

ABSTRACT

Stereotyped impressions are common phenomena which often occur in a society. One of them is the stereotyped impression towards a certain language and its speaker, which in Sociolinguistics, is a part of language attitude study. Such stereotype occurs among several groups in the society, since it is caused by the nature of the markers in language which are correlated with categories in society, such as race, sex, age, social class, religion and ethnicity.

This thesis talks about the stereotypes that are correlated with ethnicity, namely the stereotype of Javanese high school students toward Madurese accent and toward Javanese accent as a comparison. By using the modification of matched-guised technique, the experiment is conducted to two sets of respondents, who are addressed by Madurese accent speaker guise and Javanese accent speaker guise. Then they are asked to write down their judgement about the speaker guise traits. Thereby, these respondents are unconscious that actually their attitude towards Madurese and Javanese accent is measured, since they judge speakers' traits through the accent used by the speaker.

From these two sets of respondents, it is found that the first set of respondents who are addressed by Madurese accent, judge the speaker as favourable on five scales of traits, but the speaker is judged as unfavourable on two scales of traits, namely 'kaku' and 'keras'. Whereas the other set of respondents who are addressed by javanese accent judge the speaker as favourable on all of the seven traits.

Eventhough the study shows that there is a difference between respondents' stereotype towards Madurese accent with its speaker and Javanese accent with its speaker, the study is only intended to recognize the stereotypes toward certain accent and its speaker correlated with ethnicity. Apart from the study, we should, as far as possible, avoid stereotypes, which cause the bias of ethnocentrism, since we can not judge someone just through the language/accnt he uses.

