

## CHAPTER III

### PRESENTATION AND ANALYSIS OF THE DATA

#### III.1. Presentation of the data

##### III.1.1. The attitude of hotel management toward the English job application letter

Using the semantic differential scales to know the preferred language of job application letters based on the employers' opinions, I present the data for each class of hotel. The following data show the attitude of five-star hotel management toward the English job application letter.

#### Scale 1

##### Five-star hotels

reliable  $\frac{II}{7}$   $\frac{I}{6}$   $\frac{1}{5}$   $\frac{2}{4}$   $\frac{3}{3}$   $\frac{4}{2}$   $\frac{5}{1}$  unreliable

From the scale above, we could see that two five-star hotel management think that the English job application letter is reliable since they choose 7, which is considered as the highest value. However, there is one five-star hotel management that chooses 6 as the value in the scale.



## Scale 2

### Four-star hotels

reliable  $\frac{I}{7}$   $\frac{I}{6}$   $\frac{I}{5}$   $\frac{I}{4}$   $\frac{I}{3}$   $\frac{I}{2}$   $\frac{I}{1}$  unreliable

From scale 2, we could see that there is one four-star hotel management that chooses 7, which is considered as the highest value of the scale. Thus, there is one four-star hotel management that chooses 6 as the value of the scale.

## Scale 3

### Three-star hotels

reliable  $\frac{III}{7}$   $\frac{III}{6}$   $\frac{I}{5}$   $\frac{I}{4}$   $\frac{I}{3}$   $\frac{I}{2}$   $\frac{I}{1}$  unreliable

From scale 3, we could know that there are 3 three-star hotel management that give the value 7 toward the English job application letter. Thus, we could say that the English job application letter is considered to be reliable by the three-star hotel management.

On the other hand, there are 3 three-star hotel management that choose 6, in the scale. Thus, these hotel management could be said as judging the English job application letter as nearly reliable. Thus, we could also see that there is 1

three-star hotel management that gives the value only 5 toward the English job application letter.

#### Scale 4

##### One-star hotels

reliable  $\frac{\quad}{7}$   $\frac{\text{I}}{6}$   $\frac{\text{II}}{5}$   $\frac{\quad}{4}$   $\frac{\quad}{3}$   $\frac{\quad}{2}$   $\frac{\quad}{1}$  unreliable

From the scale above, we could see that there is only 1 one-star hotel management that gives value 6 to the English job application letter. Thus, from the same scale, we could also see that there are 2 one-star hotel management that choose 5 as the value in the scale.

Thus, after presenting the semantics differential scales of the star hotels, I present the data which come from hotels. The data which are taken from A, B, and C-Class hotels in Surabaya, are also presented in several semantic differential scales.

#### Scale 5

##### A-Class hotels

reliable  $\frac{\quad}{7}$   $\frac{\text{I}}{6}$   $\frac{\text{II}}{5}$   $\frac{\text{II}}{4}$   $\frac{\quad}{3}$   $\frac{\quad}{2}$   $\frac{\quad}{1}$  unreliable

From the scale above, we could see that there is only 1 A-Class hotel management that gives value 6 to the English job application letter.

Thus, we could also see that there are 2 A-Class hotel management that choose 5 as the value in the scale, while the other two choose 4 as the value in the scale.

### Scale 6

#### B-Class hotels

reliable  $\frac{\quad}{7}$   $\frac{\quad}{6}$   $\frac{I}{5}$   $\frac{II}{4}$   $\frac{II}{3}$   $\frac{\quad}{2}$   $\frac{\quad}{1}$  unreliable

From the scale above, we could see that the highest value, which is given only by 1 B-Class hotel management, is 5. However, there are two hotels, which have the same class, give value 4 to the English job application letter, while the other two give lower value; that is 3, to the English job application letter.

### Scale 7

#### C-Class hotels

reliable  $\frac{\quad}{7}$   $\frac{\quad}{6}$   $\frac{I}{5}$   $\frac{II}{4}$   $\frac{I}{3}$   $\frac{I}{2}$   $\frac{\quad}{1}$  unreliable

Scale 7 shows us that there is only 1 C-Class hotel management that gives value 5 to the English job application letter. However, there are two C-Class hotel management that choose 4. Thus, there is a C-Class hotel management that chooses 3 while the other one chooses 2.

After knowing the attitude of hotel management toward the English job application letter, we should also see the reasons of giving the values toward the English job application letter. The reasons of hotel management are presented in several tables for each class of hotel.

**Table 1**

**Five-star hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/value 7	2 <sup>nd</sup> hotel/value 6	3 <sup>rd</sup> hotel/value 7
The applicant is qualified	x	x	x
The applicant is fluent in English	x		x

From table 1, we could see that the five-star hotel management, which give the value 7, have the same reasons. They say that the English job application letter shows that the writer of the job application letter is qualified and fluent in English. Meanwhile, the hotel management that gives value 6, only says that the English job application letter shows that the writer is qualified for the job.

Table 2

## Four-star hotel management's reasons

The reasons	1 <sup>st</sup> hotel/value 6	2 <sup>nd</sup> hotel/value 7
The applicant is well educated	x	X
The applicant is fluent in English		X
The letter is well written	x	

From table 2, we could see that the four-star hotel management that chooses 6 as the value in the scale, think that the writer of the English job application letter has good education. The hotel management also think that the job application letter is nice to be read.

Table 3

## Three-star hotel management's reasons

The reasons	1 <sup>st</sup> hotel/ value 6	2 <sup>nd</sup> hotel/ value 7	3 <sup>rd</sup> hotel/ value 7	4 <sup>th</sup> hotel/ value 5	5 <sup>th</sup> hotel/ value 6	6 <sup>th</sup> hotel/ value 6	7 <sup>th</sup> hotel/ value 7
The applicant is well educated	x	x	x	x	x	x	x
The applicant is fluent in English		x	x				x
The letter is well written	x			x			x
The letter sounds sincere		x			x	x	

Table 3 shows that all of the three-star hotel management think that the writer of the English job application letter has good education. From the table, we could also see that there are 3 of them, that apparently choose 7 as the value in the

scale, think that the writer is fluent in English. Thus, sincerity also becomes the reason of 2 three-star hotel management. These hotel management give value 6 to the English job application letter. However, there is only 1 three-star hotel management, that gives value 7, chooses the same reason as the other two hotel management. From table 3, we could also see that there are 3 three-star hotel management think that the English job application letter is nice to be read.

**Table 4**

**One-star hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/value 6	2 <sup>nd</sup> hotel/value 5	3 <sup>rd</sup> hotel/value 6
The applicant is well educated			x
The letter is well written	x	x	x

From table 4 we could see that although there are differences in the values, all of the one-star hotel management think that the English job application letter is nice to be read. Thus, only one of them, that is the third one-star hotel management in table, that chooses 'the applicant is well educated' as the reason of giving value 6 to the job application letter.

**Table 5****A-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 5	2 <sup>nd</sup> hotel/ value 4	3 <sup>rd</sup> hotel/ value 4	4 <sup>th</sup> hotel/ value 6	5 <sup>th</sup> hotel/ value 5
The applicant is well educated	x	x	x	x	x
The applicant is money oriented		x	x		
The applicant is qualified		x	x		

From table 5 above, we could know that all of the A-Class hotel management think that the writer of the English job application letter is well educated. However, there are two A-Class hotel management think that the writer of the English job application letter is overqualified that it sounds suspicious if an overqualified applicant would apply to their hotels. Thus, since the writer of the English job application letter is considered too qualified, they think that he might ask for a higher salary than the standard one.



**Table 6****B-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 4	2 <sup>nd</sup> hotel/ value 3	3 <sup>rd</sup> hotel/ value 3	4 <sup>th</sup> hotel/ value 5	5 <sup>th</sup> hotel/ value 4
The applicant is well educated	x			x	x
The applicant is qualified	x	X	x		x

From table 6, we could see that all the B-class hotel management say that the writer of this job application letter is well educated. However, it is perhaps because the second and the third B-class hotel management do not really understand formal English that makes them difficult to know the content of the English job application letter, thoroughly. The table about also shows that the B-Class hotel management that give value 4 and 3 think that the writer of the English job application letter could be overqualified for their standard.

**Table 7****C-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 2	2 <sup>nd</sup> hotel/ value 4	3 <sup>rd</sup> hotel/ value 5	4 <sup>th</sup> hotel/ value 3	5 <sup>th</sup> hotel/ value 4
The applicant is well educated			x		
The applicant is qualified	x	x	x	x	x

From table 7 we could see that generally the C-Class hotel management that give value from 5 to 3 think that the writer of the English job application letter is overqualified. However, there is one C-Class hotel management state that the writer of the English job application letter is well educated.

Thus, from the interview, one of the C-Class hotel management state that he does not really understand the content of the English job application letter. Perhaps, it happens because he is not familiar with written English. Then, he also states that it is not really necessary to send an English job application letter to the hotel. It is the reason why he only gives the value two for the scale.

III.1.2. The attitude of hotel management toward the Indonesian Job application letter.

After knowing the attitude of hotel management toward the English job application letter, I present the data of the attitude of hotel management toward the Indonesian job application letter, in the same way.

**Scale 8**

**Five-star hotels**

reliable  $\frac{\quad}{7}$   $\frac{\quad}{6}$   $\frac{\quad}{5}$   $\frac{\text{I}}{4}$   $\frac{\text{II}}{3}$   $\frac{\quad}{2}$   $\frac{\quad}{1}$  unreliable

As we could see from the scale above, there is only one five star hotel management that chooses 4 as the value in the scale, while there are 2 five star hotel management that choose 3 as the value in the scale.

**Scale 9**

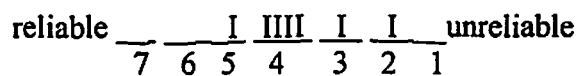
**Four-star hotels**

reliable  $\frac{\quad}{7}$   $\frac{\quad}{6}$   $\frac{\quad}{5}$   $\frac{\text{I}}{4}$   $\frac{\text{I}}{3}$   $\frac{\quad}{2}$   $\frac{\quad}{1}$  unreliable

From scale 9, we could see that there is one 4 star hotel management that chooses 4 as the value in the scale, while the other one gives value 3 to the Indonesian job application letter.

### Scale 10

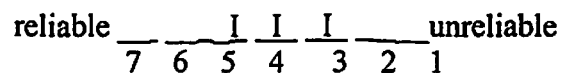
#### Three-star hotels



Scale 10 shows us that there is only one three star hotel management that chooses 5 as the value in the scale, while there are 4 hotel management from the same class that choose 4 as the value in the scale. On the other hand, there is only one three star hotel management that gives the value 3 to the Indonesian job application letter while the other one gives the value 2 to the Indonesian job application letter.

### Scale 11

#### One-star hotels



Scale 11 shows that the 3 one-star hotel management show different attitude toward the Indonesian job application letter. Thus, the highest value given

to the Indonesian job application letter is 5. The second value is 4, while the third value is 3.

### Scale 14

#### C-class hotels

reliable  $\frac{\text{II}}{7}$   $\frac{\text{II}}{6}$   $\frac{\text{II}}{5}$   $\frac{\text{I}}{4}$   $\frac{\text{I}}{3}$   $\frac{\text{I}}{2}$   $\frac{\text{I}}{1}$  unreliable

Scale 14 shows that there are 2 C-Class hotel management that choose 6 as the value in the scale, and 2 C-Class hotel management that choose 5 as the value in the scale. On the other hand, there is only from the 5 C-Class hotel management that chooses 4 as the value of the scale.

We have seen the attitude of hotel management toward the Indonesian job application letter in several semantics differential scale. Moreover, I present their reasons in giving the values.

**Table 8**

#### Five-star hotel management's reasons

The reasons	1 <sup>st</sup> hotel/value 4	2 <sup>nd</sup> hotel/value 3	3 <sup>rd</sup> hotel/value 3
The applicant does not know the requirements	x	x	x
The applicant is well educated	x		

From table 8, we could know that all of the five-star hotel management think that the writer of the Indonesian job application letter does not know the requirements of the five star hotel management. They say that an English job application letter is preferred to the Indonesian one.

Thus, the five star hotel management that gives the value 4 states that even though the writer of the Indonesian job application letter does not know the requirements of the hotel management, he is still considered as well educated.

**Table 9**

**Four-star hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/value 4	2 <sup>nd</sup> hotel/value 3
The applicant does not know the requirements	x	x
The applicant is not worth interviewing		x

As we could see from table 9, the four-star hotel management that gives value 4 to the Indonesian job application letter, thinks that the applicant does not know that an English job application letter is preferred to the Indonesian one. The same reason is also mentioned by the other hotel management in the table.

However, the hotel management that chooses 3 as the value of the scale, also thinks that since the writer of the Indonesian job application letter is

considered as not knowing the requirements of the hotel management, then he is also considered as not worth interviewing.

**Table 10**

**Three-star hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 4	2 <sup>nd</sup> hotel/ value 4	3 <sup>rd</sup> hotel/ value 5	4 <sup>th</sup> hotel/ value 3	5 <sup>th</sup> hotel/ value 4	6 <sup>th</sup> hotel/ value 2	7 <sup>th</sup> hotel/ value 4
The applicant is well educated	x		x	x		x	x
The applicant is less qualified		x				x	
The letter is well written			x				

From table 10, we could see that the hotel management that chooses 5 as the value of the scale thinks that the writer of the Indonesian job application letter is well educated. The hotel management also thinks that the letter is nice to be read.

Thus, from the same table, we could see that there are 4 three-star hotel management that choose 4 as the value of the scale. However, there is only two of them think that the writer of the Indonesian job application letter has good education, while the rest of them think that the writer of the job application letter could be said as less qualified, since she uses Indonesian in her job application letter instead of English.

**Table 11****One-star hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/value 4	2 <sup>nd</sup> hotel/value 5	3 <sup>rd</sup> hotel/value 3
The applicant is well educated	x	x	x
The letter is well written		x	

From table 11, we could see that all of the one-star hotel management think that the writer of the Indonesian job application letter is well educated. However, there is only one of them thinks that the job application letter is well written.

**Table 12****A-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 5	2 <sup>nd</sup> hotel/ value 5	3 <sup>rd</sup> hotel/ value 4	4 <sup>th</sup> hotel/ value 3	5 <sup>th</sup> hotel/ value 6
The applicant is well educated	x	x	x	x	x
The applicant is money oriented				x	
The applicant is qualified			x	x	



As we could see from table 13, all of the A-Class hotel management think that the writer of the application letter which is written in Indonesian, is well educated. However, the A-Class hotel management that chooses 4 as the value of the scale thinks that the applicant is overqualified. The same reason also stated by the other A-Class hotel management that chooses 3 as the value of the scale. Moreover, the A-Class hotel management also thinks that since the writer is considered as overqualified, she might ask for a higher salary than the standard one or, she could be money oriented.

**Table 13**

**B-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 6	2 <sup>nd</sup> hotel/ value 5	3 <sup>rd</sup> hotel/ value 5	4 <sup>th</sup> hotel/ value 4	5 <sup>th</sup> hotel/ value 4
The applicant is well educated	x	x	x	x	x
The applicant is worth interviewing	x	x	x		
The applicant is communicative	x			x	x

Table 13 shows that generally, all of the B-Class hotel management think that the writer of the Indonesian job application letter is well educated. The B-

Class hotel management that chooses 6 as the value of the scale also thinks that the writer of the Indonesian job application letter is worth interviewing and is communicative.

Moreover, the B-Class hotel management that choose 5 as the value of the scale, give the same reasons. They think that the writer of the job application letter, besides her good education, is also communicative that they hope they could converse well with her.

**Table 14**

**C-Class hotel management's reasons**

The reasons	1 <sup>st</sup> hotel/ value 5	2 <sup>nd</sup> hotel/ value 4	3 <sup>rd</sup> hotel/ value 6	4 <sup>th</sup> hotel/ value 6	5 <sup>th</sup> hotel/ value 5
The applicant is well educated	x	x	x	x	x
The applicant is qualified		x			
The letter is well written			x	x	
The applicant is worth interviewing	X		x	x	x

Table 16 shows that generally, the C-Class hotel management think that the writer of the Indonesian job application letter is well educated. We could also

see from the table that the hotel management that choose 6 as the value of the scale also think that the Indonesian job application letter is nice and the applicant is worth to be interviewed.

Moreover, the C-Class hotel management that choose 5 as the value of the scale also think that the writer of the Indonesian job application letter is well educated. She is also considered as being worthy to be interviewed.

## **III.2. Quantitative analysis**

### **III.2.1. The mean value of semantics differential scales**

The formulae of calculating the mean value of a semantics differential scale is:

$$(n \times m) + (n \times m) + \dots : r$$

**n** = number of marks at each space

**m** = value for the space

**r** = total number of readers

Thus, using the formulae above, the mean value of semantics differential scales 1 to 7 are as follows:

□ Scale 1 : Five-star hotels = 6.67

- Scale 2 : Four-star hotels = 6.50
- Scale 3 : Three-star hotels = 6.28
- Scale 4 : One-star hotels = 5.33
- Scale 5 : A-Class hotels = 4.80
- Scale 6 : B-Class hotels = 3.80
- Scale 7 : C-Class hotels = 3.60

Thus, we could see that for five-star hotel management, the mean value of the semantic differential scale is 6.67. Then, it could be said that the writer of the English job application letter, is judged to be reliable to the degree of almost 7 on a seven point scale, by the five-star hotel management.

The mean value of scale 2 is 6.50. The value could be said as indicating that the writer of the English job application letter is judged to be reliable to the degree of almost 7 on a seven point scale, by the four-star hotel management.

Moreover, we could also know that the mean value of scale 3 is 6.28. In this case, the writer of the English job application letter is judged to be reliable to the degree of a little more than 6 on a seven point scale, by the three-star hotel management.

The mean value of scale 4 is 5.33. Then, we could say that the writer of the English job application letter is judged to be reliable to the degree of a little more than 5 on a seven point scale, by the one-star hotel management.

The mean value of scale 5 shows that the writer of the English job application letter is judged to be reliable to the degree of almost 5, by the A-Class hotel management. However, the mean value of the sixth scale is 3.8. Thus, it could be said as indicating that the writer of the English job application letter is judged to be reliable to the degree of almost 4, by the B-Class hotel management.

The mean value of scale 7 indicates that the writer of the English job application letter is judged to be reliable to the degree of almost 4, by the C-Class hotel management.

After knowing the mean value of semantics differential scales 1 to 7, which shows the attitude of hotel management toward the English job application letter, I also calculate the mean values of scales 8 to 14, by using the same formulae. Hence the mean values of semantics differential scales 8 to 14 are:

- Scale 1 : Five-star hotels = 3.33
- Scale 2 : Four-star hotels = 3.50
- Scale 3 : Three-star hotels = 3.71

- Scale 4 : One-star hotels = 4.00
- Scale 5 : A-Class hotels = 4.60
- Scale 6 : B-Class hotels = 4.80
- Scale 7 : C-Class hotels = 5.20

The mean value of scale 8 is 3.33. Thus, we could say that the writer of the Indonesian job application letter is judged to be reliable to the degree of a little more than 3 on a seven point scale, by the five-star hotel management.

Meanwhile, the mean value of scale 9 is 3.5. Then, we could say that the writer of the Indonesian job application letter is judged to be reliable to the degree of almost 4, by the four-star hotel management.

Since the mean value of scale 10 is 3.71. We could say that the writer of the Indonesian job application letter is judged to be reliable to the degree of almost 4 by the three-star hotel management.

The mean value of scale 11 is 4.00. Thus, it indicates that the writer of the Indonesian job application letter is judged to be reliable to the degree of 4, on a seven point scale by the one-star hotel management.

Then, we could also see that the mean value of scale 12 is 4.60. This mean value could be said as indicating that the writer of the Indonesian job application

letter is judged to be reliable to the degree of almost 5 on a seven point scale, by the A-Class hotel management.

The mean value of scale 13 is 4.80. Thus, it could be said as indicating that the writer of the Indonesian job application letter is judged to be reliable to the degree of almost 5, on a seven point scale by the B-Class hotel management.

The mean value of the last scale is 5.20. In other words, the writer of the Indonesian job application letter is judged to be reliable to the degree of a little more than 5 on a seven point scale by the C-Class hotel management.

### III. 2. 2. Correlation test for the English job application letter

Firstly, I assign number to the classes of hotels. The highest number is given to the highest level of class of hotels. Thus the numbers are as follows:

- Five-star hotels = 7
- Four-star hotels = 6
- Three-star hotels = 5
- One-star hotels = 4
- A-Class hotels = 3
- B-Class hotels = 2

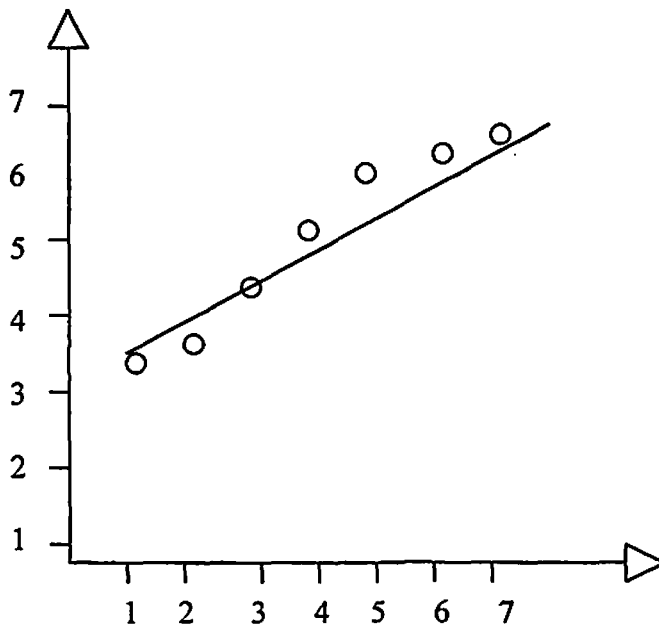
□ C-Class hotels = 1

Thus, the hotels are considered as  $x_i$  while the mean values of the semantics differential scales are considered as  $y_i$ . I also calculate the  $x_i^2$  and  $y_i^2$  in order to get the total value of  $x_i^2$  or  $\Sigma x_i^2$ , and the total value of  $y_i^2$  or  $\Sigma y_i^2$ . Then, I calculate  $x_i.y_i$  in order to get the total number of  $x_i.y_i$  or  $\Sigma(x_i.y_i)$ .

Hotels ( $x_i$ )	$x_i^2$	The mean values of semantics differential scales	$y_i^2$	$x_i.y_i$
7	49	6.67	44.49	46.69
6	36	6.50	42.25	39
5	25	6.28	39.44	31.40
4	16	5.33	28.41	21.32
3	9	4.80	23.04	14.40
2	4	3.80	14.44	7.60
1	1	3.60	12.96	3.60
28	140	$\Sigma y_i^2 = 36.98$	205.03	164.01

From the data above, I make the scattered diagram as follows:





Thus, we have known that:

- $\sum x_i = 28$
- $\sum x_i^2 = 140$
- $\sum y_i = 36.98$
- $\sum y_i^2 = 205.03$
- $\sum x_i \cdot \sum y_i = 164.01$

Then, the next step is to calculating the correlation coefficient, by using the formulae below:

$$r = \frac{[n.(x_i.y_i)] - [(\sum x_i) . (\sum y_i)]}{\sqrt{[n.x_i - (\sum x_i)] [n.y_i - (\sum y_i)]}}$$

**r = correlation coefficient**

**n = amount of the data**

The calculation itself is as follows:

$$r = \frac{(7 \times 165.01) - (28 \times 36.98)}{\sqrt{[(7 \times 140) - 140] [(7 \times 205.03) - 205.03]}}$$

$$r = \frac{119.63}{1016.54}$$

$$r = 0.12$$

The value of the r shows that although the correlation between the classes of hotels and the attitude of the hotel management toward the English job application letter is not high, the correlation is positive. This condition suits the scattered diagram above.

Thus, to test the validity of the result, I use the normal distribution test.

The formulae of the normal distribution test could be seen below:

$$z = \frac{\sqrt{(n-3)} \ln \left\{ \frac{(1+r)(1-f_0)}{(1-r)(1+f_0)} \right\}}{2}$$

The calculation of the normal distribution then, could be seen as follows:

$$\begin{aligned}
 z &= \frac{\sqrt{4 \ln \frac{1.12}{0.88}}}{2} \\
 &= 1 \ln 1.27 \\
 &= 1 \times 0.24 \\
 &= 0.24
 \end{aligned}$$

In this analysis, I take 95% as the confidence level, since the research is believed to be 95% valid. It means that:

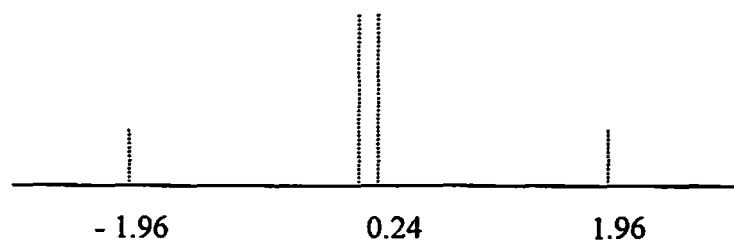
$$\begin{aligned}
 &= 100\% - 95\% \\
 &= 5\%
 \end{aligned}$$

From table z, the value of  $|z(\alpha/2)|$  for  $\alpha = 5\%$  is:

$$z(\alpha/2) = z(2.5\%) = 1.96$$

It means that  $|z(\alpha/2)| = 1.96$

From the results, I draw the diagram as follows:



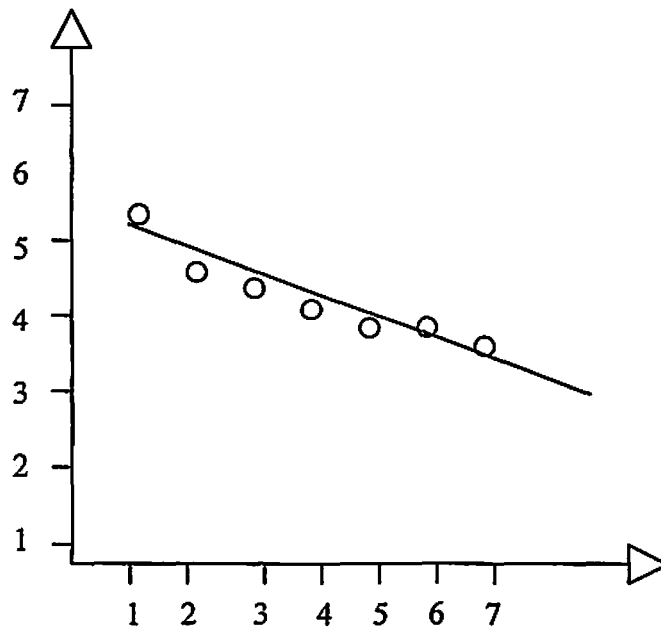
Because 0.24 is in the curve (the z value of the analysis is less than the z value from the table), then the  $H_0$  is accepted. It means that there is a linear relationship between hotels' classes and hotel management attitude toward the English job application letter. From the result, we could know that the linear relationship is positive, although it is not high.

### III.2.3. Correlation test for the Indonesian job application letter

The same as the previous correlation test, I calculate the correlation coefficient first.

Hotels (xi)	$xi^2$	The mean values of semantics differential scales	$yi^2$	$xi.yi$
7	49	3.33	11.09	23.31
6	36	3.50	12.25	21
5	25	3.71	13.76	18.55
4	16	4.00	16	16
3	9	4.60	21.16	13.80
2	4	4.80	23.04	9.60
1	1	5.20	27.04	5.20
<b>28</b>	<b>140</b>	<b><math>\Sigma yi^2 = 29.14</math></b>	<b>124.34</b>	<b>107.46</b>

From the data above, I draw the scattered diagram as follows:



Thus, we have known that:

- $\Sigma x_i = 28$
- $\Sigma x_i^2 = 140$
- $\Sigma y_i = 29.14$
- $\Sigma y_i^2 = 124.34$
- $\Sigma x_i \cdot \Sigma y_i = 107.46$

Then, I calculate the correlation coefficient using the same formulae as the correlation coefficient formulae as previously:

$$r = \frac{(7 \times 107.46) - (28 \times 29.14)}{\sqrt{[(7 \times 140) - 49] [(7 \times 124.34) - 124.34]}}$$

$$r = \frac{-63.7}{791.63}$$

$$r = -0.081$$

$$r = -0.08$$

Thus, the value of the correlation coefficient shows that there is no high correlation between the classes of hotels and the attitude of hotel management toward the Indonesian job application letter. The correlation itself is negative.

The next step is, to do the normal distribution test (z). The calculation could be seen as follows:

$$z = \frac{\sqrt{4} \ln 0.92}{2 \times 1.08}$$

$$= 1 \ln 0.85$$

$$= 1 \times (-0.16)$$

$$= -0.179 \quad = -0.18$$

In this analysis, I take 95% as the confidence level, since the research is believed to be 95% valid. It means that:

$$= 100\% - 95\%$$

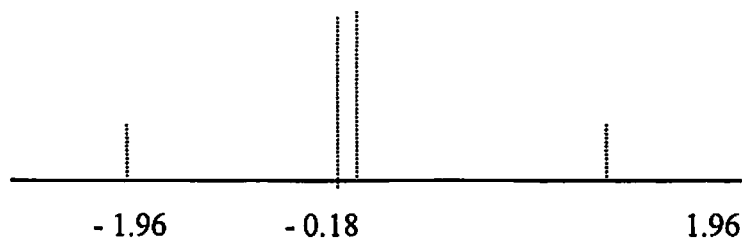
$$= 5\%$$

From table z, the value of  $|z(\alpha/2)|$  for  $\alpha = 5\%$  is:

$$z(\alpha/2) = z(2.5\%) = 1.96$$

It means that  $|z(\alpha/2)| = 1.96$

From the results, I draw the diagram as follows:



Since the z value of the analysis is less than the z value from the table, then  $H_0$  is accepted. It means that there is a linear relationship between hotel classes and hotel management attitude toward the Indonesian job application letter. The relation itself is linearly negative.

### **III.3. Interpretation of the result**

From the first correlation test, the result shows that there is a linear relationship between the hotels' classes and the hotel management attitude toward the English job application letter. The relationship itself is considered as the positive one. The positive linear relationship of the first correlation test shows that the English job application letter is preferred, along with the increase of the hotels' classes.

However, the second correlation test shows that the relationship between the hotels' classes and the hotel management attitude toward the Indonesian job application letter is linear and negative. Thus, the second correlation's result could be interpreted that the Indonesian job application letter is confirmed to be less preferred along with the increase of the hotels' classes.

Looking back to the semantic differential scales, we could see that there are interesting facts about the attitude of the hotels toward the job application letter which is written in English and the job application letter which is written in Indonesian.



Generally, the mean values of scale 1 to 4, which represent the attitude of star hotels toward the English job application letter, are different from the mean values of scale 8 to 11, which represent the attitude of star hotels toward the Indonesian job application letter. The application letter which is written in English has higher mean values than that in Indonesian.

The condition could happen, because, in general, star-hotels require English as one of the qualifications of an applicant. Thus, for the star-hotels, English is very important, because it could be said that the opportunity to use English in star-hotels is bigger than in A, B, and C-Class hotels. These star hotels' employees use English to speak with their colleagues because some of the employees are foreigners, and to communicate with their guests who come from other countries. In fact, a star hotel, which belongs to an international hotels group, consider the proficiency in English is a must, since it is the standard of the international hotel group. Then, it is normal for them to prefer a job application letter which is written in English. However, the international standard rules are also applied in a star hotel which does not belong to any international hotel group.

The fact that the English job application letter is valued higher than the Indonesian one by the star-hotels, shows that there is a broad diglossia there.

According to Fasold, the highly valued segments of a community's linguistic repertoire which is usually not the first to be learned, is used in situations perceived as more formal and guarded (Fasold, 1984:53). If the theory is applied to the phenomenon here, the community is the star hotels. Then, the situation which is perceived as formal and guarded is the job application letter's selection process. Hence, since the mean values of the semantic differential scales toward the job application letter which is written in Indonesia is lower than that which is written in English, then the highly valued segments of the star hotels' linguistic repertoire, is English.

On the other hand, the situations in A, B, and C-Class hotels are different from that of the star hotels above. Based on scale 5 to 7 and scale 12 to 14, the job application letter which is written in Indonesian is valued higher than that which is written in English by the A, B, and C-Class hotels.

Then, we could see that there is no occurrence of broad diglossia in the A, B and C-Class hotels. This time, the community is the A, B and C-Class hotels, while the situation which is considered as formal and guarded is the same with the above situation for star hotels, that is; selecting job application letters. However,

the language which is highly valued is Indonesian, since those hotels give higher values for the Indonesian job application letter than for the English one. Then, the language preferred by the A, B and C-Class hotel management are Indonesian.

## **CHAPTER IV**

## **CONCLUSION**