UNIVERSITAS GADJAH MADA
The Use of English in an Export Company: A Case Study of APIKRI (Asosiasi Pengembangan Industri
Kerajinan Rakyat Indonesia)
ALFINA ARMEISANTI NOORROHMAH, Nabilla Kusuma Vardhani, S.I.P., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

REFERENCES

APIKRI. (2023, December 27). *About Us: WELCOME TO APIKRI, A FAIR TRADE ORGANIZATION IN YOGYAKARTA INDONESIA*. APIKRI Official Website. https://apikri.com/pages/about-us

Belch, G. E., & Belch, M. A. (2018). *ADVERTISING AND PROMOTION AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE* (11th ed.). McGraw-Hill Education.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, *3*(2), 77–101. https://doi.org/10.1191/1478088706qp063oa

British Educational Research Association. (2024). *Ethical Guidelines for Educational Research*. www.bera.ac.uk/publication/ethical-guidelines-for-educational-research-2024

Bryman, Alan. (2016). *Social research methods: 5th edition*. Oxford University Press.

Constantinou, E. K. (2026). English for specific purposes in higher education: Integrating entrepreneurial and sustainability-oriented practices. *Social Sciences and Humanities Open*, *13*. https://doi.org/10.1016/j.ssaho.2026.103025

Creswell, J. W. (2014). *Creswell-ResearchDesign: 4th edition*. SAGE Publications.

Daft, R. L., & Lengel, R. H. (1986). Organizational Information Requirements, Media Richness and Structural Design. *Management Science*, *32*(5), 554–571. https://doi.org/10.1287/mnsc.32.5.554

Dennis, A. R., & Valacich, J. S. (1999). *Rethinking Media Richness: Towards a Theory of Media Synchronicity*.

DJPEN. (2021). *Warta Ekspor: Fair Trade*. https://ditjenpen.kemendag.go.id/publikasi/warta-ekspor-september-2021

Dudley-Evans, T., & St John, M. J. (1998). *Developments in English for Specific Purposes: Multi-Disciplinary Approach*.

Duncan, T., & Moriarty, S. E. (1998). *A Communication-Based Marketing Model for Managing Relationships*.

UNIVERSITAS
GADJAH MADA
**The Use of English in an Export Company: A Case Study of APIKRI (Asosiasi Pengembangan Industri
Kerajinan Rakyat Indonesia)**
ALFINA ARMEISANTI NOORROHMAH, Nabilla Kusuma Vardhani, S.I.P., M.A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Halliday, M. A. K. (1978). *Language as social semiotic: The social interpretation of language and meaning*. Edward Arnold.

Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, *15*(9), 1277–1288. https://doi.org/10.1177/1049732305276687

Hutchinson, T., & Waters, A. (1987). *English for Specific Purposes A learning-centred approach*.

Hyland, K. (2022). ENGLISH FOR SPECIFIC PURPOSES: WHAT IS IT AND WHERE IS IT TAKING US? *ESP Today*, *10*(2), 202–220. https://doi.org/10.18485/esptoday.2022.10.2.1

Irfan, S. S. (2025). Bridging Language Barriers: The Role of English Proficiency in Supporting Indonesian MSMEs' International Success. In *Lingedu: Journal of English Education* (Vol. 01).

Kankaanranta, A., & Louhiala-Salminen, L. (2013). "What language does global business speak?"-The concept and development of BELF. *Ibérica*.

Kolbl, Ž., Arslanagic-Kalajdzic, M., Plakoyiannaki, E., & Diamantopoulos, A. (2025). Marketing communications of brand-related stereotypes and consumer responses: a mixed-method approach. *Journal of Product and Brand Management*, *34*(7), 1056–1073. https://doi.org/10.1108/JPBM-10-2024-5562

Kotler, Philip., & Keller, K. Lane. (2016). *Marketing management*. Pearson.

Kvale, S., & Brinkmann, S. (2009). *InterViews: Learning the Craft of Qualitative Research Interviewing*.

Louhiala-Salminen, L., Charles, M., & Kankaanranta, A. (2005). English as a lingua franca in Nordic corporate mergers: Two case companies. *English for Specific Purposes*, *24*(4 SPEC. ISS.), 401–421. https://doi.org/10.1016/j.esp.2005.02.003

Millot, P. (2017). Inclusivity and exclusivity in English as a Business Lingua Franca: The expression of a professional voice in email communication. *English for Specific Purposes*, *46*, 59–71. https://doi.org/10.1016/j.esp.2016.12.001

Nickerson, C. (2005). English as a lingua franca in international business contexts. In *English for Specific Purposes* (Vol. 24, Number 4 SPEC. ISS., pp. 367–380). Elsevier BV. https://doi.org/10.1016/j.esp.2005.02.001

Paltridge, Brian., & Starfield, Sue. (2013). *The Handbook of English for Specific Purposes*. Wiley-Blackwell.