

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Naming is a concept in life. Every living thing has a name. Names can be given to nouns or entities (Zhang & Noels, p.610). Naming aims to introduce others to objects. Each naming has a certain meaning and origin. A name should be something that people can remember, use, and rely for future interactions. Naming is also very important in business; the brand name represents the identity of the business or company. The choice of a brand name affects the success of a business because the brand is “a name, term, sign, symbol, design or a combination of these, that identifies the maker or seller of the product or service.” Kotler (2005, p.549).

One example of naming in business is naming a coffee shop, often shortened as 'cafe', and the name of the coffee menu provided in the coffee shops. The name of the coffee shop may make people more easily remember the shops. Some popular coffee shops in the world are The Coffee Bean & Tea Leaf, Starbucks, Hard Rock Cafe, and Coutum. In Indonesia, some coffee shops mainly found in big cities are Janji Jiwa, Chief coffee, Sulthan coffee, Authentic coffee, Volken coffee, Mannaka Bali, Stuja Coffee, and Hannaka coffee.

Currently, the coffee shop business is very popular in the world, including in Indonesia. There are several reasons why coffee is now becoming one of the popular drinks. The caffeine contained in coffee makes people addicted. Caffeine contains many chemical elements that make people feel energized, relaxed, and reduce

headaches. Researchers attribute the calming effect to sensory stimulation which aids creativity and mental stimulation which in turn helps calm some people. In addition, coffee is a menu for people when they gather to discuss work, business, or discuss about assignments.

This phenomenon also occurs in Padang city. Observation of the name of coffee shops, the drinks made of coffee, and other menus in Padang city are mostly in English language, the mixture of Indonesian and English languages, or the mixture of Minang and English language. Such as *Kopi Susu Cream*, *Strength Sus Coffee*, *Coffee Failure*, and *Green Camel*. In addition, drink menus non-coffee include Banana Berry, Dragon Violette, Milky Way, and Black Apple.

The use of English in these coffee shops is probably related to the role of language in creating the image of a product. As stated by Charmasson (1988, p.157). Branding in foreign languages has specific purposes, including creating an image of the product. It gives the perception that the product is produced by the country or related to the country. It can also to create own uniqueness compared to other brands. So that the product can have more special impression and consumers will feel more proud if the product uses the language of the country.

The language use phenomena may have a meaning in term of language perception or attitude of the owner and the consumers in Padang. Based on my preliminary observation, there has been a stigma circulating that using English is modern, cool, and elegant than using Indonesian or local languages. English now dominates and gives a pride for people. Likewise, when visiting a coffee shop, consumers become interested if the coffee shop uses English rather than Indonesian. The English name of

the drink menu in coffee shops today is probably to make the coffee shops look modern.

The use of the language might result in different impacts on the customers' perception toward the drinks and food offered in the coffee shops. Perception toward a language that is influenced by the use of language is called language attitude. One clear example of this phenomenon is the changing of the name of coffee shop from Indonesian to English names. In the past, the name of most coffee shop was 'warung kopi' or 'kadai kopi'. Now, most of the name of 'warung kopi' have changed to the 'coffee shop'. As a result, there many coffee shops now in Padang have young consumers. It is probably that the coffee shops is success in branding their business.

This branding is a form of consumer's positive perception towards the use of English in business. This research is aimed to investigate the perception of consumers of coffee shops toward the use of English for the name of the shop or brand and the names of the menus sold in the shop. the study uses Sociolinguistics perspective, particularly language attitude theory.

I.2 Theoretical Framework

1.2.1 Sociolinguistics

To understand language attitude, the relevant study is called Sociolinguistics. Sociolinguistics is a study about language use in society. It concerns characteristics of varieties, functions, and speakers of language which constantly interact and change one another within a speech community (Fishman, 1972, p.4). Sociolinguistics is a branch of linguistics that has an interdisciplinary with sociology, whose object of

research is a relationship between a language and social factors with the scope of the speech community.

The role of sociolinguistics in language attitudes is conveyed by Wardaugh (2006, p.13), where sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication” (Wardaugh, 2006, p.13). This goal is equivalent in sociology, to find out how social structures can be better understood through the study of language. As an example related to language attitudes in sociolinguistics is how a language that develops in a community environment is accepted by the community. Sociolinguistics also looks at how people respond to the language.

Since Sociolinguistics examines language variations and their use in a language community. The phenomenon of language attitude in a multilingual society is an interesting phenomenon to study because language attitudes can determine the survival of a language. In this modern era, also requires people to learn foreign languages such as English. The use of language in bilingual or multilingual communities concerning the context of language use requires people to determine attitudes towards the variety of languages that must be used. The establishment of attitudes towards language in a person is closely related to the background in their environment. It is relevant to describe the phenomena of the use of language for brand names in the business. It is used to investigate the customers’ attitude toward the use of English for these shops and their drink menus.

1.2.2 Language Attitude

Language, whether national language, regional language, or foreign language is a communication tool used by speakers or language users to express their wishes, intentions, or hopes to collaborate, interact, and identify themselves (Chaer & Agustina, 2010, p. 149). People always use language everyday, both spoken and written language. Language is never separated from all human activities and movements as social creatures. In language, people also have views on the language that will be used. Therefore, everyone has a different language.

The diversity of languages is the hallmark of a community. people even perpetuate what is unique in that community. The uniqueness and diversity of these languages develops in community groups. However, the development of the language will raises different views. This view can be accepted and rejected by the community if it is not in accordance with their wishes and prevailing norms.

A person's views and feelings towards something are called attitudes. Garret (2010, p.16) stated, attitudes can vary by ethnic, regional, social, and professional groups (Garret, 2010, p.16). that means everyone has a different view in responding to something. A person's attitude is important because attitude determines what he will do. Attitude can also be said as a reaction to the existence of a thing or event. As well as in responding to a language that develops in society. Crystal (2008, p.266) states that attitudes are the feelings people have about their own language or the language of others. Language attitudes refer to behavior or actions taken based on views as a reaction to the existence of a phenomenon against the use of certain

languages by speakers of the language.

Language attitudes reflect attitudes toward language users and use (Holmes, 1992, p.344) . Attitude is closely related to mental conditions and actions as what someone thinks, feels, and wants to do. Language attitudes can be observed through language behavior or speech behavior. However, this also applies to the provision that not every speech behavior reflects language attitudes.

Language attitude shows whether or not a language speaker likes a language. therefore, language attitudes can be categorized into two, namely positive and negative. Garvin and Matriot (1968) say that there are three characteristics of positive language attitudes, namely language loyalty, language pride, and awareness of the norm. A positive or negative view of a language depends on the people who accept it.

1.2.2.1 Positive attitude

A positive attitude is an enthusiasm of people who used the language. If someone have positive attitude toward the language, they can succeed in learning a foreign language. According to Pateda (1987, p.30), a language user can be said to be positive if the degree of they tendency to act increases concerning to their language. Their behavior reflects a sense of responsibility, a sense of belonging, an attitude of respect, and a willingness to foster and develop their language. Garvin and Mathiot (1968) suggested three characteristics of positive attitude toward language, namely:

1. Language loyalty encourages a community of a language to defend its language, and if necessary prevent other languages. The language means the speakers maintain their language and prevent the entry of foreign language

influences.

2. Language pride is a belief in language, which is contained in a person to make the language a self-identity. The pride in language is manifested through people's behavior. Someone who has a sense of pride in language, will speak using the language they likes. While from the aspect of attitude, someone who has a sense of pride in language, will have a positive attitude towards language because they feel the language important. The language pride encourages a person or community who supports that language to make their language as the identity of their ethnic community, and at the same time distinguish them from other ethnic groups.
3. Awareness of language norms that encourage people to use their language carefully and politely. In terms of use, the language when used is good, polite, and by applicable language rules.

1.2.2.2 Negative Attitude

In contrast to a positive attitude, a negative attitude towards language is a view that does not have a sense of pride in a language and shifts it to another language. This is influenced by factors, namely political, ethnic, racial, and prestige factors that consider the language to be too complicated.

Garvin and Mathiot (1968), gave the characteristics of negative language attitudes, namely:

1. If a person no longer has passion in defending his language, then it is a lack of loyalty in his language anymore.

2. If a person or community not have a sense of pride in their language and switch it to another language.
3. If a person or community does not have awareness of the norms of the existence of language norms.

The use of foreign languages is currently very widespread in Indonesia. The use of this foreign language certainly has several reasons behind it. Using a foreign language, such as English, looks more modern than using Indonesian or local languages. In business perspective, this is a supporter to develop the business as wide as possible. The use of foreign languages in these products can be a fairly effective marketing strategy. In addition to attracting the customers, the use of foreign languages is also considered more universal, especially in the international sphere. If someone wants to be more easily accepted in the global market, using English will be the right step.

1.2.3 Brand Name

Naming an object is very necessary. Maurya and Mishra (2012, p.122) stated that naming a brand means showing the world that a product or service has been branded with a brand and organization. A name is a differentiator between one brand with another. Brand naming gives value of brand image to quality and customer satisfaction. The brand name will get the success of a product from the brand. Garcia et al. (2013, p.90) conducted a study in Mexico that advertising with English markers is a more appropriate choice for brands with wider global appeal because the use of English does not harm local consumers, but may be beneficial for tourists who

frequent Mexico. English tends to be an attraction for consumers to see, visit, or buy the product if the brand image is good. Definitely, this is related to the promotion carried out by the brand.

The use of English in advertising is important to improve the image of a brand. English is also the language that selected in non-English speaking countries for branding, both for brand names and menu or product names. This is evidenced by the research conducted by Mezek (2009, p.35) in Slovenia, that 58% of street advertisements use English and only 23% of advertisements use Slovenian language in one of the product names, slogans, or descriptions. The popularity of using English here is clearly visible in its efficiency. In non-English speaking countries such as Indonesia, this phenomenon also occurs to the study by Fhonna and Fidayati (2018, p. 308) who said that as many as 54% agreed that the use of English for shop names was booming in Langsa, Aceh. They also said that as many as 63, 64% agreed that the use of English can increase their vocabulary in English. In conclusion, these people gave a more positive attitude towards the use of English for brand names, advertisements and more. Also, English has become a favorable language in product image and advertising to attract consumers.

1.3 Review of Previous Study

There have been several studies of the use of English in business or commerce. Presents a review of some studies related to the use of English in coffee shops or other products, especially ones related to language attitude that has been done by other people.

The first article is a journal article by Ginting (2018). She investigates about language attitude of sellers in the traditional market toward the Karonese language. In this article, she analyzed the traders attitude toward the Karonese language in Indonesia. The writer does the interview and documentation to collect the data. The writer used the theory by Garvin and Mathiot (1968). The conclusion of this research shows positive attitudes towards Karonese language. It could be seen that from 12 traders consist of 10 males and 2 females (67%) showed positive attitude. Also, the researcher found 6 female traders (33%) showed negative attitude. They did not use Karonese language but Indonesian language in their life.

The second research was conducted by Hasibuan, Gurning, and Husein (2018). In this research, they talked about the language attitude of Mandailingnese teenagers in Desa Sidoaji. It aims to find out the types of language attitude used in Mandailingnese teenagers in Desa Sidoaji Kecamatan Bukit Malintang Kabupaten Mandailing Natal. They used Garvin and Mathiot's (1968) theory about characteristics positive and negative language attitude to analyze the data. The differences between this research with my research are the object. This research analyzed the language attitude of Mandailingnese in Desa Sidoaji, while my research analyzed language attitude and language choice towards the use of English in coffee shop. Based on the research, the writer found the types of language attitude in Mandailingnese teenagers in Desa Sidoaji Kecamatan Bukit Malintang Kabupaten Mandailing Natal are positive and negative attitude. The weakness of this study is that there is no percentage of the use of positive and negative language attitudes, the

author only states that there are positive and negative attitudes.

The third related research was written by Siti Jamzaroh (2019). This research discussed the language attitude of culinary entrepreneurs in Banjarmasin. The data of this research all of the culinary entrepreneurs in Banjarmasin. This research aims to describe the language attitude of culinary business entrepreneurs and the culinary business language behavior in Banjarmasin. This research used the language attitude theory by Garvin and Mathiot (1968). Based on this research, the writer found that the language attitude of culinary entrepreneurs is generally low. The attitude of Indonesian food traders or culinary entrepreneurs tends to be negative, while the attitude of English shows a positive trend.

The fourth research was conducted by Andini (2018). She investigates language attitude towards the English language and the relationship with academic achievement of senior high school students. The data in this thesis are 40 respondents from Madrasah Aliyah Negeri 1 Medan of XI Social science Class. This research aims to find out the language attitude of the students towards English language and the relationship of language attitude of the students with their academic achievement. The result showed that the respondents tend to have positive attitude towards English.

The fifth research was conducted by Aisyah (2014), a student of English Department Andalas University. She discussed about language attitude towards the use of English in the cafe's menu book. The data is obtained by distributing a questionnaires to 51 students of twelve grade students of SMAN 9 Padang. Her research aimed to identify the attitude of twelve grade students of SMAN 9 Padang and the factors that affect the attitude of that students towards the use of English. This

research used the quantitative method. From 51 respondents, the writer found 71,56% of respondents have positive attitude, 22,35% neutral, and 6,08% negative attitude towards the use of English in the cafe's menu book.

All of the studies above is about language attitudes. Ginting (2018) analyzes language attitude of sellers in traditional market toward the Karonese language, Hasibuan, Gurning, and Husein (2018) analyzes language attitude of Mandailingnese teenagers in Desa Sidoaji, Deliana, Ganiy, and Raswiy (2017) analyzes language attitude and language choice of Minangkabau community in Medan, Andini (2018) analyzes language attitude towards the English language and the relationship with academic achievement of senior high school students, and Aisyah (2014) analyzes language attitude towards the use of English in café's menu book. There are the differences between these studies and previous studies. This study takes the data from coffee shops, while the previous studies took the data from several communities in society. The similarity in this study with those studies is that they analyze about language attitudes.

1.4 Research Questions

This research is intended to answer what are the consumers' attitudes towards the use of English for the coffee shop's name and their drink menus in Padang?

1.5 Objectives

The objective of this research is used to find out the types of language attitude used in Coffee Shop and the reason of the owner to choose English in brand name and drink menus at coffee shop in Padang. According to the statement of the

problems, this study aims to investigate the consumers' language attitude towards the use of English for the coffee shops name and their drink menu offered in the shops.

1.6 Scope

Study of using English for naming and brands name can be done from various perspectives. It is very interesting to be discussed with the study of language attitude. However, this present study will limit to the use of English for the name of coffee shops and the menu offered in the shops and the customers' attitude toward the use of English for the name of coffee shops and the menu offered in the shops. This research takes the data from 5 coffee shop. This research use the theory by Garvin and Mathiot (1968) to define the types of language attitude.

