

CHAPTER I

INTRODUCTION

1.1. Background of the Research

English has become an international language to communicate or to build a relation among countries. Leech (2006) states that English has been playing a big part in today's global communication and growing impact on international youth today through movies, social media, and pop music. English is not only used by Western countries, but also by the Asian countries, such as Indonesia. In Indonesia, English has become a required subject in school. Students have got this subject since they were in Elementary School. Even in every International Standard School in Indonesia, the lessons were delivered both in Bahasa Indonesia and English.

English is very influential in international communication. Most of the media, such as; TV programs, movies, and songs, are increasing the use of English both in producing and promoting. This Western lifestyle may affect any advertisement and social life. As Damira said in her article *Language Choice among the Youth of Kazakhstan*, nowadays, many youths influenced by the western lifestyle.

English is the most used language in international trade, especially among the big countries in this world (Leech, 2013). In the culinary business, some businessmen tend to use English for their product branding or menu in their restaurant or cafe. The use of English for food or drink's name will affect the price as well. For example, “*telur dadar*” in some restaurants only cost five

thousand rupiahs and converted into “omelet” by other restaurants, then, the price becomes fifteen thousand rupiahs.

In Padang, especially in Pauh Subdistrict, we may find a lot of restaurant and cafe which mostly used English in writing their place name and the menu. According to the previous study, Jessica Cindy Wilianda (2017) in her thesis entitled *The Noun Phrase Structure of Menu List in Restaurants or Cafes in Pondok Area, South Padang*, found that many restaurants or cafe likely use English in writing their place name, menu list, and wall decoration, in case to make the costumers feel classy, cozy and joyful with the place. The language selection for the restaurant names and menus gave a different impact on the costumer’s language attitudes.

Language attitudes are beliefs and ideas people have about their language and other languages (Coulmas, 2005). In other words, each people has different attitudes, feelings, or beliefs about language, their language, and the language of other people. They may feel that the national language is the best language for expressing patriotism, and the best way to improve their children’s future. They may feel shame when other people hear their local language. They may believe that using international language may increase their social class.

Language attitudes study is a case that needs to be studied in which it will bring a huge manifestation and contribution for anyone and any need in the society. By this first step of knowing the attitudes of someone or community, these language attitudes will lead the people to dig it out from any discipline of study and take more advantages. As Coulmas (2005) states that as people use various languages, they will also have various attitudes toward the language itself.

Holmes (1992) claims that the function of the language used by the people, especially the students as the young generation, generally makes them develop their attitude toward the language. As educated people, students tend to pay more attention to what language should they use. They may feel comfortable using national language over the local language, or they prefer to use international language instead of using national language.

Students with high motivation and have English environment such as course, English club and so forth, will be easier to achieve and develop their English well. On the other hands, the students with negative attitudes such as lack of self-confidence to speak, afraid of making mistake while speaking, and afraid of bullying from their friends will difficult to achieve English because they don't want to practice at all. Although they have been known a lot of vocabularies, it will disappear if they don't want to use them in daily life practice. Conditionally, the ability, the achievement, and the environment of English atmosphere are relevant to the student's achievement toward English itself. It means that the atmosphere should be built beyond the other elements in learning English. The ability can be raised through student's motivation, teacher's wa The ability can be raised through student's motivation, teacher's way of teaching, the using material, etc.

Based on the above phenomena, this research was focused on the language attitudes of 12th grade students of SMAN 9 Padang toward the use of English in the cafe's menu book. This research was conducted to find out what attitudes do the 12th grade students of SMAN 9 Padang show toward the use of English in the cafe's menu book and the factors that influenced them.

1.2. Research Questions

This research focused on the following questions:

- a) What attitude do the 12th grade students of SMAN 9 Padang show toward the use of English in a cafe's menu book?
- b) What factors affect the attitude of the 12th grade students of SMAN 9 Padang toward the use of English?

1.3. Scope of the Research

This research was conducted to examine language attitudes of the 12th grade students of SMAN 9 Padang toward the use of English in a cafe's menu book. The research was held in SMAN 9 Padang. The participants of the research questionnaires are about 51 of 12th grade students in SMAN 9 Padang.

1.4. Objective of the Research

This research intended to :

- a) Determine language attitudes of the 12th grade students of SMAN 9 Padang toward the use of English in the cafe's menu book.
- b) Determine the factors that affect the attitudes of the 12th grade students of SMAN 9 Padang toward the use of English in the cafe's menu book.

1.5. Method of the Research

This research applied a quantitative research method. The quantitative method was conducted by collecting data in the form of numbers or data in the form of words or sentences that were converted into numerical data. Data in the form of numbers were processed and analyzed to obtain scientific information. The quantitative method was applied in this study to measure the language

attitudes of 12th grade students in the form of an attitude scale. The attitude scale used in this study is the Likert Scale model. There are 3 steps in conducting this research; collecting the data, analyzing the data, and presenting the result of the analysis.

a) Source of the Data

The data were obtained from the twelve grade students of SMAN 9 Padang. SMAN 9 Padang is located in Jl. Pasar Baru, Cupak Tengah, Kec. Pauh, Padang. In 2018/2019 school data, there are 918 students registered in total, 356 are male and 562 are female. The headmaster of SMAN 9 Padang is Mrs. Yuni Erra Hm in 2019. For this research, 51 students from 12th grade were asked to fill in the questionnaires. Then, the data were submitted through the Five Likert Scale questionnaires survey. The five scale points are *strongly agree*, *agree*, *neutral*, *disagree*, and *strongly disagree*.

b) Collecting the Data

The first step in collecting the data in this research is composing the questions related to language attitudes toward the use of English in the cafe's menu book in the form of questionnaires, then distribute them to the respondents. Questionnaires were provided by using Bahasa Indonesia to make it easier for respondents to answer the questions.

c) Analyzing Data

The data which have been submitted through the questionnaires then were processed by using *Microsoft Excel 2010 software*. Furthermore, the data were analyzed in percentages and explained descriptively. In order to obtain clear

information, the data were displayed in the form of tables and diagrams. Afterward, the mean and percentage of each statement were calculated with this following formula:

$$P = \frac{F}{n} \times 100$$

In which : P = Percentage F = Frequency

n = Sum of Sample

Then, to calculate the mean of five point Likert Scale, this following formula is used :

$$\text{Mean} = \frac{(5 \times SA) + (4 \times A) + (3 \times NAND) + (2 \times D) + (1 \times SD)}{n}$$

In which : SA = Strongly Agree D = Disagree

A = Agree SD = Strongly Disagree

NAND = Neutral n = Sum of Sample

To determine whether the attitude is positive, neutral, or negative, we used the TCR (Total Cumulative Ratio) formula below :

$$\text{TCR} = \frac{\text{Mean}}{5} \times 100\%$$

Arikunto (2009) suggested that the value of the respondent's attitude is determined as below :

76% - 100% = positive

56% - 75% = neutral

<56% = negative

d) Presenting the Result of Analysis

In presenting the result of the analysis, all the data will be displayed by using Microsoft Power Point. The slide will consist of several parts including;

background of the research, research questions, scope of the research, objective of the research, method of the research, review of previous literature, key terms, theoretical framework, result of analysis, and conclusion. After that, the data were explained descriptively in order to obtain clear information. A number of slides will show a diagram in showing the respondent's response to the questionnaires.

