

**THE LANGUAGE ATTITUDE OF CUSTOMERS TOWARD THE
DOMINANT USE OF ENGLISH IN THE MENUS AT GRESIK CAFÉS**



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**Submitted in Partial Fulfillment of the Requirements for the
Sarjana Degree of English Department Faculty of Humanities
Universitas Airlangga**

By

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SURABAYA

2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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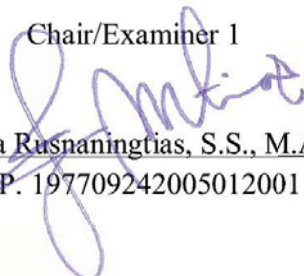
***Dedicated to my beloved family.
For Kanjeng Mami, for Kanjeng Papi, For My
Sisters, For My Brothers in Law, For My
Nephew and Niece.
and For My Future Beloved Partner***

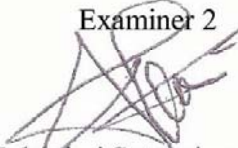
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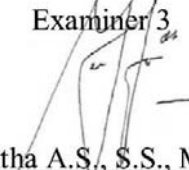
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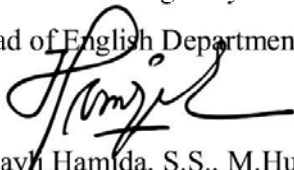

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Fidaiyatul Milah

***So be patient with gracious
patience
(QS. 70:5)***

***Start now. Start where you are. Start with fear, Start
with pain. Start with pain. Start with doubt. Start with
hands shaking. Start with voice trembling, but Start.
Start and don't stop. Start where you are with what you
have. Just Start.***

- Ijeoma Umehinyuo -

***Allah does not burden a soul
beyond that it can bear
(QS. 2:286)***

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ABSTRACT

English is the third language in Indonesia after regional and national languages, however, English is used in menus in many cafes in Indonesian cities, particularly Gresik. This study is aimed at examining cafe customer language attitudes based on gender and occupation toward the dominant use of English in the menu. This study also intended to reveal the reasons for their language attitude by using motivation theory proposed by (Baker 1992). This study employed a quantitative approach by distributing questionnaires to 60 customers at three cafes: Gresik Empire, Pits-Stop Kopi Gold KIG, and AADG (Ada Apa dengan Gresik). The writer used a descriptive statistic method to determine the tendency of customer's language attitude and the motivation by using mean score. In addition, this study also interviews 10 participants to get a more in-depth explanation of their questionnaire responses. The results of data analysis, female respondents get a mean score of (F= 5.2), while male respondents (M= 5.01). Based on occupation, College Students get a score of (CS= 5.33), Senior High School Students (SHSS= 5.07), and Workers (W= 4.10). It means customers based on gender and occupation have positive attitudes toward the dominant use of English in the menu with more emphasis on instrumental motivation and less integrative motivation.

Keywords: *Gender, Instrumental Motivation, Integrative Motivation, Language Attitude, Occupation.*

ABSTRAK

Bahasa Inggris adalah bahasa ketiga di Indonesia setelah bahasa daerah dan bahasa nasional, namun English digunakan dalam menu di banyak kafe di kota-kota Indonesia, khususnya Gresik. Penelitian ini bertujuan untuk menguji sikap bahasa pelanggan kafe berdasarkan jenis kelamin dan pekerjaan mereka terhadap penggunaan bahasa Inggris yang dominan dalam menu. Penelitian ini juga dimaksudkan untuk mengungkap alasan sikap bahasa mereka dengan menggunakan teori motivasi yang dikemukakan oleh (Baker 1992). Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 60 pelanggan di tiga kafe: Gresik Empire, Pits-Stop Kopi Gold KIG, dan AADG (Ada Apa Dengan Gresik). Penulis menggunakan metode statistic deskriptif untuk menentukan kecenderungan sikap bahasa customer dengan menggunakan skor rata-rata. Selain itu, penelitian ini juga mewawancarai 10 partisipan untuk mendapatkan penjelasan yang lebih mendalam tentang tanggapan mereka di kuesioner. Hasil analisis data, responden wanita mendapatkan skor rata-rata ($F = 5.2$), sedangkan responden pria mendapatkan skor ($M = 5.01$). Berdasarkan occupation, Mahasiswa mendapatkan score ($CS = 5.33$), siswa SMA ($SHSS = 5.07$), dan Pekerja ($W = 4.10$). Itu artinya pelanggan berdasarkan jenis kelamin dan pekerjaan mempunyai sikap positif terhadap penggunaan bahasa Inggris yang dominan dalam menu dengan lebih menekankan motif instrumental daripada motif integratif.

Kata kunci: *Jenis Kelamin, Motivasi Instrumental, Motivasi Integratif, Sikap Bahasa, Pekerjaan*