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LANGUAGE ATTITUDES OF JAVANESE SPEAKERS TOWARD ADVERTISEMENT WRITTEN IN JAVANESE, INDONESIAN, AND ENGLISH

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ABSTRACT:

Background: The advertisements showed in cigarette, barbershop, and warung kopi has its own uniqueness. There are male adolescents' and adults' attitudes in advertisement towards advertisements written in Javanese, Indonesian, and English. Purpose: the aim of this study analyzed the language attitudes of Javanese speakers toward the advertisements written in Indonesian, Javanese, and English. Method: In conducting this study, the writer chose a quantitative research approach. Then, the population of this study is a Javanese speakers of Faculty of Humanities, Universitas Airlangga, Surabaya. Thus, the writer use language attitude theory to focus on this issue. Result: shows that the Javanese speakers who are male adolescents and male adults have positive attitude toward English. It means that English is a high variety that has an overt prestige. On the other hands, both participants' positive and negative attitude were influenced by instrumental and integrative motives. Conclusion: that advertising in English has its own prestige which makes it easy to understand and be known.

Keywords: Javanese Speaker, Indonesian, Male, Language Attitudes

INTRODUCTION

Advertisement is one of types of road signs studied in Linguistic Landscape. According to Gorter as cited in Torkington (2009), Linguistic Landscape (LL)

concerns with language in its written form in public sphere. It means that the signs, flyers, advertising billboards, etc. are included in linguistic landscape (Edwards, 1999). The languages that advertisers use in advertisements have two different functions (Bourhis, 1997). First, it is as an informational marker which gives the information to the reader. Second, it is as a symbolic marker which gives simple symbol representing something such as “*takoyaki*”, a name for Japanese food.

The most common type of advertising boards that we usually see is cigarette advertisements. The advertisers do not only use the ordinary advertising board but also LED/digital billboard. Cigarette advertisement was penetrated (Watch 1999) in 1997, however, it has increased again by then. It is believed that the advertisements have warned about the health risk, but, it might not affect many people. For instance, cigarette advertisements stated that “*merokok dapat menyebabkan kanker, serangan jantung, impotensi, dan gangguan kehamilan dan janin.*” The use of language from the warning sentence is straight forward and declaring all of the consequences. Another warning sentence is “*merokok membunuhmu*” which is a simpler sentence with simpler language choice. The target of the advertisement is mostly men. It is because smoking would be identical with macho and authority.

In the writer pre-observation, the languages that preferred by the advertisers are Indonesian and English. It can be seen on advertisement boards of cigarette, barbershop, etc. However, there are also public signs that are written in Javanese language such as “*warung kopi*”. It can be assumed that those places are preferred for male consumers.

Men prefer to use vernacular language as it happens in Surabaya. Javanese is a local language in Surabaya. Local language is a language which has already existed from generation to generation (UU article 24 of 2009). Based on writer’s pre-observation, Javanese language is used in public places such as “*warung kopi*”. *Warung kopi* means coffee shop in Javanese. The word *warung* is also listed in Indonesia Dictionary. It means the word *warung* is a common word in Indonesia. The place is simple and the food price is cheap. It is also a place for people to gather with their friends. For instance, “*ngopi disek ben nemudul*”. It means that let us have a coffee thus we can find an idea. It can be assumed that drinking coffee helps people in finding an idea or relaxing your mind. Additionally, the word “*dul*” means brother. It means that they want to focus on men customer instead of women customer. On the other hand, the advertising boards of cigarette and barber shop are usually written in Indonesian and English rather than Javanese. As the writer’s mention above in her pre-observation, advertising boards of cigarette and barber shop tend to use in Indonesian and English.

This issue above makes this phenomenon interesting, thus, the aim of this study examines how Javanese speakers which are male adolescents’ and

adults' attitudes toward advertisements written in Javanese, Indonesian, and English. The advertisements focus on male consumers instead of female consumers.

In this study, the writer is willing to analyze how the attitudes of Javanese speakers towards the advertisements which are written in Javanese, Indonesian, and English.

METHOD

In conducting this study, the writer chose a quantitative research approach because this study explained the phenomena by collecting numerical data that are analyzed by using mathematically based methods. Quantitative approach is an approach for testing objectively by examining the relation among variables (Creswell, 2014). Furthermore, the writer used questionnaires as the instruments. The questionnaires were divided into two parts; semantic scale and Likert scale. The writer also conducted an interview to the participants to ensure and crosscheck the consistency of their answers. Then, the population of this study was a Javanese speakers of Faculty of Humanities, Universitas Airlangga, Surabaya, Indonesia. The writer chose Faculty of Humanities, Universitas Airlangga because people in it are supposedly more aware about English.

But, it is known if the people in campus B, Universitas Airlangga was too large to be analyzed. Thus, a sampling was needed to minimize the errors and make the study more focused and effective. The sample of this study was chosen based on purposive sampling method where the subjects or participants were selected based on some characteristics. The writer chose the sample based on the following criteria, Javanese speakers, Indonesian speakers, people who spoke English as a passive English.

Then, the writer chose direct participants. It means that the writer controlled the process of collecting the data. The writer also performed observer's paradox. Observer's paradox was the study of how people speak when they were not being observed (Fuller, 2015). The writer did observer's paradox to ensure the participants answer from their questionnaires. Besides that, to strengthen this study, the writer used language attitude theory.

RESULT

Attitude of Javanese Speakers toward Advertisement Written in Javanese, Indonesian, and English

Advertising Boards of Cigarette, Barber Shop, and Warung Kopi

Through study that has been conducted by taking samples and existing populations, the author combines the overall results through each ad and language which was combined in six statements. After combined and accumulated, the mean score from the statement 1 until 6, it was accumulated based on the objects which were advertising board of cigarette,

barbershop, and *warung kopi*. The classification of the mean score was classified into two: the mean score above 4.00 signifies a positive attitude and the mean score under 4.00 signifies a negative attitude. The results were as follows on the table 1.

Table 1. The Total Mean Score of Javanese speakers toward Advertisements

No	The Objects	Mean Score		
		English	Indonesian	Javanese
1	Cigarette Ad's	5,15	4,36	3,57
2	Barbershop Ad's	5,37	4,55	3,88
3	Warung Kopi Ad's	4,98	4,19	3,75
Total Mean Score		5,166666667	4,366666667	3,733333333

Based on the table above, we can conclude that English is in the first position with the total mean score 5,16. According to the score classification, the writer concluded that Javanese speakers in Faculty of Humanities, Universitas Airlangga have a positive language attitude toward the objects that were written in English. The second position was Indonesian with its total mean score 4,36. This total mean score also categorized a positive attitude. Thus, Javanese speakers in Faculty of Humanities, Universitas Airlangga tended to have a positive attitude toward the objects that were written in Indonesian. Lastly, in the third position, there were the objects that were written in Javanese with the total mean score 3,73. It signified a negative attitude but it has the lowest total mean score compared to English and Indonesian. In conclusion, Javanese speakers in Faculty of Humanities, Universitas Airlangga have a negative attitude toward the objects which are written in Javanese.

The Participants' Motive of Their Language Attitude

Instrumental Motives

The instrumental motive was people's motive of reacting positively / negatively toward a language in order to get self-achievement or self-recognition. Instrumental motive included the usefulness of the language, the pleasure of the language, and the social status of the language. Here are the results of instrumental motives of Javanese speakers

Statement 1-3 were designed to notice the participants' motives based on the usefulness of every language. The data was provided in the table 2. Here are the results of statement 1-3.

Table 2. Mean score of statement 1-3

No	Statement	Mean
1	I like English because it is useful	4,59
2	I like Indonesian because it is useful	4,31
3	I like Javanese because it is useful	3,72

The table above showed that English has the highest score with 4,59. It can be concluded that the participants strongly agree that English was useful for

them. It also happened to the Indonesian. By the mean score of 4,31, the writer claimed that the participants also agree that Indonesian was useful for them. Yet, Javanese conveys the lowest score which was 3,72. Thus, the writer asserted that the participants strongly disagree that Javanese was a useful language for them.

Then, statement 4 – 6 were created to recognize the pleasure of each language from the participants. The data was provided in appendix table 3. The following table presents the results of statement 4 – 6:

Table 3. Mean score of statement 4 – 6

No	Statement	Mean
1	I am proud of being able to speak in English	4,59
2	I am proud of being able to speak in Indonesian	4,28
	I am proud of being able to speak in Javanese	

From the table above, the English obtained the highest score, which is 4,59. In addition, the writer argued that the participants strongly agree that they are feeling pride that being able to speak English. However, the Javanese achieved 3,58. It can be said that the participants feeling uncertain that they were proud or not of being able to speak Javanese. Meantime, the Indonesian has 4,28 mean score. It can be concluded that the writer asserted the participants that they strongly agree with being able to speak Indonesian.

Next, statement 7 – 9 were designed to know the social status of the languages based on the participants' answers. The data is provided in the 4. The following table presents the results of the statement 7-9:

Table 4. Mean score of statements 7-9

No	Statement	Mean
1	English is a prestigious language	4,47
2	Indonesian is a prestigious language	4,09
3	Javanese is a prestigious language	3,66

The results above showed that the English obtains the highest score, which is 4,47. The writer claimed that the participants strongly agree that English is a language with a prestigious social status. The Indonesian achieved 4,09. Hence, the writer asserted that the participants also agree that Indonesian was a language with a prestigious social status. On the other hand, the Javanese obtained 3,66. Thus, it can be said that the participants were uncertain whether Javanese has a prestigious social status or not.

Integrative Motives

The integrative motive was people's motive of reacting positively / negatively toward a language in order to be the member of their desired community. Integrative motive included the language culture and indignity of speaking the

language (Kobenko, 2015). Here is the results of integrative motives of Javanese speakers.

The statements 10 – 11 were designed to recognize the participants' responses toward language culture of Javanese, Indonesian, and English. The data was provided in the table 5.

Table 5. Mean score of statement 10-11

No	Statement	Mean
1	I like English language because of its cultures	4,45
2	I like Indonesian language because of its cultures	4,15
3	I like Javanese language because of its cultures	3,55

The results above showed that the statement 10, "*I like English language because of its cultures*" was scored 4,45, which was the highest one. Then, the writer claimed that the participants strongly agree that they like English because of its culture. Similarly, the Indonesian obtained 4,15. It can be concluded that the participants generally agree that they like Indonesian because of Indonesian cultures. On the contrary, the Javanese gain 3,55. In addition, the writer asserted that the participants generally agree that they like Javanese because of its cultures.

The statement 13–15 were created to notice the motives of the participants' language attitude which were influenced by the indignity of speaking the language. The data was provided in the table 6. Here are the results of this answer is in the following table:

Table 6. Mean score of statement 13-15

No	Statement	Mean
1	I feel shy when I speak English	1,33
2	I feel shy when I speak Indonesian	1,28
3	I feel shy when I speak Javanese	1,93

From the table 6, the calculation proved that the participants strongly disagree with statement 13 "*I feel shy when I speak English*" which was scored 1,33. Hence, the writer may conclude that the participants do not likely to feel shy when they speak English. Alike the English, the participants of this study also strongly disagree that they got shy when they were speaking Indonesian. On the other hand, it can be said that the participants of this study felt uncertain that they shy when they were speaking Javanese.

Based on the accumulation, it was known that the total mean score of Javanese speakers for advertisements written in English was 5,16. That was the highest total mean score compare to Indonesian and Javanese. The finding of this study showed that Javanese speakers of Faculty of Humanities, Universitas Airlangga have positive attitudes toward English regardless. It is

a foreign language. According to Lauder (2008), English was one of a number of foreign languages which have been in use for some time or which were coming to be taught in Indonesian. English was also a global language (Crystal, 2003). Thus, it can be concluded that English was a high variety.

Holmes (2013) claimed that standard language or high variety has an overt prestige. He examined that overt prestige is referred to a positive attitude. Particularly, people commonly have a positive attitude toward languages that were identified as high varieties (Sidhu, 2013). English was included as a high variety and it made people who were able to understand English has an overprestige (Gould, 1977). Then, it was common that English was highly favored to be used in the cigarette ads, barbershop ads, and *warung kopi* ads.

The second questionnaire was designed to recognize the reason why the participants have a positive attitude. Thus, the writer attained the data from the second questionnaire that was influenced by instrumental motives. Based on the data above, the participants felt the usefulness of English. According to Lauder (2008) English has a role in large society, particular business, politics, education, and the media. It was also supported by Crystal (2003), Snodden (2003), Sarapova and Kobenko (2015). It can be said that the participants highly agree that they experienced the benefit of English. Hence, all of the participant both male adolescents and male adults felt pride when they are able to speak English. The data above showed that the participant have their pride when they were able to use English.

After that, the social status of English indicates a high-class status. As Crystal (2003) pointed out that English has become a global language because of its function. Then, it made English has a high-class social status. Based on the data, the participants have a positive attitude to the social status of English (Christiane, 2012).

Then, the author also recognizes that the positive attitudes of the participants were influenced the integrative motive. The data above showed that the participants were affected by the cultures of each language. The cultures of the language also influenced people to learn their language. Crystal (2003) examined that curiosity to learn foreign language makes the learners know the cultures.

Furthermore, from the data, it can be seen that participants were not shy to speak English. Similarly, the Indonesian attains 4,36. It can be seen that the participants also have positive attitudes toward Indonesian which was a national language of Indonesia. Then, the writer concluded that the participants highly favor using the Indonesian for cigarette ads, barbershop ads, and *warung kopi* ads.

Furthermore, the second questionnaire also showed that the participants were

influenced by the instrumental motive. They agree that using Indonesian was useful for them. Holmes (2013) examined that a national language was the language of a political, cultural, and social unit. Indonesian was a national language, it was obviously a high variety. A high variety language signified an overt prestige. It means Indonesian has an overt prestige. Based on the data, it can be seen that the participants have their pride when they were using Indonesian.

As Lauder (2008) asserted, Indonesia was used by Indonesian as a language for governments, public places, and education. Then, Indonesia was included as a high variety, so, it makes high-class social status. The results of the data showed that the participants having a high-class status when they were using Indonesian. It is also supported by Holmes (2013) who claimed that language that was used in governments, public places, and education is a high variety.

The integrative motives also influenced the participants to have a positive attitude toward Indonesian. Firstly, based on the data, the participants who learn Indonesian were also affected by its culture. It was not surprising because the participants are all Indonesian and they were able to speak Indonesian. Secondly, it can be seen from the data that all of the participants do not shy away for using Indonesian. According to Lauder (2008) it is stated that Indonesian was a national language. It means that it was used as a communicational language for Indonesian people.

On the other hand, the Javanese attained 3,73. The Javanese score was the lowest score in comparison to Indonesian and English. Then, the writer argued that Javanese speakers of Faculty of Humanities, Universitas Airlangga have negative attitudes toward cigarette ads, barbershop ads, and *warung kopi* ads that were written in Javanese.

Regarding the instrumental motives, the participants' attitude toward Javanese was affected by the language pride and the social status. Javanese is a local language. Snodden (2003) stated that Javanese was one of the local languages in Indonesia. Meanwhile, the social status of Javanese was a low variety. The local language was included as a vernacular variety (Nagy, 2018). Holmes (2013) argued that vernacular languages are considered as low variety. Therefore, the writer may conclude that Javanese has a covert prestige. Makoni and Pennycook (2005) claimed that it was different to translate from local language to foreign language and vice versa. It means that the sense of prestige from each language was different.

Based on the integrative motive, the participants were also affected by the Javanese culture. The data of the previous study showed that the participants do not like Javanese culture. The Javanese culture was mainly targeted at Javanese people, so, not all people were able to understand even for several

Javanese people. Besides that, the participants somewhat embarrassed when they were able to speak Javanese. This result was relevant with Holmes (2013) statement that one of the criteria of covert prestige was people do not admit the language but they used it.

Based on the discussion above, English and Indonesian received a positive attitude. However, Javanese received a negative attitude. Based on Holmes (2013) that men used vernacular languages instead of women, in this study, men were mostly chose a national languages and foreign language. In fact, the Javanese speakers in this study were divided into two groups which were men adolescents and male adults. However, the results showed that there were no differences between ages. They tended to choose Indonesian and English instead of Javanese. On the other hand, it was known that positive and negative attitude have a relations with sociolinguistic, whereas speech and written characteristics can indeed to be related with differential social evaluations (John, 1999:101). Then it was should be known that the influence of differences in positive and negative views was also influenced by ones ethnic background which was related to ethnolinguistic (Bourhis, 1997).

CONCLUSION

The result of this study shows, *first*, that the Javanese speakers who are male adolescents and male adults have positive attitude toward English. It means that English is a high variety that has an overt prestige. *Second*, the participants were aware about the language that they use. The participant don't shy away from speaking English. Thus, the positive attitude of the participants toward English is influenced by the instrumental motives. It is the effort of the participants to get self-achievement or self-recognition. Nonetheless, the integrative motives also influence the attitude of the participants toward English.

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