

CHAPTER I INTRODUCTION

2.1 Background of The Research

This research is about consumers' attitude towards the use of English. English language is the international language. According to Kuo (2006), English is an international language and currently, English is used more by non-native speakers than native speakers. It is also used by non-native speakers to communicate with other non-native speakers. This statement refers to English as lingua franca. Description of English as a lingua franca, the focus is limited to English which plays a very important role as a language for international communication. Therefore, it is relating to international communication in various global contexts (Kuo, 2006). English is now a world language. A language gains status as a global language when it has a specific role that is recognized in every country in the world (Crystal, 1997). According to this statement, it slightly proves that English has developed in several countries so that it can be entered and used globally for any purpose, and is used as a bridge to communicate for people from various countries.

English has entered the business world as an intermediary for communication by business people. Nowadays, businesses that are growing are the food and beverage business or restaurants and cafes. Restaurants and cafes not only have an influence on business development, but also language development through English. The development of the food and beverages business in the form of restaurants and cafes in Padang affects the use of English through the names of beverages offered to consumers.

Beverages are special liquids made for human consumption. Beverages are usually liquids that drinkable which are not just contain water. According to Roethenbaugh, there are four main sectors of the global commercial beverage market: hot drinks, dairy drinks, soft drinks and alcoholic beverages. Hot drinks include water, diluted ingredients such as powders, sugary drinks and syrups, fruit juices. Soft drinks, including ready-to-drink teas, sports drinks and other non-carbonated products. Alcoholic beverages, including beer, wine.

Nowadays, there is a tendency for Minangkabau businessmen in the culinary business to use English as a medium to convey information, both in terms of products and marketing strategies. Minangkabau businessmen are interested in using English for their brand names, product names, marketing techniques, and advertisements. For example,



Figure 1 : Clayton Café & Resto

as explained above, the city of Padang uses Minang and Indonesian as their daily language and rarely uses English. However, Minangkabau businessmen prefer to use English in their products. One of the culinary businesses in Padang that uses English, especially on the beverages menu is Clayton Cafe and Resto

In addition to the statement above, English is also able to help increase the attractiveness of consumers by carrying out marketing strategies which are often found using English such as "buy one get one", "discount up to 70%", "Only 15k!", and so on. The marketing strategy is also inseparable from the slogans in banners or pamphlets that are circulated either directly or through social media such as the words "grab yours!", "enjoy your coffee!" and many more.

A further reason for the importance of the study of language attitudes in explaining sociolinguistic phenomena is that despite the complexity of the relationship and the influence of the wider social context (McKenzie, 2008a: 64), attitudes are considered to be a major determinant of behavior. In this case, language affects the society and attitudes of the people who use the language.

In this study, the researcher is interested in studying the use of English for business from the consumer's point of view. The phenomenon of the development of the English language for business will be studied to determine the extent of knowledge of consumers in Padang City about English for the name of beverages at Clayton Café&Resto and analyze consumer responses whether positive or negative attitude which will be determined according to the theory of Garvin and Mathiot (1968) towards the use of English for the name of beverages at Clayton Café&Resto in Padang City.

2.2 Theoretical Framework

1.2.1 Sociolinguistics

Sociolinguistics is a study of how language is used in society. It is the study of our everyday lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws that address language. Sociolinguistics is involved in language planning and foreign language policy (Wardhaugh and Fuller, 2015:2).

According to definition above, sociolinguistics affects how a language develops and is used by society. Language is used as a tool for people to expose what will be expressed and what will be said. In addition, the researcher concludes that the language used by people or society to communicate will determine how language attitude of the people or society itself. Therefore, it is shown that both language and society are interconnected. The researcher also concluded that sociolinguistics plays an important role in society because it is used to communicate with each other

Sociolinguistics is a study about language use in society, the characteristics of varieties, functions, and speakers of language as these three constantly interact, change and change one another within a speech community (Fishman, 1972). Sociolinguistics is a branch of linguistics that examines the relationship between language and speech communities.

1.2.2 Attitude and Language Attitude

The study of attitudes in general begins with a decision between two competing theories about the nature of attitudes. Most language-attitude work is based on a mentalist view of attitude as a state of readiness; an intervening variable between a stimulus affecting a person and that person's response (Agheyisi and Fishman 1970:138, Cooper and Fishman 1974:7). A typical mentalist definition of attitude is given by Williams (1974:21): 'Attitude is considered as an internal state aroused by stimulation of some type and which may mediate the organism's subsequent response. Based on the statement above, it is explained that attitude here is focused on a person's response to something, how a person responds to what he or she faces. This intersects with the author's thesis which refers to consumer responses to the use of English for drinks and beverages in cafes and restaurants.

Attitudes influence individual behavior. It influences behavior at different levels of value. Attitudes relate only to behavior directed at a particular object, person, or situation. Fasold (1984, p. 148) defines attitude as a response that a person gives to certain social situations around them. Every time something happens in the social environment, then they will respond to the incident. Furthermore, McKenzie (2010, p. 20) explains that attitude is summary evaluation of a particular object or thought. Evaluation cannot be observed directly, but can be inferred from people's responses to something.

According to Erwin (2001:11) Attitudes can fulfill a knowledge function because they allow the individual to impose order on the world, make it predictable, or to feel that he/she functions effectively. Based on this statement, it defines that the individual participates in knowledge where the individual's attitude determines how aspects, especially in the social field, can be carried out properly. In responding to an individual's response to an object, the response is divided into two, namely, the affective response is an emotional response that expresses the individual's level of preference for an entity. The cognitive response is an evaluation of the entity that is individual beliefs about the object. Some attitudes occur because of direct experience or direct observation of the

surrounding environment. Therefore, individual attitudes can be formed from the individual experience itself.

A language can develop from how the language is accepted by the attitude of its users. Based on it used, language attitude usually uses a particular language or dialect. Moreno (1998: 179) suggests a broader definition of language attitudes: The attitude of language is a manifestation of individual social attitudes, distinguished by specific focus and reference for both languages and their use in society; and when discussing 'languages' all types of languages included. Based on this opinion, it can be defined that language will be seen from various perceptions. Perception in the field of sociolinguistics is very influential in this study. This perception can be seen from the perception of native speakers of a language and non-native speakers of a particular language.

It can be seen from this research, Padang is in West Sumatera people who live there mostly use the Minang language to communicate with others. Customers of cafes and restaurants in Padang are non-native English speakers, English is not the main language in Padang. Circumstantially, english language is a foreign language to most of the minangkabau speakers.

1.2.3 Measurement of Attitude

Garvin and Mathiot (1968) divide three formulations on the characteristics of language attitudes, namely: positive language: 1) language loyalty, 2) language pride, 3) norm awareness, and negative language attitude: 1) language disloyalty. , 2) Less proud language, 3) Indifference to norms.

a. Positive attitude

Positive language attitude is using or treating language positively in daily interactions and is used in all aspects of life. Positive language attitude is using or treating language positively in daily interactions and is used in all aspects of life. A positive language attitude will occur if: they feel proud when using their language, are loyal to using their language in all domains and have a desire to maintain the language even though there are situations that force them to leave their language.

1) Language loyalty

Language loyalty is an attitude that encourages speakers of a particular language to maintain the continuity of their language from the bad influence of a foreign language by maintaining and preserving the language they use. For example, Rania is a native of Bukittinggi where the people use the Minang language. Rania still uses Minang language when talking to her friends who use Indonesian language. Rania shows that she is loyal to her language which Minang language.

2) Language pride

Language pride is an attitude that encourages a person or group of people to make the language they use as a symbol of their identity. Certain societies also spread and use language as a symbol of unity. This shows the pride of speakers of the language towards their language. For example, Rania has friends from other regions who require her to use Indonesian when communicating, but she proudly introduces Minang as her identity and teaches her friends to speak Minang which is she proud to use her own language.

3) Norm awareness

Awareness of norms is an attitude that encourages the use of language correctly and politely by speakers. This encourages language speakers to use the language they use in accordance with applicable norms appropriately and accurately. Language awareness is seen in the responsibilities, attitudes, and feelings of owning a language that creates a desire to foster and develop language. For example, As a civilized Minang, Rania uses and introduces Minang language to her friends from other regions by using polite language, in the sense of using accurate language and not using harsh words.

b. Negative attitude

Garvin and Mathiot (1968) state that negative language attitudes are people's reluctance or refusal to use language in all domains. In this case it is also believed that there is no reason for language to be maintained.

1) Language disloyalty

Language disloyalty is where speakers of a particular language do not encourage themselves to defend their own language and do not prohibit the use of another language that affects their own language. This can indicate that speakers of a language who do not have language loyalty to their own language are easily influenced to leave their language and use other languages to communicate. For example, Nanda is a native of Bandung, where the people use Sundanese to communicate with each other, however, Nanda does not always use Sundanese when communicating with friends and family, Nanda even uses Indonesian when talking to other people. This case shows that Nanda do not loyal or disloyalty to her own language which is Sundanese.

2) Language lack of pride

Language lack of pride is where speakers of a particular language do not push themselves to use language as a symbol of their identity and symbol of unity. Thus, people can use other languages to communicate because they do not feel proud to have that language. For example, Nanda is a Sundanese speaker which is a symbol of her identity as a Sundanese, but she will not be proud to use Sundanese when she is on campus, the majority of which use Indonesian, so Nanda also uses Indonesian and to communicate.

3) Unawareness to norms

Unawareness to norms is where speakers of a particular language do not use the language accurately. this is also reflected by speakers of certain languages who do not use their

own language properly, politely, and carefully. For example, Nanda is a Sundanese speaker who is famous for polite and refined language, but she does not use her language well, for example using language that is rude to older people and does not use formal language when in certain situations.

Fasold (1984, p.149) mentioned that the method used to determine language attitudes can be direct or indirect. Direct method will involve the subject to be asked about their response to the language through questionnaire or interviews. However, McKenzie (2010, p. 41) stated that there are three categories of techniques to measure attitude toward language. They are *the societal treatment approach, the direct approach, and the indirect approach.*

a. The Societal Treatment Approach

McKenzie (2010, p. 41) mentioned that the studies used for this approach generally use qualitative methods and are usually conducted through participant observation, ethnographic studies or other observational studies. There has also been a recent call to use discourse-based (qualitative) methods to analyze language attitudes. According to McKenzie's opinion above, this approach was designed not to interfere with the course of the research. Researchers the researcher themselves infers attitude information from observed behavior or from document analysis. This approach is not considered rigorously by some researchers. Hence, in certain circumstances this approach may be the most appropriate in situations where access to informants is not fully possible due to natural constraints or where there are time and/or space constraints.

b. The Direct Approach

McKenzie (2010, p. 42) mentioned such responses can be obtained through interviews, surveys, and polls. An interview involves a face-to-face meeting between two or more people in which the researcher asks the interviewee direct responses to questions that are usually made beforehand. A survey is a structured interview instrument that does not have to be conducted in advance between the interviewer and the interviewee. A poll is basically the number of people, where informants are presented with a number of choices and respond

appropriately. As for examples of instruments that ask for written responses, namely questions and attitude scales. Questionnaires are often used by researchers to ask some questions to be asked of respondents. These responses have a score that will represent the respondents' responses and will be calculated after conducting research. Fasold (1984, p. 149) assumed that the direct method would require the subject to respond to a questionnaire or interview question that asks their opinion about someone or another language.

c. The Indirect Approach

McKenzie (2010, p. 45) stated that the indirect approach (or projective measurement) is carried out in a more subtle way, in which the research objectives are not explained to the informants. it is useful when it is deemed impossible or counter-productive to ask directly. Similarly, Garret (2010, p. 39) explained that the use of an indirect approach in measuring language attitudes is not only by asking questions to students participant. This indirect approach is used more subtly and is less deceptive because participants are not allowed to know about the research being studied. According to Fasold (1984, p. 149), an Indirect method will be created to keep subject from knowing that their language attitude is being investigated.

1.2.4 Beverages

According to the picture above, it can be explained that beverages are drinks that are mixed with other components so that they become more diverse. Starting from hot drinks, soft drinks, milk-based drinks, and alcohol. Some of these drinks can be found in cafes and restaurants, including Clayton Café&Resto in Padang.

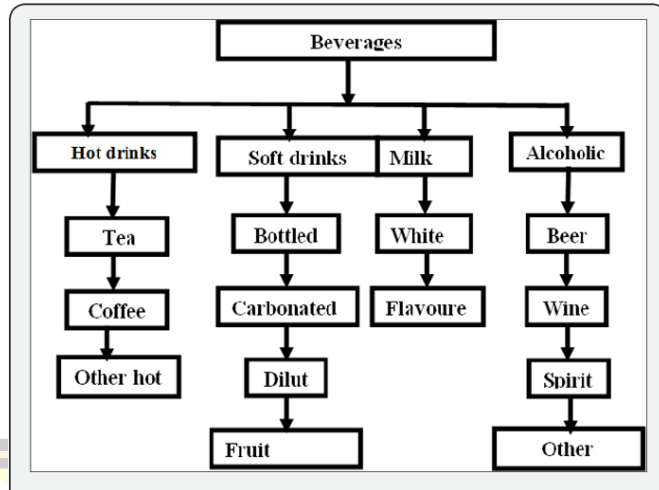


Figure 1 : Beverage sectors and segments



Figure 2 : Mocktail's menu in Clayton Café & Resto



Figure 3 : Mojito's menu in Clayton Café & Resto



Figure 4 : Frozen drink's menu in Clayton Café & Resto

COFFEE		
ESPRESSO Rp. 15.000,00	AMERICANO (ICE/HOT) Rp. 20.000,00	AFFOGATO Rp. 18.000,00
CAFFEE LATTE (ICE/HOT) Rp. 18.000,00	ORIGINAL KOPSUS Rp. 18.000,00	MOCHAGINNO (ICE/HOT) Rp. 30.000,00
CARAMEL LATTE (ICE/HOT)		Rp. 30.000,00
HAZELNUT LATTE (ICE/HOT)		Rp. 30.000,00
VANILLA LATTE (ICE/HOT)		Rp. 30.000,00
CAPPUCINNO (ICE/HOT)		Rp. 18.000,00
CLAYTON KOPSUS SERIES 20K		
VIRGIN QUEEN	AMBERSCOOTH	SHERWINN BROWN
COFFEE CREAM		
AREN COFFEE CREAM Rp. 22.000,00		
HAZELNUT COFFEE CREAM Rp. 22.000,00		MILKYCREAM Rp. 22.000,00
TIRAMISU COFFEE CREAM Rp. 22.000,00	CREAM BRULE COFFEE Rp. 24.000,00	SWEET SKY Rp. 22.000,00

Figure 5 : Coffee's menu in Clayton Café & Resto

JUICE	
HONEY DEW	RP. 17.000,00
ALPUKAT	RP. 18.000,00
GUAVA	RP. 18.000,00
HEALTHY GREEN	RP. 20.000,00
ES JERUK	RP. 15.000,00
STRAWBERRY	RP. 20.000,00
LIME JUICE	RP. 15.000,00
BUAH NAGA	RP. 18.000,00
PINEAPPLE	RP. 17.000,00
WATERMELON	RP. 17.000,00
MENTIMUN	RP. 15.000,00

Figure 6 : Juice's menu in Clayton Café 7 Resto



Figure 7 : Tea's menu in Clayton Café & Resto

Clayton Café&Resto also serve several types of drinks written in English, such as various kinds of coffee (espresso, americano, affogato, cafe latte, mochaccino, hazelnut latte, cappuccino, caramel latte, and vanilla latte), juices (guava juice, honey dew, healthy green, strawberry juice, lime juice, pineapple juice, and watermelon juice), various kinds of tea (lemon tea, lychee tea, strawberry tea, earl grey tea, Malaysian greentea tarik, peppermint tea, greentea jasmine, chamomile tea, thai tea, clayton milktea, and milo thai tea), various kinds of mocktail and mojito drinks (red virgin sangria, peach blossom, grasshopper, strawberry candy, green mint code, lychee mint switchzel, melonade swizer, purple magenta, virgin pinacolada, lady flower, hazelnut martini, tropical clayton, strawberry mojito, watermelon mojito, dragon fruit mojito, matcha mojito, lychee mint mojito and virgin mojito), frozen drink (vanilla milk shake, chocolate milk shake, mango thai, strawberry smoothies, double choco, strawberry milk shake, mango smoothies, strawberry cheese cake, greentea delight and regal butter).

1.3 Review of The Previous Study

There are several studies which, according to the author, are closely related to this research. The use of analyzing research related to this research is to

help the author in arranging problems, finding solutions, and guide the writer to be able to do research properly and correctly.

The first research is titled *Student's Language Attitudes towards The Use of English in Indonesian Advertisements* by Buana. This research is about identifying the meanings of the English slogans in 8 cosmetic and body treatment advertisements and analyzing students' language attitudes toward the use of English in Indonesian advertisements. This research contains the author's discussion about sociolinguistics study, especially about language attitude. The author used qualitative-quantitative methods to achieve the research. The authors collected by downloading and recording the advertisement videos on the internet. This study refers to the perspective of students in the use of English in advertised products, which is one of the effects of using English on student attitudes.

The second article is titled *Language attitude of undergraduate students towards English at English Education Department* by Wati. This study aims to describe the language attitudes of undergraduate students of English Education at Muhammadiyah University of Surakarta towards English in terms of behavioral, cognitive, and affective aspects; and investigated differences in the language attitudes of undergraduate students towards English across genders and length of study in the English education department at Muhammadiyah University of Surakarta. This study uses a mixture of qualitative and quantitative data to facilitate the author in collecting data. The results of this study are, there are differences in language attitudes by English Education students at Muhammadiyah University of Surakarta both in terms of cognitive, behavioral, and affective aspects of language attitudes towards English and there are differences in language attitudes across gender which are male undergraduate students' negative attitudes towards language. English higher than female students who showed more positive attitudes towards English. This means that there is a rejection of the use of English because there is a significant difference between the attitudes of male and female undergraduate students towards English. There were differences between the three groups in terms of the length of time they studied English. The new group of students showed slightly higher language attitudes compared to the other two groups.

The third article is titled *Students' Attitude toward English, Language Learning, and English Native Speaker* by Fadhil Arief Primadi, Agustinus Bambang Setiyadi, Budi Kadaryanto. This study aims to identify the attitudes of second-grade high school students in Gisting District towards English, teaching English, and native English speakers and the factors that influence their attitudes towards English. This study uses a mixed method in which the quantitative stage is carried out first before the qualitative stage. Research data obtained from questionnaires and interviews of selected groups. This study involved 120 second year 2014 – 2015 students from four high schools. The results of this study indicate a positive attitude of students with an average score of 3.6684 from 120 students for the three variables given. In this case, Teachers must respect and carefully investigate students' beliefs, feelings, needs, and behaviors before conducting English courses in order to maintain a positive attitude towards learning English.

The fourth article is titled *Students' Attitude towards English Active Use at English Language Education Study Program and English Letters Study Program of Khairun University* by Asrul, Abdulhalim Daud , and Sunaidin Ode Mulae. This study aims to determine students' attitudes towards the active use of English in learning English education study program and English letter study program at Khairun University in the classroom. Method of collecting data using quantitative research that refers to the questionnaire instrument. The questionnaire consists of of 40 items. The subjects in this study used 51 students and purposive samples. After collecting and calculating the data, this study shows the results that students' attitudes towards English Language Education Study Program and English Literature Study Program at Khairun University in the classroom indicates Agree 41.76%, followed by Disagree 26.13%, Strongly Agree 20.29%, Strongly Disagree 6.96%, and No Attitude 4, 85%. This research encourages lecturers to invite students to use English in class actively.

The fifth article is titled *The Language Attitude towards English Learning among EFL Learners: A Case at One Private Islamic Senior High School* by Astrid. This research is to investigate students' attitudes towards learning and using English. This study uses a survey method to describe the

attitudes of students in an Islamic private high school. This study involved 217 students in an Islamic private high school in Indralaya. In the process of collecting data, this study uses quantitative methods using a questionnaire and a Likert scale consisting of 20 items which are divided into 5 components; (1) attitude towards native English speakers, (2) motivational orientation in learning English, (3) interest in English, (4) attitude towards English class, and (5) attitude towards English teacher. This study shows the results that the attitude of students of a private Islamic high school in Indralaya, South Sumatra towards learning English in general has a positive attitude.

Based on several studies which according to the author are related to this research, it can be concluded that there are similarities between this research and previous research. The similarities in several previous studies are clearly seen in the selection of sociolinguistic theory and language attitudes as the main basis for research writing. Another similarity is also seen in the selection of methods, namely observation which according to the author will facilitate the research process. This research also requires the community as the main target to meet the data collection requirements.

1.4 Research Questions

The research is conducted to answer the following questions:

1. What is the attitude of the use of English for beverages at Clayton Café & Resto in Padang City?

1.5 Objectives of the Research

This study aims to answer questions and also describe the use of language attitude. This research will analyze what is the consumer's attitude towards the use of English for drinks and beverages in restaurants and cafes in Padang. The objectives of this research can be stated as follows:

1. To recognize the attitude of the use of English for beverages at Clayton Café & Resto in Padang City.

1.6 Scope of The Research

The scope of this research is focused on analyzing what is the knowledge and identify the attitude of consumer in the use of English for beverages at Clayton Café & Resto in Padang City. This research is limited to the theory of sociolinguistics and attitude language perspective by Garvin and Mathiot (1968). This research will be analyzed using the direct approach method by using direct approach by Robert M. McKenzie (2010). The data is taken from observation from Clayton Café & Resto in Padang directly by doing an interview.

