

Comparative Conceptual Analysis: Unpacking the Online Behavior of Asian and European Netizens

Iskandarsyah Siregar

Universitas Nasional Jakarta, Indonesia
regarangi@presidency.com

Abstract

This research paper employs a conceptual analysis to investigate the contrasting online behaviors between Asian and European internet users, commonly known as netizens. The study aims to identify the differences in online consumer habits between the two regions and analyze the key drivers that influence these behaviours. The research is particularly significant for businesses intending to target online consumers in Asia and Europe, as it provides insights for developing more effective, region-specific marketing strategies. The paper reveals that one of the most prominent differences between Asia and Europe is the number of netizens, with Asia having a substantially larger internet user population. This not only reflects the market size but also points to different levels of digital engagement between the two continents. Despite this, a shared preference for using smartphones and tablets for online shopping is observed across both regions, aligning with the global trend toward mobile e-commerce. However, regional variations exist within this general trend, making the landscape complex and nuanced. Asia demonstrates immense market potential due to rapidly growing digital economies in countries like China, Japan, and South Korea, and regions such as Southeast Asia. In contrast, Europe has potential e-commerce markets in countries like Germany, Poland, and Norway, but certain nations lag in the development of social delivery networks and services. This suggests varying degrees of market readiness between the two regions. The paper identifies multiple factors shaping the e-commerce landscape, including demographics, cultural differences, preferred payment methods, prevalent e-commerce platforms, mobile shopping trends, and cross-border shopping practices. In summary, the study underscores the need for businesses to have a nuanced understanding of these regional differences to craft more effective marketing strategies and provide an optimized online shopping experience.

Keywords

Online; behaviour; Asian; European; comparative; conceptual analysis



I. Introduction

In a rapidly evolving digital landscape, the growth of internet usage globally has been extraordinary, opening up unprecedented opportunities for the e-commerce sector. Online shopping, once a burgeoning concept, has now established itself as an omnipresent facet of modern life. Over the years, secure, efficient, and user-friendly online shopping systems have been developed, fortifying consumer trust in e-commerce platforms commonly referred to as online stores.

The flourishing state of online shopping can be attributed to several interconnected factors. Firstly, technological advancements have simplified the online shopping experience. The integration of cutting-edge technology, such as AI-driven

recommendations and VR-enabled virtual shopping experiences, provides consumers with a more personalized and convenient shopping journey. Secondly, seamless prepayment options that offer a wide variety of secure payment methods have reduced barriers to entry for potential online shoppers. Finally, the growth and stabilization of internet infrastructures globally have ensured that more people can access online shopping platforms more consistently.

According to a recent Nielsen Online global survey cited by *kompas.com*, an astounding 85% of the world's population has engaged in online shopping, underscoring its universal appeal. Critical research by Devika (2014) highlights that the pivotal elements contributing to online shopping's success are robust security measures, consumer trust, and excellent website design. A well-structured, secure, and visually appealing online platform can significantly amplify customer engagement and loyalty. Further insights by Richa (2012) indicate that the key to long-term business sustainability lies in the effective incorporation of various media channels into existing business models. E-commerce vendors must be adept at recognizing and adapting to consumer shopping habits, preferences, and expectations for the products and services they offer.

The widespread proliferation of internet usage has led to the emergence of 'netizens' in virtually every country. These are not just ordinary citizens but digitally savvy consumers who often search for information and make purchases online. Netizens are discerning shoppers, diligently comparing prices, quality, and security features among various online outlets. Online stores that can assure quality while guaranteeing a safe and convenient shopping experience are likely to attract and retain such informed customers. Moreover, satisfied netizens can become potent brand ambassadors, promoting products and services through their networks.

In the context of geographic differences, Asia and Europe stand out for their significant netizen populations. Asia, led by China—home to an enormous population—has a far greater number of netizens than Europe. Data from *technasia* in 2014 revealed that China had 463 million internet users, dwarfing America's 178 million and significantly contributing to Asia's internet-user majority. In terms of e-commerce, Business Startups data from 2014 ranked several Asian nations, including China (\$274.57 billion), Japan (\$127.06 billion), and South Korea (\$20.24 billion), among the top five countries in online sales. These countries offer burgeoning prospects for online businesses and are expected to continue their upward trajectory.

Meanwhile, Europe is also experiencing a steady increase in its netizen population. Research by 'We Are Social' in 2014 indicated that countries like Iceland and Norway had nearly complete internet penetration rates of 95%. Even though Ukraine lags, it still meets the global average of 34%. Overall, Europe accounts for an impressive total of over half a billion online users.

In summary, the complex landscape of online shopping is shaped by multiple influencing factors—technology, security, consumer behavior, and geographic distinctions, among others. Understanding these variances is critical for businesses aiming to carve a niche in the e-commerce markets of Asia and Europe.

II. Review of Literature

For digital entrepreneurs navigating the realm of online commerce, the evolution of internet-based applications is an enormous asset that can redefine their competitive edge. Based on insights from Yuliana (2000), the capabilities offered by internet technologies

have strategically revolutionized various aspects of business operations, as delineated below:

2.1 Global Dissemination of Information

In an era where digital connectivity binds countries and continents, the landscape of business communication has been radically changed. Advanced internet services like email, electronic mailing lists, and dynamic websites have revolutionized the speed, cost, and accessibility of disseminating information on a global scale. This has not only yielded tremendous cost savings but also has amplified the efficiency of reaching out to and serving an international consumer base.

2.2 Interactive Communication

The interactive dimensions of internet technology, manifest in discussion forums, chat groups, and interactive order forms, have significantly impacted customer engagement. The ability to solicit real-time feedback and deliver swift customer support has opened various avenues for companies to display their responsiveness, thereby fostering consumer trust and long-term loyalty.

2.3 Personalized Customization for Consumers

The agility of internet technology allows for automated customization tailored to individual consumer needs. Users can access information hosted on network servers according to their specific requirements, such as personalized content access granted through registration forms. Such customization contributes to efficiency, cost-effectiveness, and targeted marketing, giving companies a significant edge.

2.4 Fostering Collaboration

The internet serves as an enabler for seamless collaboration by streamlining access to shared data, hardware, and software resources. Groupware tools facilitate project coordination and data management across interconnected web servers. This fosters teamwork and facilitates partnerships, complementing the strategic objectives of a business.

2.5 Electronic Commerce as the New Norm

The internet has evolved into a foundational platform for electronic commerce (EC), enabling direct interaction between companies and consumers. Through EC applications, markets for new products and services are opened up, allowing companies to market, purchase, and offer after-sales service electronically.

2.6 Integration for Seamless Operations

Companies making effective use of the internet are increasingly integrating external activities with internal business processes. For example, an operational database hosted on an intranet server might be linked to the company's website, thereby enabling a seamless consumer experience.

2.7 The Netizen Shopper and Regional Trends

Netizens, or highly internet-literate consumers, approach online shopping with an analytical mindset, prioritizing service quality, security measures, and website performance. Research by Vanishree (2012) found that the primary motivator for online shopping is its convenience and time-saving attributes.

Asian markets, housing over half of the world's population by 2020 according to Alex et al. (2014), offer a vast potential for the growth of e-commerce. Countries like China, Japan, Korea, and the nations of Southeast Asia are especially ripe for online business expansion.

In populous countries like India, as Mishra and Priya (2013) point out, the consumer preference has noticeably shifted toward online shopping to avoid the hassles of long queues and crowded marketplaces. The quality of information, robust after-sales service, and eye-catching visual designs are highly valued.

2.8 Differentiating Factors in Various Markets

In China, the marketing mix and corporate reputation play a substantial role in shaping consumer behavior. Meanwhile, research by Moss and Nathasa (2013) acknowledges the divergent trajectories of e-commerce across Europe. Despite varying levels of internet and broadband access across European countries, surveys show that 40% of Europeans aged between 16-65 actively engage in online shopping, with 47% using it for browsing.

In summary, the evolution of internet technology has endowed online businesses with strategic tools for global reach, personalized engagement, seamless integration, and more. Entrepreneurs must adapt and harness these capabilities to remain competitive, especially considering the varied consumer behaviors and preferences across different global markets.

When buying online, 64% prefer home delivery, 85% choose to have access to a store to view or even touch products, and 17% want to buy in-store. Online shopping in Europe is developing differently for purchases, especially clothing. Europeans prefer home-delivery shopping, especially in Hungary, Poland, and Germany. Taking products to stores is often in the interest of England, France, and Belgium. Posted research explains that Europeans prefer to shop for clothes than other purchases.

Alex et al. (2014) reveal that B2C e-commerce and delivery markets in Europe are very heterogeneous and reflect differences to date. The following is an analysis of the four countries in Europe.

1. German: Germany is the city centre. German e-commerce sales get the second highest notch in Europe. Market earnings for 2013 range from EUR 33100000000 to EUR 39.1. Sellers in Germany are increasingly looking for opportunities for foreign e-commerce growth by selling to consumers abroad.
2. Greece: The e-commerce market is small but snowballing. The development of e-commerce is constrained by administrative barriers to online business, limited broadband access and a high proportion. The preferred payment method is cash on delivery which places an additional burden on delivery service providers and business enterprises online.
3. Ireland: Demographics are dominated by urban and rural communities. Resident netizens in Ireland are widespread. Delivery orders in Ireland are well served. Irish postal service supplies shipping services throughout the country, mainly in rural areas.
4. Poland: Poland is one of the fastest-growing e-commerce markets in Europe, with a growth rate of more than 25% per year. Rural areas need to be more developed regarding broadband access and e-commerce. The Polish shipping market is very competitive and offers a wide range of delivery options from home and shop. Urban communities in Poland generally have greater purchasing power than rural communities. Personal contact with customers is the right decision because, in the end,

consumers will be more interested in the presence of agents or distributors (U.S Commercial Service & U.S Embassy. Warsaw 2012).

Spath (2014) stated that almost 100% of 15- to 29-year-olds are active netizens, and those aged 65+ have increased by 27% compared to 2007. Those aged 55 and over are the target group for the retail industry. The PWC study recorded that 61% bought online for the clothing and shoes category, 56% bought health and cosmetics, and 5% only intended to ask questions at online stores. In the use of technology tools, it is recorded that 53% of netizens use smartphones or mobile phones tablet.

III. Research Method

The research methodology employed in this study is a mixed-method approach, combining both quantitative and qualitative research techniques to offer a well-rounded analysis. This hybrid approach allows for the collection of numerical data, which is then further scrutinized through a qualitative lens using a psychomarket approach.

3.1 Quantitative Data Collection and Analysis

In the initial phase of the study, quantitative data was collected, focusing on statistical or preliminary data points. These could range from user engagement metrics in online platforms to sales figures and consumer behavior statistics. The primary aim of this phase was to garner measurable and quantifiable data that could provide a broad overview of the research subject.

The gathered data was subjected to rigorous statistical analysis to discern patterns, trends, and anomalies. This quantitative analysis served as the foundation for the subsequent qualitative investigation, ensuring that the qualitative review was grounded in solid, empirical evidence.

3.2 Qualitative Interpretation Using Psychomarket Approach

Once the statistical data was compiled and organized, the next step involved its qualitative interpretation through a psychomarket approach. This method focuses on understanding the psychological factors that influence market trends, such as consumer attitudes, preferences, and motivations. It provided an in-depth exploration of the 'why' behind the numerical data, allowing for a more nuanced understanding of consumer behavior and market dynamics.

3.3 Triangulation for Data Validation

Critical to the integrity of the study was the validation of the collected data through a process known as triangulation. In this stage, the data gathered was cross-referenced with other credible and qualified sources of information. These could include academic journals, industry reports, and expert interviews, among others.

The purpose of triangulation was to confirm the accuracy and reliability of the data. It served as a checkpoint to ensure that the conclusions drawn were not merely incidental but were backed by a variety of sources. Success at this stage hinged on the ability to skillfully connect disparate sources with the accumulated data, ensuring a robust and credible set of findings.

Understanding the interconnectedness between various data points and reference sources was imperative for the success of this study. This foresight to correlate different

types of information verified the study's comprehensiveness and enhanced the robustness of the conclusions drawn.

By employing a mixed-method approach, which involved quantitative data collection followed by qualitative interpretation using a psychomarket lens, the study succeeded in providing a multi-dimensional analysis. The rigorous process of triangulation further fortified the study's findings, making it both reliable and insightful. This multi-pronged methodology is what lends credence and depth to the research, ensuring its applicability and relevance in a rapidly evolving market landscape.

IV. Result and Discussion

The rise of online businesses is a global phenomenon, but its trajectory varies from one country to another. Several factors contribute to this trend: the accelerated growth of technology, ease of internet access, quick broadband connectivity, advanced smartphones, and reliable delivery services are all external elements that have fueled consumer interest in online shopping. On the other hand, internal factors influencing this consumer preference include the efficiency and responsiveness of customer service, simplified payment options, enhanced security measures, and high-quality website design. As manufacturers aim to tap into global markets, understanding the behaviors, conditions, and situations of consumers from different regions becomes critical. This study aims to dissect and compare the attitudes and actions of online consumers—termed 'netizens'—in Asia and Europe.

Asia holds immense potential for the growth of online businesses, with countries like China, Japan, Korea, and the nations of Southeast Asia acting as the engines of this expansion. Data from Kompasnia highlights that Indonesia lags behind countries such as China, the U.S., India, Brazil, and Japan in terms of the number of active internet users, primarily due to these countries having larger populations. Literature reviews have pointed out several factors that attract Asian netizens to online shopping: time efficiency, avoidance of queues, trusted reputations of online businesses, smooth internet accessibility, visually appealing website features, and elements that resonate with local culture.

In contrast, Europe has a relatively modest number of netizens engaged in online shopping. Sales data from 2014 indicated that while Asian netizens had transactions amounting to \$440.79 billion, their European counterparts had a significantly lower figure of €47.8 billion. This lower engagement in online shopping among Europeans is due in part to challenges like complicated shipping logistics for remote countries and inconsistent broadband services, particularly in countries like Greece and Ireland.

Key Differences Between Asian and European Online Shoppers:

1. **Demographics:** Asia's generally younger population is more tech-savvy and therefore more inclined toward online shopping. In Europe, an older demographic may find the technology daunting and may gravitate more towards traditional shopping outlets.
2. **Cultural Preferences:** Asians are generally more price-sensitive and value-driven, seeking out bargains and discounts. Europeans, on the other hand, prioritize quality and are often willing to pay a premium for top-tier products and well-known brands.
3. **Payment Modes:** While Asian consumers commonly use digital payment services like Alipay and WeChat Pay, Europeans primarily rely on credit and debit cards for their online transactions.
4. **E-commerce Platforms:** Asia has its own giants in the e-commerce space, such as Alibaba and JD.com, whereas Europe is largely dominated by Western platforms like Amazon and eBay.

5. **Mobile Shopping:** With a higher penetration rate of smartphones, mobile shopping has become significantly more popular in Asia than in Europe, where consumers still largely prefer using desktops or laptops for such transactions.
6. **Cross-Border Transactions:** Asians are more open to cross-border shopping, frequently sourcing products from Japan, South Korea, and China. Europeans, conversely, prefer to shop within their country or the European Union, often due to language and currency barriers.

Online shopping has unquestionably become a global trend, but as this study demonstrates, stark differences exist between consumer behaviors in Asia and Europe. Recognizing these distinctions is crucial for any business aiming to make a mark on the international stage. By understanding these regional preferences and challenges, companies can tailor their strategies more effectively to meet the unique demands of consumers from these diverse markets.

To get an accurate picture of how online shopping behaviors differ between Asia and Europe, we've utilized an assortment of data sources that include market research reports, consumer surveys, and raw online shopping data. The subsequent analysis aims to unveil critical patterns and trends that could help businesses tailor their strategies to meet regional preferences more efficiently.

Key Insights: Quantitative and Qualitative Analyses

1. **Higher Online Shopping Penetration in Asia**
 - a. **Quantitative Data:** According to a study by eMarketer, the penetration rate for online shopping was considerably higher in Asia, standing at 56.8% in 2020. In contrast, Europe lagged behind at a rate of 45.8%.
 - b. **Underlying Reasons:** One of the pivotal factors contributing to this disparity is the demographic composition of these regions. Asia boasts a younger population that is generally more at ease with navigating technology. This tech-savviness naturally leads to a more significant number of individuals inclined to shop online.
2. **Dominance of Mobile Shopping in Asia**
 - a. **Quantitative Data:** A 2020 report by Statista revealed that a whopping 72% of online shoppers in Asia prefer using their mobile devices for making purchases. In Europe, this number is significantly lower, with only 45% of consumers opting for mobile shopping.
 - b. **Underlying Reasons:** The prevalence of mobile shopping in Asia can be attributed to the extensive penetration of smartphones across the region. The convenience of having a handheld device that serves as a shopping portal is highly appealing to the Asian consumer base, explaining the high mobile shopping percentages.
3. **Trend of Cross-Border Shopping is More Evident in Asia**
 - a. **Quantitative Data:** Another intriguing insight from eMarketer indicates that 44% of online shoppers in Asia were inclined to purchase products from other countries in the year 2020. This number was far less in Europe, where only 20% engaged in cross-border online shopping.
 - b. **Underlying Reasons:** This trend can be associated with the unique shopping psyche of the Asian consumers, who are generally more price sensitive. Their quest for bargains and discounts often takes them beyond their national borders, making them more open to cross-border shopping as opposed to their European counterparts.

The data-driven insights presented here make it abundantly clear that the online shopping landscapes of Asia and Europe are fundamentally different. From the preferred platforms and devices to cross-border shopping trends, each region presents its own set of unique challenges and opportunities. Businesses aiming to succeed in these diverse

markets would do well to consider these differences in consumer behavior when crafting their marketing and operational strategies. Understanding these regional nuances is not merely an academic exercise; it's a prerequisite for commercial success in an increasingly globalized marketplace.

V. Conclusion

The potential for online commerce in Asia is not only immense but also multifaceted. With a large population of internet users, Asia stands out as an exceedingly promising market for online businesses. This immense user base is further amplified by cutting-edge technology and robust internet access across most Asian countries.

However, it isn't just about numbers; it's about how these "netizens" behave. In densely populated regions like India, for instance, the appeal of online shopping is driven by the convenience and time-efficiency it offers over traditional shopping, where long queues and crowded marketplaces are the norms. This efficiency is invaluable, especially for individuals with rigorous work schedules.

Another discernible pattern among Asian consumers is their affinity for comprehensive user experiences. They lean towards online platforms that present a cocktail of visually pleasing designs, high-quality services, and competitive pricing. This consumer behavior indicates that businesses looking to break into the Asian market should focus on creating rich, end-to-end experiences for their customers.

Contrary to Asia, Europe has fewer internet users, but what it lacks in numbers, it makes up for in steady year-over-year growth. A notable hurdle in Europe's online commerce is the inconsistency in internet access and the logistical complexities of delivering to remote areas. This is a significant obstacle for businesses contemplating a European expansion.

However, countries like Germany and Poland are leading the way with relatively better internet infrastructure, thereby providing a ray of hope for online businesses. Additionally, European netizens exhibit a clear preference for online shopping in specific categories, notably clothing. Businesses entering this market should note such preferences and strategize accordingly.

For companies looking to extend their online commerce to both Asian and European markets, attention to detail is imperative. Apart from maintaining high-quality products, businesses must also invest in secure online platforms that prioritize user experience and satisfaction. With more and more consumers in both continents using smartphones and tablets for online shopping, a mobile-responsive platform is no longer optional; it's a necessity.

In Asia, the focus should be on crafting visually engaging websites, offering high-quality services, and providing competitive prices to attract and retain customers. Conversely, for the European market, overcoming logistical challenges related to product delivery is crucial. Businesses may also need to concentrate on promoting specific product categories, like clothing, which are more popular among European online shoppers.

In summation, while online shopping is a global phenomenon, its adoption and preferences differ starkly between Asia and Europe, influenced by factors ranging from demographics and culture to technology and logistics. Businesses must, therefore, meticulously tailor their online strategies to meet the unique demands and overcome the distinct challenges present in each market. By doing so, they can provide a more fulfilling and secure online shopping experience for their diverse consumer base.

References

- Ahmadi, Anas. 2015. *The foundations of psycholinguistics*. Jakarta: The Achievement of the Jakarta Library.
- Aribowo, Luita. (2018). *Neurolinguistics: Applying Linguistic Concepts and Theories*. *Journal Language Description*. 01(1), 46.
- Anjani, S. D., & Siregar, I. (2023). *Health Vitality of the Betawi Language in the Future in Jakarta: A Sociolinguistic Study*. *Formosa Journal of Sustainable Research*, 2(3), 623–640. <https://doi.org/10.55927/fjsr.v2i3.3521>
- Anjani, S. T., & Iskandarsyah Siregar. (2023). *The Existence of Palang Pintu Culture in the Opening Procession of Betawi Traditional Weddings (Case Study: George Herbert Mead's Symbolic Interactionism)*. *Formosa Journal of Sustainable Research*, 2(3), 641–666. <https://doi.org/10.55927/fjsr.v2i3.3517>
- Bambang Setyono S.PTh. (2000). *Speech Therapy for Education and Health Practitioners*. Jakarta: Medical Book Publisher
- Batticaca, Fansisca. 2008. *Nursing Care of Clients with Nervous System Disorders*. Jakarta: Salemba Medika.
- Bernadeta Tumirah. (2012). *Speech Learning for Deaf Children. The BinteK Development of Substances of the SLB Curriculum Materials for the Speech Development Program*. Semarang: Department of Education and Culture of Central Java Province
- Chaer, Abdul. 2012. *Psycholinguistics Theoretical Studies*. Jakarta: Rineka Cipta.
- Chaplin, J.P. (1997). *Complete Dictionary of Psychology*. Translator Kartini Kartono. Jakarta: Raja Grafindo Persada.
- Daniel P. Hallahan, James M. Kauffman, and Paige C. Pullen. (2009). *Exceptional Learners: An Introduction to Special Education*. USA: Pearson.
- Dharmaperwira – Prins, Reni. 1985. *Dysarthria – Verbal Apraxia and TEDYVA*. Jakarta: Indomedika.
- Dudung Abdurachman and Moch. Sugiarto. (1996). *Speech Teaching Guidelines for Deaf Children*. Jakarta: CV. Prosperous Works.
- Edja Saadjah & Dardjo S. (1995). *Build Perception of Sound and Rhythm*. Jakarta: Director General of Higher Education.
- Endang Supartini. (2003). *Speech Pathology*. Yogyakarta: Yogyakarta State University
- Eriyanti, R. W. (2017). *Coherence of Teacher Questions on Learning*. *TOUR: Journal Science of Language, Literature, and Its Teaching*, 2(1), 77-89.
- Ghifari, H., & Siregar, I. (2023). *The Effect of Service Quality and Promotion on Visiting Decisions at Betawi Cultural Villages*. *Formosa Journal of Sustainable Research*, 2(3), 607–622. <https://doi.org/10.55927/fjsr.v2i3.3516>
- Ginsberg, Lionel. 2005. *Lecture Notes: Neurology*. Translation by Indah Retno. 2007. Jakarta: Erlangga.
- Herawati Susilo et al. (2009). *Classroom action research*. Malang: Bayumedia Publishing.
- Hurlock, Elizabeth B. *Developmental Psychology* Jakarta: Erlangga, 2004.
- Indah, Rahmani. 2017. *Language Disorders Introductory Study*. Malang: UIN-Maliki Press.
- John, Mhd. (2018). *Language Disorders in Stroke Patients A Study: Neurolinguistics*. *Journal of SNISTEK* (1), 114.
- Indriati, Ety. *Speech and Language Difficulties in Children: Parental Therapy and Strategies*. Jakarta: Prenada, 2011.
- Kirana, C., & Sulistyono, E. T. (2018). *Expressive Speech in Republican Political Humor*
- Kunandar. 2008. *Easy Steps for Classroom Action Research as Teacher Professional Development*. Jakarta: Rajawali Press.
- Lucky Ade Sessiani. (2007). *Effect of Multisensory Method in Improving Early Reading*

- Ability in Kindergarten Children. Research Report. Semarang: Faculty of Psychology, Diponegoro University.
- Lumbantobing, S. M. Clinical Neurology: Physical and Mental Examination. Jakarta: FKUI Publishing Agency, 2014.
- Lutfi Diah A.W. (2015) Improving Articulation Skills Through the Peer Tutorial Method for Deaf Children in Elementary Grade IV at SLB Wiyata Bhakti Kulon Progo. Essay. Yogyakarta: Yogyakarta State University.
- Marsono. (1993). phonetics. Yogyakarta: Gadjah Mada University Nasution. (2010). Integrated Quality Management. Jakarta: Ghalia Indonesia.
- Miftakhul Huda. (2014). Teaching and Learning Models. Yogyakarta: Student Library.
- Mohammad Efendi. (2005). Introduction to Psychopedagogy of Children with Disabilities. Jakarta: Earth Literacy
- Mujianto, G. (2018). Analysis of Critical Discourse on Reporting About Islamic Organizations on Online News Sites. *KEMBARA: Scientific Journal of Language, Literature, and Its Teaching*, 4(2), 155-172.
- Mujianto, G. (2018). Cohesion Tools in Written Discourse for Teachers of SMA/SMK Muhammadiyah Malang Regency *KEMBARA: Scientific Journal of Language, Literature, and Their Teaching*, 3(2), 210-233.
- Mukhtar. Practical Methods of Qualitative Descriptive Research. Jakarta: Reference, 2013.
- Mulyono Abdurrahman. (2003). Education for Children with Learning Disabilities. Jakarta: Rineka Cipta
- Munawir Yusuf. (2005). Education for children with learning problems. Jakarta: Ministry of National Education
- Musaffak, M. (2015). Discourse Analysis of Food and Beverage Advertisements on Television Based on the Structure and Function of Language. *KEMBARA: Scientific Journal of Language, Literature, and Its Teaching*, 1(2), 224-232.
- Ngalim Purwanto. (2012). Teaching Evaluation Principles and Techniques. Bandung: PT. Remaja Rosdakarya
- Nur Indah D.M (2014). Improvement of Velar Consonant Pronunciation Ability Through VAKT Method in Deaf Children in Taman 3 Class at Karnnamanohara Special School. Essay. Yogyakarta State University of Yogyakarta.
- Permana, G. I., Saiful, A., Siregar, I., & Zulkarnain. (2022). The Contravention and Community Alteration Relationship. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4418>
- Pinzon, Rizaldy. 2010. Beware Stroke! Definition, Symptoms, Action, Treatment & Prevention. Yogyakarta: Publisher Andi.
- Robbins, Stephen P. and Judge, Timothy A., (2009). *Organizational Behavior*. 13th Edition. Pearson Education, Inc., Upper Saddle River, New Jersey.
- Sabrina, A., Siregar, I., & Sosrohadi, S. (2021). Lingual Dominance and Symbolic Power in the Discourse of Using the PeduliLindungi Application as a Digital Payment Tool. *International Journal of Linguistics Studies*, 1(2), 52–59. <https://doi.org/10.32996/ijls.2021.1.2.8>
- Salsabila, Siregar, I., & Sosrohadi, S. (2021). Analysis of Code Mixing in Jerome Polin Youtube Content “Nihongo Mantappu”. *International Journal of Linguistics, Literature and Translation*, 4(12), 01–08. <https://doi.org/10.32996/ijllt.2021.4.12.1>
- Saputra, A. S., & Iskandarsyah Siregar. (2023). Implementation of DKI Jakarta Provincial Regulation Number 4 of 2015 Concerning the Preservation of Betawi Culture (Case Study: Education Curriculum). *Formosa Journal of Sustainable Research*, 2(3), 591–

606. <https://doi.org/10.55927/fjsr.v2i3.3518>
- Siregar, I. & Sabrina, A. (2021). Representation of Religious Values in Gurindam Twelve and Their Relevances with Modern Era. *International Journal of Cultural and Religious Studies*, 1(1), 50–57. <https://doi.org/10.32996/ijcrs.2021.1.1.7>
- Siregar, I. & Salsabila. (2021). Acts of Illocutionary Speech by Ganjar Pranowo in the "One Hour Closer" Talkshow. *International Journal of Arts and Humanities Studies*, 1(1), 95–100. <https://doi.org/10.32996/ijahs.2021.1.1.14>
- Siregar, I. & Siregar, R. (2021). The Relevances between Poda Na Lima Philosophy with Islamic Perspective. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v4i4.3240>
- Siregar, I. (2020). Exploration and Implementation of the Cultural System as a Solution to National and State Problems. <http://repository.unas.ac.id/id/eprint/811>
- Siregar, I. (2020). *Geografi Leksikon Betawi*. Jakarta: LPU Unas
- Siregar, I. (2021). Analysis of Betawi Language Interference on the Morphology of Adolescent Speech in Jakarta. *Journal of Humanities and Social Sciences Studies*, 3(8), 54-60. <http://doi.org/10.32996/jhsss.2021.3.8.7>
- Siregar, I. (2021). Epistemological Challenges Against Sociolinguistics. *International Journal of Linguistics Studies*, 1(2), 37–42. <https://doi.org/10.32996/ijls.2021.1.2.6>
- Siregar, I. (2021). The Existence of Culture in its Relevance to the Dynamics of Globalization: Bahasa Indonesia Case Study. *International Journal of Cultural and Religious Studies*, 1(1), 33–38. Retrieved from <https://www.al-kindipublisher.com/index.php/ijcrs/article/view/2285>
- Siregar, I. (2021). Verbal Communication of Schizophrenic Patients Due to Neurotransmitter Distortion. *QALAMUNA: Jurnal Pendidikan, Sosial, Dan Agama*, 13(2), 543-556.
- Siregar, I. (2022). Correlation and Logical Consequences between Pancasila and the Perspective of Tradition. *Lakhomi Journal Scientific Journal of Culture*, 3(4), 170-181. <https://doi.org/10.33258/lakhomi.v3i4.864>
- Siregar, I. (2022). Criticism of Philosophical Approaches to Sociolinguistics. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4233>
- Siregar, I. (2022). Cyber Library Auditorium Acoustic Evaluation in Acoustic Phonetic Perspective. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4234>
- Siregar, I. (2022). Effective and Efficient Treatment of Regional Language Preservation Strategies in the Nusantara. *Journal of Humanities and Social Sciences Studies*, 4(2), 16–22. <https://doi.org/10.32996/jhsss.2022.4.2.3>
- Siregar, I. (2022). Implications of Learning Methods Based on Multisensory Stimulation Therapy in Patients with Transcortical Aphasia. *I T A L I E N I S C H*, 12(1), 809–818. <https://doi.org/10.1115/italienisch.v12i1.252>
- Siregar, I. (2022). Islamic Values in Palang Pintu Procession in Semiotic Perspective. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4239>
- Siregar, I. (2022). Language Response as a Cultural Element to Globalization. *Lakhomi Journal Scientific Journal of Culture*, 3(1), 8-18. <https://doi.org/10.33258/lakhomi.v3i1.619>
- Siregar, I. (2022). Papuan Tabla Language Preservation Strategy. *LingLit Journal Scientific Journal for Linguistics and Literature*, 3(1), 1-12. <https://doi.org/10.33258/linglit.v3i1.620>

- Siregar, I. (2022). Semiotic Touch in Interpreting Poetry. *Britain International of Linguistics, Arts, and Education (BIO LAE-Journal)*, 4(1), 19-27. <https://doi.org/10.33258/biolae.v4i1.618>
- Siregar, I. (2022). Semiotics Analysis in The Betawi Traditional Wedding "Palang Pintu": The Study of Semiotics Roland Barthes. *International Journal of Linguistics Studies*, 2(1), 01–07. <https://doi.org/10.32996/ijls.2022.2.1.1>
- Siregar, I. (2022). The Effectiveness of Linguistics in Studying Fiscal and Monetary Policy Issues. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4235>
- Siregar, I. (2022). The Effectiveness of Multisensory Stimulation Therapy in People with Specific Language Disorder. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4238>
- Siregar, I. (2022). Viewpoints and Perspectives of Batak Migrants on Dalihan Na Tolu: The Exposition Revision. *Lakhomi Journal Scientific Journal of Culture*, 3(4), 182-193. <https://doi.org/10.33258/lakhomi.v3i4.865>
- Siregar, I. (2023). Basic Techniques and Approaches in Preserving the Endangered Betawi Language. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v6i2.7603>
- Siregar, I. (2023). Democratic Liberal Theory Based on Literature Review. *Konfrontasi Journal: Culture, Economy and Social Changes*. <https://doi.org/10.33258/konfrontasi2.v10i1.265>
- Siregar, I. (2023). Description of the Condition of the Betawi Language in Future Developments. *Budapest International Research and Critics in Linguistics and Education (BirLE) Journal*. <https://doi.org/10.33258/birle.v6i2.7557.g7494>
- Siregar, I. (2023). Determination of Aesthetic Acts as Resistance by Social Society. *Konfrontasi Journal: Culture, Economy and Social Changes*. <https://doi.org/10.33258/konfrontasi2.v10i1.266>
- Siregar, I. (2023). Phenomenological Analysis of Consumer Shopping Behavior in Asia and Europe. *Konfrontasi: Jurnal Kultural, Ekonomi Dan Perubahan Sosial*, 10(1), 25-33. <https://doi.org/10.33258/konfrontasi2.v10i1.264>
- Siregar, I. (2023). The Dynamics of Communication Forms in the Betawi Language in Community Implementation. *Budapest International Research and Critics in Linguistics and Education (BirLE) Journal*. <https://doi.org/10.33258/birle.v6i2.7556.g7493>
- Siregar, I. (2023). The Re-Evaluation of Function Hall Acoustic Phonetic Condition. *LingLit Journal Scientific Journal for Linguistics and Literature*, 4(1), 49-58. <https://doi.org/10.33258/linglit.v4i1.867>
- Siregar, I. (2023). The Role of Language in a Dynamic Situation of Globalization. *Britain International of Linguistics, Arts And Education (BIO LAE) Journal*. <https://doi.org/10.33258/biolae.v5i1.868>
- Siregar, I. (2023). The Technical Essence of Poda Na Lima as the Foundation of Public Health Philosophy. *Lakhomi Journal Scientific Journal of Culture*, 4(1), 1-11. <https://doi.org/10.33258/lakhomi.v4i1.866>
- Siregar, I., & Yahaya, S. R. (2022). Betawi Speech Shift in Internal Family Communication. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i4.7511>
- Siregar, I., & Yahaya, S. R. (2022). Semiotic Exploration of Roti Buaya as a Cultural Ornament. *British Journal of Applied Linguistics*, 2(1), 06–13.

- <https://doi.org/10.32996/bjal.2022.2.1.2>
- Siregar, I., & Yahaya, S. R. (2023). The Betawi Lexicon of Kinship and Greeting. *Formosa Journal of Sustainable Research*, 2(3), 667–680. <https://doi.org/10.55927/fjsr.v2i3.3522>
- Siregar, I., & Zulkarnain. (2021). CSR-Based Corporate Environmental Policy Implementation. *British Journal of Environmental Studies*, 1(1), 51–57. Retrieved
- Siregar, I., & Zulkarnain. (2022). The Relationship between Conflict and Social Change in the Perspective of Expert Theory: A Literature Review. *International Journal of Arts and Humanities Studies*, 2(1), 09–16. <https://doi.org/10.32996/bjahs.2022.2.1.2>
- Siregar, I., (2021). *Research Methodology*. Jakarta: Uwais Inspirasi Indonesia
- Siregar, I., Anjani, S. D., & Yahaya, S. R. (2023). Projection of the Vitality of the Betawi Language in the Future Time in Jakarta. *International Journal of Linguistics, Literature and Translation*, 6(3), 39–46. <https://doi.org/10.32996/ijllt.2023.6.3.4>
- Siregar, I., Rahmadiyah, F., & Siregar, A. F. Q. (2021). Auditorium Model Assessment with Corrected Acoustic Function. *British Journal of Physics Studies*, 1(1), 01–06. Retrieved from <https://al-kindipublisher.com/index.php/bjps/article/view/2610>
- Siregar, I., Rahmadiyah, F., & Siregar, A. F. Q. (2021). Linguistic Intervention in Making Fiscal and Monetary Policy. *International Journal of Arts and Humanities Studies*, 1(1), 50–56. <https://doi.org/10.32996/ijahs.2021.1.1.8>
- Siregar, I., Rahmadiyah, F., & Siregar, A. F. Q. (2021). The Impact of Multisensory Stimulation of Biological Organs in Dysarthria Patients as Articulation Skills Rehabilitation. *British Journal of Nursing Studies*, 1(1), 20–29. <https://doi.org/10.32996/bjns.2021.1.1.3z>
- Siregar, I., Rahmadiyah, F., & Siregar, A. F. Q. (2021). Therapeutic Communication Strategies in Nursing Process of Angry, Anxious, and Fearful Schizophrenic Patients. *British Journal of Nursing Studies*, 1(1), 13–19. <https://doi.org/10.32996/bjns.2021.1.1.3>
- Siregar, Iskandarsyah. (2016). *Eksposisi General Psikolinguistik*. Jakarta: LPU Unas
- Siregar, R., Zulkarnain., & Siregar, I. (2022). Analysis of Naturally Hospitable Alternative Energy Cultivation Regulations. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*. <https://doi.org/10.33258/birci.v5i1.4422>
- Somad & Tati Herawati's play. (1995). *Orthopedagogics for Deaf Children*. Bandung: Ministry of Education and Culture Director General of Higher Education.
- Sukadi. (2012). *Improving Reading Ability Through a Multisensory Approach for Mild Mentally Impaired Children Class V SLB-C Ma-Arief Muntilan Academic Year 2011/2012*. Essay. Yogyakarta: Yogyakarta State University
- Sumanto. *Developmental psychology*. Yogyakarta: CAPS, 2014.
- Wurianto, Budi. 2019. Literacy of Indonesian Language and Literature Towards Professional Entrepreneurship in the Era of the Industrial Revolution 4.0 and Society 5.0 (Opportunities and Challenges). *Proceeding SENASBASA*. Issue 1, 11.