

## **CHAPTER 1**

### **INTRODUCTION**

#### **1. 1 Background of the Study**

Airline as a big company in this world has both national and international market. It is obvious that the use of English as international language for communication is an essential part for the airline especially to deliver the announcement to the passengers. Grice (1975) argues that all communication is intentional communication and that understanding is a matter of interpreting what is intended rather than decoding the referential meaning of utterance.

The announcement in the airline is divided into several kinds of announcements such as the announcement before flight, in flight and after flight. One of the most important announcements is in flight announcement which contains safety announcement, a kind of announcement about the safety regulation during flight. The safety announcement contains information about the use of safety equipment and emergency procedures. Therefore, it is obvious that flight attendant as a person who delivers this safety announcement is expected to be able to read the English announcement in appropriate pronunciation in order to deliver the information accurately and to achieve good communication.

Communicating effectively with passengers is essential for any airline. According to Irianto (2001), effective communication can contribute to passenger safety, extend customer satisfaction, build good image of the company and

increase revenue for the airline. Safety announcements from flight attendant play a part in achieving these benefits.

English as an international language has an important role in communication for the airline. In this case, the responsibility of the flight attendant for giving the clear safety announcement during the flight becomes the main part of this communication. The passengers need to pay close attention to the flight announcements, especially for safety announcement.

Indonesian flight attendants commonly use English as their foreign language. Therefore, it makes their English pronunciation different from the English native speaker's pronunciation. It can be a problem when they mispronounce the announcement because it can cause slip of ears to the passengers.

Mispronunciation in the English word pronunciation can create misunderstanding and miscommunication. It is often found among Indonesians who speak English as a foreign language. As Indonesians who often use the Indonesian language all the time rather than the other language, often pronounce the English words incorrectly. This is illustrated by an example from the flight attendant's utterances when she mispronounces the safety announcement like the word [bred] to [bri:θ], so the passengers confused whether it was *roti* in Indonesian or *bernafas* in Indonesian. Moreover, because of the condition of the airline which is small, not all passengers can see the body language of the flight attendant while she is announcing the safety announcement.

As a foreign language in Indonesia, English presents great difficulties with regard to its pronunciation. The pronunciation of English poses problems of a different kind from those which we face when we learn our first language (mother tongue). In the latter case, we are exposed to the sound of the language throughout every day. It is five to six years before our performance begins to approximate adult standards of competence. According to Ellis (2000), the sound system of our own language (L1) assumes an increasing dominance, so that eventually we tend to hear all speech sounds in terms of our own system. Hence when we embark upon the acquisition of the pronunciation of a second language (L2), the requirement is to overcome the pronunciation prejudices which have become installed in us and the older we are when it is new to us. It is therefore essential that we should perceive the differences between the sounds in the new language, and between the new sounds and those of our own languages with which we have become so familiar (Gimson, 1987: 1).

O'Grady (1989) stated that all communication is intentional communication and that understanding is a matter of interpreting what is intended rather than decoding the referential meaning of utterances. It is found that they tended to learn English word for word and to memorise the pronunciation of individual English words. Because they were unable to make use of phonetic symbols to remember unfamiliar words, they had difficulty to develop extensive vocabularies in English.

The phenomenon of flight attendant utterances is an interesting thing to be researched. Related to the research of the pronunciation, the writer makes the use

of information and concepts of phonetics. According to W. Kreidler (2004), phonetics deals with speech in its purely physical aspects the way sounds are articulated by the speakers, the acoustic properties of sound waves, and the effects that these have on the ear of the hearer (and the ear of the speaker for that matter). When a symbol of one or two letters appears between slant lines, it represents an English phoneme. For example, /k/ represents the phoneme that occurs at the beginning of the words *cat* and *kitten* and in the middle of *second* and *chicken*. Symbol in square brackets represent speech sounds or phone. The example words like *colt* and *scold* both have the phoneme /k/ but the phoneme is pronounced with aspiration [k<sup>h</sup>] in *cold*, but without aspiration [k] in *scold*.

Davenport & Hannahs (1998) stated that English spelling does not consistently represent what people pronounce. Based on this statement, the writer will use the theory of Davenport & Hannahs (1998) to analyze flight attendants' utterances in pronouncing the safety announcement. For example when they pronounce the word "thank you" that should be pronounced as [θæŋk ju:] but it is pronounced as [tæŋk ju:]. There is a replacement pronunciation from dental [θ] to alveolar [t].

Based on the theory above, the writer conducted the research on the utterances of the flight attendants in delivering the announcement to the passengers. Therefore, a research on the utterances of the flight attendants in delivering the announcement to the passengers is needed.

## **1.2 Statement of the Problems**

Based on the background of the study, the author formulates the problem as follows:

1. How are the English sounds mispronounced by Citilink flight attendants?
2. Why are the English sounds mispronounced by Citilink flight attendants?

## **1.3 Objectives of the Study**

The purpose of this study is to find and analyze how the English sounds are mispronounced by Citilink flight attendants and why Citilink flight attendants are mispronounced the English sounds. Since the writer focuses on the flight attendant's utterances, the writer aims to find out any phonemes that are mispronounced by Citilink flight attendants.

## **1.4 Significance of the Study**

The study is expected to contribute to the enhancement of the study about mispronunciation of English sound produced by Citilink flight attendant. The result of the analysis serves the students as their reference or guide in knowing kind of sound that is mostly produced incorrectly by Indonesian people, especially for flight attendant.

The result of this research hopefully will benefit and help the company to make a good training for the flight attendant especially in pronouncing the announcement well. They must pay attention to the sounds that are mostly pronounced incorrectly. Hopefully, it can contribute towards passenger safety,

extend customer satisfaction, increase revenue for the airline and also increase the English pronunciation skill especially for the flight attendants.

### 1. 5 Definitions of Key Terms

**Mispronunciation:** inappropriate phonemes in the place of an original phoneme in a word. (Donselaar, 1996)

**Phonetics:** the study of how speech sounds are produced. (Davenport & Hannahs, 1998)

**Safety Announcement:** The act of making known publicly related to the safety procedures in emergency condition (Irianto, 2001).

**Flight attendant:** members of an aircrew employed by airlines primarily to ensure the safety and comfort of passengers aboard commercial flights, on select business jet aircraft, and on some military aircraft (Irianto, 2001).

## **CHAPTER 2**

# **LITERATURE REVIEW**