

# CHAPTER I

## INTRODUCTION

This chapter presents several points, such as background of the study, identification of the problem, limitation of the problem, statement of the problems, purposes of the study, and the significances of the study.

### 1.1 Background of the Study

Language is a tool of communication that used by people for many purposes such as to deliver opinion and to speak to others (Sidabutar & Sadia, 2018). Every country has different national language but English is commonly used by people around the world. Ilyosovna (2020) stated 67 countries use English as their foreign language while 27 countries use English as their secondary language. That's way English is known as an International language.

Nowadays, English is important to make connection. For example, Indonesian people cannot use Indonesian language to speak with tourist because their language is different. Therefore, they use English to help them to deliver their intention. English is used in many sectors such in tourism. One of the beautiful tourism places is Bali. Tourists usually come to Bali to see the uniqueness of the cultures. Therefore, most of people in Bali work in tourism industry (Sidabutar & Sadia, 2018).

Working in tourism industry indirectly forces them to know how to use English. Craft traders as the workers in tourism sector usually sell their goods to the tourist. To influence tourist buy their goods, craft traders

should be able to get their interest. One way is that showing or telling the uniqueness of their goods. In this case, they should use appropriate expressions to tell it.

Based on the preliminary observations at Sukawati market, the craft traders involve foreigners in a conversation in the process of bargain or just telling their goods. Suparman, (2017) stated that conversation is a kind of social interaction which happened informally. It is a process of sending and receiving information between two or more participants (Brenan, 2010). It is also known as a spontaneous activity rather than a scripted activity because the speakers do not have much time to think the language.

In doing conversation, people usually use different language choice because they have different style. It is in line with Poai (2017) who stated that people never talk in the same ways because the way they convey the meaning of words is different. They will use different expressions depending on the situation, e.g. they can speak formally or informally (Sidabutar & Sadia, 2018). Silalahi, Husein, & Sumarsih (2021) also stated that style in language is related to the manner or choices of conveying thoughts depending on the audience or the formality of the occasion. Therefore, style influences the language that is expressed by people.

The way craft traders at Sukawati market deliver the language is also different. Most of them sell the same goods such bags, hats, Balinese toys, etc but language choice that they use to represent their goods is different. For example, a craft trader says “look look inside. Beautiful necklace and bracelet.” But the other says “hi lady, good necklace and bracelet here, come

in, please.” From those utterances, two craft traders sell the same good but the way they express their language is different. That reflects that their language style is different.

Unfortunately, not all craft traders can speak English well. Most of craft traders use ungrammatical sentences and repeat the wrong utterances. They ignore the grammar and use different style in doing conversation with foreigners. Their speaking intention is only to make the foreigners want to buy their goods. The example is that “all like this (showing the calculator).” From this utterance, the craft trader is unable to speak the price in English so that he uses calculator when asking to the foreigners. It is in line with the result of a research by Sidabutar & Sadia (2016). Their research was conducted to find out the language functions and styles used by vendors at Legian Beach. The results showed that the common language function that they use was to get information and control the conversation. Meanwhile, they commonly used informal style in the conversation with the tourists.

Moreover, Ratnawati, Rosmiaty, Narfaizah (2021) did a study about language style that used by the tour guide in Makassar Cultural Tourism. The results showed that informal style was commonly used by tour guide. The results of those previous studies indicate that people will use different pattern of language depending on the place and the participants. Reoffering to those studies, the researcher wants to find out (1) the types of language styles used in the conversation between craft traders and foreigners (2) the language style which dominantly used in the conversation (3) the function of language styles used in the conversation.

## 1.2 Problem Identification

People will never use the same language to communicate because they have their own style. The way they deliver the language is influenced by some factors such as age, gender, social status, and the setting of conversation. From those factors, the setting of conversation is a fundamental factor that influences someone's words choices, grammar, manner, and tone of speaking. Then, it naturally shapes someone's style in speaking. Based on the problem, this research is focussed to find out the language style and the function of language used by the craft traders in Sukawati market.

## 1.3 Research Limitation

Based on the background of the study, this research is limited to find out the types of language styles used in the conversation between craft traders and foreigners, the language style which dominantly used in the conversation, and the function of language styles used in the conversation.

## 1.4 Statements of the Problems

Based on the background of the study, the statements of the problems of this research can be formulated as follows:

- 1) What are the kinds of language styles used by the craft traders and foreigners in their conversation?

- 2) Which kind of language style is mostly used by craft traders and foreigners in their conversation?
- 3) What are the functions of language styles used by craft traders and foreigners in their conversation?

### **1.5 Purposes of the Study**

In line with the statements of the problems, the purpose of this study can be formulated as follows:

- 1) To find the kinds of language styles used by craft traders and foreigners.
- 2) To evaluate which language style is mostly used by craft traders and foreigners.
- 3) To analyse the functions of language styles used by craft traders and foreigners.

### **1.6 Significances of the Study**

This study has two significances, namely theoretical and practical significances.

#### 4) Theoretical Significance

Theoretically, this study can give positive contribution to English learning especially in linguistics because this result can show the examples of language style used in tourism workers. It can be used also for further reference toward the implementation of language style in social life and contribute to the next investigation about language styles.

#### 5) Practical Significance

Practically, the result of this study is expected to provide useful information for certain readers, such as the students who study English for specific purposes like English for tourism, the teachers who teaches ESP for tourism, and other researchers.

a. For students

The result of this study can be read and learned by students who study English for specific purposes like English for tourism. The students will know more about language styles and their functions. It will make the students interested in learning English, because they know more language styles.

b. For teacher

This study gives additional information to teacher in teaching English, especially teaching ESP for tourism. Besides that, the teacher also can use the variety of language styles in their teaching process to avoid students feel bored in the class.

c. For other researchers

This study can be used as references to plan and develop similar research which focuses on language styles.