

ABSTRACT

Pujayanti, Rita. *“Language Attitude of Customers Towards The Language of Nokia’s Sales Promotion Girls At World Trade Center Surabaya (A Sociolinguistics Approach)”*. A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of English Department Faculty of Letters Airlangga University, 2008.

This thesis is intended to analyze language attitude of Nokia’s customers towards the language of Nokia’s Sales Promotion Girls in World Trade Center Surabaya. Since Nokia is one of the most preference brands in the society, the writer chooses the Company to be analysed. The writer takes this title because in order to compete with other competitors, many cellular phone companies, nowadays, need help of the Sales Promotion Girls in persuading the customers to buy the products. Indonesian as their communication device has a great effect on building customers’ perception of the products and the image of the company.

In this case, this study tries to identify the attitude of customers toward the language of Nokia’s sales promotion girls. Besides, the writer attempts to obtain the customers’ motivations behind the attitude.

This investigation was conducted by means of quantitative descriptive approach by distributing questionnaires to the respondents. The population of this study comprises the customers of Nokia cellular phone in a whole day at a certain Nokia legal counter.

The result of this study reveals the attitudes of Nokia’s customers and also their motivation behind such attitude. The result reveals that the respondents show positive attitudes toward Indonesian and negative attitude toward Javanese. Furthermore, they seem to be more knowledge-by-acquaintance cognitive motivation, which is shown on the effort to understand someone’s explanation when they make a conversation.

Key terms: Language Attitude, Motivation, Perception, Dialect, Regional Dialect, and Standard language.