

CHAPTER III

METHOD OF THE STUDY

This chapter describes the research approach, location, the population and sample, technique of data collection, and technique of data analysis.

3.1. Research Approach

This study is conducted by means of quantitative descriptive approach, using arithmetic mean. Quantitative descriptive is a statistical test that can be counted. The writer uses this method because the numerical technique helps the writer in summarizing the data. The results are interpreted using theories of language attitude.

3.2. Location

The location of this study is in the World Trade Center Surabaya. The writer chooses this location because it is the biggest cellular phone counter in town. There are groups of small counters inside and outside the building. The observed counter in this study is the official counter of Nokia cellular phone.

3.3. Populations And Sample

The population of this study comprises the customers of Nokia cellular phone. The reason why the Nokia's customers taken as the population is that they

come from inside and outside Surabaya, and use the variety of regional language in their daily communication based on their cultural background and use Indonesian when they have a conversation with stranger. The writer assumes that there are various attitudes toward the language of Nokia's front liners, which are the Sales Promotion Girls.

The total number of the population is approximately the same as the total number of the customers who make a business deal in a day. There are about 30 to 40 people a day, and they come from various regions. As their number is proper too to be analyzed, the writer then distributes the questionnaires to all of them, and takes them as the samples.

3.4. Technique of Data Collection

In collecting the data, the writer pursues some steps. First, observation is needed in investigating which place shows the symptom of this phenomenon. Second, the writer makes questionnaires based on Typical Seven-Point Semantic Differential Scale, which consists of seven numbers that indicate respondents' reactions to the statements. Numbers make it easier to process the data. The questionnaires are given to the customers of Nokia cell phone in order to investigate the language attitude towards the language of Nokia's Sales Promotion Girls. The questionnaires are written in Indonesian. The words arranged in the questionnaires are very simple and easy to understand.

Before distributing the questionnaires to the customers of Nokia, the writer asks permission to the owner or the manager of one of the official Nokia

counters in World Trade Center Surabaya. In distributing the questionnaires, the writer waits the customers until they finish the business deal.

3.5. Technique of Data Analysis

In doing this study, the writer uses some steps to analyze the data from the distributed questionnaires. Firstly, the writer collects all the data from the questionnaires. Then, the writer analyzes each part of the questionnaires. The results of the questionnaires are calculated in order to find the percentage of respondents' answer. Bigger percentage will show the respondents' tendency.

The central tendency of the data is calculated by using arithmetic mean. In this case, the writer has to multiply each scale's score with the number of respondent(s) who choose it, and accumulate them. Then, it is divided with the total number of the respondents.

The writer interprets the data through the arithmetic mean score. The writer considers that the respondents generally have neutral attitude if the arithmetic mean score is perfectly 4. If the arithmetic mean score is bigger than 4, it means that the respondents generally have positive attitude, and if the arithmetic mean score is smaller than 4, it means that the respondents generally have negative attitude.