

CHAPTER I

INTRODUCTION

This chapter consists of the research background, statement of the problem, research objective, research significance, and definition of key terms related to the language attitudes of an Indonesian speaker, Nikmatul Rosidah, when using the English language to communicate with her family in her YouTube Channel

1.1 Research Background

Language has an essential role in fulfilling one of the social needs, namely as a means of communication between humans. Through language, humans as subjects who use language can show their views, origins, nation, level of education, and even human nature itself (Amin, 2020). It follows that language has evolved beyond the original concept of a method of communication to the point where it describes essential aspects of human nature. Hence, this review can also represent the attitude of human language in communicating.

Language attitude is the feeling one has towards one's own or other people's language varieties. Language attitudes study how people react or behave towards language communication and evaluate language based on observed language behavior. According to Crystal (2008, p. 103), language attitude is the people's way of feeling and receiving their language or other

people's language. Language attitudes are also commonly found in multilingual societies.

Related to this, the determining factors for language attitudes are the social position of a particular language in a multilingual community and the perspectives of other speakers (Menggo, 2020). Language attitude can give positive or negative meaning. As in Cortès-Colomé's research (in Karima, 2022), many of them combine or emphasize two elements of language and culture, which often results in favorable or negative attitudes or emotions when trying to understand what is being said. A positive attitude can be seen through positive actions and vice versa. Hence, one of the interpretations of language attitudes can be seen through language attitudes from Nikmatul Rosidah's YouTube channel as the object of this research.

YouTube is a website created by three former employees of the PayPal company founded in 2005. YouTube allows users to save watch and share videos publicly. YouTube is the best place or means to share videos from all over the world, ranging from short videos, vlogs, short films, tv, and various other interesting info. In generally, most YouTube content is uploaded by individuals, let's call it content creators or YouTubers. A YouTuber is a YouTube user who creates videos or content and publishes them on YouTube, and not just uses them. Generally, the term youtuber is used for a person or group with YouTube channel and seeks subscribers from other YouTube users.

Nikmatul Rosidah, also known as Mbak Nik, is a YouTuber or content creator from Blitar who now lives in Canada with her Canadian family. She is an Indonesian helper who met and married her husband, a man from Canada,

Paul Dobson. Their meeting began when Nikmatul was working as a migrant worker and babysitter in Hong Kong, and her husband, who, at the time, also worked as a teacher. They met accidentally at the airport in Hong Kong when Nikmatul was walking with her friend around the airport. Dobson invited her to talk. The meeting began with Mr. Dobson's interest in Nikmatul Rosidah until they finally married and lived in Hong Kong for several years before deciding to live in her husband's country, Canada.

From her marriage to Mr. Dobson, Nikmatul has three children, one boy and two girls. Her first child is Danil Soekarno Dobson, Cassandra Kartini, and her youngest is Carissa Sartika. Nikmatul Rosidah often shares activities with her family on her personal YouTube channel, Nikmatul uploaded her first video in 2013. Now, her personal YouTube channel is followed by 2 million subscribers. Her name is increasingly recognized because her content often goes viral. Nikmatul Rosidah even had the opportunity to be interviewed by foreign media that read in Hong Kong, where Nikmatul Rosidah works as a migrant worker.

Marrying a Canadian man, where English is the dominant language, requires Nikmatul Rosidah to use English as a foreign language to exchange opinions or communicate with her Canadian family. For this reason, Nikmatul tried to learn English with the support of her husband so that she could communicate with her family. This study focuses on examining language attitudes towards English as a foreign language. Based on that, English is a

means of global communication that causes almost all countries worldwide to use the language.

In this research, the theory used is the theory of language attitudes stated by Garvin and Mathiot and the theory used of social factors is the theory by Holmes (1992, pp. 11-12). Language attitudes can be seen positively and negatively through three character traits: language loyalty, language pride, and awareness of the norms, which is a positive attitude. If one of those three characteristics is absent, then it can be stated that the result is a negative attitude of Nikmatul Rosidah.

In addition, this study discusses the social factors that influence the language attitude shown by Nikmatul Rosidah in her conversation with her Canadian family. According to Holmes (1992), which identifies four main social factors that influence the language attitude shown by Nikmatul in conversations with her Canadian family. The four factors are; the participants, the setting or social context of the interaction, the topic, and the function.

With the explanation above considering language attitude in human life, this study focuses on language attitude shown by Nikmatul Rosidah in the conversation with her Canadian Family. For this reason, this study is entitled "Language Attitude of Nikmatul Rosidah ; (Analysis Study of an Indonesian Woman in her Indonesian-Canadian Mixed Marriage)."

Study on language attitudes is not the first time done, similar research has also been conducted. They are as follows:

First, the research by Susmita Zein and Adam Damanhuri (2019) entitled "The Language Attitude of Adolescence: A Case Study of an Indonesian-American Mixed Marriage Family". This research focuses on bilingualism and multilingualism as well as the language attitudes of Indonesian-American families (mixed marriages). This research found that positive language attitudes were more dominant towards the Javanese mother tongue. At the same time, positive language attitudes were also found in the second language, namely Indonesian. In contrast, language attitudes towards English were negative because using English was tricky, as they had to think about Indonesian vocabulary and translate it first.

Second, the research by Mega Wiliandani, Rahayu Ningsih and, Mey Ramenawati Silalahi (2020) entitled "Language Attitude of Indonesian Workers in Cruise Ship Holland America line". This research focuses on the characteristics of Indonesian workers' language attitudes toward the Holland America Line (HAL) cruise ship. The data sources of this research are ten Indonesian workers using interviews to obtain data. The results of this study found that eight out of ten workers showed negative language attitudes towards Indonesians, the rest still used Indonesian to show respect for the Indonesian language.

Third, the research by Nunung Sitaresmi, Lilis Siti Sulistyaningsih, dan Rahmawati (2021) entitled "Indonesian Language Pride in Nihongo Mantappu's YouTube Channel: A *Sociolinguistic Study*". This research only focuses on language pride shown by Jerome Pollin Silalahi towards the use of Indonesian. The results of this study found that Jerome showed a positive language attitude in the use of Indonesian, he showed pride in using his own language.

Another research related to language attitudes analysis entitled "Language Attitudes Analysis of NCT 127 on YouTube Podcast Video" written by Fatilah Fathaniah (2023). This research focuss on the language attitudes shown by NCT 127 members toward their English and Korean langugae. The results of this research show that the most dominant characteristics are positive language loyalty attitude, negative language loyalty attitude, and positive norm awareness attitude shown by NCT 127 members. In this research also found that the Intrasentential switching is more influential on negative attitudes of NCT 127 members.

From several previous studies, this study has the same problems as previous studies, namely identifying the characteristics of language attitudes. In addition, this research also has differences from the previous studies, namely in the object studied. This study used two videos on Nikmatul Rosidah's YouTube channel as the object of the research. Nikmatul Rosidah is an Indonesian citizen who married a Canadian citizen and now lives with her family in Canada. Because of her background, the language attitude of Nikmatul Rosidah when communicating with her Canadian family is interesting to analyze

This study refers to the theory of language attitudes put forward by Garvin and Mathiot (1968), where language attitudes have three characteristics: language loyalty, language pride, and awareness of norms. Positive language attitudes are shown by a person's positive actions. In contrast, negative language attitudes are seen from a person's negative attitude toward the language, including the language attitudes, which also affect positive and negative attitudes toward Indonesians. It is shown in Indonesian and English as a foreign language when communicating with her Canadian family.

1.2 Research Questions

Language attitude is a feeling that a person has towards their language or other people's language varieties. Language attitude can be seen from how they uses their language or the language of others, whether someone shows a positive or negative attitude. How the language attitude shown by Nikmatul Rosidah (an Indoneisan wife married to a Canadian man) use her English language in her Canadian family become the focus of this study. The research questions are as follows;

1. What language attitude of Nikmatul Rosidah use of English in her conversation with her Canadian family?
2. What are the social factors of Nikmatul Rosidah's language attitude in her conversation with her Canadian family?

1.3 Research Objectives

Based on the research questions above, the specific objectives of this research are as follows:

1. To find out the language attitude of Nikmatul Rosidah use of English in her conversation with her Canadian family,
2. To find out the social factors of Nikmatul Rosidah's language attitudes in her conversation with her Canadian family.

1.4 Research Significance

The research is expected to provide benefits or an excellent contribution to society, especially for linguistics scientist interested in sociolinguistics fields. Both theoretical and practical applications of this research are expected. Theoretically, this study can be used to develop further research about language attitudes with another issue in the text and provide views about the methods and techniques of the analysis of language attitude. Practically researcher hopes that the findings of this study can be used to present a language attitudes analysis model for linguistics research. This study is expected to be a resource for other researchers interested in studying linguistics, this research is beneficial to enhance the understanding of the language attitude field, and for other researchers, this research can be made as a reference for the following research to conduct similar research about language attitudes field.

1.5 Definition of Key Terms

Several key terms in this study, especially those related to the terms associated with the research title, will be defined to avoid misunderstandings, as the terms sometimes appear in and are used in research. The subordinate phrase to make it easier for readers to understand and interpret the research title seems to be the subject of these terms. The definitions of these concepts are as follows:

1. Language attitudes

Language attitude in this study refers to the primary variable, which is the topic of study. Language attitude is the attitude shown by a language speaker himself. Language attitude can also be the assumption or view of a language speaker towards a language, whether a language speaker feels happy or even does not feel happy about the language.

Attitudes towards a language are the attitudes that speakers of different languages or language varieties have towards each other's language or their own language. Expressions of positive or negative feelings towards a language may reflect impressions of linguistic difficulty or simplicity, ease or difficulty of learning, degree of importance, elegance, social status, etc. Attitudes towards a language may also show what people feel about the speakers of the language.

The primary function of language is to facilitate human-to-human communication. Language attitude is an assessment reaction to a particular language, which is seen from the position of language or the feelings of language users towards a language. Different reactions to language are the existence of language attitudes. One can be said to react positively or negatively depending on how he behaves towards the language.

According to Kridalaksana (2001), Language attitude is a mental position or feeling. The reader needs clarification about what the language is modifying; consider moving the modifier itself or the language of others. Garvin and Mathiot divide language attitudes into negative and positive.

From the theory of some experts above, language attitude in sociolinguistics refers to the behavior or actions taken by language speakers toward using specific languages by the speakers themselves. As for the analysis of language attitudes in this study, the discussion of language attitudes refers to the language attitudes shown by Nikmatul Rosidah in her conversation with her Canadian family as the object of this study.

2. Nikmatul Rosidah (Indonesian)

Nikmatul Rosidah, often mentioned in this study, is the main object examined in the study conducted by the author. Nikmatul Rosidah, also known as *MbakNik*, is an Indonesian woman from Blitar, East Java province. Nikmatul Rosidah Nikmatul is known as a YouTuber and a former who worked in Hong Kong. Then Nikmatul met her husband, Mr. Paul Dobson, a Canadian citizen working as a Hong Kong teacher. The meeting then brought her to the level of marriage until she gave birth to three children from her marriage with Mr. Paul Dobson.

Through the videos she uploads on her personal YouTube channel, Nikmatul is starting to be recognized by the Indonesian public through the videos she makes with her family. Nikmatul uploaded her first video in 2013, and now her personal YouTube channel is followed by 2 million subscribers. Her name is increasingly recognized because her content often goes, and her content was also aired on one of the private TV channels in Indonesia in the show "*Diary Bahagia*" which aired in 2015. Because of this event, Nikmatul and her family became more recognized by the Indonesian people.

3. Canadian family

Mixed marriages are marriages of different nationalities or ethnicities, and there are also language differences. The mixed marriage family in this study is a family consisting of a husband who is a Canadian citizen (Paul Dobson) and a wife who is an Indonesian citizen (Nikmatul Rosidah). This mixed marriage results in differences between the two, such as differences in habits, thought patterns, language, and so on. Linguistic conditions in mixed-marriage families can experience bilingualism and even multilingualism. This event is caused by intensive language contact in the family. Mixed marriage families have different abilities between wives and husbands. Each of them, especially husbands or wives, has the language skills of the mother tongue.

In the phenomenon of mixed marriage between Nikmatul Rosidah and Paul Dobson, the language used in communicating between family members is English. This is done because of the situation and environmental conditions where they live. Because of this, Nikmatul, as a wife and also the mother of her three children, must use English as the language she uses in communicating with her Canadian Family.

The Canadian family in this research refers to the husband and three children of Nikmatul Rosidah, who are Canadian nationals and now live in Canada. From her marriage to Mr. Dobson, Nikmatul was blessed with three children, one boy and two girls. Her first child is Daniel Soekarno Dobson, Cassandra Kartini, and her youngest is Carissa Sartika. Her Canadian family is why Nikmatul often uses English in her conversations rather than Indonesian or her mother tongue.

4. Social factors Language Attitudes

Linguistic factors play an important role in forming the language attitude of a speaker. These factors include social context, individual perceptions, language norms and ethnicities, and the ability of a speaker to use the language. These factors also influence the mastery of a speaker's language.

Based on its definition, sociolinguistics is the study of the relationship between language and society in the form of social factors such as social status, ethnic groups, gender, and other factors. Social and linguistic factors influencing language attitudes in sociolinguistics include how language is influenced by society and reflects that social context. These include differences in language use between different social groups or language change over time as a result of social interaction. Social factors and language attitudes are the second variables that researchers will examine in this research. Social factors and language attitudes are supporting variables to find what social factors influence the language attitudes shown by Nikmatul Rosidah in her conversations with her Canadian family.