

ABSTRACT

YUNIKA RARA NUZULUL FAZZA 2024. "ADDRESSING COMMUNICATION CHALLENGES AND SOLUTIONS IN USING ENGLISH FOR K-POP GROUP ORDERS". *Program Studi Pendidikan Bahasa Inggris. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.*

The use of English as an international language has reached every aspect of life. Several fields are in the field of economy, business, and even the field that is related to human hobbies and interests, in this case, K-Pop collectible goods. Using English with the involvement of various parties from different languages and cultural backgrounds brings out some challenges that have to be faced in its implementation. Therefore, this study aims to investigate the challenges and solutions in using English to communicate with people from different languages and cultural backgrounds in the field of selling and buying K-Pop collectible goods through a group order in an online environment. The method used in this research is an exploratory case study. Participants include two people who are managers of a group order. Data was collected using semi-structured interviews. Data analysis in this research uses the analysis method by Miles and Huberman. The findings show that there are nine challenges arise and divided into four main points, and those are (1) the appearance of unfamiliar words and terms, (2) misunderstanding, (3) personal issues, (4) and the use of technology. In this study, the researcher also found the solutions to that matters which are (1) asking for help from others, (2) finding the meaning by yourself, (3) using mostly English to communicate, (4) translation applications, (5) very basic language to explain/ask, and (6) pictures, (7) negotiate and discuss, (8) canceling the transaction, (9) adapting the international seller's active time, also (10) waiting for the system back in operation, or (11) using VPN. Thus, the involved parties or language learners can learn the challenges and the solutions in the use of English as an international language in every context in life.

Keywords: English as an international language, technology, internet texting, K-Pop, group order, collectible goods