

ABSTRACT

Damayanti, Natalia Siska. *Language Attitudes of Chinese Merchants in Surabaya Atom Market Toward Mandarin, Indonesian, Javanese, and Madurese Languages.* Undergraduate Thesis, Faculty of Humanities, Airlangga University Surabaya

This study investigates the attitudes of Chinese merchants toward the languages of their customers in Surabaya Atom Market toward Mandarin, Indonesian, Javanese, and Madurese languages. Because the customers interact with the merchants by using those languages in trading activity, the merchants automatically have to be able to adapt with the new environment. As a result, their thought can be different, so it will be interesting to do this study. Besides, the reasons why Chinese merchants have the attitudes toward the languages are also important to get the accurate data. In analysing the data, the writer uses a quantitative descriptive method by observing, distributing a questionnaire, and interviewing the respondents.

From the study, the writer found that Chinese merchants have positive attitude toward Mandarin, Indonesian, and Javanese languages with regard to instrumental and integrative motives. First, Chinese merchants consider that Mandarin is one part of their cultures. They think that Mandarin is the most advantage. It can enriches language skills of them, helps them to communicate and gets closer to the customers or other Chinese merchants. Second, Bahasa Indonesia is very important for their daily life, especially in trading activity because it can be accepted by the society and it such a heritage of their culture. Third, Javanese language is also full of advantage. They realize that they live in East Java and the most society can speak Javanese. Besides, when they speak Javanese, especially in Surabaya dialect, it can make their relationship will be closer to the other people. Meanwhile, they have negative attitude toward Madurese language with regard to instrumental and integrative motives. They think that people consider Madurese language as a marginal language. Moreover, this language is not really considered as an important language to use in Surabaya and it does not give contribution to their life.

Key Words: Language Attitudes, Instrumental Motive, Integrative Motive, Chinese Merchants, Mandarin, Indonesian language, Javanese Language, and Madurese Language.