

CHAPTER 1

INTRODUCTION

This chapter explains the general description of the paper. It consists of background of research, research questions, research objectives, research significances, previous study, and definition of key terms.

1.1 Background of Research

The effects of globalization are increasingly exquisite by many people, especially in technological advances. Technology that's getting more perfect, from day to day makes the role of technology very important in people's lives. It provides many needs that people need such as entertainment and information. It makes easier for people to get this by using television, cellphones, and others. That's growing, making televisions, cellphones and other tools more perfect. As according to in the Journal, Ogunsola (2005) "The revolution taking place in information and communication technologies have been the central and driving force for the globalization process." And Wilson III (1998) argues that "the "globalization of IT" is used to convey at least two dimensions: cross-border flows of information content such as movies, CDs, radio broadcasts, videotapes, and so on; and the cross-border spread of the actual hardware used nationally and locally to produce, distribute, and consume information." In this moment can see and realize that the role of information technology is very important in the process of globalization. Television is a technology created as a result of technological developments. With television, people can get a lot of information and entertainment, due to technological advances that make television more perfect in

displaying information or entertainment that will be provided to the public. And with mobile phone, it's easier for people to access everything in social media as on YouTube, Google, Instagram, Twitter, WhatsApp, and platforms in exchanging information. Due to rapid technological advances, there are many significant effects of globalization that occur in society. Such as changes in culture and language in society caused by television shows and social media. With the interaction that occurs between humans and digital platforms, it causes many developments to occur, as a result of exchanging information or providing information received by humans.

Sociolinguistics is one of the linguistic sciences that studies or examines the relationship of language to society, sociolinguistics also studies language users and uses, places where language is used, grammar, effects of two or more languages contact, and variety of languages. According to Hudson (1996) say “sociolinguistics as 'the study of language in relation to society', implying (intentionally) that sociolinguistics is part of the study of language.”. Wardhaugh and Janet M. Futter (2015:1) in Journal Rosmiaty (2020) say “Sociolinguistics is the study of our everyday lives – how language works in our casual conversations and the media are exposed to, and the presence of societal norms, policies, and laws which address language.” With this, the researcher believes that sociolinguistics is the study of things related to society such as daily community activities that are often carried out including conversations, community interactions and community social activities. As stated by HS, Faizin (2019) “sociolinguistics is related to language use and a society’s response to it”.

Englonesian or often called Indoglish, is a variation of the language used by a group of people or individuals in communicating. These language variations are called dialects in sociolinguistics, because language is considered an overarching category containing dialects. Dialect is a variation of language in a societies group caused by social factors, geographic location, or a particular area. Dialects can also be used to distinguish speakers from the point of view of different social classes, groups, or as regional characteristics, and to identify where those speakers come from. According to Fuller and Wardhaugh (2015) “Language is considered an overarching category containing dialects, it is also often seen as synonymous with the standard dialect; yet closer examination of the standard reveals that it is a value-laden abstraction, not an objectively denied linguistic variety. Further, every language has a range of regional dialects, social dialects, styles, registers, and genres. these interrelated concepts are discussed and with a focus on how they are part of speakers’ identities and social interactions”. In this case, Englonesian is a dialect that is created as a result of language variations in society caused by social, geographical and regional factors. This language variation is a linguistic phenomenon among the Indonesian societies. Even though, people realize it or not, that has gradually adapted to the development of world language and created a new language and dialect in society. Englonesian It is an unusual type of language that results from the combination of English and Indonesian, Handayani and Amelia (2022)).

Englonesian dialect also can find it in Indonesian society, from use a mixed language of English-Indonesian. It is more dominant with Indonesian and

English as a complement to sentences. According to Rakhmawati et al. (2016), another background that encourages the emergence of the English form is because the Indonesian language has not found the right form when it comes to expressing the utterance. Often there are words or phrases contained in Indonesian that do not fully represent the intent of the speech so that foreign languages are spoken more often, in this case, Englonesian language is very attached and becomes a characteristic for several Indonesian people, especially teenagers in South Jakarta. The factor for the creation of the Englonesian dialect is the result of acquiring language and communication in society, whether it comes from the Technology social media, media information, artists, public figures, an influencer or the community itself. According to Saddhono & Sulaksono (2018), one aspect contributing to the emergence of the Englonesian or often called Indoglish phenomenon is the effect of social media and technological advancement. Rakhmawati et al. (2016) say “Phenomenon of Englonesian language is considered prestigious because it is often used by public figures and in particular it is often used by celebrities or socialities in Indonesian.” In this case, with the intellectual development of the society in the acquisition and development of language, that after being influenced by the era, that caused people were faster in adapting to a new language. Moreover, because English is an international language, it causes people to process the language, thus making it a common thing in the process of communication in society. Although the acquisition of this language is still in the process of adjustment, because it’s use is a mixture of Indonesian and English language. But, with the persistence of the form of the

language for a long time, so that, the language becomes a dialect in society and the form of the language does not change, it is still dominated by Indonesian and English as a complement in society speech. This phenomenon also occurs in a television show, Master Chef Indonesian. This television show is quite popular among the Indonesian people, because it presents a competitive cooking competition.

Master Chef Indonesian is a television show that presents cooking competitions. In this case, the researcher found that there were many uses of the Englonesian dialect by the contestants and Judge. The Indonesian Master Chef event is much awaited and eagerly awaited by the public because it presents cooking competitions that entertain and educate the public in the culinary field, in which there are many uses of Englonesian dialect. Researcher will examine the use of Englonesian dialect in the Master Chef Indonesian show with sociolinguistics studies. Because the phenomenon of the use of Englonesian dialects has an impact on society, especially in social or public language in Indonesian.

For this research object, the use of Englonesian in the television program, namely Master Chef Indonesian is something that will be investigated. Researcher found a lot of Englonesian usage that occurred in this television program which will be studied with sociolinguistic dialect studies. Dialect is a variation of language in community groups caused by social factors, geographical location, or certain areas. Dialects can also be used to distinguish speakers from the point of view of different social classes, groups, or as a regional feature, and to identify

where the speakers come from. According to Fuller and Wardhaugh (2015) “While a ‘language’ is considered an overarching category containing dialects, it is also often seen as synonymous with the standard dialect; yet closer examination of the standard reveals that it is a value-laden abstraction, not an objectively denuded linguistic variety. Further, every language has a range of regional dialects, social dialects, styles, registers, and genres. these interrelated concepts are discussed and with a focus on how they are part of speakers’ identities and social interactions.”. Because of this, the researcher decided to examine the use of Englonesian dialect and solve the reasons for the use of the Englonesian dialect and the effects created by the use of English on the Indonesian people.

To assist the researcher in this research process. researcher uses book, theses, and journals to assist research. The researcher also describes several previous studies from various sources. Sources include several theses. Previous research also has the same as studies as this research.

The first previous study is a thesis titled English Language Variation Used By Indonesian Teenagers in Instagram (2017) by Tiara Octavianita from State Islamic University of Sunan Gunung Djati, Bandung. This topic has a similar study. That is sociolinguistic study that examines the English variety used by teenagers in Instagram social media. In this case, Octavianita found many variations of English used by the Indonesian people and this became one of the evidences that the Englonesian dialect has covered the environment for the use of the language of teenagers in Indonesian. As stated by Octavianita (2017)

“Language varieties appear from social varieties and language functions varieties which forms that language to be different both in terms of writer and the reader.”.

The similarity of previous study with this research is discuss the language variations that occur in Indonesian society. Especially in the way teenagers communicate in social media, which often encounters the use of mixing codes (English-Indonesian) in the communication process, ultimately creates a new language variation, namely Englonesian dialect. The difference of previous study and this research is that it focuses on research, previous study has focused more on language variations that occur in teenagers communication on social media (Instagram), while, this study focuses on the impact resulting from the use of these language variations, the results in a new dialect, namely Englonesian dialect.

Based on the previous study, the researcher developed the idea from Tiara Octavianita that the Englonesian phenomenon that occurs in Indonesian society is a variation of language. With this, there is a collaboration between this research and the previous study, that is analyzing the use of Englonesian that occurs in the language of the Indonesian people.

The Second Previous Study is a thesis titled The English Jargon of Indonesian Dota Gamers' Community (2013) by Azkur Chimawan from State Islamic University of Sunan Gunung Djati, Bandung. In this topic, there are similarities in the study but different object, using sociolinguistics that are study especially in the Jargon created in the environment of Dota game players. In this case, Chimawan found a lot of jargons that the players used to communicate. In this thesis it is also proven that the use of the Englonesian dialect is very helpful

for the players in expressing their intentions and goals or speech in the process of interaction in games. As stated Chimawan (2013) “After analyzing the English jargon of Indonesian DotA gamers’ community, the researcher found some functions of using jargon in chatting and conversation.”.

The similarity in this research is the use of a sociolinguistic approach in the theory used. However, this previous study focused more on the use of English jargon among Indonesian gamers. Due to the variation in language that occurs and is often used in speech in Indonesian communication, this jargon has become a characteristic for several social groups in Indonesian society and then spread among teenagers in Indonesia, especially for gamers.

With this previous study, the researcher developed the idea from Azkur Chimawan, that the use of Englonesian is a variation of language in Indonesian society, that is a linguistic phenomenon that has its own characteristics and characteristics for the speakers. Based on this, this research and previous studies collaborated in the results of the use of Englonesian which became a dialect in Indonesian society.

The third previous study is Code Mixing on Hitam Putih Program At Trans 7 (2017) by Nurul Fitriani from State Islamic University of Sunan Gunung Djati, Bandung. In this topic, the object and object used are similar, that is television programs and sociolinguistic studies, but in this thesis Fitriani focuses more on Code Mixing that occurs in the Black and White program. In this thesis, Fitriani also finds many uses of the Englonesian dialect used by celebrities and analyzes the types of use of the Englonesian dialect in the television program

which proves that the use of the Englonesian dialect helps the Indonesian people in expressing their words in the interaction process. As stated by Nurul (2017) “Language and Social are related”.

The similarity of this research is discuss the factors that occur in the use of Englonesian language, in this case the Englonesian dialect is the result of language variations that occur due to code mixing (English-Indonesian) in the communication language of the Indonesian people. because of the frequent use of code-mixing in Indonesian society which eventually becomes a characteristic and identity for several individuals and social group, making a new language adaptation in society, namely the way of communicating in Englonesian. The difference between this study is the discussion or analysis of communication problems in Indonesian society, that is the previous study focused more on the process while this study focused on the results of the code-mixing process.

This previous study stated about the phenomenon of code-mixing language style that occurs in the communication language in television shows. This study develops a discussion of the occurrence of the code-mixing phenomenon in the communication language of speakers, that this phenomenon produces a language variation in the language of community communication, namely the Englonesian dialect. With the collaborative analysis of the process from the previous study and the results created as a result of the process, it resulted that Englonesian is a new and familiar dialect in Indonesian society.

The fourth previous study is a journal titled “Indoglish As A Sociolinguistic Phenomenon: A Case Study At English Department UMMY

Solok” by Fitri Handayani from Mahaputra Muhammad Yamin University and Mike Amelia from *Bina Sarana Informatika* University. In this topic, there are similarities in this study, first in sociolinguistics approach and the object that is Englonesian/Indoglish. In this journal the writers analyze about how the students at English department UMMY Solok use Indoglish in their communication and analysis Indoglish word to form of linguistic level.

The similarity of previous study with this research is in the object and discussion, that is discussing about the phenomenon of the use of Englonesian dialect and the factors that cause the use of Englonesian dialect in Indonesian society. The difference is this previous study focused more on the use of Englonesian dialects in the scope of social students, while this study focused more on the use of English dialects in the scope of social chef/celebrity.

This previous study provides an analysis that the Englonesian phenomenon is a variation of the communication language used by the Indonesian people. Based on this, this research develops research with a different object, that the phenomenon of the use of Englonesian is a variation of the communication language of the Indonesian people, which is often used and is familiar in Indonesian society. Based on this, this research and previous studies collaborate on the use of theory for analysis and surgery on objects. that the use of Englonesian is a dialect in Indonesian society.

The fifth previous study is a journal titled “*Bahasa Indoglish pada Karya Tulis Mahasiswa Prodi Pendidikan Bahasa dan Sastra Indonesia Tahun Akademik 2016–2018 Universitas Negeri Surabaya*” by Mamluqil Farihah and Dr.

Suhartono, M.Pd. from Indonesian Language and Literature Education, Faculty of Language and Arts, State University of Surabaya. In this journal, the writers analyze about Indoglish language and the use of Indoglish language by the students of Indonesian language and literature education, university of Surabaya. The similarities found in previous study and this research are the discussion of the results of code mixing (English-Indonesian) in Indonesian society and the use of Englonesian dialects. Previous research has focused more on the factors and causes of the use of Englonesian dialect that occur, while research is more focused on Englonesian as a phenomenon of language variation among the Indonesian society, which is the hallmark and identity of the Indonesian people.

The similarities found in previous study and this research are the discussion of the results of code mixing (English-Indonesian) in Indonesian society and the use of Englonesian dialects. Previous study has focused more on the factors and causes of the use of Englonesian dialect that occur, while this research is more focused on Englonesian as a phenomenon of language variation among the Indonesian society, that is the characteristic and identity of the Indonesian society.

Based on the previous study, this study develops an analysis from the previous study, by examining the phenomenon of the use of Englonesian in the variety of community communication languages produced and created due to the codemixing process in Indonesian society. With the collaboration of the discussion, use of theory and analysis from this research and previous studies

which resulted in the use of Englonesian as a dialect in Indonesian society that has characteristics and characteristics of its speakers.

1.2 Statement of Problem

The main issues that is an essential topic in this research is The use Englonesian Dialect and how it affects the element of Indonesian and English dialect which used by Indonesian people. Thus, the question would be summarized as follows:

1. What the use and grammatical form of the Englonesian dialect expressions are used in the Indonesian Master Chef show?
2. What factors and affects of using the Englonesian dialect are there on the language of audience and contestant?

1.3 Research Objective

In accordance with the formulation of the problem, the purposes of this research are:

1. To find the use and grammatical form of the Englonesian dialect by the Indonesian people in The Master Chef Indonesian Show.
2. To find the factor and affects from the use of Englonesian dialect by Indonesian people in The Master Chef Indonesian Show to the language of audience and contestant.

1.4 Research Significance

This research is expected to be useful for readers who will study sociolinguistics, especially in Englonesian dialect. This research is also expected

to be a reference for similar research. Incorporating linguistic device theories in this research will signify further study. This research is also expected to inspire researchers who will conduct research related to linguistic elements in Englonesian dialect. Next, they can apply some similar theories in researching their research.

This research is expected to provide new features or contributions. This research is expected to provide a lot of knowledge and information about how an Englonesian dialect linguistic phenomenon becomes a significant influence, even a significant influence on the development of language in Indonesian society. Therefore, the reader will find several combinations of theories needed to analyze the Englonesian dialect, especially about the use, grammatical form of linguistics level, factor and affect of the use of the Englonesian dialect in Indonesiann society.

Many people know that language is the main element in community communication, but most people only see it as a tool in interaction activities but forget the other side, that there are so many variations and unique elements that can be observed from a language. This research proves that even in a television program the linguistic phenomenon that occurs can be a unique thing in a language of Indonesian society, then becomes an identity and linguistic variation in society. and proves that a language will always evolve following the times and the people who use the language.

1.5 Definition of Key Terms

- a. Sociolinguistics: the study one of the linguistic sciences that studies or examines the relationship of language to society, sociolinguistics also studies language users and uses, places where language is used, grammar, effects of two or more languages contact, and variety of languages. Hudson (1996) “Defined sociolinguistics as 'the study of language in relation to society', implying (intentionally) that sociolinguistics is part of the study of language.”
- b. Dialect: a variation of language in a societies group caused by social factors, geographic location, or a particular area. Dialects can also be used to distinguish speakers from the point of view of different social classes, groups, or as regional characteristics, and to identify where those speakers come from. Budiarsa (2017) “Dialect is a variety of a particular language which is spoken by a group of speakers that is signaled by systematic markers such as syntactical, phonological, grammatical markers. Dialect may be in the forms of regional dialect and social dialect.”
- c. Social dialect comes from two words, that are social and dialect. Social means something related in society or relationships in society. And dialect is a language created from community communication which is a characteristic of that society. So, sociolect is one part of the variety of languages seen from the language, can be seen from the status and class of speech or speaker.

- d. Englonesian Dialect: a variation of the language used by a group of people or individuals in communicating. From a mixed/combination language of English-Indonesian. But, it is more dominant with Indonesian and English as a complement to sentences. Englonesian, It is an unusual type of language that results from the combination of English and Indonesian Handayani and Amelia. (2022).
- e. The Master Chef Indonesian Show: a television show that presents cooking competitions. In this case, the researcher found that there were many uses of the Englonesian dialect by the contestants and Judge.

