CHAPTER I

INTRODUCTION

1.1 Background of The Study

Nowadays, language has been developed quickly. The developing of language is influenced by many aspects, one of them is the way person chooses their language for communicate to each other. Every person also has different ways to communicate with each other. Sometimes people have language choice to convey their information or to communicate to each other.

In this study the writer decides to analyze people who making language choices. The writer chooses to analyze language choice used by street sellers who sell in *Bunderan GKB*. According to Holmes (1992), language choice is choosing of language that usually appears in many speech communities (p.23). It happens when person uses more than one language to communicate in their society or they may choose some languages for communication. Language choice is usually use to make communication easier, because when the listener knows what we say they will easier in getting main idea of communication.

Wardhaugh (2006) states that language is what the members of particular society speak (p.1). The society and language is related, in the society we can find a language. Language is the important one in the society, if there is no language in society, it will be nothing interaction in our life. Therefore, Language and society has strong relation.

In this era we find many people use more than one language to communicate with each other. They combine one language with some languages when they do conversation. In sociolinguistic, it is called language choice in multilingual communities. There are some parts of language choice in multilingual communities such as diglossia, bilingualism, multilingualism and code switching.

Holmes (1992) states, that the way people speak is influenced by their social context in which they are speaking (p.23). It means that the social context influences the use of language in the communication. Where they communicate and with whom they talk are influence them to make a language choice too. Hence, the social background is one of the factors that influence people in making a language choice.

Language choice can occur in many parts of our life, such as in the school, in the house, in the market, in the way, in rail station and so on. Wherever, we do a communication we may make a language choice. Place and situation are influence people to make a language choice. It is one of evidence that everywhere we have communication language choice is possible to find out.

There are some factors that influence person to use a language choice such as with whom you are talking, the social context, and function and also the topic. It shows in Holmes (1992) statement that language choice has some factors - who you are talking to, the social context of the talk, the function and the topic of discussion (p.23). The way people speak it depends on the situation and the

purpose of communication itself. Thus, person who makes a language choice is influenced by some factors above.

A study of language choice is interesting to be analyzing. There are some studies that focused on language choice conducted by some researchers before. They are Waskitho (2007), Yusman (2008), Humaidah (2009), Wijaya (2008) and Erni (2010). They had conducted the same study but inthe different sites. All of them revealed the similar research problem such as, pattern of language choice, reason and also social contexts of the language choice. However, they had different way in getting the data and analyzing the data.

Erni(2010) and Humaidah (2010) got their data from education place. Erni got her data from Petra Christian University Surabaya and Humaidah took her data in Modern Boarding School "Raudlatul Ummah Mojokerto". Both of them had analyzed the language choice that was used by students in different education places and also in different grades.

Waskitho (2007) got his data from a different context. He has analyzed language choice that was used in the community. He analyzed language choice that was applied by *Kakang Senduk* community in Ponorogo. Then, Yusman (2008) and Wijaya (2008) had studied language choice was used by some families in Surabaya. Yusman (2008) researched the Balinese family who lived in Surabaya. Wijaya (2008) had conducted a research among families of Arabic descendants in Surabaya.

Almost all of the researchers above used Holmes's theory to support their research and also used qualitative approach. Some of them got the data from recorded of interviews and also wrote a transcript. One of them, Erni (2010) decided to make a questionnaire to get the valid data.

The writer also found one study by Kurniati (2005) that has similar focus with my study. The similarity can be found in the data sources but different in location and situation. In this study the writer takes her data from street sellers that are located in *Bunderan GKB (Gresik Kota Baru)*, Gresik. While, in Kurniati's study the data were obtained from the sellers in modern and traditional markets in Surabaya city. She has done a research about address system and register that were used by the sellers in modern and traditional market in Surabaya. As we know that in this study the writer is interested in analyzing language choice used by street sellers. So, this study is different from Kurniati's study. It has different in the terms of topic analysis, theory and also how the writer took the data.

In this study, the writer tries to find the phenomena of language choice that is used by street sellers in *Bunderan GKB*. *GKB* is name of a famous housing complex that is located in central of Gresik city. There is a square in GKB that is usually called a *Bunderan*. *Bunderan GKB* is like town square but it is smaller. It is on Kalimantan Street GKB, Gresik. There, you can find many street sellers and also many plants in the park. Thus, we can enjoy and spend our time with family and friends there.

In the GKB square we can find many street sellers that sell different kinds of food. They come from different regions such as *Soto* seller from Lamongan, *Martabak* seller from *Pemalang* (central java), *Fried Duck* seller from Bojonegoro, *Meat ball* seller from *Lamongan*, *Gorengan* seller from *Tuban*, and some *Penyetan* sellers who come from *Lamongan*. Hence, the writer is interested in analyzing language choice used by them (street sellers). The writer focuses on the Language choice that is used by street sellers in GKB square, Gresik. As we know from above in *GKB* square the writer can find many Street Sellers that come from different regions. The different regions of the street sellers may influence them to make a language choice when they have a communication. Hence, the writer interests in analyzing their language choice.

Learning from some studies that had been conducted by researchers above, the writer can concludes that almost all of the studies used Holmes theory and get the data using descriptive qualitative method. But, in this study the writer combines the theory from Sumarsono and Holmes to support her study and get the data with descriptive qualitative method. As we know that the difference between this study and the previous study above is in the data sources and theory that used. In this study the writer chooses the street sellers in *Bunderan GKB* as her data sources. The writer gets the data from *Bunderan GKB*. She will observe directly the place, record the street seller conversation, make a transcription and also interview.

1.2 Statement of the Problem

Based on the background of the study above, the write formulate the research problems as follow:

1. What kind of language choice used by Street Sellers in *Bunderan GKB*?

2. What are the reasons they have in making a language choice?

3. What are the social factors for the use of language choice among street sellers in *Bunderan GKB*?

1.3 Objectives of the Study

Related to statement of the problems above, the objectives of the study are:

1. To identify the patterns of language choice used by Street Sellers in GKB square.

2. To reveal the reasons in making a language choice.

3. To show the social factors for the use of language choice presented by Street Sellers of GKB square.

1.4 Significance of the study

The writer hopes that the research can give benefits to the readers such as:

1. Give explanation on one of the linguistic phenomena of the use of language choice among street sellers in *Bunderan GKB*.

2. To find various languages were used by street sellers in *Bunderan GKB*.

3. Give some contributions to sociolinguistic field and also enlarge more knowledge about language choice.

1.5 Scope and Limitation of the Study

The scope of this study is human (seller), language and how human choose their language choice and the way seller serves their customers. The writer must record the street seller's conversation. The crowded situation was on obstacle for the writer to get clear voice when she collected data.

In this study the writer focuses on the language choice was used by street seller in *Bunderan GKB*, Gresik. Hence, the writer decided to limit the data sources by the utterances of the street sellers in *Bunderan GKB* Gresik. It includes in the way the sellers use and make a language choice.

1.6 Definition of Key Terms:

1. Language choice is choosing a language that usually appears in many speech communities. (Holmes, 1992:23)
2. Street sellers are people who sell various foods in *Bunderan GKB.*
3. *Bunderan GKB* is a comfortable place to eat and gathering with family and friends, it is like a small square, in the central of GKB housing complex in Gresik.