

CHAPTER I

INTRODUCTION

A. The Background of the Study

Indonesia consists of ethnic background, culture, and language which have the differences one with other. One of the biggest ethnic groups in Indonesia is Bataknese. North Sumatera has so many ethnics and sub ethnics of Batak, such as Toba, Karo, Simalungun, Pak-pak Dairi, Angkola, and Mandailing. The product of communication by using language is called conversation or interview. Conversation happens when two or more persons involved to deliver message through the conversation. The attitudes of some persons towards the language are determined by their responses towards the language.

Attitudes are mental phenomenon which cannot be examined and cannot be observed directly, but they are manifested in people's action or reaction. 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 that language. When people talks to another by using language, we can interpret their attitude (Baker, 1992). Attitude is considered as mentality phenomenon which cannot be examines and observed directly but it is manifested in the form of action. But the attitudes towards language can be observed from their way in talk, communicate, and how they use the language itself. Garvin & Mathiot (1968) formulate the three

category of positive language attitude. They are: (1) Language loyalty, (2) Language Pride, (3) Awareness of the Norm.

However, people sometimes do not fulfill the three characteristics of positive language attitude and disobey it. They may do not proud of mastering their vernacular language and do not use their vernacular language carefully. It is also happen when people try to hide the truth that they are Toba Bataknese. The phenomenon of not obeying the characteristics of positive language attitude is called as negative language attitude.

Positive language attitude is being such a habit to some people when they are feeling proud about their language, while negative language attitude is being such a bad habit to some people who do not feel proud towards the language that they have. Negative attitude towards a language can also happen when a person or group of people doesn't have a sense of pride in their language, and divert pride it to another language that was not their language.

This case also can be seen from the responses of teenagers through interview between researcher and the teenagers in Desa Jorlang Hataran. Both teenagers have a different attitude. One of them have positive attitude during the conversation and one of them have negative attitude towards Toba Batak language.

Some of responses of teenagers through interview that have positive attitudes from the preliminary data that had been taken can be seen as follows.

Researcher : Do you feel embarrassed when you are in the crowd and you use the Toba Batak language with your friends? Why?

*Participant : No. **I never felt embarrassed** when my friend and I was there in front of peoples. I always use Toba Batak language to my friends.*

The response of teenager above showed that the teenager have positive attitude towards Toba Batak language. The participant was feeling proud of using Toba Batak language. Pride of language means that the people was proud of their language and want to show the Toba Batak language as their identity as the Toba Batakese teenagers. The Negative attitude can be seen from the interview below.

Researcher : Do you feel embarrassed when you are in the crowd and you use the Toba Batak language with your friends? Why?

*Participant : **I am shy**, because I'm afraid if some people who heard me talks by using Toba Batak language, It will be ridicule for me as Batak...*

batak..batak..

From the response of the participant, it shows that the teenager have negative attitude towards Toba Batak language. It is seen from their feeling about Toba Batak language. The teenager also felt shy if the language that teenager uses become ridicule for others.

From the conversation in interview above, it can be known that the participant have the different responses that show their attitudes towards the language. When the researcher asked their feeling towards Toba Batak language, the participant responses are show positive and negative attitude towards Toba Batak language.

There are some previous studies on language attitude. One of them was Sinambela (2015) who studied about language attitude of the Toba Batakese parents towards Toba Batak language in Stabat. The findings shows that the attitudes of the Toba Batakese parents in Stabat caused by some reasons, because they are loyal and maintain Toba Batak language, because they are proud and make Toba Batak language as their identity, and because they have awareness of language norms towards Toba Batak language.

Another researcher, Damanik (2015) who studied about language attitude of Simalungun People toward vernacular maintenance in Pematang Siantar. The findings show that the factors which influence negative attitude of young people in Pematang Siantar are bilingualism, social factor and demographic factor. The researcher found that the Indonesian Language dominantly spoken by Simalungun people which causes them have the less frequency in use rather than their own vernacular in daily life communication.

Then, Hasibuan (2017) who studied about language attitude of Mandailingnese teenagers in Desa Sidojadi Kecamatan Bukit Malintang Kabupaten Mandailing Natal. She found that the teenager language attitude realized in three domains, they are

family domain, friendship domain, and religion domain. They have positive language attitude because they are loyal to use Mandailing language, they feel proud to have Mandailing language, and they have awareness of language norm.

From the previous relevant studies, this study has some differences. The objects of previous studies were the attitude of Toba Bataknese parent, the attitude of Simalungun people, and the attitudes of mandailingnese teenagers. While in this study, the researcher is going to analyze the language attitudes of teenagers who have studied outside and coming back to Jorlang Hataran village. Another difference is the previous studies mostly show that the positive attitude of people because they are loyal, proud and have awareness of the norm towards language and caused by social factor, and demographic factor. This study will focus in analyzing the language attitudes of teenagers whether positive or negative attitude and the factors that underlie the attitudes of teenagers towards Toba Batak language in Jorlang Hataran village.

B. The Problems of the Study

Based on the background, the problems are formulated as the following.

1. What are the languages spoken by teenagers in Jorlang Hataran village?
2. What are the dominant characteristics that underlie the attitude of teenagers who have studied outside and coming back to Jorlang Hataran village

towards Toba Batak language?

C. The Objectives of the Study

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

- 1) to find out the languages spoken by teenagers in Jorlang Hataran village.
- 2) to describe the dominant characteristics that underlie the language attitudes of the Toba Bataknese teenagers who have studied outside and coming back to Jorlang Hataran village towards Toba Batak language.

D. The Scope of the Study

The scope of the study is limited to the characteristics of language attitudes that underlie the teenager's attitude towards Toba Batak language, who have studied outside and coming back to Jorlang Hataran village.

E. The Significance of the Study

This study is expected to be useful and relevant theoretically and practically. Theoretically, the writer findings are expected to enrich the theories of language attitude. This study expected to enrich the knowledge in the study of sociolinguistics

especially language attitude not only for the writer but also the readers. The writer also hopes that this research will give a contribution or the materials to the next research for the data that needed.

Practically, it will give guidance to society the importance of maintaining the ethnic language as the local identity. It is also expected to be useful to give information to the speakers and listeners about their problem and difficulties in understanding and following the Language attitude.