ABSTRACT

This study is aimed to find out the audience's attitude toward the acceptable errors in English made by the Colors radio announcer. This study also tries to give contribution to both radio announcers and radio stations in order to maintain their existence.

The writer applied multistage sampling; purposive and random sampling. Firstly, the writer samples a group, which in this study are English Department students since they represent the characteristics of Colors radio audience. Secondly, the writer randomly chose 30 respondents as the final sample.

The errors are classified into four categories: mispronunciation, morphological errors, semantic errors and syntactic errors. In order to find the audience's attitude toward the acceptable errors in English, the writer used semantic differential scale as the instrument and formulae to calculate of the mean value of the scale on each category of errors.

The scale consists of opposite extremes of a trait at either end and blank spaces between them. The opposite extremes of a trait used in this study are 'unaccepted' and 'accepted'. Negative values are assigned to the spaces near the adjective 'unaccepted' and positive values are assigned to the spaces near the adjective 'accepted'.

After the respondents put their marks to the space nearest to their opinion, the calculation by using the formulae was done to find the mean value of the each scale. As the result all the mean value are negative even though the scores are less than one. Those mean that all errors are unaccepted by the audience.

The data also shows that it is necessary for radio announcers to be able to speak English properly. Based on the fact that the way the announcers perform their knowledge of English may affect the radio stations' image. Since the errors are unaccepted, therefore the announcers must be able to speak English properly. If a radio station lose its image in the eyes of the audience, it will also lose its audience. The worst thing that might happen, the radio station will lose its existence.

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BAB I

INTRODUCTION