

CHAPTER I

INTRODUCTION

A. Background of the Study

In a world where communication has become so important for the process of life that communication transcends boundaries, English has become a language that reaches the peak of transcending these boundaries. English integrates with the native language of the speaker and cultural values emerge as a tool that can improve negotiation strategies. Canagarajah (2013) calls this approach multilingual or translingual communication, which emphasizes its role in enabling individuals to demonstrate various variations of English while combining elements of the speaker's own language and cultural norms. This combination is dynamic in nature which not only facilitates understanding but also encourages the formation of new communication norms that accommodate diverse linguistic backgrounds. By applying a combination of English and local languages in global interactions, each individual can bridge cultural gaps and foster a more conducive and mutually understanding environment.

The translingual approach to communication has very significant implications for global engagement, this is because this approach encourages individuals to utilize linguistic metaka to organize complex social and cultural forms. By incorporating elements of their own language and cultural values into interactions, individuals can effectively convey different meanings and establish deeper relationships with interlocutors from different backgrounds. This not only improves negotiation strategies but also encourages mutual respect and

understanding across cultures, which ultimately encourages more meaningful and productive global exchanges (Canagaraja, 2013). Therefore, the integration of English with the native language of its speakers is an important step towards building a more inclusive and collaborative communication framework in an increasingly interconnected world.

Translingualism is a linguistic approach that emphasizes the fluidity and interconnectedness of languages, challenging the traditional view of language as a fixed system. This perspective advocates for the blending of languages to enhance communication in diverse cultural contexts. It posits that language evolves through interaction among speakers from different linguistic backgrounds, facilitating a more inclusive and flexible mode of expression. As articulated by Canagarajah (2013), translingualism promotes the idea that effective communication transcends individual languages, incorporating various semiotic resources and ecological affordances, thereby reflecting the complexities of global interactions.

Translingualism can not only be learned through direct speech acts or verbally when communicating. The application of translingualism can also be studied through novels. It can be studied through Wattpad novels which refer to the phenomenon where writers pour various languages into their narratives which are able to reflect the diverse linguistic backgrounds of the characters and readers (Greshon, 2016). This allows writers to represent multicultural backgrounds and characters appropriately, then this will encourage the involvement of everyone representing those backgrounds and be accepted by a global audience. By

combining languages seamlessly, the author creates a richness of linguistic diversity that can enhance the depth of the reader's experience. Apart from that, translingualism in Wattpad novels also functions as a means of learning foreign languages in the form of famous narratives, thus encouraging curiosity and the desire to learn more. This practice is in line with Wattpad's own desire to become a platform that is able to tell various stories and engage with the community.

Telling stories in the form of digital narratives among these circles has become something that is very popular with readers. One example is Wattpad novels which are growing rapidly in the digital world. Wattpad transcends mere digital functionality to become a hub for cultural exchange, defining both geographic and linguistic boundaries through its user-generated content and communal engagement mechanisms (Bachmann & Koller, 2020). Recent changes highlight a dynamic meeting place for global storytellers and readers, fostering a dynamic community. Wattpad's appeal lies in its ability to bring people together through diverse stories, offering a space for unlimited creative expression. Wattpad makes the online world break away from traditional boundaries and change towards a more modern one by facilitating the open exchange of ideas and stories. This plays an important role in the democratization of storytelling on a global scale. Wattpad is not just a platform; it's a dynamic and inclusive ecosystem where creativity thrives, growing a community of storytellers and fans around the world.

The extraordinary transition from digital bookshelves to dynamic online networks where writers and readers gather globally is realized in the form of

Wattpad. It is a dynamic avenue capable of encouraging cultural exchange and providing a unique space for the global fusion of literary thought. Functioning as a platform for international storytelling, Wattpad is not just an app for reading or writing, but it has also become a social community where users can express their creativity through various types of writing such as articles, short stories, series, and poetry. This platform has successfully created a free digital environment for its users to enhance their reading and writing experiences by providing feedback features and an experimental environment for both new and professional writers (Kardiansyah, 2019). In this digital world, wattpad not only serves as a repository of stories but also actively cultivates an environment where the diversity and richness of global narratives thrive, creating a diverse and connected community of storytellers and fans.

Wattpad garners praise from readers globally for its diverse content, fostering a sense of community and connection (Hernandez, 2021). Users appreciate the platform's vast array of stories, expressing enthusiasm for the opportunity to explore different cultures and emotions. According to one reader, "Wattpad transcends borders, letting us share in universal experiences and connect with people worldwide" (Smith, 2020). This sentiment reflects the platform's success in creating an interactive and inclusive space where readers can engage with narratives that resonate on a global scale. Wattpad can be a valuable object of study for research due to its vast user-generated content, providing insights into contemporary literary trends, user engagement, and the dynamics of online communities (Mendes, et al., 2019). Analyzing Wattpad offers a unique

perspective on how individuals create, share, and consume narratives in the digital age, contributing to the understanding of evolving storytelling practices and the social aspects of online platforms.

Negotiation strategies and translingual perspectives are creatively depicted by Wattpad, which is also able to explore themes such as identity, love, and social issues through a lens that transcends geographical boundaries (Lee, 2018). By connecting the exploration of translingualism with negotiation strategies, this research aims to show how the unification of languages contributes to the creation of a shared narrative, transcending cultural differences (Canagarajah, 2013). Wattpad is not just a digital platform for reading but can also be analyzed. Through careful analysis of user comments, ratings and feedback, the real impact of translingual storytelling perspectives and negotiation strategies on the global Wattpad community can also be understood (Nguyen, 2022). Understanding reader responses forms an important thread in this exploration, connecting the author's language and theme choices with the actual experiences and interpretations of Wattpad's diverse audience (Hernandez, 2021).

The ability to cover aspects of negotiation strategy and translingualism is manifested in the emergence of Wattpad novels as an interesting subject in scientific research. Wattpad has become a global phenomenon with millions of users around the world, including Indonesia. It offers many exciting possibilities for enhancing students' reading comprehension skills by studying different writing styles, languages, and cultural backgrounds (Ramadhan et al., 2020). In its position as a representative of an inclusive global community, Wattpad serves as

an ideal lens for researchers to investigate the complex mix of diverse cultures and literary works. The strategic nature of the Wattpad novels' negotiation is evident in the skillful navigation and depiction of themes such as identity, love, and social issues across international borders. Additionally, the translingualism inherent in these novels underscores Wattpad's role as a linguistic melting pot, highlighting the universal resonance of the stories that bridge linguistic representations. Critical analysis of Wattpad novels reveals a dynamic landscape where the negotiating strategies of translingualism converge, providing valuable insight into the interconnected nature of global storytelling.

The selection of "Daddys Day Out" for study resonates with Heller's (2007: 341) call to scrutinize circulating ideas about Translingualism, unveiling the stakeholders and their interests. This aligns with Hannerz (1996), as the novel uniquely portrays Translingualism using Javanese, Indonesian, and English, reflecting a negotiation strategies desire to engage with local cultures to a limited extent. The analysis insights into social categorization, organization, and change dynamics. It navigates the delicate balance between negotiation strategies aspirations and the avoidance of assimilation into local identities, offering a nuanced exploration of Translingualism's impact on social dynamics within the narrative and aligning with Heller's plea for an understanding of who invests in what ideas and with what interests.

Table 1. 1 Table of Primary Data of Translingual Negotiation Strategies

No	Envoicing Strategies	Recontextualization Strategies	Interactional Strategies	Extentualization Strategies
1	Approximation , e.g. “0,2 cent” instead “200 rupiah”	Contextualization cues, ”greeting someone”	Confirmation check, e.g. “sorry, what are you saying?”	Simplification, using lower speech rate
2	Word coinage, e.g. “Teflon”	accommodation	Clarification check, e.g. “you mean....?”	Segmentation, shortening utterances
3	Foreignization, e.g. “kan”	Using language variety in every dialog belong to other group e.g. formal: “good afternoon” informal: “hey”	Comprehension check, e.g. “do you understand?”	Regularization, there are explicit meaning
4	Code switching e.g. “kalau			Leveling

	<p>kamu sudah selesai, lets' go to the mall” Code mixing, e.g. “dua ratus perak itu how much?”</p>			
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The study identifies that students in a Wattpad novel employ four key strategies outlined by Canagarajah (2013) during communication: envoicing, recontextualization, interactional, and entextualization strategies. Envoicing involves methods like word creation, foreign language integration, and code switching, prominently observed in character dialogues. Recontextualization is evident through the utilization of linguistic features such as formal greetings in specific contexts. Interactional strategies include confirmation checks, clarification requests, and recasting during conversations. Notably, proficient characters tend to simplify their communication, while less skilled speakers resort to leveling. These strategies are intricately woven into the narrative of the Wattpad novel, illustrating how language functions within literary works to convey meaning and portray characters' linguistic competence.

Based on the explanation above, it can be seen that this study will examine the Translingualism and negotiation strategies aspects of the dialogue in the Wattpad novel "Daddys Day Out" by Renata Nozari. From the dialogue that uses

three languages with different speakers or characters in the novel, we will see the translingualism aspect of the use of three languages in the novel and then relate it to the negotiation strategies aspect based on the speaker who uses the language and also the compliment response that used in that novel. This is in line with what was proposed by Roza, V. (2019), that using English within a global context and merging it with speakers' own languages and values will open up various negotiation strategies," which suggests that similar dynamics could be observed in Wattpad narratives where authors blend languages to negotiate meaning and engage diverse audiences.

B. Research Problem

The problem of study in this research are formulated as follows:

1. What categories of negotiation strategies are used in Daddys' Day Out wattpad novel?
2. How are negotiation strategies realized in the multilingual wattpad novel Daddys' Day Out?
3. Why (in the social context) are the negotiation strategies realized?

C. The Objectives of the Research

Based on the problems of the study, the objectives of the research, are:

1. to analyze the text in order to derive categories of translingual negotiation strategies that used on 'Daddys' Day Out' by Renita Nozaria wattpad novel,
2. to draw the translingual negotiation strategies realizing in Daddys' Day Out wattpad novel, and

3. to explain the reasons for or the social context of realization of negotiation strategies.

D. The Scope of Research

This scope of the research is to explore the utilization of translingual communication by the character in Daddys' Day Out wattpad novel. The research is delimited to the analysis of translingual negotiation strategies. The study's constraints pertain to the identification of categories translingual negotiation strategies observed in character interactions on the novel. The theoretical framework guiding this research is based on Canagarajag theory (2013) in understanding four major of negotiation strategies while discussinf about translingual context.

E. Significance of the Research

It is expected that findings of the study offer both theoretical and practical significance.

1. Theoretically, findings of the study are expected to increase and enrich the theory of translingualism negotiation strategies. Further the finding can be reference for further study.
2. Practically, this research finding is expected to provide additional useful information for readers in understanding novel content from a translingualism perspective specially about negotiation strategies to motivate and foster understanding related to reading literary works, especially Wattpad novels, which contain aspects of translingualism studies, the use of several languages and know about the type of

negotiation strategies that represented about translingualism. This research can also be used as a reference for other researchers who will study translingualism negotiation strategies. Researchers hope that the analysis will motivate other researchers to be more active in contributing to the work of other researchers in the literature to carry out further analysis.