

# **CHAPTER I**

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### **1.1. Background of the Study**

Language is a tool for communication. In Indonesia where multilingual communities exist, language will be varied according to who is using it, where, when and to whom it is used. Hudson (1980:1) stated that language and society are intertwined that there is a combination between the study of language and the study of society namely sociolinguistics, the study of language in relation to society. The use of language in daily life for example in daily conversation is influenced by speech styles which will be different from one another. For instance the conversation between mother and son is more casual and intimate than to the stranger. Martin Joos (1962:153) cited that there are five clocks which we shall principally devote our attention. They are Frozen Style, Formal Style, Consultative Style, Casual Style and Intimate Style. In sense that, speakers should use the styles in appropriate situation.

One of the multilingual communities here which has many kinds of styles of speech, is Bali. Bali is one of the national resort island in Indonesia with Hindu religion and culture. It is well known by its tradition which exists harmoniously along modernity. People in Bali are warm and friendly although there are many diverse ethnic backgrounds-Javanese, Madurese, European, Chinese, Japanese live there.

Some people in Bali are merchants; they sell goods and handicrafts, and the consumers in Bali come not only from Indonesia but also from other countries; so people in Bali unconsciously learn foreign languages such as : Japanese, Dutch, German, France, Chinese. In selling their goods, they try to speak in the addressee's language although their grammar is not exactly right but

the buyers understand what they mean. Janet Holmes (1990:248) stated that the different addresses clearly influence the language used even though the message in each letter is very similar. For example the purpose of the sellers in persuading the buyers to give response toward promoting goods that are for sale. The seller usually presents the most persuasive selling with different style to the foreigners or tourists even though their goals are same : “selling the products”.

The writer was interested in doing research on speech styles of Balinese merchants for a number of reasons. First, Bali is the national trade center in Indonesia with the big income of foreign exchange. The fact that there are a lot of social groups in Bali made the writer interested in trying to find out the speech style that the sellers use in persuading the buyers which are from different ethnic and various social classes. The writer’s research is based on Susan Gal’s theory (1979:171) states that language choice implicitly relates the interactants to the social groups associated with each language. Second, she is eager to know which styles are generally used by the sellers in Bali in selling their goods.

## **1.2 Statement of the Problem**

With reference to the background of the study, the writer would like to investigate :

1. What speech styles are used by the sellers in Bali in persuading the consumers who come from different ethnic backgrounds and various social classes ?
2. In what social context is each style used by the sellers in Bali ?

## **1.3 Objective of the Study**

This research is intended to identify which speech styles are used by the sellers in Bali in persuading the consumers who come from different ethnic backgrounds and various social classes. Besides, this research is intended to

analyze in what social context each style is used by the sellers in Bali.

#### **1.4 Significance of the Study**

This study is expected to give some contribution to the field of sociolinguistics in analyzing sellers speech styles. Because language is a tool for communication, she believes that language has an important role in the trade world. The result of this study is also expected to prove that speech style of a community is influenced by its social classes and its social context.

#### **1.5 Scope and Limitation**

The writer concentrated on the conversation on how the sellers in Bali to persuade their consumers to buy their goods, and what speech styles used. In recording the data the writer limited the time of recording from April 8<sup>th</sup> to April 11<sup>th</sup>, 1998. The data was taken in the urban and rural areas. The main reason for choosing these areas were that sellers of those two areas may have different educational backgrounds which probably influence their speech styles.

Furthermore, the writer only included the conversations in English, Bahasa Indonesia, and local language.

#### **1.6 Theoretical Framework**

This study was based on the theories of sociolinguistics, style, discourse, social context and speaking.

1. Sociolinguistics, according to Chaika (1982:2), is the study of the ways people use language in social interaction. It has something to do with how we talk to our parents, or to our friends, or even to people whom we do not really know.
2. Style as Labov in Susan Gal (1979:90) states:

Styles can be ranged along a single dimension, measured by the amount of attention paid to speech. The most important way in which this attention is exerted is in audio-monitoring of one's own speech, though other forms of monitoring also take place.

3. Discourse according to Cook (1989:6,156) is stretches of languages that are meaningful, unified, and purposive; or language in use for communication.

4. According to the Oxford Dictionary (A.S. Hornby,1974) :

Social : a group of people living in communities ; of relations between persons and communities .

Context : circumstances in which an event occurs.

From the two definitions above , the writer conclude that social context is the circumstances in which an event occurs among a group of people living in communities.

5. Hymes in Bell (1976:80-81) gives the sociolinguistic rules which are subsume under the acronym of SPEAKING, which stands for : Setting and scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, Genres.

## 1.7 Definition of Key Terms

There are some terms important for the limitation of the study.

A : Styles are the forms of language that the speakers use, they are usually measured along a formal - informal scale, which involves five speech styles, such as frozen, formal ,consultative, casual and intimate (Joos 1976:153)

- (1) Frozen Styles are used on an extremely formal occasion. In written forms they are used in historical document, like in constitution and proclamation .
- (2) Formal Styles usually deal with one way communication and characterized by standard language and use in formal situation.

(3) Consultative Styles are employed in semi - formal communication situations, talking to strangers.

(4) Casual Styles are used among friends, acquaintances, insiders on non formal occasions.

(5) Intimate Styles are used with very close friend and family.

B : Sociolinguistic study is a study which takes speech variation as its focus, viewing variation or its social context (Hickerson 1980, as mentioned in Pateda (1994 : 3)

C : Consumer person who uses goods (Oxford Dictionary :1974).

D : Persuade : to prevail upon (a person) to do something (Oxford Dictionary : 1974).

## **1.8 Organization of the Thesis**

This thesis consists of five chapters. Chapter I deals with the introduction which includes the background of the study, the statements of the problem, the objectives of the study, the significance of the study, the scope and limitation of the study, the theoretical framework, the definition of key terms and the organization of the thesis. Chapter II concerns with the review of related literature which consist of the related theories and the related study. The methodology used in the writer's study is presented of in Chapter III. Chapter IV contains the source of data, the data, the analysis of data, the findings as well as the discussion of the findings. The last chapter proposes the summary and some suggestions related to findings under study.