

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The existence of language in human life is very important. However, this is sometimes not realized by the language users and this may cause civilization changes by the existence of language itself. Therefore, language users play an important role to determine the existence of language in their community.

Indonesian country consists of multi – ethnics across many islands, for instances: Malaynese, Toba Batakese, Acehese, Padangnese, Sundanese, Balinese, etc. Multamia Lauder's (2012) states that Ethnic language may be extinct in the absence of successors who use such language, as well as a language lost to 'compete' with other languages or because they keep a very traditional.

Indonesia is multilingual country and in Indonesia at the moment there are many local languages about 746 local or indigenous languages of which 442 have been mapped (Pusat Bahasa, 2009) and Safiadi (2010) states that there are 174 of 746 vernaculars in Indonesia are endangered and 14 of them are lost and it relates to the attitudes of the language users.

In recent years, ethnic languages are influenced by globalization. The globalization effects action, awareness and attitudes of ethnic community to the use of their vernacular, this can be seen in the phenomena of less frequent of using vernaculars, where they tend to speak Bahasa Indonesia rather than their own vernacular in daily interaction.

Yohanes Manhitu (2011) states that there are some consideration of using ethnics languages those are : as a tool for showing the culture, as the identity of the nation, part of the Indonesian culture mosaic and world, the bridge between generation, the language introduction in the school such as local content,

Attitudes towards a particular language might be either positive or negative. Some the users of language may have negative attitudes towards the second language and want to learn it in order to preveil over people in the community.

Baker (2001) states that if the language users has negative attitudes towards the language they will have these characteristics; language is seen as an unimportant symbol, language users see an important reason for using the second language, language users see no reason to take active steps to maintain their ethnic language and people are anxious to get on society where knowledge of second language is a prerequisite for success and the effect of these the language will shift.

The characteristics above are found by researcher in language users from Batubara especially the university students in Medan. Batubara Malay language is the identity of Malaynese in Batubara, they usually speak Batubara Malay language in their daily conversation. Many of university students from Batubara spread in many provinces especially in Medan. The purpose is to continue their study in Medan and many of them take study such as in State university of North Sumatera (USU), University of Muhammadiyah North Sumatera (UMSU) and state Islamic University of North Sumatera (UIN-SU) from those university the most university students of Batubara take study in UIN-SU. The university students from Batubara usually tend to use Bahasa Indonesia with their friends who are from the same region (Batubara),

and sometime combine their language between Batubara Malay language and Bahasa Indonesia. Here are the examples of conversation by university students of Batubara in Medan that the researcher has observed:

IH : Tak bekoba kau ya wak masa' Cuma aku anak IPA yg gak tau.

AZ : Apa soit sayang ???kan udah ku kasi tau kemaren, kau gag percaya.

IH : Apo oo... kau bilang bsok ksh tau kalo dah jadi kato kau

AZ : Kau kan ku bilang pertama ku ke kalimantan jadi guru kau gag percaya .

*IH : Udahlah bgtulah kau. Kau tinggalkan abang adek yaa... hahaha..
nantilah ku telpon ko yo.*

(This conversation in the facebook)

In the conversation comment of facebook above Az is one of university students of Batubara who take study in UMSU while IH is university students of Btubara who take study in UIN when IH tries to speak by using Batubara malay language, AZ used Bahasa Indonesia and IH was influenced to use Bahasa Indonesia.

Sometime they combine the language between Bahasa Indonesia and Batubara Malay language for examples:

*A : Lamo **kali** kau pulang, Sar?*

*B : Iyo tak **hadir** tadi dosennyo.*

*A : Jadi apo lah klen **buat** di kampus thu?*

*B : tak ado **becakap-cakap** ajolah kak.*

A : itulah kojo klen di sanan thu yo.

(This conversation in the Babul I'Imi Operation dormitory Medan)

Based on the examples above, the researcher assumes that Malay Batubara language should be shifted or included in endangered situation because the university students of Batubara in Medan itself do not use their vernacular language in the conversation with their friends who come from Batubara.

This phenomenon proves the statement “different communities have different kinds of attitudes and aspiration in relation to their language” (Crystal, 2000, p.93) and also interesting to observe, because what have happened to the university students of Batubara attitude is contrast to their ability in using Malay Batubara language.

Attitudes are mental phenomenon which cannot be examined and cannot be observed directly. But they are manifested in people's action or reaction (Baker 1992), People's attitude towards language can be seen from how they think about the language, how they use the language, with whom, where and how often they use it. Language attitude studies will determine that people's attitude towards language might be positive or negative (Chalak & Kassaian, 2010).

Therefore, as the researcher described previously that most of the university students of Batubara in Medan are able to speak Batubara Malay language, but they do not use it with their friends who come from Batubara especially in Medan. Base on this phenomenon, the researcher assumes that there must be something influences the attitude of using another language by the university students of Batubara in Medan.

In line with all description above, the researcher would like to know the attitude of university students of Batubara in Medan towards Batubara Malay language.

1.2 Problems of the Study

Based on the background of the study above, the problems are formulated as the following:

1. What is the attitude of university students of Batubara in Medan towards Batubara Malay language?
2. How are the attitudes levels of university students of Batubara in Medan towards Batubara Malay language?
3. Why do they have such attitudes?

1.3 Objectives of the Study

In relation to the problems of the study, the objectives of this research are formulated as the following.

1. To describe the attitudes of the university students of Batubara in Medan towards Batubara Malay language
2. To describe the attitudes levels of university students of Batubara in Medan towards Batubara Malay language.
3. To explain the reasons for the attitudes of why the university students of Batubara in Medan have such attitude towards Batubara Malay language.

1.4 Scope of the Study

This study will focus on the attitudes of the university students of Batubara in Medan toward Batubara Malay language. There will be 20 Batubara Malaynese university students will be chosen as the subject of research. All the subjects are from the university students of state Islamic university of north Sumatera (UIN-SU). In this research, the researcher will focus only to describe the attitude of the university students of Batubara in Medan towards Batubara Malay language.

There are three main aspects will be observed in this study. First, the attitude of the university students of Batubara in Medan towards Batubara Malay language. Second, the attitudes levels of university students of Batubara in Medan towards Batubara Malay language. Third, reason or factors that influence the attitude of university students of Batubara in Medan to have such attitude.

1.5 Significances of the Study

The findings of the study offer theoretical and practical significances. Theoretically, It is expected that the findings of the study can give much contribution and insight to applied linguistics particularly in the language attitude which can be used as a reference for the similar studies with different focus or object in the future. Specifically, the findings can add up more horizons to linguistics theories.

Practically, it is expected that the findings will give more information about the language attitude of the university students of Batubara Medan towards Batubara Malay language and it is also expected to make the university students of Batubara who live in Medan will aware towards Batubara Malay language as their identity.