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# Proceedings

**INTERNATIONAL CONFERENCE AND SEMINAR  
ON CROSS CULTURAL UNDERSTANDING 2014  
USA - Europe (Hungary) - ASIA (Indonesia, Malaysia)**

## **Cross Culture for Human Equality**

**Eastparc Hotel Yogyakarta Indonesia, November 27<sup>th</sup>, 2014**



**Organized by:**  
Magister Program of English Education,  
Communication Department, English Letters Department,  
Indonesian Letters Department, Law Department, Psychology Department

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The Honorable Guests, Ladies and Gentlemen.

Assalamu'alaikum Wr Wb.

On this special occasion, let us offer our praise and gratitude to Allah SWT for His Grace and Favour, so we can gather in this nice place in good health to attend the International Conference and Seminar on Cross Cultural Understanding 2014.

On behalf of the organizing committee of ICOS CCU 2014, organized by Magister Program of English Education Graduate School in collaboration with Communication Department, English Letters Department, Indonesian Letters Department, Law Department, and Psychology Department, I am honoured and pleased to extend my very warmest welcome to you all.

Your attendance here in this International Conference and Seminar on Cross Cultural Understanding 2014 points up an essential fact the challenges and opportunities to develop the human quality that is a part of our understanding toward the cross culture. As we know that Cross Cultural Understanding is the basic ability that should be mastered in order to be used in learning language, literature, social sciences, education, economics, law, values, and culture of other countries. In its development, the function of cross cultural understanding takes some issues that hint both national and international scopes. The first issue is the cultural diversity. The second issue is the cultural awareness, the third issue is cultural knowledge, the fourth issue is cultural competence, and the fifth issue is cultural sensitivity. That is why the committee has chosen a theme that will be discussed together along the day, which is cross culture for human equality.

Ladies and gentlemen

Organizing, managing, and coordinating this International Conference undoubtedly requires a lot of energy and commitment from those involved. Therefore, I would like to express my gratitude to the Rector of Ahmad Dahlan University, Dr. Kasiyarno, M.Hum.; all the Vice Rectors of Ahmad Dahlan University: Dr. Muchlas, M.T., Drs. Safar Nasir, M.Si., Dr. Abdul Fadhil and Prof. Dr. Sarbiran; The Director of Graduate School: Prof. Dr. Ahmad Mursyidi, Apt.; the Dean of Faculty of Law and the Department Head; the Dean of Faculty of Letters, Cultures and Communication and all the Department Heads: English Letters Department, Indonesian Letters Department, and Communication Department; the Dean of Faculty of Psychology Faculty and the Department Head.

In addition, I would like to extend my high appreciation to all committee members who really worked hard days and nights. This conference would not take place without the contribution from the plenary speakers, invited speakers, the parallel presenters, all participants, the reviewers of all abstracts and papers, the students, and all sponsors who have generously supported this event. Once again, great and deep indebtedness are exceptionally extended to all parties of this International Conference.

I also take this opportunity to express my hope that this conference will be productive, benefit, and memorable event for you, an important step in our efforts to improve the quality of human behaviour cause of our understanding toward cross culture. Thank you very much for your attention, response and support for the successful implementation of ICOS CCU 2014 event. May God bless us, Amin.

Ladies and Gentlemen

We humbly ask that the Rector of Ahmad Dahlan University deigns to give a speech and also inaugurate the implementation of the International Conference and Seminar on Cross Cultural Understanding 2014.

Wassalamu'alaikum Wr Wb.

Yogyakarta, 27<sup>th</sup> November 2014  
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## LOCAL ADVERTISEMENT FOR CROSS CULTURE COMMUNICATION IN GLOBALIZATION ERA FOR BETTER UNDERSTANDING

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### Abstract

*Today, the mobility of goods, services, and the people are increasing. This phenomenon will continue to grow, along with the widespread adoption of the free world trade system. Free trade is a system requires government reduce or eliminate restrictions on the rules of the traffic of goods, services, and people in and out of the country. In business at the global level as it is, generally businessman would do international marketing communications where one shape is creating ads international version. In international advertising usually understood to embody the use of international languages, including English. However, for the purpose of obtaining the effectiveness of the message, this is not the right. Although businesses have entered the international scale, ads should be made go local approach, i.e. using local cultures. This way it was easier for businesses to generate the effectiveness of communication. Go local approach in advertising, allowing the communicant closer cultural messages with the local community so as to facilitate the achievement of mutual understanding. This article discussed about the reasons mentioned in the communication perspective.*

**Keywords:** International Business, Local Ads, Cross Culture, Local Communities

### I. INTRODUCTION

In the society for a long time, we can meet companies that do business across state borders. These companies are known as multi-national companies (MNCs). That company is headquartered in one country but have branch offices in other countries in both the developed and developing countries (Lairson, Thomas D and D Skidmore, 2003). Typically, the company PMN has many offices or factories in several countries, with a head office in a particular country for coordinating globally. They engage in a variety of goods and services. For example, Coca Cola, Pepsi Cola, Unilever, Toyota, Bridgestone, Marlboro, Pertamina, Shell, Microsoft, Google, Yahoo, and so on.

Although the multi-national companies known have a strong funding, but the multi-national companies, clearly still require diverse efforts so that it can develop their self in new territories that entered, competing with local and national company. Marketing communication activities remain absolutely necessary, including advertising activities. According to Wright (1978), advertising is an activity that has the power of communication. It is very important as a marketing tool to help sell goods, provide services, and ideas through a specific channel in the form of persuasive information. By scope category, advertising activities by multinational companies are often referred to international or global advertising, where ads reaching the target audience of more than one country.

Discussion an international advertising, many of which means that in addition to reaching an audience of more than one country, the language used in international advertising is often attached to the use of the international language. That is the language used for international relations, in this case English. According to Stig Hjadvard (2014), English is the language most commonly used in nearly 60 countries and is the mother

tongue sovereign third most widely spoken throughout the world, after Mandarin and Spanish. English is also used as a second language and the official language of the European Union, the Commonwealth, and the United Nations, as well as a variety of other organizations (Stig Hjarvard, 2004). This fact, English is considered as an international language that is used in the language of global advertising. Some examples of ads delivered in many countries with the same language, such as cigarette advertising Marlboro, Nike, BMW, Rodenstok glasses, and so on.

Speaking of international advertising, many people interpret that language in international advertising attached to the use of an international language, namely English. According to Stig Hjarvard (2014), English is the language most commonly used in nearly 60 countries and is the mother tongue sovereign third most widely spoken throughout the world, after Mandarin and Spanish. English is also used as a second language and the official language of the European Union, the Commonwealth, and the United Nations, as well as a variety of other organizations (Stig Hjarvard, 2004). This fact, English is considered as an international language that is used in the language of global advertising. Some examples of ads delivered in many countries with the same language, such as cigarette advertising Marlboro, Nike, BMW, Rodenstok glasses, and so on (figure 1).

Figure 1: Some advertisements in international version



Generally, to establish a similar image in all countries in which it operates multi-national companies, international advertising was created by the same creative team (Engel, Blackwell and Miniard, 1995). At the global level, advertising is usually a slight modification to fit with the culture in each country, but in accordance with the standards set by the company. Several international ads translated into local languages, without any other changes (Batra, Myers & Aaker, 1996). Thus the content of the messages, media, brand, that used to be the similar in every country. Their goal built into a uniform image in each state. But whether the strategies implemented in the global advertising right? Is that the message made it appropriate for the target audience in the region? Why? How should an ad in the context of global business featured? Here in this article will be described about.

## **2. DISCUSSION**

Today, the number of multi-national companies are reaching out of the country continues to grow. At the USA for example, in 1973 there were 7,300 multi-national companies, with 200 companies of which has branches in 20 countries. In 1990 the company had grown to 30,000 multinational companies. 1993 rose again to 37,000 multinational companies with 170,000 subsidiaries in other countries. The increase continued in 2006, where there are more than 63,000 multinational corporations with more than 700,000 branches spread all over the world. In 2009 worldwide, World Investment Report reported a report published by UNCTAD (United Nations Conference on Trade and Development), that there are 889 416 multi-national worldwide company.

Increased companies operating on an international scale are motivated by several reasons. Among these companies produce goods and services that required a lot of the world's population. Moreover, in many regions of the world countries are willingness to international free trade system implementation. That is a system that requires restriction of traffic rules of goods, services, and people are getting reduced, even eliminated altogether. In the free trade are demanding that the government does not discriminate against imports or exports (Jagdish Bhagwati, 2002).

In the economic perspective, the multinational company is unavoidable that businesses have to keep doing the marketing communication in the new territory. Communication is very important so that the people in the region as a destination of new markets receive the products or services offered. Without the marketing communications, business can be doomed to failure, unable to compete with national and local companies. One form of marketing communication carried out by multi-national companies, which make advertising activities. Advertising is all things related to the ad (Rendra Widyatama 2005 & 2011)

### **2.1. Global Ads**

Generally, ads are delivered on a global scale international audiences have a common strategy and visualization. Uniform strategy is intended to image caused by the relatively uniform advertisements received by the target audience in all countries. Besides creating a consistent image at the international level, the necessary costs are also relatively lower. Even if there are differences, generally only a small difference, for example, do the voiceover for the ads that have been made, uses local language. For example, Rinso ads of cheating version, Rexona Skin Light ads, soap ads of Luxs, LG ads, Coca Cola ads, and so on. Some of these ads use the same visualization in many countries, but to be replaced by local languages.

In addition, generally on a global ad used celebrity ads that already has an international level. That is the appeal of celebrities who have exceeded limits state or international celebrities. Terence A. Shimp (2003: 461) defines a celebrity as a character (actor, entertainer, athlete) are known to the public because of his achievements in different areas of the product class are supported. They believe that with the popularity of celebrities that include the world is believed to exceed the national boundaries and can overcome cultural barriers in global marketing communications (Choi, Lee & Kim, 2005).

According to White (2004), celebrity's endorsement in advertising is a very important strategy in global marketing. This strategy is believed to reach consumers around the world, in addition to creating a consistent image at the international level with

a relatively low cost. Example ad with the support of international celebrities such Revlon advertisement, starring Kate Bosworth, Tiger Woods and Michael Jordan in Nike advertisement, Eric Lawson in Marlboro advertisement, Harrison Ford in credit cards advertisement, and so on (Figure 2).

Figure 2: Celebrity Endorsement from International Artist / Actress / Public Figure



Advertising strategy that done by the multi-national Integration, as mentioned above contains weaknesses. Therefore, the targeted communities as a target audience by multi-national advertising messages have different cultures. Consideration of the relatively low cost and create a consistent image can't be accepted. Because the message is delivered from a different cultural perspective, the message is understood differently by the audience. The target audience can't feel comfortable with most or all of the messages in the global advertising. They will feel strange with messages and symbols used in the global advertising. The target audience feels that the advertising message is not intended for him. Further impact, the ad will not achieve the desired target as. Therefore, it is natural that the messages conveyed in advertisements conform to the national advertising is actually a form of communication between cultures, i.e. the message is delivered to audiences of different cultures.

## 2.2. Different Countries, Different Cultures

Each region, including the state, has a different culture. Culture belongs to the people in a region often called the local culture. Regional culture has its own characteristics. Lehman, Himstreet, and Baty (1998) wrote that culture is a set of life experiences that exist within their own communities. Thus, cultures that grow and thrive in a particular area will be the hallmark of the region. It is entirely possible that cultural differences in contrast with each other. A message both verbal and non-verbal means either in a region of the country, can be interpreted badly in other countries. Some examples can be expressed, for example between Indonesia and Malaysia. Although considered to be allied and have a common culture, language diversity between the two countries but there is a lot of difference. The following table shows the evidence of the differences:

**Table 1 Differences Meaning of Words in Indonesian and Malaysia**

Words	Meaning in Indonesian	Meaning in Malaysian
Baja	stainless steel	material to fertilize the plants
Banci	a sex of women and men	count the number of residents ("census")
Bercinta	sexual intercourse	expressing affection to others
Bisa	1. may, can; 2. Poison	Poison
butuh/butuh	Need	male genitalia (Porn)
Gampang	easy, happy	child out of wedlock (rough)
Kapan	whereas; different from the shroud	(shroud), the cloth covering the corpse
Karya	employment (employee = wage workers)	composed the work (employee = art worker)
Kerajaan	system of government headed by the king	all forms of government
Pengajian	Quran learning	education (from the word "Qoran")
Percuma	useless, vain	free
Pijat	Massage	lice; computer programming errata
Polis	1. Basis (insurance etc.); 2. The state of the city (in Greek)	spy, civil security force
Pusing	equilibrium is disturbed around the circumstances seemed to revolve; swivel; dizziness, headache	moving in circles, spinning, around
Tandas	1. explain / finish something with definite and firm; 2. latrine	latrine, where defecating
Sulit	difficult to find because it is hidden or rarely obtained	secret; difficult; hard tool ("genitals")

The list as in Table 1 above will multiply if we do seriously thorough research. The same words will result in generating a different meaning when used in advertising and delivered in both countries. The difference in meaning between the Indonesian language and Malaysia mentioned above are only a few examples of differences in the meaning of the language of other countries are more different racial and geographical. For example differences among the British society in the European countries with the Japanese community in Asia, between Americans and people of Australia, and so on. The naming differences not only verbal language, but also non-verbal language.

Non-verbal messages used in nonverbal communication. That is the process of communication in which the message is delivered not use words. For example, by using gestures, body language, facial expressions, eye contact, use of objects such as clothing and accessories worn, haircut, symbols, speech, and so on (Verderber, Rudolph F. ; Kathleen S. Verderber (2005).

All cultural groups generally have the verbal and non-verbal language itself. According Courtland Bovee V. and John V. Thill (2014), culture is also a sharing system on symbols, beliefs, attitudes, values, expectations, and norms for behavior. Its presence should really be considered when making the communication process. Culture is something that can't be separated from human life. It is made up of many complex elements, including from the system of religion, language, politics, customs, tools, clothing, building, and artwork. He became an overall pattern of himself that is complex, abstract, and spacious. Due to being a part of human life, it is not uncommon that considers culture as part of the human genetic.

Under some definitions of culture that has been mentioned above, there are some important things to consider, among others, that culture includes a set of life experiences,

collective programming, systems sharing, and the typical characteristics of the behavior of each individual within a community, including on how the system values, norms, symbols, and trust or their faith.

Culture is closely connected with the community. Melville J. Herskovits and Bronislaw Malinowski argued that everything contained in the society is determined by the culture of the communities themselves. In other terms, are called the Cultural-determinism. According to Herskovits, culture is hereditary inherited from one generation to generation. Due to be part of the society, culture is often referred to as super-organic, which super important organisms belonging to the community. In a simpler context, culture is defined as everything that is socially learned and experienced by members of the public (Horton & Hunt, 2006: 58).

### 2.3. Communication

Communication is delivering a message from the communicator to the communicant. Endang Lestari and MA Maliki, (2009: 4-5) wrote that the communication comes from the word meaning Communicate in an attempt to make an opinion, say feelings, convey information, and so on to be known or understood by others (to the make opinion, feelings, information, etc, known or understood by others).

Communication will obtain its objectives effectively when the communicator and the communicant both have the same sense of a message. The conditions in other terms referred to "the communication is in tune." Jalaluddin Rakhmat (1996) mentions that effective communication requirement among others; Create a favorable atmosphere; using language that is easily captured and understood; the message can arouse the attention or interest communicant; Messages can arouse the interest of a favorable communicant; Messages can foster appreciation or reward in the communicant.

According to Joseph De Vito (2005), communication will be successful when the communicator put communicant as a starting point in communicating. Among others communicators need to pay attention to the field of experience and frame of reference that owned by the target audience.

### 2.4. Mutual Understanding

According to Wilbur Schramm in Effendy (1973: 44), in a process of communication; the message receiver (receiver) and the sender of the message (sender) must be in conformity or in tune. That is, between the communicator and the communicant should be a mutual understanding of the message conveyed. When not in tune, then there is no mutual understanding (figure 1). In Figure 1 can be interpreted that the area between the two shaded circles indicates the suitability (in tune).

The greater the intersection would make communication more effective. Intersection total (overall) is something that never exists but the larger intersection is very likely to occur because of the similarity FOR (frame of reference) and FOE (field of experience) between the two communicators. Frame of reference is a blend of experience and understanding (collection of experiences and meanings). Frame of reference shapes such knowledge, beliefs, and so on. While fields experience are something that is experienced directly by someone.

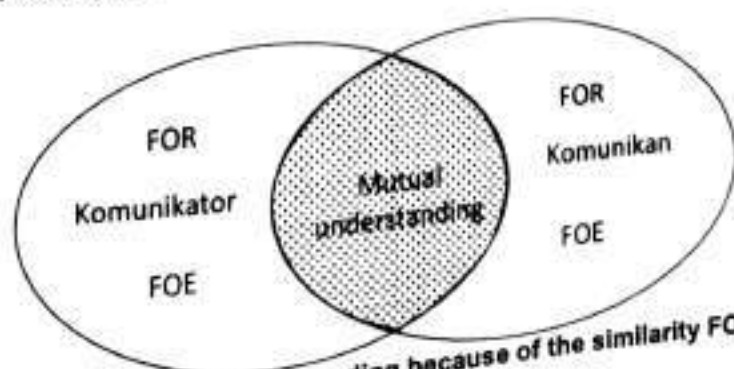


Figure 3. The creation of mutual understanding because of the similarity FOR and FOE



Mutual understanding can be increased both in quantity and quality aspects so that it can build similar FOE and FOR between the communicator and the communicant, and strengthen the communication process further.

### 2.5. Local Advertising

They will perform marketing communications, including advertising business with the goal of making the local community. For this purpose, although each country in the world there are mass media that able to broadcast nationally, but the best way in business communication were creating local version of ads. It can make the message culturally appropriate to the frame of reference and field of experience of local communities. Some multinational companies have made the local version in their ads. Some examples of that ads are local version can be seen in figure 4.

Figure 4. Some Multinational advertisements in local version



Because each community has its own unique culture, it is basically the world community is a multicultural society. People living and settled in a place that has a culture and its own characteristics which can be distinguished from one community to another. Each community produces each culture which would be typical for the community.

Every society with different cultures has unique experience and knowledge. In a communication perspective, the culture of each community has a frame of reference and filed of experience itself. In people who have the same culture, it is possible to have similar frame of reference and filed of experience. Instead of people who come from different cultures, it will be different frames of reference and filed of experience possessed.

### 2.6. Ads Purpose

All forms of delivery of messages are process of communication. Advertisements activity can be categorized as a communication message delivery by advertisers on the audience. Of course, the delivery of the message in form of advertisement has a goal to be understood by the audience. According Muwarni E. (2004), basically advertising has the ultimate goal, which is to stimulate or encourage sales. In particular, the ads have several objectives, as follows:

1. Creating branding / product / company. Through advertising audience will know the existence of the brand, product or market companies.
2. Positioning. Through advertising market companies can position themselves to differentiate their products with competitors' products.
3. Encourage prospects. Through delivering persuasive messages, the audience is encouraged to try to use the products or brands offered.
4. Supports the sale. Through advertising are expected consumers to act to buy the product.

5. Fostering loyalty. Through advertising will further strengthen the presence of a loyal customer. This means that the company wants to convey that brand and consumer product ever used is still there in the market.
6. Announcing a new way of utilization. Innovation or new ways may be known utilization of the audience through advertising
7. Improve the image. Through advertising will enhance the image of the product, brand or company.

### 2.7. Ads Go Local

In a good ad, should be able to answer basic questions (Suhandang, 2005), namely; what (what the purpose of advertising?); who (who will be reached?); when (when ads posted?); where (where ad posted?); why (why should they?); and how (how the shape of the ads?). Based on the six questions, then the ad should be well designed. Not only purpose of the message, but also who will be the target of the message should be considered.

In advertising, the target of the message must be specific and focused. Advertising may not attempt to gain as much as possible audience. Since its inception, the ads should be specific and clearly targeting audiences only. The more specific target of the ads is better. With the specific objective, communicators can customize the message to be delivered.

Thus, it is necessary to restrictions in advertising. Restrictions referred to in this case is the aspect of the restriction target areas and target audiences. Regions those are too broad, reflecting targets that do not focus. Regions that are too broad will raise targets with diverse cultures. Instead narrow target will provide sharp focus.

Varying target is not a good target. Therefore, the selection of targets that are too broad (e.g. several countries at once), it makes the target of advertising are not clear. Good advertising target is clear and specific, both the main and second target.

Advertising messages makers must be really creative in constructing the message. Especially in the era of global business, intercultural communication will also increase. In this regard, one of the creative efforts is to use the local culture in advertising. With the use of the local culture, the message can be closer and understood by the audience. Thus, in the era of global business, it should be a lot of multi-national companies make a lot of advertising for the local version of the product campaign.

### 3. CONCLUSION

The phenomenon of global business communicates with increasing free trade area in several international regions of the world need to keep attention to the local culture. Therefore, the communication will run more effectively when a message was sent by the sender according to the field of experience and frame of reference communicant in the local area. Therefore, marketing communications conducted, including advertising activities it needs to be done in a spirit go local. Attention to local cultural values as part of the ad-making material. Thus, an integration business that has a global network should be to have many local commercials about themselves and their products.

Advertising with the local approach will allow businesses to build a consistent image at the international level so as to gain a better understanding of the audience.

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