

TABLE OF CONTENTS

	Page
Inside Cover Page	i
Inside Title Page.....	ii
Declaration Page	iii
Thesis Advisor’s Approval Page.....	iv
Thesis Examiners’ Approval Page.....	v
Acknowledgements	vi
Epigraph	viii
Table of Contents	ix
List of Tables	xii
Abstract	xiii
CHAPTER I INTRODUCTION	1
1.1. The Background of the Study	1
1.2. Statement of the Problem	4
1.3. Objective of the Study	4
1.4. The Significance of the Study	4
1.5. Definition of Key Term	5
CHAPTER II REVIEW OF RELATED LITERATURE	7
2.1. Study of Language Attitude.....	7
2.2. Study of Perception	8
2.2.1. Maund’s Theory of Perception	9

2.2.2. Overt and Covert Prestige	10
2.3. Language and Human Motivation	11
2.3.1. Cognition.....	12
2.4. Review of Related Studies.....	13
CHAPTER III METHOD OF THE STUDIES	16
3.1. Research Approach.....	16
3.2. Location	16
3.3. Populations And Sample	16
3.4. Technique of Data Collection.....	17
3.5. Technique of Data Analysis	18
CHAPTER IV DATA PRESENTATION AND ANALYSIS	19
4.1. Respondents' Linguistic Profiles.....	19
4.1.1. Respondents' Language At Home	19
4.1.2. Respondents' Language Outside the House.....	21
4.1.3. Respondents' language to Stranger.....	22
4.2. Respondents' Orientation	23
4.2.1. The Language Proficiency of Nokia's Sales Promotion Girls	23
4.2.2. Agreement Toward Nokia's Sales Promotions Girls' Language	25
4.2.3. The Influence of Nokia's Sales Promotion Girls' Language Toward The Company's Image.....	26
4.3. Principal Attitude Findings.....	27

4.3.1. Attitudes Toward Language Use.....	27
4.3.2. Attitudes Toward Language Variety.....	30
4.3.3. Attitudes Toward Standard Language	34
4.4. Interpretation of The Results	37
CHAPTER V CONCLUSION.....	40
References	
Appendixes	

LIST OF TABLES

	Page
Table 4.1.1 The respondents' languages at home	20
Table 4.1.2 The respondents' language outside the house.....	21
Table 4.1.3 The respondents' language to stranger.....	22
Table 4.2.1 The Indonesian language proficiency of Nokia's Sales Promotion Girls	24
Table 4.2.2 The respondents' agreement toward the language of Nokia's Sales Promotion Girls	25
Table 4.2.3 The respondents' agreement toward the language of Nokia's Sales Promotion Girls in influencing the image of the Company	26
Table 4.3.1 The arithmetic mean score of attitudes toward language use	27
Table 4.3.2 The arithmetic mean score of attitudes toward language variety.....	30
Table 4.3.3 The arithmetic mean score of attitudes toward standard language	34