

# **CHAPTER I**

## **INTRODUCTION**

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

From time to time the function of radio is getting broader. At first, the function was only to give information about propaganda. Nowadays, radio may be said as the source of entertainment, education, business, politics, and as the medium for the spreading of religion (Effendi 137-138). There are many topics that we can find on the radio, starting from information about new songs, new movies, sport, health, business, politics, etc.

In order to make the program more interesting, some radio stations conduct interactive programs. In this kind of program the audience is expected to participate in the show. The audience may ask questions about the topic that is being discussed, give opinions or suggestions, and express her self or him self.

When the audience interacts with the radio announcer, the act of sharing information occurs and communication has come to be thought of as a relationship. Communication becomes an act of sharing rather than something someone does to someone else (Schramm 23).

Some interactive programs are conducted in English. One of the radio stations in Surabaya which conduct English interactive program is Colors FM radio station. By using English as the language in the program the producer intends to increase the image of his radio station. English is

known as the second language in Indonesia and considered to have higher prestige than Indonesian.

Since the information is not broadcasted visually, the radio announcers are demanded to describe the information accurately. The radio announcers must be able to perform their knowledge of language and other aspects of communicative language use in actual communication. They are also required to have communicative competence and the actual communication. Communicative competence is understood as the underlying system of knowledge and skill required for communication. While the actual communication is the realization of such knowledge and skill under limiting psychological and environmental conditions.

From the observation the writer finds out that the announcer of Colors radio station still makes mistakes in using English in his interactive program. There are still mispronunciations, syntactic errors, semantic errors and morphological errors made by the announcer. The common mistake is syntactic error. For example the utterance "tho...did something to you?" This utterance means the announcer asked the participant whether her boyfriend did something to her. His utterance should be "did he do something to you?" In this case the announcer forgot to mention the subject "he"; "tho" is only an expression like "ehh" or "ehm".

In this program the announcer always invites the audience to join him to practice their English. Indeed this program can be a good way for practicing English. However, it wouldn't be nice if the announcer can not use English properly. How will he correct the mistakes made by the audience if

he himself couldn't speak properly? In spite of this, we know that English is not our native language. Since the purpose of learning language means to use the language, it needs practice regularly.

From the explanation above, it is worth knowing the acceptable error(s) made by the announcer according to the audience opinion. Before knowing the acceptable error(s) made by the announcer, kinds of error need to be identified.

Seen from Sociolinguistics, the language that the radio announcer used could be related to one of the rubrics of diglossia, that is prestige. The language that is used by the radio announcers shows the prestige of the radio station. In other words, it could build the image of the radio stations in the eyes of the audience.

For radio stations, which use English as a medium of communication, and for radio announcers who are able to perform the language properly, the audience will assume that the radio stations have a good image than other radio stations. So, the way the audiences react toward the language and the use of the language itself can be related to language attitude.

Language attitude as cited in Fasold (147) by William, is considered as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent responses. In this study the stimulation is the errors in English made by the Colors radio announcer, while the people whose responses are being investigated are the audience. The

audience's opinions are based on their attitude toward the errors in English made by Colors radio announcer.

Errors in English made by Colors radio announcer are found on 'Parcel in English' program. It is an interactive program, which use English as the medium of communication and broadcasted every Saturday from 1.00-3.00 p.m. This program becomes a channel for the participants to interact with the announcer.

The purposes in establishing 'parcel in English' according to the head of production are for fun and to provide a medium for both the announcer and the audience to use or practice their English. There is no limitation of the topic as long as the announcer and the participants are able to communicate to each other.

## **1.2. Statements of the Problem**

Based on the background of the study, the researcher seeks to answer the following questions:

1. What is the acceptable error in English made by the Colors radio announcer according to the audience?
2. Is it necessary for radio announcers to be able to use English properly?

## **1.3. Objectives of the Study**

This study is intended, firstly, to find out the acceptable error(s) in English made by the Colors radio announcer according to the audience.

Secondly, the writer would like to know whether it is necessary for radio announcers to be able to use English properly.

#### **1.4. Significance of the Study**

This study attempts to give contribution to radio announcers. They should avoid making errors in English or other languages. Every single mistake they make will affect the radio stations' image. Because it is not only what language is spoken in their program but also the way they perform the language itself that the audience use as a measurement to judge the radio stations' prestige.

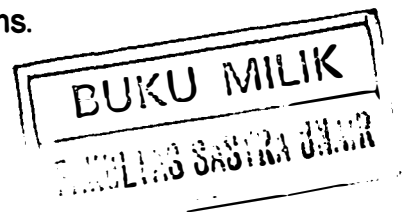
#### **1.5. Limitation**

The study focuses on the audiences' opinion about the acceptable error(s) in English made by the Colors radio announcer in an English interactive program entitled 'Parcel in English'. Parcel in English is the only English interactive program conducted by Colors radio station. In 'Parcel in English' the medium of communication is totally English.

Colors radio is one of FM radio stations with young people as the audience. Young people prefer FM radio stations because they often play English songs and use some English in their programs.

#### **1.6. Theoretical Framework**

Since this study attempts to find out the audience's language attitude toward the acceptable error(s) in English made by the Colors radio



announcer, the writer uses the theory of attitude. As William cited in Fasold (147), language attitude is considered as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent responses. Another statement of language attitude is pointed out by Agheyisi, Fishman and Cooper. Language attitude is said to be an intervening variable between a stimulus affecting a person and that person's response (Fasold 147).

Two aspects of language behavior are included in this study, which are very important from a social point of view. First is the function of language in establishing social relationship; and second is the role played by language in conveying information about the speaker (Trudgill 14).

### 1.7. Definition of Key Terms

- Acceptable error(s): Error(s) in English which are still understood and accepted by the audience
- Audience: A group of persons assembled to listen or watch something, especially a public performance or speech.
- Language Attitude: An attitude towards the use of certain dialect or language.
- Mispronunciation: incorrect pronunciation.
- Morphological errors: errors in word endings or morpheme (or other word parts).
- Radio announcer: A person who announces the broadcasting material to the audience.

- Semantic errors: errors in meaning.
- Syntactic errors: errors in word order.

### **1.8. Method of the Study**

The method applied in this study is descriptive quantitative in the form of survey study. By using survey design as stated by Fowler in Creswell (117) this study provides a quantitative or numeric description of some fraction of the population-the sample-through the data collection process of asking questions of people.

Basically this study deals with the calculation of the mean value of Semantic Differential Scale as the instrument in order to know the language attitude of the audience towards the errors in English made by Colors radio announcer.

This study uses a direct method since the writer requires the respondents to respond to the questionnaire that simply asks their opinion about errors in English. In direct method the respondents know that they are being investigated.

In the questionnaire, the writer uses both closed and open questions. It is aimed to make an ideal compromise by conducting pilot research with open questions and use these results to construct a closed-question questionnaire. Open questions let the respondents have maximum freedom to present their views, while closed questions allow the respondents to stay to the topic and to deal with the questions easily.

The questionnaire consists of two pages. The first page is the questionnaire itself with six questions and four semantic differential scales. The second page is the transcription of English errors made by Colors radio announcer.

### **1.8.1. Population and Sampling of the Study**

The population of this study was audience in Surabaya where Colors radio station is located. The wave range of this radio station includes Surabaya, Lamongan, Gresik, Sidoarjo, Bangkalan, and Mojokerto. Among those cities, audience in Surabaya are considered to have better education background. Therefore they are able to follow English program from the radio.

Since the population of the audience is large, the writer applied multistage sampling (Creswell 119). First the writer used purposive sampling by choosing a group of respondents, which represent the characteristics of Colors radio audience. This technique enables all the relevant characteristics of Colors radio audience are presented in the sample (Black and Champion 264). Second the random sampling was utilized to select only 30 respondents to be used in the study.

A group of respondents that was investigated are the students of the English Department of Airlangga University. The writer chose English Department students because they have good English knowledge. Since the average age of the respondents is 22 years old, they are then considered to be dynamic and young adult. The respondents are Airlangga University



students, one of the famous universities in East Java, so in this case the respondents may have broad knowledge of world.

Their characteristics are suitable with the characteristics of the audience of Colors radio that can be classified according to the age, demography, psychography, and sex. The age of the target audiences of this radio is between 20 to 30 years old. Demographically they are young workers, young professionals, and university students. From psychographic point of view, the audiences are young adult, dynamic and have broad knowledge of world.

### **1.8.2. Technique of Data Collection**

Before the writer searched for the language attitude of the audiences, she had already had the data of errors in English made by the Colors radio announcer.

In getting the data about the language attitude of the audiences toward the errors in English made by the Colors radio announcer, the writer created a questionnaire and semantic differential scales. The questionnaire contains seven questions and four semantic differential scales. In semantic differential scales, there are 7 lines, which go from the lowest value to the highest one. The respondents were asked to give a mark on the line closest to their responses.

After the questionnaire was copied, the writer distributed the copies to the respondents.

In short, the procedures in collecting the data were:

1. Creating questionnaire and semantic differential scale
2. Distributing the questionnaires to the respondents

### 1.8.3. Technique of Data Analysis

After the data from the questionnaire were collected, the writer classified the data according to the kind of errors, and calculated the mean value of semantic differential scales. In calculating the mean value of semantic differential scale, the writer used the formula as follows:

$$\frac{(nxm) + (nxm) + (nxm) + \dots}{r} = \text{mean value}$$

'n' is the number of marks at each space, 'm' is the value for the space and r is the total number of respondents.

The answers toward the questionnaire and the mean value of semantic differential scales of the respondents were interpreted. From the mean value of semantic differential scales, the audience' judgments toward the errors could be known.

In short, the procedures of technique of data analysis were:

1. Calculating the mean value of the data
2. Interpreting the answers and the mean value

### 1.9. Organization of the Thesis

The thesis consists of four chapters. The first chapter is Introduction. It includes background of the study, statement of the problem, objectives of the study, significance of the study, limitation, theoretical framework,

definition of key terms, method of the study, and organization of the thesis. Chapter two is literature review that deals with theories and studies related to this present study. In chapter three, the data are presented and analyzed. In this chapter the writer also gives the interpretation towards the data. The last chapter is chapter four, which gives conclusions of the study.

## CHAPTER II

### LITERATURE REVIEW