

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

The invention of cellular phone in the improvement of technology has helped mankind in doing their activities. Several years ago, people got difficulties in making connection with others, while today, they are not only able to call someone else in another place, but also to send a Short Message Service fast. In fact, the use of this Short Message Service has replaced the use of conventional letter, as it is not time consuming. Cellular phone is a new way of life where people can use its features in business, entertainment, and many more.

The telecommunication companies that emerge in the society compete each other in order to gain profit as much as possible. Therefore, they need the existence of Sales Promotion Girls as the frontliners to introduce their products' details and also to convince the customers to buy the products. Robbins states that communication serves four major functions – control, motivation, emotional expression, and information (1993. p. 328). Another idea that supports Robbins' statement is that communication is about the satisfaction of the individual's felt needs, and it uses the available tools to affect the behavior of others and also to achieve objectives, which is used to inform, interpret, and motivate (Maund, 1999. p. 63).

The Sales Promotion Girls' use of Indonesian as their main communication device has a great effect on building customers' perception. The

language that they use is not only a means of communication but it can influence the customers' perception of the speakers and the products.

Nowadays, people prefer using Indonesian in making a conversation with a stranger. It has something to do with the position of Indonesian language as the national language in Indonesia. The condition of Indonesia that has many cultures and languages makes Indonesian language generally occupy the highest position in the society. A language may unite the societies into one community or separate them to show their distinct identity and status. Safra and Yeshua (2003, p. 60) state that as a social force, language serves both to strengthen the links that bind the members of the same group and to differentiate the members of one group from those of another.

In serving the customers, some companies basically have trained the Sales Promotion Girls to use standard language, Indonesian. It is used in the workplace due to the various regional languages of customers. Since Nokia is one of the most preference brands in the society, the writer chooses the Company to be analysed. This research analyses whether there is a correlation between the language attitude of customers and their motivations behind the attitude towards Indonesian as the language of Nokia's Sales Promotion Girls in relation with the image of its company.

Perception is made up through processes because individuals receive information in many different forms in order to interpret it. People's interpretation toward many things makes them have different attitudes. Attitudes toward a language may also show what people feel about the speakers of that language. The

term attitude brings a considerable effect to the multiculturalism stereotype. Therefore, it is important to seek the definition of this term as well as the definition of stereotype. Statt (1994. p. 299) defines attitude as a behavioral 'tendency' to act in a certain way towards a particular object, whether the object is real or not. Attitude is linked to a person's values and beliefs that lead the person to make a choice in all areas of academic or informal activity (McGroarty, 1996. p. 5). Robbins also states that attitude is evaluative favorable or unfavorable statement that reflects how one feels concerning objects, people, or events (1993. p. 177).

Stereotype is a usual way of talking and thinking about other people and cultures (Kramsch, 1998. p. 131). According to Hudson, stereotype is the way people use the speech as a clue to their social background and even personality traits like toughness or intelligence (1980. p. 202). These judgments usually emerge in customers' perception as an effect of language that is used by the Sales Promotion Girls.

There are many studies about language attitude. The first study is written by Arif (2006) entitled "*Language Attitude of Muslim Students Towards American and British English (A Case Study of Muslim Students Union (UMKI) of Airlangga University*") and the second is written by Rahmawati (2006) entitled "*The Correlation Of Language Attitude Of Manajemen Qalbu Program Hosted By Abdullah Gymnastiyar Towards The Obedience Tendency To Do Good Deeds Among Teenage Listeners*".

These previous studies intend to analyze the attitude of language, which happens in the society toward the languages that have already existed. Both studies try to compare the languages and find out the reason why such attitude occurs in the society.

1.2. Statement of the Problem

Based on the background of the study, the writer seeks to answer the following questions:

- What attitude do the customers have toward the language of Nokia's Sales Promotion Girls?
- What are the customers' motivations to show such attitude?

1.3. Objective of the Study

It is important to study the language attitude since language attitude affects people in making a conversation. The objective of the study in this research is, firstly, to know the attitude of customers toward the language of Nokia's Sales Promotion Girls. Secondly, it is to obtain the customers' motivations in showing the attitude.

1.4. The Significance of the Study

The accomplishment of this study is expected to give contribution toward the sociolinguistics study, especially on the study of language attitude which provides a broader knowledge to language observers.

Furthermore, it is also expected that the result of this study could help the Nokia Company get more information about the customers' language attitude toward its Sales Promotion Girls. Therefore, they can hire and give the Sales Promotion Girls a training in order to make them good frontliners in serving customers and to gain profit. Moreover, the Nokia Company could also know the customers' motivations in showing such attitude to develop their work in giving better services to customers. In short, a language can influence one's perception in creating the image of products or companies.

1.5. Definition of Key Terms

- Dialect is a variety of a language, spoken by people belonging to a particular social class, which is different in some words, grammar, and/or pronunciation from other forms of the same language.
- Regional Dialect is a dialect, which is associated with a particular geographical area and/or with a particular social class or status group.
- Standard Language is the variety of a language which has the highest status in a community or nation and which is usually based on the speech and writing of educated native speakers of the language.

- Language Attitude is the attitude that speakers of different languages or language varieties have towards each other's languages or to their own language.
- Motivation is the factor that determines a person's desire to do something.
- Perception is an active process that involves the way individuals view surrounding through the use of sense – sight, hearing, touch, etc.