

**LANGUAGE ATTITUDE AND LEARNING MOTIVATION
OF KOREAN CULTURE ENTHUSIASTS IN SURABAYA
TOWARDS ENGLISH AND KOREAN LANGUAGE**

THESIS



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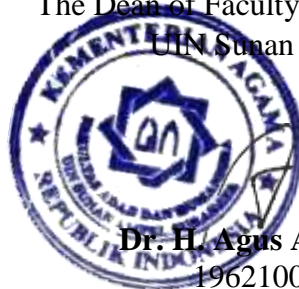
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primarily through socio-cultural aspects, such as international relations and the role of the media, where the cultures and languages of English-speaking countries can be depicted in movies, songs, and advertisements, etc. In Surabaya itself, which is a big city, of course, the influence of English can be felt, where we can see English advertisements on the street, in malls, or in other public places. In addition, movies with the English language are very easily accessible to the people of Surabaya; many children who are learning English and even already fluent in speaking English are also examples of the influence of English that we can increasingly see and feel.

But in fact, English is not the only language that is most learned. There are also other foreign languages, namely the Korean language. Recently, with the rapid development of technology causing changes in the public interest, especially in Indonesia towards the world of entertainment from abroad, not only like entertainment from America or England, which are English speaking countries, but they began to like entertainment products starting from India, China, and many other countries. The most catch attention at this moment is the world of entertainment originating from South Korea. South Korean entertainment products such as music sung by idol groups or commonly called Korean pop or K-Pop, Korean dramas, Korean movies attract people's interest in the world, including Indonesia. This phenomenon is called Korean Wave or *Hallyu*, where the Korean wave can be interpreted as a tendency towards things related to South Korea such as food, fashion, lifestyle, etc.

The influence of Korean culture or the Korean wave has developed rapidly in Indonesia; it can be proven by the many communities that claim to be fans of boy groups, girl groups, singers, actors, and actresses from South Korea. It also includes Surabaya, where there are often events or activities carried out by fan groups of Korean artists or even competitions such as K-pop dance covers or other things about South Korean culture; this proves that the influence of the Korean Wave in Surabaya can be called quite big. In addition, the influence of the Korean Wave also increases the interest of someone, especially fans, to learn the Korean language; this can be seen from the data report released by Duolingo. According to the 2020 Duolingo Language Report, a web-based and application-based language learning platform that is currently popular, in 2020, the language that occupies the first position most studied in Indonesia is English, and the second position is the Korean language.

Some studies also show the influence of *Hallyu* has spread to various parts of the world, not only in Asia but up to America. The Korean wave has influenced many aspects of people's lives, such as culture, behavior, language, style, etc. In an interview conducted by Benjamin Han (2017) in his study entitled *K-Pop in Latin America: Transcultural Fandom and Digital Mediation* to a 21-year-old fan from Ciudad Victoria, Tamaulipas, Mexico, when the girl was asked how K-pop could influence their character, she replied because liking K-Pop motivated her to learn a new language.

Another research was carried by Touhami (2017), in his study entitled *The Influence of the Korean Wave on the Language of International Fans: Case Study*

of Algerian Fans shows that most of the *Hallyu* fans in Algeria admit they are interested in the culture and language of Korea, even the majority of them claim to want to learn the Korean language that its writing undoubtedly different from their language that is using *Hangeul*. They think that the Korean language is an easy language to learn. Besides, they also revealed that they started using Korean words in their daily conversations with people who understood Korean and those who did not know. They thought that they were more expressive in expressing something and more into Korean culture by using the Korean language.

Although the influence of foreign languages can be felt, of course, not everyone thinks that mastering foreign languages is something important, especially English and Korean languages. The differences in the characters of the two foreign languages and the culture of each country the two languages used can also cause differences in Indonesian society in their attitude towards the two foreign languages. In addition, everyone has different goals and motivations for learning a foreign language. Some people study English because they like it, but some people are forced to learn English for specific purposes or other reasons.

Several researchers have researched language attitudes and motivations towards language. The first study is the study conducted by Lukman (2019). In his study, the researcher aimed to investigate how language attitude of students in Malay-Indonesia Department Hankuk University of Foreign Studies, South Korea, towards Indonesian language and their motivation in learning a foreign language, Indonesian language. The researcher used a questionnaire as an instrument that contained 11 statements, 6 of which were indicators to measure language attitude,

while the remaining 5 were indicators to measure motivation. The results showed that students in HUFS have positive attitudes and high motivation in learning the Indonesian language because they consider that learning the Indonesian language is exciting and not hard to learn. The lack of this research is that the number of participants is too small, only 20 participants. The participants involved must be already in the 3rd semester and above, so the participants who can participate should be more, besides the method used in the explanation is less detailed.

The following study is the study conducted by Hanifah (2020). In her study, the researcher aims to determine the language attitude of students in Junior High School Islamic Al Ulum Terpadu Medan based on three components of attitude, namely cognitive components, affective components, and conative components. The method used by the researcher is observation, distributed questionnaire, and interviews. The questionnaire used consisted of 30 questions. The results showed that the students' language attitude tended to be positive. Students admit that they realize that learning English is essential, although some think English is difficult to learn. The lack of this research is that the results of the observations carried out are not described.

The following study is the study by Deldenia et al. (2018). This research aims to investigate the attitudes and motivations of students in secondary schools (G.C.E. Advanced Level classes), Sri Lanka, towards learning Japanese as a foreign language. The respondents involved in the study were 273 JFL students in the 13th grade. In their research, researchers used an instrument in the form of a questionnaire. The result shows that JFL students have both types of motivation,

both integrative and instrumental. However, integrative motivation is greater than instrumental motivation. In addition, JFL students also have positive attitudes towards Japanese people. They have a greater interest in studying Japanese society and culture, and they also have positive attitudes towards learning situations, namely teachers and their lessons. As stated by the researcher, the lack of this research was the questionnaire distributed through an intermediary teacher who taught JFL, which could impact the respondents' honesty when filling out the questionnaire.

The following study is by Aaron J. Geddes (2016). In his research, the researcher investigated the attitude and motivation of Korean University students at Hongik University in learning English. The results of this study indicate that, in general, the students have a positive attitude towards learning English. In addition, it was found that their intrinsic and extrinsic motivation in learning English is about to equal. Intrinsic motivation is like they admit that learning English for TOEIC or TOEFL doesn't make them anxious. Meanwhile, extrinsic motivation is like they are learning English to getting a better job in the future.

So from this research, it can be said that they have a positive attitude towards English itself because they also have a positive attitude in learning English. However, the lack of this study is the title with the subject taken is out of sync. The title stated that this research examines attitudes and motivation in learning English at Korean University while the participants involved only come from one university, namely Hongik University. Besides, the number of

participants is less, so that it is not able to generalize the language attitudes and motivation of students who learn English.

The next study is the study conducted by Indriani (2021), which aims to identify the categories of motivation owned by RSD Mangusada Badung-Bali staff and determine the appropriate stimulants for RSD staff Mangusada Badung-Bali to learn English. The data collection method used in this study is a questionnaire distributed to 50 staff from various divisions. This study indicates that the main thing that encourages the RSD Mangusada staff to learn English is only for practical purposes, such as getting a better salary. In addition, the results showed that there are eight categories of motivation owned by the staff of RSD Mangusada. The eight categories are intrinsic dominant, extrinsic dominant, integrative dominant, instrumental dominant, a-motivation dominant, intrinsic-integrative dominant, intrinsic-instrumental dominant, and extrinsic-instrumental dominant. The lack of this study is that the results are not clearly explained, such as what types of statements define each category. Researchers only describe the percentages of the research results.

In brief, from the facts and previous research mentioned above, the researcher is interested in conducting similar research. Because most of the previous researchers focused more on examining attitudes toward one language, whether Indonesian language only, English only, or other foreign languages, therefore, the researcher examines the language attitude towards two foreign languages, English and Korean, using a theory about the three components of attitude: cognitive, affective, and conative.

learning other languages is a process of acquiring that language. In a multilingual society, of course, there will be such a thing as teaching a second language or a third language. The second language can be the national language, official state language, regional language, or foreign language. Fasold (2006, p. 434) stated, “a second language (L2) refers to any language that is learned after the first language (L1), no matter how many others have been learned”. However, some linguists also make a distinction between a second language and a foreign language in learning. Second language learning refers to the process of acquiring a non-native language used by the community where the learner is living, for example, when a native speaker of Indonesian residing in South Korea and learn the Korean language, while foreign language learning is the acquiring process of a non-native language that is not spoken and used by the community where the learner is living, for example when a native speaker of Indonesian residing in Indonesia and learn the Korean language.

Generally, in Indonesia, the Indonesian language is the second language, which is politically the national language and the official language of the state. And the first language of the Indonesian people can be the language of their respective regions, so it can be said that when Indonesian peoples learn a language from another country, it means that Indonesian peoples learn a foreign language instead of a second language. However, in the field of Second Language Acquisition (SLA), most researchers tend to use "second language learning" as a general term that includes all non-native language learning. Ellis (1994) also said that the different settings between learning a second language and a foreign

d. Motivation

Motivation can be defined as something that encourages someone to do something. In language learning, motivation is a factor that plays an important role, so it makes sense to say that motivation by second language and foreign-language learners can be used as a reference in achieving fluency and success in mastering the target language. Because, if the motivation of a second language learner is greater, then the level of success in mastering the target language will be faster than the second language learner that has no motivation. Some researchers even claim that motivation is the most important individual difference that influences Second Language Acquisition. In addition, motivation also can change because learner's motivation can be influenced by factors such as the learning environment, group dynamics, even the motivation from the learner partners.

There are two basic motivations, according to Gardner and Lambert in Geddes (2016, p. 705). The first is **integrative motivation**, and the second is **instrumental motivation**. **Integrative motivation** is a person's motive when learning another language which concerns the willingness to blend in or take part in another culture. According to Gardner (2001) cited in Ortega (2013, p. 171), "There are three dimensions involving integrativeness as the antecedent of motivation those are pleasant attitude towards second-language speakers, general interest in foreign languages and low ethnocentrism, endorsement of reasons for learning a second language relates to interactions with native second-language speakers."

Saville (2006) says that in any cases, learners who have an interest in learning a second language because of the desire to associate with the native speakers of the second language they are learning, emotional factor or affective factor are very dominant, which in the form of feelings of liking that is involved in learning the target language, and usually learners who have integrative motivation tend to be passionate and persistent in the learning process.

While **instrumental motivation** is a motivation that is oriented towards improving fate where learners who have this motivation tend to learn a language because it is purely for interests such as self-achievement, career goals, professionalism, increasing prestige, social status, self-image, and power, increasing business opportunities, or just passing a course in school or college, however, of course, the learner can be influenced by both types of motivation, but there are situations where one of the motivations is more dominant than the other.

In Self-Determination Theory by Deci & Ryan (1985), learner motivation can be divided into two types, **intrinsic** and **extrinsic** motivation. **Intrinsic motivation** is a motivation that comes from within a person. It encourages that person to take certain actions or behaviors, or it could be referring to the behaviors related to the experience of self-gratification such as curiosity, happiness, or because it is interesting or fun. An indicator of people who have intrinsic motivation is when someone does something sincerely without thinking about the recognition from others. **Extrinsic motivation** is a motivation that comes from outside the person where the impulse is usually influenced or controlled by other people or factors that come from outside the person, or it

(1) The cognitive component is a component that deals with knowledge and ideas, which are categories in the thinking process. Cognition components contain someone's beliefs, thoughts, opinions, and views on the object of attitudes; for example, when someone believes that English is very important to learn because they know that in education or work, being proficient in English is an advantage.

(2) The affective component is the component that has the nature of an emotional evaluation of an object, both positive and negative. This component shows the direction of a person's sense of responding to an object. If someone likes an object, then there will be a tendency to be positive, but vice versa if someone dislikes an object, there will be a negative. For example, when someone likes Arabic, that person has a good and positive language assessment.

(3) the conative component is a component that concerns behavior or actions as a final decision. This component in the attitude structure shows how the behavior or tendency to behave towards the objects they face. It is based on the assumption that beliefs as well as feelings influence behavior. For example, when someone often or even always uses English when speaking.

A person's attitude towards a language can be positive or negative, even neutral. Measuring a person's language attitude can be done by two methods, namely direct and indirect methods.

1. Direct method: a method used to measure language attitudes by interviewing or giving questions that respondents must fill in. The questions asked can be in the form of questions with an interrogative structure or open-ended

Catherine Snow (1977) and Marian Hoefnagel-Höhle (1978), where they found that adolescents and adults did better than children in what they could learn in 25-minute or up to one-minute instruction sessions year of naturalistic exposure to L2. However, Krashen (1979) concluded that older is better but only in the beginning, but younger will be better in the long run.

In the language learning process, there is a term called the critical age hypothesis. What is meant by the critical age hypothesis is a hypothesis that considers age as a factor to achieve language skills. According to Lenneberg (1967), the age of 2 to 12 years is an ideal age to achieve language skills like native speakers of a foreign language, because, before the age of 2 years, a person is not possible to learn a foreign language due to lack of brain maturity. At the age of 11 years is the beginning of the final stage of the critical age period of learning foreign languages, where at this age, a person can develop the capacity to think abstractly and be able to reflect on the linguistic rules used.

Taylor (1974) and Schumann (1975) suggest that in the critical age period, children have a greater empathic capacity than adults, they have not developed self-identity barriers, so they are less concerned about risks when experimenting with their language knowledge; besides, children also have a strong integrative motivation so that they have not developed a negative attitude towards the speakers of the foreign language they are learning. Meanwhile, adults have excess memory storage capacity, have a wider analytical capacity, and can develop instrumental motivation as an impulse to learn with effort in a variety of learning

Jendra (2010) states that several factors can also influence the second language learning process; these factors also include social factors that are more or less similar to the social factors that have been mentioned above, such as the culture, the social and historical background of the learners, and the language learning experience of the learner.

Apart from social factors, Jendra mentioned that the prestige of language and the internal language system could also influence the second language learning process. For example, English has a strong influence in various fields and also the internal system of the language such as vocabulary, pronunciation, grammar, which can be said to be easier than other foreign languages whose pronunciation is not easy to imitate or the letters of the language are not written with an alphabet like Japanese which has its own types of letters, namely hiragana or katakana, so that the ease or difficulty in learning the language is also can be the factor that influences someone's success in learning a language.

3.2.3 Instrument

The main research instrument used in this study is a questionnaire both for language attitudes and motivation category. The questionnaire is written in the Indonesian Language; this aims to make it easier for respondents to understand the statements given. The questionnaire contains statements regarding the language attitude of Korean culture enthusiasts in Surabaya towards English and the Korean language. There are two forms of questions, and there are also statements. The two forms of questions are open-ended questions and close-ended questions.

In the closed-ended questions, the researcher gave a question with some of the choices of answers so that the participants' responses are limited to the answers given by the researcher. As well as the statement is given, each statement will provide five answers, namely *Sangat Setuju* (Strongly Agree), *Setuju* (Agree), *Netral* (Neutral), *Tidak Setuju* (Disagree), and *Sangat Tidak Setuju* (Strongly Disagree). As for the open-ended question, the researcher gave the participants space to answer the questions provided with more personal answers such as name, education, address, and their motivation in learning English and the Korean language.

The questionnaire consists of 4 sections. The first section consists of 10 questions that contain personal information. Then, the second section consists of 24 statements where these statements can indicate the respondents' language attitudes towards English according to 3 components of attitude. The third section consists of 21 statements that can indicate the respondents' language attitudes

Data 1

The first statement is *Menurut saya, Bahasa Inggris merupakan Bahasa yang penting di era globalisasi* (I think, English is an important language in the globalization era). In this statement, the researcher uses the keywords *menurut saya* or (I think) to see how they think about how important English is today.

From the data above, it shows that from a total of 107 respondents, 85.98% or 92 respondents stated “Strongly Agree,” as many as 12.15% or 13 respondents stated “Agree,” and 0.93% or 1 respondent each answered “Neutral” and “Strongly Disagree.” From this percentage, it can be seen that most of them show a positive response and agree with the opinion that in this globalization era, English is an important language.

Data 2

The second statement is *Menurut saya, Bahasa Inggris adalah Bahasa yang menarik dibanding dengan Bahasa asing lainnya* (I think, English is an interesting language compared to other foreign languages).

The data shows 19.63% or as many as 21 respondents answered “Strongly Agree,” 32.71% or 35 respondents answered “Agree.” However, the highest percentage is 44.86%, or 48 respondents answered “Neutral,” and 1.87% or 2 respondents answered “Disagree,” even 0.93% or 1 respondent replied, “Strongly Disagree.” It can be said that, on average, they find English interesting. However, some are still unsure about the statement that English is more interesting when compared to other foreign languages.

Continuation of Table 4.4

Number of Statement	Components of Attitude	Average	Category
6	<i>Cognitive</i>	4,55	Very Good
7		4,24	Very Good
8		3,42	Good
Total		3,95	Good
1	<i>Affective</i>	4,07	Good
2		3,26	Enough
3		3,09	Enough
4		3,71	Good
5		4,3	Very Good
6		3,91	Good
7		3,01	Enough
8		4,42	Very Good
Total		3,72	Good
1	<i>Conative</i>	3,36	Enough
2		3,19	Enough
3		4,01	Good
4		3,76	Good
5		3,15	Enough
6		4,11	Good
7		3,9	Good
8		3,46	Good
Total		3,62	Good
Total Overall Average		3,76	Good

From the recapitulation data above, it shows that the average score of the three attitude components, namely cognitive, affective, and conative is in the “Good” or positive category, so it can be concluded that the attitude of Korean culture enthusiasts in Surabaya to English is “Good” or in other words positive with the overall average score 3.76.

10. Vacation to Korea
11. Increase knowledge or insight about Korean culture
12. Understand the meaning of the lyrics of K-pop songs
13. Watch dramas, movies, variety shows, YouTube content from idols, TV, and Korean YouTube without subtitles

All of the statements above are statements that included in the category of instrumental motivation because it can be seen that the goal in learning Korean is driven by the desire to achieve something such as in the field of education, namely getting a scholarship to study in South Korea, apart from education there is also a goal for a future career. For example, want to work in South Korea or working in a Korean-owned company, some are driven by the desire to increase their value in themselves because the more they master the language, the better. Moreover, they admit that currently, South Korea and Indonesia have a lot of cooperative relationships, one of which is in the field of economics, of course, mastery of the Korean language will be a plus point in itself.

In addition, one respondent also admitted that learning Korean is very necessary to continue running a business, which basically means that this respondent has a business related to Korean people.

of the influence of the current Korean wave or *Hallyu* that is quite large, so it can be felt in Indonesia, one of which is from Korean dramas that are very accessible and even aired on Indonesian television.

In addition, some claim that they are motivated to learn because their idols are Korean artists such as EXO and BTS, as well as even the circle of friends who are both interested and like the same thing, namely K-Pop or their own siblings who have mastered Korean letters or *Hangeul* first.

The characteristics of the Korean language itself can also encourage them to learn it, such as the uniqueness of the letters (*Hangeul*) and the Korean accent and tone when speaking, which is considered attractive because it is different from other languages. Some think that the process of learning Korean is deemed to be fun even though Korean is actually difficult to learn.

Looking to the answers that have been concluded by the researcher, it shows that both in learning English and Korean language the instrumental motivation is the motivation category that most respondents have; however, both the motivation to learn English and Korean language are not only limited to those categories of motivation because basically these types of motivation are actually related to each other, so motivation cannot be limited, motivation also can change if there are factors or circumstances that can affect motivation, either up or down.

4.2 Discussion

The result of this study showed that the attitude of Korean culture enthusiasts in Surabaya as a whole both towards English and Korean is included in the “Good” category. The results of this study are similar to the results of research from Hanifah (2020) and Yandi (2015), which examined the language attitudes of junior high school students based on three components of attitude, namely cognitive, affective, and conative, and the results showed that students showed positive attitudes towards English. However, in Hanifah's study, the average score produced was higher, so that the language attitude of junior high school students was much more positive when compared to this study.

In addition, although the attitude of Korean culture enthusiasts in Surabaya as a whole is included in the “Good” category or can be interpreted as positive, the comparison of the overall average value between attitudes towards English and the Korean language is quite different. Attitudes towards English have an average of 3.76 while attitudes towards the Korean language have an average of 3.44 which means that attitudes towards the Korean language are generally seen from the three components, including “Good” but not really good because the average score is only 0.04 away from the interval limit in the “Enough” category.

When compared to the average score for each component of attitudes towards English and Korean language, all components of attitudes towards English have an average score that is included in the “Good” category. Meanwhile, in attitudes towards Korean language, only the affective component is included in the category “Good,” and the other two attitude components, namely

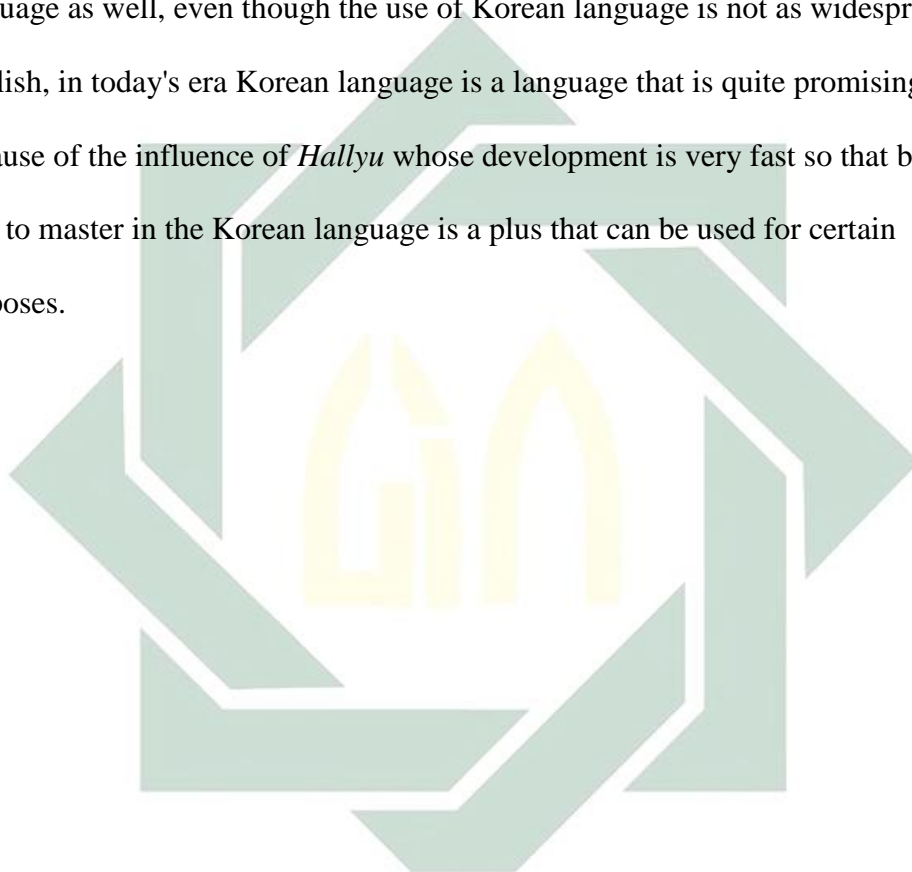
the cognitive and conative components, are included in the “Enough” category. However, both attitudes in English and Korean language regarding the conative component have the lowest average scores of these three attitude components.

This shows that this research slightly supports what Chaer wrote in his book, namely that attitudes are related to what a person thinks, feels, and wants to do because of something, but actions can arise not only based on desire, but the prevailing social norms can also determine it, habits carried out, and what thoughts are likely to arise when doing an action.

In addition to language attitudes, this study also examines the motivation of Korean culture enthusiasts in Surabaya to learn English and Korean language. The results show four categories of motivation: integrative, instrumental, intrinsic, and extrinsic. This research is similar to the research results from Indriani's research (2021), where Indriani's research found four categories of motivation, but in Indriani's research, the motivation categories are further differentiated, namely the dominant single motivation category and the dominant combined motivation.

Indriani's research (2021) shows that the most common category of motivation in learning English is a combination of intrinsic instrumental, and the least found motivational category is instrumental motivation. Meanwhile, in this study, the aim is not to find out which motivation dominates and is considered the most important because the researcher finds out what their motivations are in learning English and Korean language. So, it can be said that, of course, these four categories of motivation influence each other and are equally essential to maintain a good attitude and help in learning.

Then, the results of this study also support Chaer's statement in his book, which says that many instrumental orientations occur in languages that have a wide range of use, are widely needed, and promise high economic value, career, and educational success, but not only English, in this case including the Korean language as well, even though the use of Korean language is not as widespread as English, in today's era Korean language is a language that is quite promising because of the influence of *Hallyu* whose development is very fast so that being able to master in the Korean language is a plus that can be used for certain purposes.



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