

INDRA JAYANTI DAMANIK, Reg. No. 8136112090. Language Attitude of Simalungun People Toward Vernacular Maintenance in Pematang Siantar. English Applied Linguistics, Pascasarjana Program, State University of Medan, 2015.

This study deals with language attitude of Simalungun people toward vernacular maintenance in Pematang Siantar. The data were collected from the Simalungun young people living in Sitalasari district Pematang Siantar regency. The study employs qualitative research design with some informant's deals with the need of this research to get understanding. The subjects of this study were 18 Simalungun young people (17 years old to 25 years old) and the subjects were classified based on the family background status (low, middle and high level status background) for collecting the data. The instruments used for collecting data were questionnaire sheet, observation sheet, recording and interview scribe. The data of this study were questionnaire sheet, recorded observation and interview scribe. The data from questionnaire sheet were use to examine the language attitude, the factor and reason causing the attitude the way it is. The data were analyzed by using interactive models data analysis proposed by Miles and Huberman. The findings show that there are 10 (55, 6 %) informants have the negative attitude and 8 (44. 4 %) informants have the positive attitude. The factors which influence the negative attitude are; bilingualism, social factor and demographic factor. The analysis of the data indicates 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.

INDRA JAYANTI DAMANIK, Reg. No. 8136112090. Language Attitude of Simalungun People Toward Vernacular Maintenance in Pematang Siantar. English Applied Linguistics, Pascasarjana Program, State University of Medan, 2015.

Penelitian ini Berkaitan dengan Sikap bahasa Masyarakat Simalungun terhadap Pemertahanan Bahasa Asli Simalungun di Pematang Siantar. Data penelitian ini dikumpulkan dari masyarakat Simalungun yang berusia muda yang tinggal di daerah Kecamatan Sitalasari Kota Petang Siantar. Penelitian ini menggunakan model penelitian Kualitatif dengan beberapa informan untuk memenuhi kebutuhan penelitian yaitu pemerolehan suatu pemahaman. Subjek penelitian ini adalah 18 orang masyarakat Simalungun muda(yang berusia antara 17 s/d 25 tahun) dan subjek diklasifikasikan berdasarkan latar belakang keluarga (bawah, menengah, dan atas) dalam pengumpulan data. Alat- alat yang digukan dalam pengumpulan data adalah lembar angket, rekaman observasi, dan interview. Data dari lembar angket digunakan untuk menilai sikap bahasa, faktor dan alasan yang menyebabkan sikap bahasa itu. Data dianalisis menggunakan model interaktif yang dikemukakan oleh Miles dan Huberman. Hasil penelitian menunjukkan bahwa ada 10 orang (55.6%) yang memiliki sikap negatif dan 8 orang (44.4%) informan yang memiliki sikap positif. Factor yang menyebabkan sikap negatif itu adalah; Penggunaan dua bahasa, faktor sosial, dan wilayah. Analisis data mengindikasikan bahwa, bahasa Indonesia adalah bahasa yang dominan digunakan oleh masyarakat Simalungun muda daripada bahasa asli Simalungun dalam berkomunikasi sehari- hari.