

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background of the Study**

The number of Muslim fashion shops in Indonesia has increased sharply since 2010. Nowadays, many entrepreneurs are selling a variety of Muslim fashion products, starting from children's to adult's products, presenting a variety of stylish new models especially for Muslim women. This can be due to the establishment of Hijabers Community on November 27<sup>th</sup>, 2010 in Jakarta, Indonesia, as the initiator of modern Muslim women community. Hijabers Community was founded by around 30 women from different backgrounds and tried to build their vision to accommodate events and share each other related to hijab and Muslimah, fashion, Islamic studies, Hijab style and learning Islam (Community, 2010).

Muslim fashion shops in Indonesia are not only offline stores, but most of the sellers also choose to sell their products through the Internet. They create websites and blogs to marketing their products. They use English language so that their websites can be accessed internationally. The Internet opens up wider opportunities for the sellers in marketing their product. The data shows that Indonesia has 55,000,000 Internet users as of Dec.31, 2011, 22.4% penetration, per MarkPlus, and 43,523,740 Facebook users on Mar 31/12, 17.7% penetration rate. (<http://www.internetworldstats.com/asia.htm>). Therefore, the market for online buyers in Indonesia is very high. In addition, the Internet can make the

sellers able to reach the market from out of town and even abroad effectively. Uniquely, most of the Indonesia online shops use English in the introductory promotional clothing or their brand's products on the Internet, in terms of brand name, tagline, even in a description of the shop. This would be interesting to see the use of English in the description of the shops, which is actually the store itself located in Indonesia.

The use of English on Muslim fashion shops in recent years is certainly interesting and can be seen as a phenomenon, which can be analyzed using corpus linguistic approach. Kennedy (1998) states that Corpus is a body of written text or transcribed speech (uttered in a computer, magazine, and others), which can serve as a basis for linguistic analysis and description. By using the corpus, we can analyze the distribution of words and function of different categories of words and focus on the part that words play in fulfilling the communicative function of different registers (Biber, Conrad & Reppen 1998). In this paper, the writer would like to compare the use of English in Muslim Fashion shops in Indonesia and Muslim Fashion shops located in UK, which is the source of the English language.

As the initial steps, the writer built a corpus of five Indonesia Muslim fashion shops and five UK Muslim fashion shops. Then, the writer uses Antconc 3.2.4w software to show the most frequent content words uses in the shop description of each country. Antconc3.2.4w is a freeware concordance program for Windows, Macintosh OS X, and Linux, made by Laurence Anthony, A Professor and Director of Centre for English Language Education (CELESE) in

Faculty of Science and Engineering, Waseda University, Japan (<http://www.antlab.sci.waseda.ac.jp/software.html>). This software is useful to find out concordance, word list, event a cluster and also frequent of the word in a source text.

The writer focuses on content words instead of function words. A content word is a word which has clear meaning of its own, such as nouns and verbs, in contrast to a function word (for, to, the) (Halliday, 2004). Based on the initial observation, the content word that has the highest frequency in the UK corpus is 'Islamic'. This is different from the Indonesia corpus, where the highest frequency is 'fashion'. This difference may reflect the different focus of the stores in these two countries. Muslim fashion shops in UK tend to consider "Islamic" as the most frequent word used. On the contrary, Muslim fashion shops in Indonesia make "fashion" as the standard of shop descriptions. Based on this initial observation, the writer is interested in conducting a further research using the corpus linguistic approach.

There have been a number of studies on corpus linguistics, which discuss about the words used in business environment, such as "Semantic associations in Business English: A corpus-based analysis" by Nelson (2006), this research is about the semantic association of words found in the business lexical environment by using a one-million word corpus of both spoken and written Business English. "A corpus-based evaluation of metaphors in a business English textbook" by Sznajder (2009), which study in evaluating the selection of metaphors in a published business English textbook with findings used from a specialized corpus

of written business English. The research derived from PhD thesis of the University of Nottingham, "The genre of the business meeting: a corpus-based study" by Hanford (2007), which analyses a corpus of audio recordings of authentic business meeting of companies in the UK, Germany and Japan. Those companies provided the data vary considerably in terms of area of business and size. The "Key Words in Business News: A corpus study" by De Silva (1999) which examines the keywords in one genre of journalistic writing about business news in *Japan Times Metabook*. This research focuses on the key words of the genres in comparison with the total journalistic corpus and categories of key words for the genre of journalistic business writing. Then "A Corpus Approach to Newspaper Texts for Language Teaching", which conducted by the similar researcher, De Silva, 2001, examines the application of a corpus approach to the study of newspaper language in case of word frequency list, the analysis of collocation for individual lexical items, and the determination of keywords for particular genres of writing or for particular chronological period using WordSmith Tools on the *Japan Times* data. Those previous studies have similarity in conducting Corpus based approach in written and spoken data but, none of the studies has discussed about the text business used by Muslim fashion shop, especially which conducted in Indonesia.

Based on background above the purposes of this study are to know the important and frequently word and phrase usage in describing of Muslim fashion shop, and to know the variety, differences, and how the Muslim fashion shop's way to describe and promoting either their product or shop from the way they

make a cluster. The writer used Corpus Based Approach to find out the frequently word used and the variety in using word in a concordance and clusters in shop's description of Muslim shop in Indonesia and Muslim shops in UK.

## **1.2 Statement of the Problem**

By the resume on the background above, the writers concludes that Corpus linguistic really helpful to find out some reason the usage of particular language and words in a shop descriptions in Indonesian and UK Muslim fashion shop. The research questions of this study will focus on following topics:

1. What are the most frequent content words used in UK Muslim fashion shops?
2. What are the most frequent content words used in Indonesia Muslim fashion shops?
3. How is the content word used in UK compared to the content word used in Indonesia?

## **1.3 Objective of the study**

Based on the statement of the problems, the objectives of the study are:

- To determine the most frequent content words used in UK Muslim fashion shops.
- To determine the most frequent content words used in Indonesia Muslim fashion shops.

- To compare the content word used in UK and the content word used in Indonesia.

#### **1.4 Significance of the study**

The result of this study will give some suggestions for Corpus linguists about the typical English content word used in selling the products in Muslim fashion shops in Indonesia compared to the UK as the root of English language. This study also provides information for owners of Muslim fashion shops in Indonesia about the right collocates and content words to be used when promoting their products. Especially, for a fashion shop which has Muslim people as their target market. As this study will compare the content word used in UK and Indonesia, we will also be able to see the differences in the focus of the Muslim fashion shops in UK and Indonesia. Furthermore, this study is expected to motivate other students to conduct similar research about corpus linguistics in shop descriptions as a comparative study.

#### **1.5. Definition of Key terms**

**Corpus** : A corpus is a large collection of language text derived from written text or transcribed speech which can serve as a basis of linguistic analysis and description used for linguistic research (Kennedy, 1998, p.1).

- Corpus Linguistics** : Corpus linguistics is a wide scale of language data study taken from computer wide storage, and analyzes very extensive collections of transcribed utterances or written text (McEnery & Hardie, 2012, p.i).
- Collocate** : (of words) to be often used together in a language (Oxford University Press, 2010).
- Collocation** : A combination of words in a language, that happens very often and more frequently than would happen by chance. For example: *'Resounding success' and 'crying shame' are English collocations* (Oxford University Press, 2010).
- Corpus-driven** : The corpus-driven approach is a methodology whereby the corpus serves as an empirical basis from which lexicographers extract their data and detect linguistic phenomena without prior assumptions and expectations (cf. Tognini-Bonelli 2001).
- Content word** : A noun, verb, adjective or adverb whose main function is to express meaning (Oxford University Press, 2010).
- Muslim** : A person whose religion is Islam (Oxford University Press, 2010).

**Fashion** : A popular style of clothes, hair, etc. at a particular time or place; the state of being popular; the business of making or selling clothes in new and different styles (Oxford University Press, 2010).

**Shop** : A building or part of a building where you can buy goods or services (Oxford University Press, 2010).



# CHAPTER 2

## LITERATURE REVIEW