CHAPTER I
INTRODUCTION

This chapter presents the introduction of research consist of Background of Research, Statement of Problem, Objective of Research, Significance of Research, Clarification of Terms, and Organization of Writing.

1.1 Background of Research

The globalization era in nowadays designates that there are huge influences of languages and cultures from one country to another which is caused by the social process. The case makes the notions in almost over the world are increasingly bound to each other to bring the new order without regarding the boundaries of geographical, economic and language which have developed in each country include Indonesia. The Globalization has the various roles in Indonesia. One of them in the sector of language. The influence of another language such as English also takes a part of the entry of globalization in Indonesia. One of them such as in Bandung City. The use of English in Bandung is frequently found both in spoken and especially in written forms like the store names until the names of food which is oftentimes encountered in this City.

There are numerous of using the terms of English in Bandung unconsciously influencing the use of Indonesian gradually. The case reflects that Indonesian society as a native who inhabit the homeland of Indonesia prefer the terms of English to Indonesian particularly the terms are frequently
found in the names of food menu like in the food court of Parahyangan apartment.

The food court of Parahyangan apartment is the business area of Bandung which is located in the downtown and contained by some stands inside, where the food menu in that stands used a lot of names in English rather than Indonesian despite the foods itself is visibly seen as Indonesian foods. One of the food menu names like coconut cookies that is the kind of cake which is made from the dough of flour mixed with coconut milk and also the coconut slice, in which it is oftentimes called as bandros in Indonesia. Then there is also the menu of cooked rice in coconut milk is the kind of food which is made from rice as the main ingredient, and that rice is cooked mixed with coconut milk, in which in Indonesia the food itself is extremely familiar with the term of nasi uduk. However besides that, there are also still some foods used by the owners in some stands in that food court by using the names of Indonesian such as Nasi goreng Rempah, Nasi Uduk Rempah, Martabak Mie and so on. Based on the case, there is the phenomenon in Indonesia particularly in Bandung about the use of the English terms of food menu, where the terms itself exist in Indonesian but some of the owners in the stands of that food court chose another language and some of the owners too still used the Indonesian reflect the study of language attitude.

Language attitude is the action of the community to use one language and not another language intended to maintain their own language (Chaer and Agustina, 2010:151). Therefore, the language attitude is the condition of a person to select a language in the various language, as proposed by Richard, et al (1985:}
“language attitude is the attitude of the language users toward their various language and another language”. There is a diversity of language in Indonesia such as English makes the researcher is interested in analyzing the language attitude of the stand’s owners which contain the food court of Parahyangan apartment in choosing the food menu names in English and Indonesian to observe how is their language attitude as the Indonesian societies toward their own language.

Additionally, the names of food menu in the food court of Parahyangan apartment like Pancake, Rudal meatball, fried potato and others could be investigated deeper in sector of word formation as branch of the morphological process. Like the term of fried above derive from the word fry and it is combined with suffix –ed become fried. The both of fry and the suffix –ed are part of the study of morphology. “Morphology consists of a number of elements which, in English, turn up as separate words where this term literally means the study of forms and used to describe the type of investigation that analyzes all those basic “elements” used in a language” (Yule, 2010:67). Therefore, based on the emergence of those problems, then the researcher is interested in analyzing the language attitude and word formation of the food menu names in the food court of Parahyangan apartment.

The analysis concerning the research has also been discussed in the prior research. Those are the first one who has been analyzed by Hanif (2015) entitled The Analysis of Word Formation of Soccer Terms in The Jakarta Post’s Article. In his research, he discussed the process and the types of word formation applied
in the article of Jakarta Post particularly in the terms of soccer. Then based on his analysis result, he concluded that there are 64 data found and analyzed into the word formation include derivation, compound, initialism, reduplication, acronym, clipping, and blending. The second one who has been investigated by Rustamaji (2015) entitled Prosess of English Word Formation Found in Advertisement Boards in Kendal Regency. In analyzing his research, he investigated the advertisement in some places such as in Kaliwungu, Kendal city and Weleri. From those places there are 113 data of English advertisement analyzed into the type of English word formation consisting of derivational process, cliticization, compounding, conversion, clipping, blending, backformation, acronym, onomotopoeia, inflection and coinage.

Based on the prior research, there are the similarities and differences with the research. The similarity is put of the word formation sector. Meanwhile the difference, the analysis of word formation in this research focus on the food menu names in the food court of Parahyangan apartment and additionally analyzes the language attitude of the owners in choosing the names of English and Indonesian food menu. Therefore, the research endeavors to analyze which has not been investigated in the prior.

1.2 Statement of Problem

Based on the background of research above, the names of food menu in the food court of Parahyangan apartment both in English and Indonesian are categorized into kind of the language attitude to know how is the attitude of language of the Indonesian society toward their own language. Then the English
food menu itself is also categorized into the word formation to understand the process of formation of the food menu names. Then to explore that cases appear the research questions as follows:

1. How is the language attitude of the stand’s owners in choosing the language of food menu names?
2. What are the word formation types of food menu names in the food court of Parahyangan apartment?

**1.3 Objective of Research**

By virtue of the emergence of problems statement in the research as proposed above, thus the objective of research are:

1. To investigate the language attitude of the stand’s owners in selecting the language of food menu names in the food court of Parahyangan apartment.
2. To analyze the types of word formation of food menu names in the food court of Parahyangan apartment.

**1.4 Significance of Research**

This research brings some profits which could be clarified theoretically and practically as this below:

**1.4.1 Theoretically**

The research provides two knowledge for the linguistic learners. The first is about the language attitude as a branch of sociolinguistic that relate to the study of human and linguistic which define the attitude of a society cover the loyalty, pride, and awareness in treating their own language. The second study is about the word formation as part of the morphological study. Where through those studies,
the research shares some learning about the language attitude of the owners in the food court of Parahyangan apartment in choosing the English and Indonesian of the food menu and also share the benefit about the study of word formation of food menu names in that food court.

1.4.2 Practically

This research allots some significances which is covering for the linguistic learners who are studying English and also for the owners in food court of Parahyangan apartment as the Indonesian society to not forget and maintain the Indonesian as the language of homeland. Furthermore the research also provides the profit for the English learners to increase the comprehending of word formation, especially in the words of food menu name which also can be a reference for further research about the language attitude and word formation in other sectors such as on the store names or so forth which is oftentimes found around.

1.5 Clarification of Terms

This research has five key terms. They are sociolinguistic, language attitude, morphology, morpheme, and food court as the following explanation:

1.5.1 Sociolinguistic

The study of sociolinguistic in the research is to show the correlation between language and human which is encountered in the Indonesian society particularly in Bandung of Parahyangan apartment area.
1.5.2 Language Attitude

The term of language attitude in this research defines the attitude of the owners in food court of Parahyangan apartment in choosing language of English and Indonesian of the names of food menu.

1.5.3 Morphology

The morphology study in the research intended to find the constructions of words of food menu names.

1.5.4 Word Formation

The term of word formation is directed to investigate and dismantle the kinds of formation of words of food menu names in the food court of Parahyangan apartment.

1.5.5 Food Court

The term of food court in this research is an area which is placed by some stands inside where fast-food outlets, tables, and chair are located.

1.6 Organization of Writing

The research is organized step by step as follows:

Chapter I: Introduction

This chapter presents background of research, statement of problem, objective of research, significance of research, clarification of terms and organization of writing.

Chapter II: Theoretical Underpinning

This chapter contains some concerned theories relate to the research such as sociolinguistics, language attitude, morphology, and word formation.
Chapter III: Research Method

This chapter consists of research design, source of data, data and sample of data, technique of collecting data, and technique of analyzing data.

Chapter IV: Finding and Discussion

This chapter serves the analysis data to answer the research formulation include the language attitude of the owners in choosing the language of food menu names then the word formation of food menu names.

Chapter V: Conclusion and Suggestion

This chapter clarifies the conclusion and suggestion concerning the result of analysis data.