

CHAPTER I

I N T R O D U C T I O N

I.1. Background of the Problem

Indonesia as an archipelago possesses varieties of ethnic groups and cultures. Each of these ethnic groups has its own language with its variety of dialects. That is to say, one island might consist of various ethnic groups with several numbers of languages. Such condition also occurs in Surabaya, one of the cities of Java which the writer has chosen as the location of the research.

Surabaya is a populous city consisting of various people with their regional languages, and dialects. Its major population is Javanese, whereas other population come from diverse ethnic groups, such as: Madurese, Batak, Manadonese, Ambonese, Makassars and other immigrants e.g. Chinese, Arab, Indian, etc. Besides the diversity of ethnic groups and languages, many varieties of social categories, religion and customs can also be seen in Surabaya society. Each of the ethnic groups in this society, eventhough as immigrants, attempt to maintain their own cultures. Such case is common as it is said by Tajfel that the social psychologist like to think the group to which people belong is, in at least some respects, better



than the group to which it can be compared (Tajfel, 1974 in Hudson, 1980:197). So, there appears many stereotypes within a group or among several groups. As Elias has noted that when it concerns stereotypes of outsiders, the 'bad' characteristics are often modeled on the 'worst' part of that group, while in stereotypes about one's own group, the good features are taken from the 'best' of the insiders (Elias, 1967 in Jonge, 1991:2).

In this paper, the writer will observe the stereotype of Javanese towards the Madurese through its accent. The idea of the research emerges from: - firstly, joking performances pertaining to stereotypes toward the Madurese in Surabaya society, especially in Javanese group. It is no wonder that such joking performances emerge in the society, since as Troike put that 'using stereotyped features for one's own ethnic group may also be valued in joking performances, although this is even more likely to be on in - group phenomenon' (Troike, 1982:176).

The examples of this joking performances are:

- a. An anecdote referring to the Madurese's character that 'likes to kick over the traces.'

The story goes as below :

There is becak passenger who ask the becak driver to

ride his becak more slowly, but the becak driver gave a rude answer.

Becak passenger : "Cak, jangan terlalu cepat, nanti kita ditabrak truk!"

Becak driver : "Sak seneng saya!"
"Sampiyon naik becak mbayar tiga ratus minta selamat."

b. An anecdote 'Rajanya Indonesia' referring to the 'silliness' of Madurese. There story goes as below:

Someone : "Pak, sampiyon tahu, siapa presiden Indonesia itu?"

A Madurese : "Tahu aja!"
"Kalo Presiden Indonesia itu ndak tentu, kadang-kadang Harmoko, kadang-kadang Moerdani..."

Someone : "Lha kalau pak Harto itu siapa. Pak?"

A Madurese : "Lho, itu rajanya, Dik"

Besides negative qualities modeled on the Madurese, i.e. 'kasar', 'mau menang sendiri' and 'mudah marah' - the positive ones are also attributed to the Madurese, such as 'pemberani' (bravery) and 'hemat' (thrift).

The second reason is that there is a theory saying that making judgements about people according to linguistic features is a common form of stereotyping, it is

possible because of the highly 'visible' nature of the markers in language which are correlated with extralinguistic categories in society, such as race, sex, age, social class, religion and ethnicity (Troike, 1982:181).

Hence, from these two reasons above, the writer in this paper will observe the stereotypes of Javanese toward the Madurese through Madurese accent.

Similarly, there are several studies which are concerned with stereotypes, either toward the language or the speaker of a particular language/dialect. For example:

- W.E. Lambert et.al (1958)

They have observed the stereotypes of English-Canadian (EC) university students toward a series of speakers, actually the matched-guise of male bilinguals speaking in Canadian style French and English. This idea emerged from the political conflict which arose because French-Canadian (FC) political leaders in Province of Quebec separated the province from the rest of Canada, which comprised a majority of English-Canadians. So they assumed that by considering such problem, there are certain stereotypes between EC and FC. By using the Matched-Guise Technique, Lambert et.al. recorded the guise of male bilinguals speaking in Canadian style French and English. The respondents as mentioned above.

namely EC university students were asked for rating these speakers. When their judgement were analyzed, it was found that their evaluation were strongly biased against the FC and in favor of the matched EC guise. They rated the speaker in the EC guise as being better looking, more intelligent, more dependable, kinder, more ambitious and as having more character.

- Giles and Bourhis (1976)

They have proved through their experiment that the attitude toward the accent of certain language could influence the stereotypes toward its speaker.

They used the modification of Matched-Guise Technique, namely by presenting directly the speaker in two accent guises in front of the respondents. Then they were asked for their responses by writing down their answers toward the open questionnaire and also judging the speaker's qualifications in each guises. The result was the respondents gave more responses and better qualification when they were addressed in one accent-guise rather than in another accent-guise.

I.2. Statement of the Problem

The problem that will be solved in this paper is:

- Where do stereotypes of Javanese Junior High School students of SMPN VII Surabaya go when they are addressed by the Madurese accent speaker-guise?

And also as a comparison, the following question will be:

- Where do stereotypes of Javanese Junior High School students of SMPN VII Surabaya go when they are addressed by the Javanese accent speaker-guise?

I.3. The Objective and the Significance of the Research

The aim of this research is to recognize stereotypes of Javanese toward Madurese through Madurese accent-guise of the speaker.

The contribution of this research is important to show and call for people that we should not build prejudgement towards other groups of people superficially (e.g. just through their accent or language) before we get really acquainted with their personality. In short, this research is significant in calling for people to avoid bias of ethnocentrism.

I.4. Theoretical Framework

The study of the stereotypes is a part of language attitudes studies. Language attitudes studies may be

characterized as:

1. Those which explore general attitudes toward language and language skills.
 2. Those which explore stereotyped impressions toward language, their speakers and their function.
 3. Those which focus on applied concern (e.g. language choice and usage and language learning)
- (Troike, 1982:169)

This paper concerns with the second part, namely the study exploring stereotyped impressions toward language, particularly its accent and their speakers.

In general, the study of attitudes based on two competing theories. The first one is mentalist view on which most language attitudes studies are based. It views attitudes as a state of readiness: an intervening variable between stimulus affecting a person and that person's responses.

The second is the behaviorist view, on which attitudes are to be found simply in the responses people make to social situations. In other words, it can be found, directly without requiring self reports as mentalist does, since it is only necessary to observe, tabulate and analyze overt behavior (Agheyisi and Fishman, 1979 in Fasold, 1984:147).

In this research, I try to use both theories by

combining them in modified method (see in I.5) by considering to overcome some problems faced by the former researchers who have done such research that if it is only mentalist view used in the research, the problems for experimental method will emerge, since if an attitude is an internal state of readiness, rather than an observable response, we must depend on the person's reports of what their attitudes are, or infer attitudes indirectly from behavior patterns. As we know self-reported data are often of questionable validity, and inferences from behavior take the researcher one step away from what he has actually observed. Whereas, if it is only behaviorist view used in the research the observed attitudes will not be quite interesting as they would be if they were defined mentalistically, because they can not be used to predict other behavior (Agheyisi and Fishman, 1970 in Fasold, 1984:148).

Moreover in doing this research, it is necessary to regard some theories dealing with the study of the stereotypes, such as:

- The theory mentioned in the previous part of this paper saying that making judgements about people according to the linguistic features is a common form of stereotyping, it is possible because of the highly 'visible' nature of the markers in language which are correlated

with extralinguistic categories in society such as race, sex, social class, religion and ethnicity (Troike, 1982:181).

- The theory of Wallace Lambert derived from his research of stereotypes saying that the stereotyped impressions or biased views which members of a contrasting groups can be elicited from the use of language and dialect variations (Lambert, 1965 in J.B. Pride, 1972:336).

I.5. The Methodology of the Research

The methodology used in this research is the modification of Matched-Guise Technique. This method is a development of the original matched-guise technique (the further information about the original matched-guise technique, see I.5. A.).

Not as the original matched-guise technique that use a recorded-speaker guises/tape-recorder, this method is done by presenting, directly, the speaker-guise. The procedure goes as below:

- Two persons/speakers are introduced to a class of high school students. One of them, by using Madurese accent guise tells the students about the importance of computer nowadays and asks them to write down what computer actually means. After they have begun writing, this

person leaves and does not return. The other speaker (second speaker) then comes to the class and tells the students a basic knowledge of computer. Furthermore, he tells them that his friend who has just left the class is being considered for the job. Then he asks them whether or not they agree if his friend (1st speaker) teaches them and also asks to write down their answer on the paper. When they have finished with this open question, they are given a rating scale questionnaire consisting of semantical differential scales pertaining to the evaluations/stereotypes toward the speaker-guise for the reason that it is deadly needed for the development of computer institute.

The same procedure is repeated with another matched-group students, but the first speaker uses another accent guise/Javanese accent-guise.

This method is relevant to overcome the problem of the validity, which can be measured from the consistency between their refusal or non-refusal answers of the question dealing with 'overt behavior' - whether or not they accept the first speaker as their teacher and their pre-judgement about the first speaker dealing with 'mental/internal state' aroused by the stimulation, namely the accent-guise the speaker uses. Thereby, the respond-

ents are unconscious that actually their attitude toward the Madurese accent is measured, since they rate the speaker through the accent used by the speaker.

A. Working Definition

- Attitude: is considered as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent response.

- Stereotype: is a fixed set of attributes imposed by an observer on all members of a given group.

Labov has used the term of stereotype in a more restricted sense to refer only to connections between linguistics and non-linguistic characteristics of which people are aware at a conscious level.

- Matched-Guise Technique: the pure matched-guise technique aims at total control of all variables except language. To achieve this, a speaker/number of bilingual speakers fluent in the language under investigation are recruited. The speaker/speakers' voice are recorded while reading exactly the same passage, once in one language and once in the other. So the listeners assume that the speakers speaking in tape recorder are different in each passage.

Then a sample of bilingual listeners from the same speech community are then asked to listen to the tape-recorder to rate the speaker's characteristics (i.e. intelligence, social category, likability; etc.). If the same person is rated differently in different guises, it has to be the difference in language that accounts for it; since they were not aware that their evaluation of speaker's characters are derived through their attitude toward its language.

- Madura language: is an austronesian language of the Indonesian subfamily spoken on Madura island, some smaller offshore islands and the northern coast of Java, Indonesia. Speakers are estimated at 6,000,000.
- Madurese: is the native population of the arid and infertile island, found today on Madura, the Kangean islands and the adjacent coast of northeastern Java.

B. The Location and Population of the Research

The location of the research is SMPN VII Surabaya on Jalan Tanjung Sadari, Krembangan, Kotamadya Surabaya. The reason to choose this location are: - firstly, by considering the limited-time, it is easier to collect the data since the respondents are in one place, namely in a school. So it is not necessary to meet and get data by

visiting each respondents' home.

Secondly, the amount of Javanese students in this school are more than the non-Javanese students. And the third reason is the students in this school recognize Madurese accent, because it can be said that almost everyday they meet the Madurese. In this location, the Madurese earn their living as becak drivers, workers and merchants and there are great numbers of Madurese living around this location, such as: Kelurahan Ujung, the area of Kalimas and Kelurahan Ampel. In this area, included the location of the research, joking performances pertaining to stereotypes toward Madurese are often heard.

The population of the research is third-year Javanese students. The reason to choose them is the result of Lambert's and his associates' research in 1966 which proved that the definite preferences appear at about or after the age twelve and are maintained through the late teen years.

C. Sampling

The method of getting the respondents in this research is random sampling, namely by choosing randomly two classes. The respondents :

- should be 14-17 years old

- should be Javanese
- are male and female.

D. Technique of Data Collection

The technique of data collection used in this research is questionnaire, consisting of :

a. Open questionnaire containing :

- the questions used as an introduction and to stimulate the respondents, so that they really give their attention to the speaker. For example :
 - "Apa yang anda ketahui tentang komputer?"
 - "Bagaimana perkembangan komputer di negara kita dewasa ini? Dan bagaimana peranannya dalam kehidupan sehari-hari?", etc.
- the questions used for getting refusal and non-refusal answers.

It is necessary to derive the data of their 'overt behavior' toward the speaker-guises, such as :

- "Bagaimana pendapat anda bila rekan kami yang baru saja meninggalkan kelas ini, nantinya yang akan mengajar anda tentang Pengetahuan Dasar Komputer?"
Apa alasan anda?

b. Closed questions consisting Differential Scales. These questions are necessary to get the mentalistical data

of their rating/prejudgements toward the speaker. These scales designated opposite extremes of a trait at either end and leave a number of blank spaces between them. For example :

rajin :____:____:____:____:____:____:____: tak rajin
(Favorable) (Unfavorable)

If the respondents consider the speaker 'rajin' (favorable adjectives), he would place a mark on the line closest to the word 'rajin' (favorable adjectives) and vice versa. If the speaker's characteristic seems just average in 'rajin', the middle space should be used and so on.

E. Technique of Data Analysis

After the data have been collected, every datum is selected to find out its validity. These valid data are then tabulated with the formula below, to derive the general evaluations/stereotypes of whole respondents toward the speaker in each scale of measured traits. The formula is :

$$S = \frac{(na \times 1) + (nb \times 2) + (nc \times 3) + (nd \times 4) + (ne \times 5) + (nf \times 6) + (ng \times 7)}{N}$$

S = Score of scale

$n_a, n_b, n_c, \dots, n_g$ = The sum of respondents in space a,b,c
 \dots, g

N = the total sum of respondents

$$\text{The mean score} = \frac{7 + 6 + 5 + 4 + 3 + 2 + 1}{7} = \frac{28}{7} = 4$$

If the result is more than mean score (4) it means that the evaluation is on favorable traits and if less than the mean score, the evaluation is unfavorable traits.

Finally, after the score of each scales are derived, they will be shown in the tables.