

ABSTRACT

Ilmi, Setyaning. *The Language Attitudes of The Visitors of Pakuwon Food Festival Toward Restaurant Names Written in Javanese, Indonesian, and English Language.* Undergraduate Thesis, Faculty of Humanities, Airlangga University Surabaya

In Surabaya, English seems to surpass both Indonesian or Javanese languages. Many public spaces especially restaurant names are fulfilled with English. Concerning to this phenomenon, this study aims to investigate the attitudes of the visitors of Pakuwon Food Festival toward the language which is commonly used in the restaurant name, English, Indonesian, and Javanese. Besides, this study also explains the reasons why they have a certain language attitude. This study was done by employing quantitative descriptive approach. In this study, the direct question method was chosen to gain the data from the respondents by administering the questionnaires. Accordingly, it was found that the visitors of Pakuwon Food Festival have positive attitude toward restaurant name written in English. Their language attitude toward English is influenced by all aspects of instrumental and integrative motives. Similarly, the writer found that the visitors have positive attitude toward restaurant name written in Indonesian. However, the degree of their positive attitude was not so high compared to that written in English. On contrary, the writer found that they have negative attitude towards restaurant name written in Javanese. Regarding to the instrumental motives, the respondents' attitude towards Javanese is influenced by the language pride and the social status of the language. On the other hand, in integrative motive, their language attitude is influenced by the language culture.

Keywords: **language, attitude, Javanese, Indonesia, English, integrative, instrumental, motives**