

**The Use of English as a Lingua Franca in Business  
Communication: A Case Study of Applied Foreign  
Language Students**



FINAL PROJECT

A Partial Fulfilment of the Requirements for the Degree of  
Bachelor of Applied Foreign Language

by

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2025**

## STATEMENT OF ORIGINALITY

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**A FINAL PROJECT**

**THE USE OF ENGLISH AS A LINGUA FRANCA IN BUSINESS  
COMMUNICATION: A CASE STUDY OF APPLIED FOREIGN  
LANGUAGE STUDENTS**

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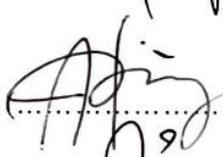
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## **ABSTRACT**

The use of English as a lingua franca emphasizes the importance of mutual understanding rather than perfect grammar or sounding like a native speaker. In the context of internships, students often face challenges such as accents, proficiency levels, and diverse cultural references that can lead to misunderstandings and communication disruption. This study aimed to fill the gap by focusing on the real experiences during internship, collecting data from questionnaires and interviews of Applied Foreign Language students involved in business communication using English as a lingua franca. The findings show that students actively employed strategies of politeness, clarity, and efficiency to overcome communication barriers. Politeness was shown through the use of respectful expressions when making requests or correcting others. Clarity was achieved by rephrasing unclear messages, avoiding complex vocabulary, and confirming understanding. Efficiency was applied by delivering messages directly and focusing on the main point. These strategies helped them build confidence, maintain professional interactions, and contribute more effectively in the workplace. In conclusion, these communication strategies are effective tools that help students handle language challenges, maintain clear and respectful communication, and engage more fully in professional settings where English is used as a lingua franca.

**Keywords:** English as a Lingua Franca, Business Communication, Vocational Students, Communication Strategies

## ABSTRAK

Penggunaan Bahasa Inggris sebagai lingua franca menekankan pentingnya pemahaman bersama daripada tata bahasa yang sempurna atau terdengar seperti penutur asli. Dalam konteks magang, mahasiswa sering menghadapi tantangan seperti aksen, kemampuan berbahasa, dan perbedaan budaya yang dapat menyebabkan kesalahpahaman dan hambatan dalam berkomunikasi. Penelitian ini bertujuan untuk mengetahui pengalaman nyata selama magang, dengan mengumpulkan data dari kuesioner dan wawancara terhadap mahasiswa Bahasa Asing Terapan yang terlibat dalam komunikasi bisnis dengan menggunakan Bahasa Inggris sebagai lingua franca. Temuan menunjukkan bahwa mahasiswa secara aktif menggunakan strategi kesopanan, kejelasan, dan efisiensi untuk mengatasi hambatan komunikasi. Kesopanan ditunjukkan melalui penggunaan pernyataan yang sopan ketika menyampaikan permintaan atau menyanggah pihak lain. Kejelasan ditunjukkan dengan mengulang pesan yang kurang jelas, menghindari kosakata yang rumit, dan memastikan bahwa pesan yang disampaikan sudah dipahami. Efisiensi ditunjukkan dengan menyampaikan pesan secara lugas dan fokus pada pesan utama. Strategi-strategi ini membantu mahasiswa meningkatkan kepercayaan diri, menjaga interaksi profesional, dan berkontribusi secara lebih efektif di tempat kerja. Dapat disimpulkan bahwa strategi komunikasi ini adalah alat yang efektif untuk membantu mahasiswa mengatasi tantangan bahasa, menjaga komunikasi yang jelas dan saling menghormati, dan terlibat lebih penuh dalam lingkungan profesional yang menggunakan Bahasa Inggris sebagai lingua franca.

**Kata Kunci:** English as a Lingua Franca, Business Communication, Vocational Students, Communication Strategies

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