

CHAPTER II

GENERAL DESCRIPTION

OF THE OBJECT OF THE STUDY

II.1 Language Behavior

II.1.1 Convergent Behavior

Many times, in certain social interactions especially in a dyadic one, an individual demonstrates adaptive or accommodative behavior toward the speech of his interlocutors. This phenomenon emerges whenever an individual or a speaker attempt to associate himself with identification of the person he is talking with. If he displays a 'positive respond', he consciously shows associate behavior toward his receiver. Giles has termed such accommodative behavior as 'convergence', that is "an expression of a feeling of unity between people engaged in conversation"(Fasold, 1984: 161).

Convergence implies that one or more members of a conversation make an attempt to modify speech so as to become more similar. It is reaffirmed by social psychological researches on similarity-attraction in which the essence of convergent behavior lies. Those researches suggest that "an individual can induce another to evaluate him more favorably by reducing dissimilarities between him and his interlocutor" (Giles & Powesland, 1975: 157). Convergence, on the other hands, seems to require certain sacrifices from the individual in terms of identity-change and expended effort. It is indeed noticeable that whenever a Javanese

person tries to associate himself with the Suroboyoan accent of his interlocutors, he gradually minimizes or even changes his own speech style. Giles and Powesland also note that “It seems likely that the accommodative act may involve certain costs for the speaker, in terms of identity-change and expended effort, and so, such behavior may be initiated only if potential rewards are available” (Giles & Powesland, 1975: 157). Therefore, if one can accept the sign that his interlocutors display social approval to him, it would seem reasonable to suggest that his accommodative respond to them may also take place. In addition, Giles and Powesland say: “A convergent behavior can be regarded as an attempt on the part of a speaker to modify or disguise his persona in order to make it more acceptable to the person he is talking with” (Giles & Powesland, 1975: 158). In other words, the behavior may be a device for the speaker to make himself better understood.

II.1.2 Divergent Behavior

In contrast to convergence, in other circumstances an individual may sometimes show dissociate behavior toward his interlocutor as well. Giles regards it as ‘divergence’, that is “an expression of separation, or withdrawal away from the person someone is talking to, and into one’s own ingroup” (Fasold, 1984: 161). This behavior emerges if an individual doesn’t make any effort at all to understand the speech and even tries to dissociate himself from any identification with his interlocutor. Typically, the divergent behavior takes place if the speaker wants to perceive his own identity and emphasizes his loyalty to his own group.

One example can be obviously seen from one's reaction to the person who is different from him and does not share his regular use of linguistic items.

In addition to that, divergence would represent an effort to build a persona that distinguishes the individual or speaker from his receiver. Giles identifies it as "dis-identification or dissimilation" (Giles & Powesland, 1975: 157). In such situation, it is clear that the individual tries to emphasize his speech style by modifying it so as to become less similar.

II.2 Pager

II.2.1 The ABC of Pager

Pager is "a small receiver about the size of a pocket of cigarettes, which you can keep in your pocket" (Comfort, Revell, Simpson, Stott & Utley, 1986: 59). Motorola, Inc. in America recognizes this communication channel firstly in 1970s. Actually, it is created mainly for giving its users ease in communicating with their acquaintances. By using pager, the users can be contacted wherever they are, even though there is no telephone set within easy reach.

Although pager had already appeared in 1970s, it is still considered as a new communication channel in Indonesia. It is due to the fact that pager spread firstly in the end of 1980s. Nevertheless, in spite of its new existence in Indonesia, pager is getting popular lately. It is no longer a strange and expensive thing used exclusively by business people or high-class society. Many people use pager. In fact, teenagers take advantage on it as well.

There are many types of pager in existence. These types are distinguished based on several major characteristics, for instance: the manufacturer of the product, how many messages its memory capacity has, how many characters per message it can encounter, and more important how many lines it has for its read screen. In addition, other peculiarities such as its abilities in auto turn-on and turn-off, auto shut-off, restraining dust and water, and giving the users reminder call alert, distinguish pager's type as well. In term of the product manufacturer, there are many trademarks of pager that are provided by many companies for example: Uniden, Philips, Casio, Motorola, and so forth. Meanwhile, in term of the memory capacity, pager can be divided into several types. For instance, one, which can memorize 7, 9, 15, 20, 23, 40, or even 95 messages. Furthermore, in term of the characters per message, there are many pagers that have various characters per message. For example, pagers that can encounter 120, 200, 228, 240, 300, 2000, 6400, and 32.000 characters per message. Lastly, in term of the line of its read screen, basically there are three types of pagers, namely: one-line, two-line, and four-line pagers.

II.2.2 The Radio-paging System in Transforming Messages

Radio-paging systems enable a user to be contacted wherever he is even though he doesn't have a telephone set within easy reach. It is a way of letting him know that something important has happened and that he must act quickly. This system works through a pager or 'bleeper', that is "a small receiver about the size

of a pocket of cigarettes, which you can keep in your pocket.” (Comfort, Revell, Simpson, Stott & Utley, 1986: 59).

When people want to contact the user, they simply pick up the nearest telephone, dial the number of radio-paging station through which they can convey their messages. If the user is in the coverage area, his pager will bleep. The bleeping informs him that someone is calling him. However, if the user is not in the coverage area, his pager will not bleep since the signal won't get through. Besides, other factors such as the position of pager and its owner and the condition of the tool itself also determine whether the sign will get through or not.

Many companies that have personnel on business trips have found that radio-paging system improves their competitive position, and allows them to be more responsive to a lot of their customers' needs. It also increases company efficiency by cutting out many unnecessary and expensive journeys that are made sometimes by salesmen. This saves time and fuel costs. Other users who are really aware of pager's main advantage are people whose jobs require them to stand-by whenever they are needed such as SAR officials, journalists, doctor, policemen, and etc. If something important has happened, for example to a patient, the doctor can be contacted easily so that he can return to his surgery or hospital immediately. Hence, it is obvious that pager does give the ease and advantages for the users.

II.3 Radio-paging Operator

II.3.1 Requirements needed to be A Radio-paging Operator

Radio-paging operator is a person whose job is accepting and transforming customers' messages to the owner of pager. As noted in Chapter I, by using pager we can merely accept messages if we are in the coverage area. Conversely, if we want to convey our messages, we cannot do it by ourselves. We must, however, call the radio-paging station first, in which an operator will later accept and transform the messages to the person that we want to contact. How the message transmission through this channel is made, suggests that the role of radio-paging operators is very important. They must be able to transform the message as quickly as possible and as precisely as what the customer says. In other words, they must serve the customers professionally so that at last can fulfill customers' satisfactions.

In order to have and maintain the professionalism, radio-paging stations usually have certain requirements for their operators. According to them, radio-paging operators must be at least graduates of Senior High School. It is due to the fact that being graduates of Senior High School can assure those stations that the operators have already recognized many grammatical rules both in Indonesian and English languages. Other requirements are that radio-paging operators must have good skill in typing and, of course, good sense of hearing. It seems that these requirements are very significant since in order to serve the customers professionally the operators must be able to transform the messages as quickly as possible and as precisely as what the customer says. In addition, radio-paging

operators must have good language competence both in Indonesian and in English. It is because the messages they receive are mostly in those two languages. Thus, they have to master both languages so that they can understand well what the customer wants to convey. The last requirement is that radio-paging operators must be willing to work at any time in 24 hours. It is due to the fact that the radio-paging stations serve their customers in 24 hours non-stop. Therefore, they need operators who are willing to work in shift. Usually, the radio paging stations arrange the operators into three shifts, 7 a.m. up to 3 p.m., 3 p.m. up to 11 p.m., and 11 p.m. up to 7 a.m.

II.3.2 Language Competence of Radio-paging Operators

II.3.2.1 The Language Competence in Indonesian language

Like most graduates of Senior High School, radio-paging operators surely have already recognized many grammatical rules in both Indonesian and English. In Indonesian language, they must know *kalimat-kalimat baku* or standard sentences such as: “Dia mengatakan bahwa dia bersedia bergabung dengan kelompok kita”, “Sebaiknya buku ini anda kembalikan ke perpustakaan secepatnya”, and so forth. Accordingly, they can assuredly distinguish those standard sentences from the non-standard ones or *kalimat-kalimat tidak baku*, for instance: Dia bilang dia mau gabung sama kelompok kita”, “Sebaiknya buku ini kamu balikin ke perpustakaan”, and so on.

In addition to that, the operators have also recognized many affixes in Indonesian. They know that besides having prefixes such as *me-*, *ber-*, *di-*, *ter-*,

pe-, *se-*, *per-*, *ke-* and suffixes like *-i*, *-kun*, *-an*, Indonesian language has infixes, for example, *-el-*, *-er-*, *-em-*, and *-in-* as well. They positively understand how to use them correctly. For instance, if the prefix *me-* is attached to bases that start with phonemes / k, p, t, s /, the initial phonemes of those bases will be omitted and changed into / ng, m, n, ny /. Therefore, after the prefix *me-* has been attached to roots such as *karang*, *protes*, *tulis*, and *sapu*, stems that will be obtained are *mengarang*, *memrotes*, *menulis*, and *menyapu*. Conversely, if the prefix *di-* is attached to those bases, the initial phonemes are not changed. In other words, the stems are *dikarang*, *diprotes*, *ditulis*, and *disapu*. The operators must comprehend these rules including some exceptions, for example, if the prefix *ber-* is attached to the root *ajar*, the last phoneme of the prefix will be changed into /l/ and therefore, the stem will become *belajar* rather than *berajar*.

Moreover, in term of vocabulary, radio-paging operators must be able to distinguish which vocabularies belong to Indonesian language and which ones belong to others. It is due to the fact that some vocabularies in Indonesian and other languages, especially English, have forms and pronunciations that are somewhat similar. Usually, such vocabularies are Indonesian versions of English ones. For example, English has the word 'client', whereas Indonesian language has its own version, 'klien'. Another example, English has the word 'group', while Indonesian has the word 'grup'. Dealing with such vocabulary urges the operators to be careful in choosing and typing which form is appropriate to the addresser's message. If the addresser conveys his message in English, the radio-paging operator must, of course, type it in accordance with the correct English

vocabularies. Meanwhile, if the addresser conveys the message in Indonesian language, the operator surely has to type it in agreement with Indonesian versions.

11.3.2.2 The Language Competence in English

In a similar way, language competence of radio-paging operators in English is just, at least, like other graduates of Senior High School. They know many tenses in English like *simple present tense*, *present continuous tense*, *present perfect tense*, *simple past tense*, *past continuous tense*, *past perfect tense*, *simple future tense*, *future continuous tense*, and *future perfect tense*. They must learn also how to change active sentences into passive ones. They positively recognize patterns and characteristics of each tense. For instance, a sentence using present continuous tense must have 'to be' in its present form after the Subject of the sentence and suffix '-ing' after the Verb. Another example, in forming a passive sentence, operators must also know that the direct object of the active pattern becomes the subject of the passive one and further, the verb must be changed into its past participle form. In short, radio-paging operators must have some basic guide in creating sentences using those tenses.

In addition, radio-paging operators must understand some basic guide in forming the plural of nouns. Nearly all English plural nouns are formed by the addition of /-s/ or /-es/. Most nouns, including those ending in silent /-e/, are made plural by adding /-s/ to the singular form, for example: pencil-pencils, book-books, hand-hands, table-tables, and so forth. Meanwhile, nouns ending in /-s, -ss, -x, -z, -zz, -ch, -tch, -sh/ are made plural by adding /-es/. Therefore, the

plural forms of nouns such as gas, loss, box, fez, buzz, lunch, ditch, and marsh are as follows: gases, losses, boxes, fezzes, buzzes, lunches, ditches, and marshes. Even though the majority of English nouns are made plural by the addition of */-s/* or */-es/*, there are, as in most languages, some exceptions to be noted. A few nouns are formed plural by changing the vowel of the stem, or by adding */-en/* or */(r)en/*, for example: man-men, woman-women, ox-oxen, tooth-teeth, goose-geese, child-children, and so on. Moreover, some nouns do not change their forms from singular to plural. Several nouns included in this category are deer, sheep, fish, series, species, etc.

Further, radio-paging operators must be familiar with irregular form of verbs, adjectives and adverbs. A number of English verbs usually show one or more irregularities in the formation of the past tense and past participle. For example, buy-bought-bought, see-saw-seen, be-was-been, etc. At a greater distance, concerning adjective, irregularity frequently occurs in the formation of the comparative and superlative degrees of comparison. Although some adjectives take a final */-er/* or */-est/* to express the ideas of 'more' or 'most', there are others that show irregularity in forming the comparative and superlative degrees of comparison, for instance: bad-worse-worst, good-better-best, little-less-least, and so on.

II.4 Radio-paging Stations in Surabaya

The following are primary profiles of radio-paging stations in Surabaya summarized from various brochures, such as: Information Guide (EasyCall &

Telepage), Garco: Mitra Komunikasi Terpercaya (Garco), Product Knowledge dalam Panduan dan Materi Training bagi Sales Trainee (Metrotel), Radio Panggil Multipage (Multipage), Layanan Nusapage (Nusapage), Sukses Berawal dari Komunikasi Personal (Personal), Skytel Menjangkau Anda Setiap Saat (Skytel), Informasi Pelanggan Starco (Starco), dan National Paging Starpage (Starpage & Indolink).

II.4.1 Easycall and Telepage

Easycall, owned by PT. Telematrixindo, was officially established as the first national-licensed radio-paging company in Jakarta and Surabaya on October 19, 1993. At the first time, Easycall was operated in Manila in 1988 and has been controlling 90% market share in the Philippine ever since. A while later, it enlarged its market to some countries such as Malaysia, Thailand, Poland, India, and Indonesia.

Using reliable software and hardware provided and expanded by Telecom Messagetech P/L, the joint venture company of Australian Telstra and Matrix Telecommunication Ltd. in Sidney, Australia, Easycall is very confident in serving most radio-paging users in Indonesia. Until now, Easycall has been operating in 10 big cities in Indonesia, namely Jakarta, Bandung, Surabaya, Semarang, Medan, Palembang, Batam, Surakarta, Yogyakarta, and Denpasar.

In order to give the customers ease in communicating with others, Easycall provides several services, for example: Standard with Follow Me, Easy Zone, Easy National, Easy Reach, Easy Executive, Easy Group, Easy Corporate, Easy

Roster, Easy Print, Easy Access, Easy Connection, and Easy Monitoring. Lately, these services have successfully obtained trust from not only personal radio-paging users but also some private companies and government entities such as Astra Graphia, Merpati Airlines, SCTV, and BP 7.

In the meantime, Telepage actually used to belong to PT. Buana Bintang Bayu. Unfortunately since this company was bankrupt in 1998, it was then taken over by PT. Telematrixindo, the one that owns Easycall. Like Easycall, Telepage also has the same coverage area and gives same services, such as Standard with Follow Me, Easy Zone, Easy National, and so forth.

II.4.2 Garco

Garco is the second oldest radio-paging station in Surabaya. It was established in Surabaya in 1987 and in Jakarta a while later. Garco belongs to PT. Bumi Menara Jaya, a private company that doesn't hold any joint venture with others. Even though it was established long years ago, in term of coverage area Garco has the smallest range, 80 kilometers from Surabaya and Jakarta. Due to this fact, Garco has little success in competing with other big radio-paging stations. Consequently, it can only obtain such a little market share that it becomes not popular. Several services provided by Garco are Print Out Message, Repeat Call, Password, Secretarial Service, and Group Call.

II.4.3 Metrotel

Owned by PT. Selarasindo Mulia, Metrotel was officially established in Jakarta on October 1996. At the same time, it was also located in Surabaya. Actually, Metrotel is not a newcomer in telecommunication industry since it has been in the same group with PT. Centralindo Panca Sakti, which has a lot and reliable experience in communication industry. Metrotel is supported by qualified workforce and uses the newest radio-paging technology that is 'flex' system, in order to offer professional and satisfying services to its customers. Areas that can be covered by Metrotel are divided into 3 regions. The first one is for areas around Jabotabek and West Java. The second one is for Surabaya and its environments, whereas the last one is for areas around Dumai and Pekanbaru.

This radio-paging station allows its customers to experience services such as: Metro Ring, Metro Temp, Follow Me, Metro File, Metro Group, Metro English, Metro News, Metro Pribadi, and Metro Cellular.

II.4.4 Multipage

Belonging to PT. Multi Larasati, Multipage is the outcome of cooperative relationship between Lyman Group, the distinguished enterprise group that has a large network in various fields, and NTT, the biggest communication enterprise group in Japan that has had 10 million radio-paging customers. Since it was officially established in Jakarta in 1992, Multipage has been one of market leaders in radio-paging industry. In term of its coverage area, Multipage has two regions. The first one is for Jabotabek and West Java whereas the second is for East Java.

Further, Multipage offers several services such as Multi Traffic, Multi Finance, Multi News, Multi Net, Multi English, and Multi Group.

II.4.5 Nusapage

Owned by PT. Persada Komindo, Nusapage was officially established in Jakarta in 1993 and in Surabaya in 1996. Even though in Surabaya it is considered as one of newcomers in radio-paging industry, Nusapage has successfully attracted people's attention and therefore, gets many customers. It is due to its market segment that focuses on teenagers and businessmen. In addition, Nusapage always offers innovative and foremost services such as Direct ID, Info Plus, Corporate Paging, Continuously Message, Store Message, Print Out Message, Repeat Call, Password, Secretarial Service, Sholat Schedule, and Group Call. Concerning its coverage area, Nusapage can reach areas around Jabotabek and West Java as its first region and East Java as the second one.

II.4.6 Personal

Owned by PT. Hutchison Sewu, Personal is the outcome of cooperative relationships between Hutchison Telecom (Hongkong), Gunung Sewu Kencana, Yayasan Pepabri, and Yayasan Merdeka Kertaraharja. This radio-paging station was established in Jakarta and Surabaya around 1996. Concerning its coverage area, Personal has two regions in which the first is for Jabotabek, Bandung and their environments and the second is for Surabaya, Jember and their environments. Like other radio-paging stations, Personal also offers general

services such as Personal News, Personal Finance, Personal English, Personal File, Personal Repeat Call, Personal Password, and so forth.

II.4.7 Skytel

Skytel is a national-licensed radio-paging station that is owned by PT. Skytelindo Service. It was established in Jakarta in 1992. Meanwhile, in Surabaya it was located a year later. It is the first radio-paging station that uses “flex” system and is accommodated with VSAT (Very Small Aperture Terminal) technology in transmission system as well. With its national coverage area, Skytel allows its customers to get ease in both accepting and conveying messages from many big cities such as Jakarta, Surabaya, Bandung, Semarang, Medan, Denpasar, Ujungpandang, and their environments.

Basically, there are two main services that are provided by Skytel, namely Skytel, a service for customers who are nationally mobile, and Skyzone, a service for customers who only need one coverage area. However, in spite of those services there are many other services given by Skytel, for example: Sky Info, Skyword Access, Two in One, Group Call, Pager Recall, Secretarial Service, All English Operators, Sky Alert, and so on.

II.4.8 Starco

Belonging to PT. Motorollain Corporation, Starco was established officially in Jakarta in 1977 and thereafter, is considered as the oldest radio-paging station. Meanwhile, in Surabaya it was located around 1980. Due to this

fact, it becomes the most experienced station and has the largest coverage area that can be divided into 6 regions. In detail, those regions are as follows:

- Region 1 covers areas around Lampung, Jakarta, and Bandung
- Region 2 covers areas around Palembang and Medan
- Region 3 covers areas around Banjarmasin, Balikpapan, and Samarinda
- Region 4 covers areas around Manado and Ujungpandang
- Region 5 covers areas around Semarang, Solo, and Yogyakarta
- Region 6 covers areas around Surabaya, Malang, and Bali

In term of services, Starco offers many services such as Password, Informasi Berita, Rekaman Telepon, Operator Bahasa Inggris, Wake Up Call, Fax Box, TPL (Telepon Panggil Langsung), Memo Call, Leave Message, Follow Me, Group Call, and Auto Call.

II.4.9 Starpage and Indolink

Belonging to PT. Duta Pertiwi Santosa, Starpage was established in Jakarta in 1986. A few years later, it was also located in Surabaya. Like Skytel, Starpage is also a national-licensed radio-paging station that uses VSAT technology in transmission system. In term of its coverage area, it can reach many big cities like Medan, Batam, Jakarta, Bandung, Semarang, Surabaya, Denpasar, and their environments. In the meantime, in term of services Starpage gives its customers various services such as Star-Group, Star-PC, Star-Memo, Star-English, Star-Dial, Star-Code, Star-Mail, Star-Forex, and etc. In addition, it also

provides its customers with numerous reliable products from Phillips and Motorola that have already been controlled by Service Center Starpage.

Indolink itself was acquired by PT. Duta Pertiwi Santosa in 1998. Actually, Indolink used to belong to PT. Indolink First Pacific. However, since the later company went bankrupt, PT. Duta Pertiwi Santosa took it over. Even though the same management manages it, Indolink still maintains its own coverage area such as Jakarta, Surabaya, Bandung, Yogyakarta, Semarang, Bali, Samarinda, and their environments. Yet, in term of service Indolink has the same ones as Starpage does.

CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA