

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of Study**

Madurese sellers, as one group of Madurese people, are always interesting to be studied. It does so because their ethnic is very unique. They have spread thoroughly in all parts of Indonesia such as Surabaya, Banyuwangi, Jember, Lumajang, Jakarta, Banjarmasin, Yogya, Bandung and others. In this study, the writer chooses to study the language attitude of Madurese sellers in South Surabaya towards Madurese language as their mother tongue, Javanese language which is the local language in Surabaya and Indonesian as the national language in Indonesia.

Language characteristics ought to become identities of its native speaker. Dixon ( 1997: 199) states that when the language is dead, part of human being culture also will lose-forever. Nettle and Romaine ( 2000) in Wardhaugh (2002 ;374) also voice same thing and affirm that some threatened languages, in fact have many information concerning this nature, especially local ecology.

Madurese is one of the ethnic groups in Indonesia. Its people spread everywhere in Indonesia, including Surabaya. Many of them work as sellers. They live in Surabaya with their family. As migrants, they have to be able to adapt with the new environment. They have to learn a new language or dialect in order to be able to interact with new community. They receive different exposures than madurese

people who live in their native land. As a result, their thought can be different from those who still live in Madurese island.

Madurese language is one of traditional languages in Indonesia. The language is spoken by a lot of Madurese. No matter where they are born, Madurese people still keep using their language. Even though the Madurese people work and live in Surabaya, Jakarta, Yogya, or anywhere else they still keep using the language and ever teaching their language to their children so that the next generation is still familiar with the language. In the contrary, other people from different ethnic groups such as Javanese people may adopt local languages to replace their mother tongue.

The place that can not be separated from Madurese life is traditional market. Madurese people usually dominate traditional market in Surabaya. One of their traditional market is located in the south part of Surabaya. Its name is Pasar Surya. In this thesis the writer does her research in Pasar Surya. The writer takes this place as the location of her research because the market is easy to access and is one of the biggest traditional markets in Surabaya, where a lot of Madurese people have their stalls.

Based on the writer's investigation when serving their customers, the Madurese sellers usually greet their customers. According to the responses given by their customers, the Madurese sellers decide what language they must use: Indonesian, Madurese or Javanese. Most Madurese sellers could use the language of the place where they live or sell their goods. Yet, Madurese sellers can feel closer to those customers who use Madurese language without seeing the various backgrounds

of their customers. If they find that their customers use Madurese language just like them, they will commonly offer their goods with much lower prices than the prices they normally offer to other customers who do not use the Madurese language. This phenomenon is called language attitude.

Some language-attitude studies are strictly limited to attitudes toward the language itself. However, most often the concept of language attitudes includes attitudes towards speakers of a particular language; if the definition is even further broadened, it can allow all kinds of behavior concerning language to be treated (e.g. attitudes toward language maintenance and planning efforts). Attitudes towards a language are often the reflection of attitudes towards members of various ethnic groups (Fasold 1984: 148). It means that language attitude is different with other attitude. Attitude appreciates language precisely including attitudes towards a language and attitudes toward the speakers of different languages.

Indeed, the major dimensions along which views about language attitudes can vary are social status and group solidarity. The distinction of standard and non standard language reflects the relative social status or power of the groups of speakers, and the forces held responsible for vitality of a language can be contributed to the solidarity or language loyalty, reflects the social pressure to maintain languages or language varieties, even one without social prestige ( Edwards,1982:20).

In addition, (Edwards, 1982:20) states that people's reactions to language varieties reveal much of their perception of speakers of these varieties. Many of the precursor studies have demonstrated that judgements of the quality and prestige of

language varieties depend on knowledge of the social perceptions which they possess. Thus, for instance, the use of dialects and accents would be expressions of social preference, which reflect an awareness of the status and prestige accorded to the speakers of these varieties. A prestige standard form of a language has no linguistic advantage over non standard varieties. The prestige is usually the product of culture – bound passed on from one generation to the other. For example, since India became an England colony in 1818, English has become an important language in India. English became the language of the elite, press, and administration in India. This situation makes India people think that English is important to India than their mother tongue; Hindi language. English represents the scientific knowledge, modernization and development ( Hohenthal,1998)

Language attitude happens in multilingual society in which people speak more than one language. Since they have more than one language, they may have different feeling towards each of their languages. Holmes (1992:10-11) stated language attitude was the feeling people have about their own language variety or the languages or language varieties of others. Smith said, “A person’s language attitude, their disposition to respond positively or negatively to a language and to its speakers” (Smith, 1998). In every community including the sellers’ community, there are some varieties to select the language based on the context they involve in. In other words, no one speaks the same way all the time. People change their language varieties based on the situation and the need of the language users.

According to Fasold (1984:181) language attitude was distinguished from the other attitudes due to the fact that they are precisely about the language. Language attitude is different towards speakers of different languages. It means that if the speech community thinks that its own language is beautiful, prestigious, etc. and the speakers of different languages consider it in the same way, they have the tendency to be loyal to the language which is much stronger being used.

Considering the fact and phenomena of language attitude nowadays, the writer is interested in studying the language attitude of Madurese sellers in Pasar Surya towards the various languages they use such as Madurese language, Javanese language and Indonesia language. Those languages are used at Pasar Surya because there are many Madurese sellers and various customers' backgrounds that do daily transactions there.

## **1.2 Statement of the Problem**

Based on the background of the study above, the writer formulates the problem as follows:

How is the language attitude of Madurese sellers at Pasar Surya Surabaya towards the language used by various customers?

## **1.3 Objective of the Study**

The objective is to identify the language attitude of Madurese seller towards Madurese language, local language and Indonesia language.

#### 1.4 Significance of the Study

According to Wardaugh (2002:12) sociolinguistics is different from the sociology of language. In this distinction, sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication. This study is expected also to give information to buyers how they have to use their language so that they may get lower price. Therefore, by observing language varieties in the sociolinguistics approach, the writer hopes that result can give suggestions for linguists to decide the best way for language planning in the future.

This study is expected to give contribution for they who have interest in sociolinguistics especially language attitudes. In addition, it can find out more information about what language or dialect varieties which is more preferred by Madurese sellers.

#### 1.5 Definition of Key Terms

- Language attitude : language attitude is the attitude towards speakers of particular language. (Fasold, 1984: 148)
- Speech community : a human group, defined either geographically or socially, whose members share a common language

variety and set of linguistic norms. (Thomas, 1999: 219)

Dialect : a variety of language that can signal the speakers regional and social background. (Thomas,1999: 213)

Madurese sellers : people who sell that they are from Madurese ethnic