

# **ENTREPRENEURSHIP IN THE DIGITAL AGE: THE INTERTWINE OF LINGUISTICS AND CULTURE**

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**TRISAKTI INTERNATIONAL STUDENT EXCHANGE PROGRAM (TRISEP)  
AUGUST 6, 2024**

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Based in Jakarta, Indonesia, she has an academic background with a Diploma and Bachelor's Degree from Hasanuddin University in Indonesia, and a PhD from the University of Queensland in Australia. Currently a full-time lecturer at Universitas Trisakti Jakarta, her areas of expertise include Motivation & Autonomy in Language Learning; ESP & Academic Writing; Language, Culture & Architecture; Indonesian for Higher Education. She is actively involved in various professional activities, holds significant teaching and administrative responsibilities, and contributes extensively to research, with publications in books, journals, and conferences, as well as participating in community service initiatives.

## Brief summary of CV



This presentation will have a prologue, an explanation of the themes and their relationship, and will have an epilogue.

Values, beliefs, norms, and behavior of certain community

**Culture**

Various forms of creative and innovative activities

**Entrepreneurship**

A scientific study of language and its structure, meaning, and use.

**Linguistics**

- Please think about yourself...
- What is your first and second language?
- What is your first foreign language?
- How do you manage to maintain your level of proficiency in these languages?

## Prologue

- When individuals discuss the purpose of the speech, they are referring to the reasons for its use.
- The function of language is communication, or what is generally referred to as the function of speech; individuals use language to send and receive messages.
- It is difficult to grasp the function of language fully since it is so ingrained in all human activity that it can be assumed that there are few functional aspects of our conscious behaviour that do not involve language (Newmeyer, 2000).

The function of  
a language for  
human being

## The attitude of the speaker

reflects the openness to other cultures, a person's thoughts, survival in business, and many more (Berowa, et al, 2018; Menggo, 2020)

will direct the existence of the language, and the development of the language, the relationship of the language towards other languages (Lakawa, 1987).

will depend mostly on the language's social value within its community (Ladegaard, 2000; Berowa et, al, 2018).

can be identified in the real interaction between the speaker and the community from a sociolinguistic point of view (Menggo, et al, 2018).

# The method of this study: qualitative – library-descriptive study

- This is a qualitative-library-descriptive study aimed mainly at explaining and evaluating the relationship between language and culture by focusing on entrepreneurship.
- The information taken from various sources of data is used to make categorization, classification, and organization about the three key-words.
- This is expected to make an important contribution to the development of knowledge related to linguistic-acquisition attitude-maintenance-culture-entrepreneurship.

The way communication is conducted using words in the form of written, spoken or signed

It is a system of sound and symbol to express thoughts and feelings

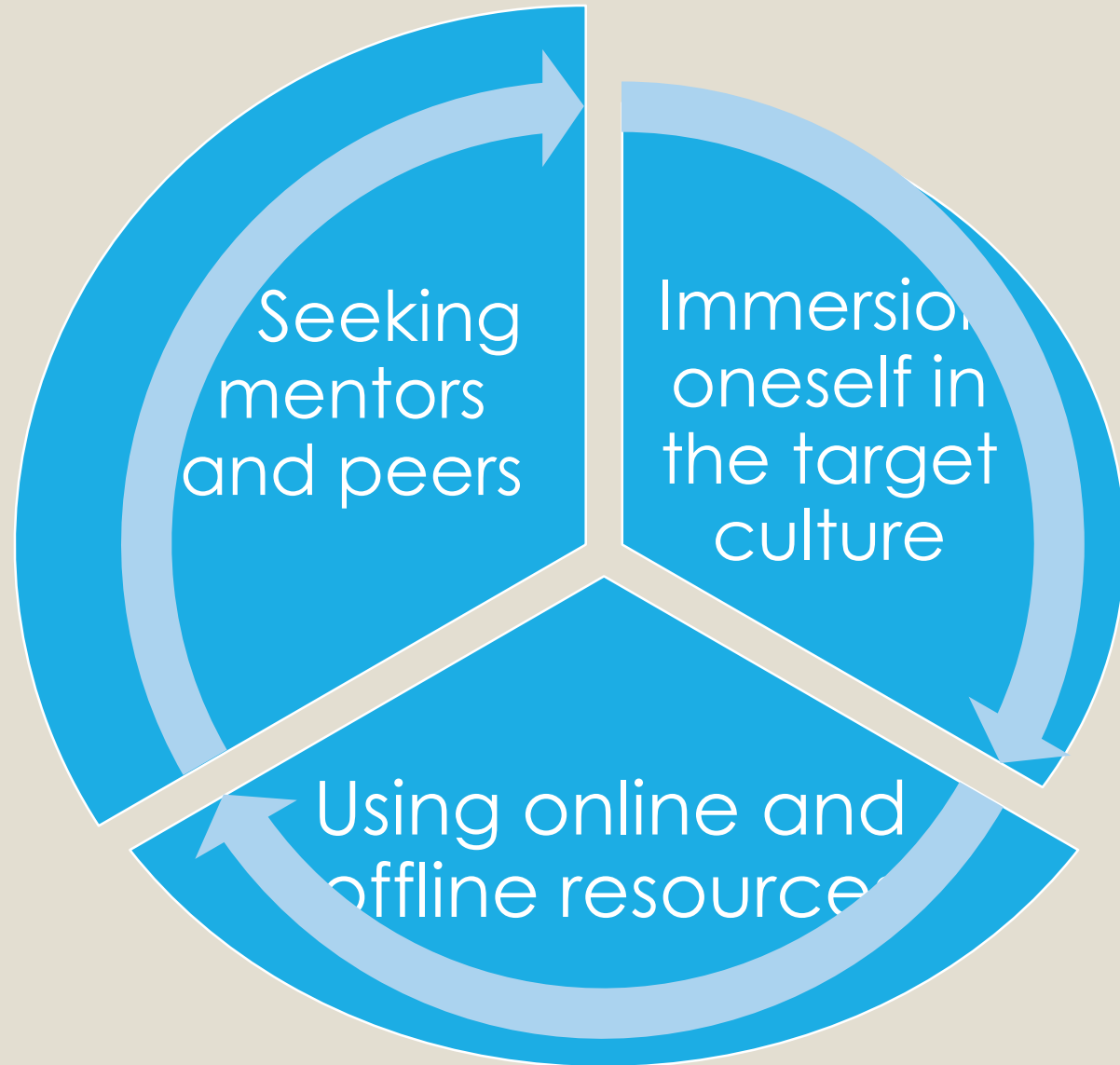
It is a system used by humans to express their needs that differentiate them from other creatures.



**Linguistics/Language**



**Strategies and  
Resources for  
Language  
Acquisition  
(Cultural  
entrepreneurship &  
linguistics, 2024)**



# The Relationship between Language and Entrepreneurship

- Entrepreneurship is a combination of creativity, innovation, and the willingness to take risks necessary for the development and management of new efforts or businesses.
- Language is a critical component of human life, and it is believed that humans cannot communicate without language.
- Thus, language and entrepreneurship must be connected in some ways to the way of people living their own lives.

Culture is a complex concept that encompasses beliefs, practices, norms, values, and tradition of a group of people

Culture is a theme which covers all aspects of people's lives that represent the way of life of certain community.

Culture shapes individual behavior, perceptions, and interactions influencing how they interpret the world around them and how they relate to others.



# Culture

# Linguistic & Cultural Fluency

## Linguistic fluency

- To communicate effectively in second and foreign language
- To express meaning appropriately
- To include grammar and vocabulary accurately
- To use symbol and meaning appropriately

## Cultural fluency

- To grasp the underlying cultural context
- To use idiomatic expression accurately
- To use nonverbal cues significantly
- To comprehend gesture and body language appropriately

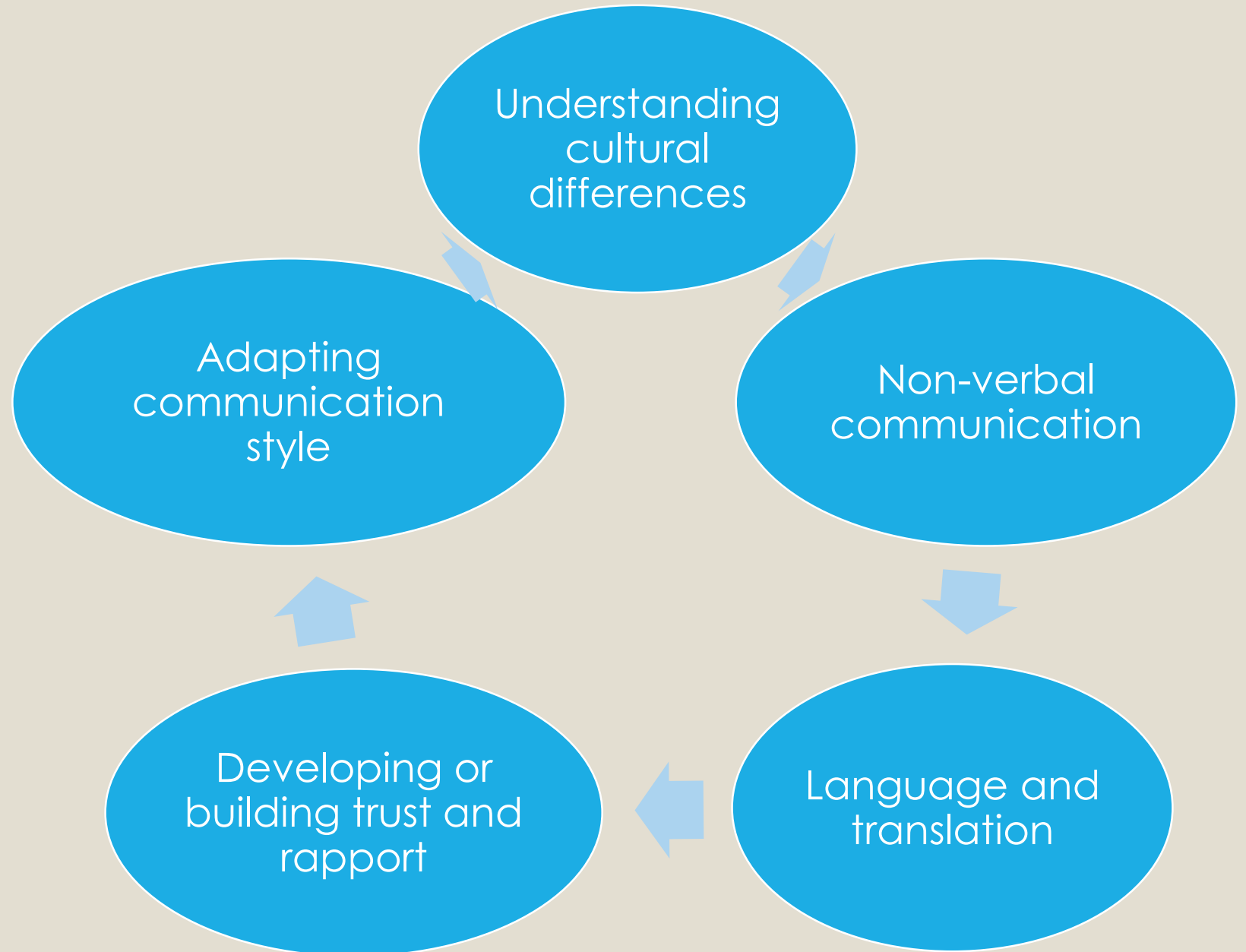
# The Relationship between Language-Culture and Entrepreneurship

- Language is the base medium of communication and expression. Whether in the domestic or external markets, entrepreneurship will require knowledge of several languages.
- The most common and relevant today is the Western languages, namely, English, German, French, Italian, and Spanish. Popular Oriental languages are Chinese and Japanese, and Korean.
- The importance of foreign language competence in entrepreneurship is associated with the need to hold competent business negotiations, receptions, meetings, engage in business communications in a foreign language.
- Without it, it will be difficult to develop business and find business partners abroad.
- International business trips are impossible without the knowledge of the language and culture of the host country.
- Difficulties also arise in welcoming foreign business partners as proper reception and proceeding in line with the rules and traditions are of considerable importance.
- A meeting with international partners will proceed more productively if the communication is held directly without the engagement of third parties, interpreters.

- Language maintenance is measured not only by the number of speakers, but also by the consistent use of the language within the community.
- The ritual and tradition in the form of linguistic terminologies and semantic meanings underline the process of living of the language community.
  - The maintenance of a language through the consistent use of specific terminologies and treatments is passed on for generations through oral tradition.
- The maintenance of a language can be utilized in order to create an innovative work towards entrepreneurship in certain area.

Language  
maintenance

# Navigating Cross-cultural Communication (Cultural entrepreneurship & linguistics, 2024)



# A key to unblocking global opportunities

Cultural symbols and their meanings



Business etiquette and negotiation skills



Cultural intelligence

Localizing products and services



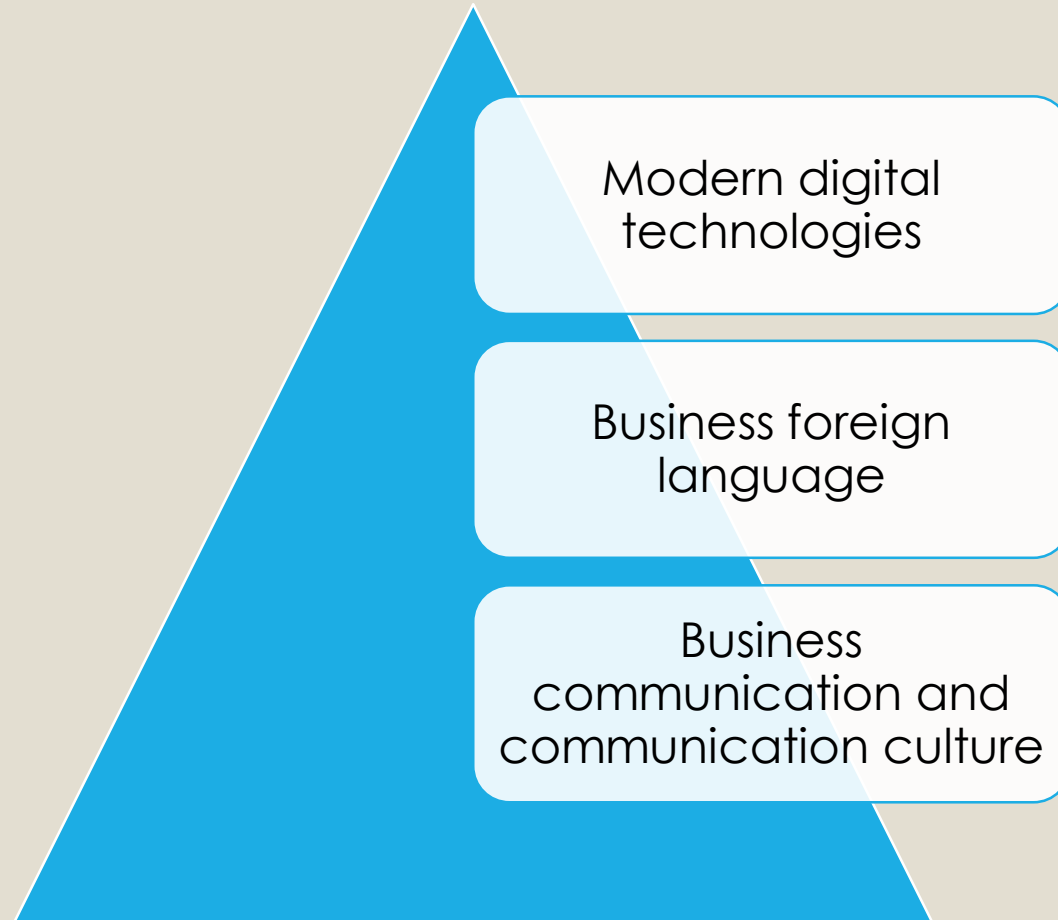
Navigating taboos and sensitive topics



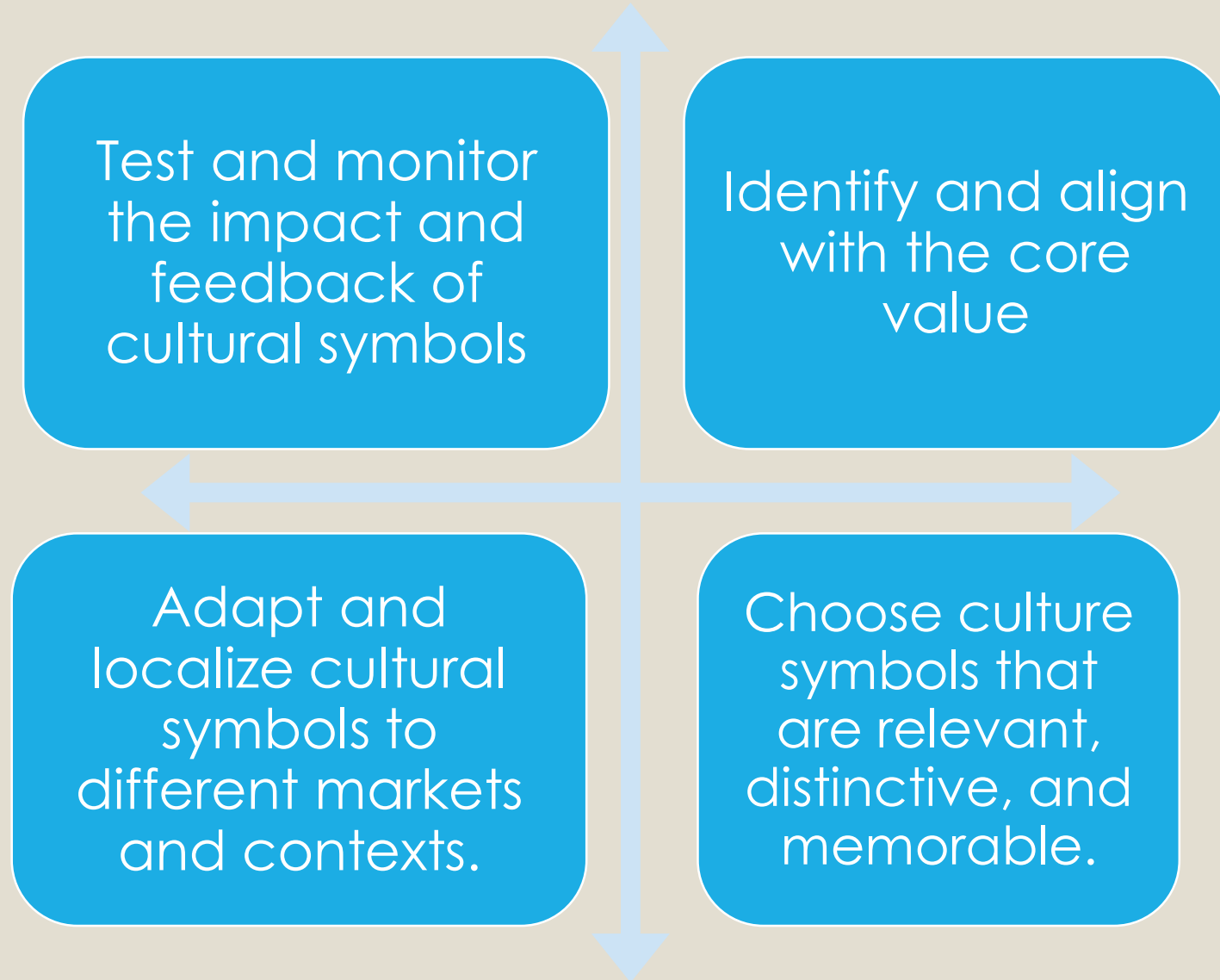
Cultural intelligence in creativity and innovation



# Top additional skills aspiring entrepreneurs that need to obtain (Sizova et al, 2021).



## Strategies for Effective Branding (Cultural entrepreneurship & linguistics, 2024)



# Promoting Linguistics Diversity in Entrepreneurship (Cultural entrepreneurship & linguistics, 2024)



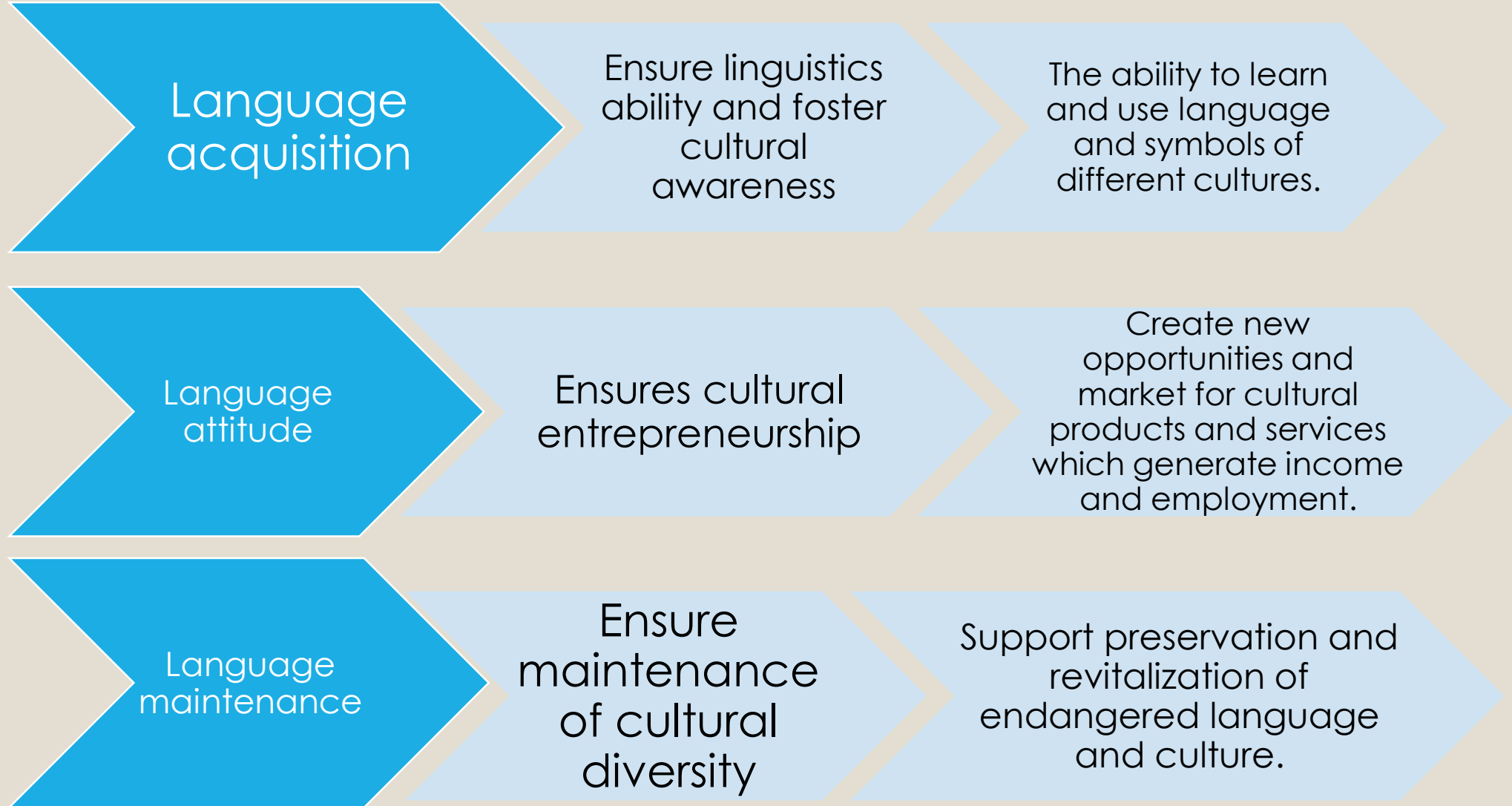
Linguistic diversity as a competitive advantage

Empowering marginalized community

Language as a bridge to global market

Overcoming language barriers in entrepreneurship

# CONCLUSION



1. How do you elucidate the connection between language and culture?
2. Based on the previous explanation, Can you explain how language proficiency becomes important part towards entrepreneurship?
3. Do you think cultural understanding is better equipped than language proficiency in order to start a business abroad?

## Epilogue

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