dewan Bimbingan Skripsi program Studi Pendidikan Bahasa Inggris menyetujui usulan proyek penelitian atas nama mahasiswa yang bersangkutan. Untuk penyelesaian proposal penelitian secara lengkap serta bimbingan penelitian dan penulisan skripsi sampai selesai, Kami menyerahkan tugas dan kewajiban ini kepada Tim Dosen Pembimbing. Untuk itu, Kami mohon kesediaan Bapak/Ibu untuk menjadi dosen pembimbing utama dan dosen pembimbing pendamping.

Tanda Tangan Kesediaan

Nama : Dr. Agis Andriani sebagai Pembimbing Utama



(_____)

Nama : Fera Sulastri, S.Pd., M.Pd. sebagai Pembimbing Pendamping



(_____)

Terima kasih atas kesediaan Bapak/ Ibu atas kesediaan untuk memberi bimbingan kepada mahasiswa yang bersangkutan.

DBS PRODI PEND. B. INGGRIS

)* ~~Ketua/Sekretaris~~/Anggota



Nita Sari N. D., S.Pd., M.Pd.

NIDN 0025128105

Enclosure 5 Surat Keputusan



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS SILIWANGI
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jalan Siliwangi No 24 Kota Tasikmalaya Kode Pos 46115
Telepon (0265) 330634, 333092 Faksimil (0265) 325812
Laman : www.unsil.ac.id Posel : info@unsil.ac.id


KEPUTUSAN DEKAN FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS SILIWANGI
NOMOR : 0200/UN58.04/AK/2023
TENTANG
PEMBIMBING SKRIPSI/TUGAS AKHIR
MAHASISWA JURUSAN PENDIDIKAN BAHASA INGGRIS
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS SILIWANGI
DEKAN FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN UNIVERSITAS SILIWANGI

- Menimbang** :
- a. Bahwa untuk kelancaran dalam penyusunan dan penulisan Skripsi/Tugas Akhir bagi mahasiswa Jurusan pendidikan bahasa inggris Fakultas keguruan dan ilmu pendidikan perlu penunjukan Dosen Pembimbing
 - b. bahwa untuk kepentingan tersebut di atas, perlu mempertimbangkan Keputusan Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi;
- Mengingat** :
1. Undang-Undang Republik Indonesia :
 - a. Nomor 20 tahun 2003 tentang Sistem Pendidikan Nasional;
 - b. Nomor 14 tahun 2005 tentang Guru dan Dosen,
 - c. Nomor 12 tahun 2012 tentang Pendidikan Tinggi;
 2. Peraturan Pemerintah Republik Indonesia :
 - a. Nomor 19 tahun 2005 tentang Standar Nasional
 - b. Nomor 13 Tahun 2014 tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
 3. Peraturan Presiden Republik Indonesia Nomor 24 Tahun 2014 tentang Pendirian Universitas Siliwangi;
 4. Keputusan Rektor Universitas Siliwangi Nomor 4928/JUN58/KP/2018 tentang Pergantian Dekan Fakultas Teknik Universitas Siliwangi Periode Tahun 2018 - 2022.
 5. Keputusan Rektor Universitas Siliwangi Nomor 5288/JUN58/KP/2018 tentang Pengangkatan Dosen dengan tugas tambahan di lingkungan Universitas Siliwangi Periode Tahun 2018 - 2022.
 6. Keputusan Rektor Universitas Siliwangi Nomor 938 SK/US-BU/SP 2 VIII/2012 tentang Penetapan Besarnya Biaya Kerja Praktek, Seminar dan Skripsi/Tugas Akhir bagi Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi

MEMUTUSKAN

- Menetapkan** : Pembimbing Skripsi/Tugas Akhir Mahasiswa Jurusan Pendidikan Bahasa Inggris Fakultas Keguruan Dan Ilmu Pendidikan Universitas Siliwangi
- KESATU** : Menunjuk kepada yang namanya tersebut dibawah ini :
1. Nama : Dr. Agis Andriani S.Pd., M.Hum. (Reviewer)
NIDN : 0411088302
 2. Nama : Fera Sulastri S.Pd, M.Pd.
NIDN : 0031128502
- Sebagai pembimbing dalam penyusunan Skripsi/Tugas Akhir, untuk mahasiswa tersebut dibawah ini :
- N a m a : YUNIKA RARA NUZULUL FAZZA
N P M : 192122151
- KEDUA** : Pelaksanaan bimbingan penyusunan Skripsi/Tugas Akhir dilaksanakan sesuai jadwal yang telah di tentukan.
- KETIGA** : Dalam melaksanakan tugasnya Pembimbing bertanggung jawab kepada Dekan.
- KEEMPAT** : Keputusan ini berlaku untuk jangka waktu 6 bulan, sejak tanggal 27 Januari 2023 s.d 27 Januari 2024 dan dapat diperpanjang paling lama untuk jangka waktu 4 bulan.
- KELIMA** : Apabila terdapat kekeliruan dalam Keputusan ini akan diadakan perbaikan sebagaimana mestinya.

Ditetapkan di Tasikmalaya
Pada tanggal : 28 Januari 2023
D e k a n


Dr. Nani Ratnaningsih, M.Pd.,
NIP 196605302021212001

Tembusan :

1. Ketua Jurusan pendidikan bahasa inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi
2. Bendahara Pengeluaran Pembantu Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi