

CHAPTER I

INTRODUCTION

1.1 Background Of The Study

In this globalization era, local language, such as Javanese, or National language, such as Indonesian seems to be subordinated by English as an international language which is spoken by almost people in the world. English seems to have an important role in many sectors including medicine, engineering, and education, business and tourism (Lauder, 2008). The spread of English language can be seen in Surabaya as a city of business and shopper destination in Indonesia. Many public places are fulfilled with advertisement written in English. It can be seen from the tourism advertisement “*Sparkling Surabaya*” which is made by local government as a city tourism slogan. There is a tendency for both businessman and the advertisement agency to use and to put foreign language on their business or advertisement. Besides, based on the studies done by Tauhidi (2008), English brand's products have a significant influence toward the customers' perception on the products.

As one of the big cities in Indonesia, it can not be denied that Surabaya has widely used English for building names (e.g *Airlangga Convention Center, The Empire Palace, Intiland Tower*), residences (e.g *Juanda Regency, Royal Residence, Golf Avenue Citraland*), and shopping centers (e.g *Giant, Hypermart,*

Grand City, Surabaya Town Square). Indeed, the use of English in Surabaya has also widespread to a minor scale sector, for instances, *Best Electronic, Clean n Cheap Laundry, Glory Bakery, and Smart Cell*. This kind of situation is very problematic since all of the public spaces mentioned above were established by Indonesian people and are accessed by the society whose national language is Indonesian and the local language is Javanese but they prefer to use English.

In the writer's own observation in Pakuwon Food Festivals, one of the popular culinary spots in Surabaya, the languages put on the the restaurant or cafe are dominated by English, Indonesia, and Javanese. Restaurant's or cafe's names written in Indonesia are, for examples, *Kedai Eyang, Special Nasi Bakar, Nasi Bebek Pak Janggut, and Ayam Goreng Jakarta*. On the other hand, restaurant's or cafe's names written in English, to mention some are, *Sari 21 Chinesse Food, Simply Dessert, Wok Noodle, Green Bean Cafe, Singapore Favourite, Master Steak, and Village Food and Resto*. Besides, several restaurant's names are also written in Javanese, such as *Sego Senggol*.

Choosing a language to be put in the public spaces, such as public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings can not be said an easy thing to do. Landry and Bourhis (1997) recognized the language of those public spaces as linguistic landscape. The difficulties might be due to the two main function of linguistic landscape, especially commercial shop. As stated in Torkington (2009), the language which is used in public spaces serves as an informational marker and a symbolic marker of the territory or geographical space. It serves as an

informational markers when the language informs the reader or passerby that a particular area or territory is inhabited by a given language community. It serves as a symbolic marker when its function is as a culture, concept, and taste marker.

Master Steak, for instance, one of the restaurant names in Pakuwon Surabaya whose employees speak Indonesian and Javanese but the language choice of the restaurant name is English. Yet, it symbolizes foreign taste. The food and beverages and the concept of the restaurant deal with businesses and English-speaking culture. Referring to the main function of linguistic landscape, the language which is used as the restaurant name such as *Master Steak*, serves as a symbolic marker.

Another case, *Village Food and Resto*, is also located in the Indonesian and Javanese speaking community. The menu which is offered by this restaurant is Indonesian food. The concept or outlook of this restaurant is influenced by Chinese and Indonesian culture. Thus, the language choice of this restaurant name can not serve as neither informational nor symbolic function. They prefer to use *Village Food and Resto* to Indonesian name, for example, *Masakan Desa*. However, it might also reflect how English is considered as being more modern and prestigious than local languages.

Furthermore, the language which is used in a certain public spaces, especially, restaurant, plays an important role in attracting the customers to visit the restaurant. If the customers like or admire the language, it can be assumed that they will be easily attracted to visit the restaurant. Since the customer's opinion is worthy for the restaurant or cafe owner, it is important to know what

the language attitude of the customer towards the language which is used in the restaurant name. Richards (1992) defines language attitude as the attitude that the speakers of different languages or language varieties have towards each others' languages or towards their own language.

According to the mentalist theory stated by Williams (1974), attitude is defined as an internal state aroused by stimulation of several types and may mediate the individual's subsequent responses. In this study, the stimulus is the language choice in the restaurant name; whereas, people whose response are being observed are the those who visit a culinary spot.

Lambert (1968) shows that language attitude towards a particular language may influence the learner's success in achieving the language learning goals. A positive attitude towards a language can help learners get a better achievement. On the contrary, negative attitude towards a language can be an obstacle to the learners to get a better achievement.

A study conducted by Damayanti (2007) successfully proved how language attitude may affect in trading. She investigated the attitude of Chinese merchants in one of trading centers in Surabaya towards Mandarin, Javanese, Madurese, and Indonesia. Her quantitative descriptive study revealed that the language used by their customer affected how much price they gave to their customer. The more positive their language attitude towards the language used by their customer, the cheaper price they gave to the customer.

The phenomenon of language attitude is needed to be studied and explored more. In this study, the writer focuses on the language attitudes of restaurant

customers toward the language used in the restaurant name, and which represent their feeling about the restaurant.

Some studies about language attitude have been conducted in Indonesia and in other countries. In order to support this study, some previous studies have been chosen as references. First study was conducted by Fitriasaki (1997) which investigated the language attitude of hotel's manager towards the language choice in job application. In her study, the researcher compared two languages commonly used in job application, English and Indonesian. The responses of the hotel's manager were observed by using semantic differential scale. The results of the study showed that the managers of star hotels considered job application written in English as more reliable. On the other hand, the manager from non-star hotels considered English job application was overqualified. In her study, Fitriasaki (1997) divided her respondents based on the hotel classes.

Another related study was done by Chen (2013) which investigated the language attitudes of university students toward English as a foreign language, Chinese as their national language, and Ughur as their local language. In doing his study, Chen (2013) used match guised technique where the tape-recorded and the passage was arranged in such a way that each passage seemed to be read by different individual. The subjects listened to Speaker A (Chinese) first and then rated the speaker on 8 different personality traits using a 7-point Likert scale. The subjects then did the same to Speaker B (English) and Speaker C (Uyghur). This study showed that there were significant differences between the evaluation of the guised Chinese speaker and the evaluation of the guised English speaker in regard

to the traits of being polite and being humorous. The subjects evaluated the guised Chinese speaker as more polite than the guised English speaker, and they evaluated the guised English speaker as more humorous than the guised Chinese speaker. The Uyghur guised speaker was rated the highest among the three guised speakers.

Although the above studies correlate with this study, but the focus of the study is different. In terms of the object of the study, the object of this study is the languages commonly used in public spaces, especially, restaurant names. Since this study deals with culinary, the writer then decides to choose people who visit one of the culinary spots in Surabaya, Pakuwon Food Festival, as the respondents of the study. Located on one of high class residences in Surabaya, the writer assumes that Pakuwon Food Festival visitors are dominated by high class society. Furthermore, a high class society are typically educated people that understand English, Indonesian, and Javanese.

This study is worthy to be done because by conducting this study the language attitudes of Surabaya people toward the languages of their surrounding linguistic landscape, especially restaurant names can be revealed. Moreover, Tjahjono Haryono, the chairman of restaurant and cafe businessmen association in East Java, confirmed that the culinary industries in Surabaya are increasing during these five years. Many businessmen establish restaurants that can be found in every corner of Surabaya. Therefore, it is important to know how the language attitudes of their customers toward the languages of their restaurants names and the reasons why the customers have such attitudes. Besides, this study is also

important with regard to language planning since attitudes toward a language influence global decision of language policy.

1.2 Statement of The Problems

1. How are the language attitudes of the visitors of Pakuwon Food Festival toward restaurant names written in English, Indonesian, and Javanese languages?
2. What motives influence the language attitudes of the visitors of Pakuwon Food Festival?

1.3 Objectives of The Study

The purpose of this study is to describe the attitudes of the visitors of Pakuwon Food Festival toward the restaurant name written in Javanese, Indonesian, and English. Moreover, this study aims to explain the motives which influence the respondents to have a certain language attitude.

1.4 The Significant of The Study

Since this study concerns with the language attitudes of the visitors of Pakuwon Food Festival toward restaurant names written in English, Indonesian, and Javanese languages, this study is expected to contribute to sociolinguistics, especially to the area of language attitudes. The techniques used for collecting and analyzing the data are beneficial to explore more about language attitudes.

Moreover, the results of this study contributes to language planning and language policy in Indonesia, especially in Surabaya.

Furthermore, as a city which is wellknown for its culinary tourism, Surabaya has many restaurants or cafes widespread in every corner of this city. By describing the attitudes of the visitors of Pakuwon Food Festival toward restaurants name written in Javanese, Indonesia and English, the culinary businessmen, especially restaurant owners, can consider the language choice of their restaurant name which is not only profitable for their business but also contributes to language maintainance.

1.5 The Definition Of Keyterms

Language Attitude : The attitude that the speakers of different languages or language varieties have towards each others' languages or to their own language. (Richards, 1992)

Pakuwon Food Festival : One of culinary spots in Surabaya located in *Pakuwon City* residence

Restaurants names : one of linguistic landscape which is categorized as commercial shop signs

Linguistic landscape : the language of public road signs, advertising billboards, street names, place names, commercial

shop signs, and public signs on government buildings (Landry and Bourhis, 1997).

Indonesian : Official language in Indonesia (Article 36, U U 1945)

English : One of foreign languages in Indonesia (Article 36, UU 1945)

Javanese : One of local languages in Indonesia (Article 36, UU 1945)

