

CHAPTER I

INTRODUCTION

Chapter I presents the background of the study, statement of the problem, the purpose of the study, the scope of the study, the significance of the study, and the definition of key terms.

1.1 Background of the Study

Language is extremely essential in human life. It is usually used to communicate through sharing information, knowledge, experiences, feelings, or opinions. According to Joseph (2004), language is essential in society including the fact that language is used by people as their national identity. The word 'nation' can be used to relate a person to their birth or nativity, and also to define an expanse of territory, its inhabitants, and the government that rules them with certain laws. Furthermore, Joseph (2004) mentions that in addition to the territorial, inhabitants, and the government, a language can also be used as a national identity. For example, Indonesia has Bahasa Indonesia as the national language which becomes the national identity. As the national identity, there are many factors that affect language use in the nation such as the development of a language.

Every nation has its distinctiveness which is differentiated by the clothes that people wear, the song that people sing, the religion that people believe and the most noticeable distinctiveness is the language that people speak (Lawrence, 2007). According to Gardt and Hüppauf (2004), a nation can have more than one religion, various cultures, and numerous local languages but a nation can have one official language. Additionally, Gardt and Hüppauf (2004) also state that languages are assumed to have an essential influence when it is used in a particular population in a shared national identity. The biggest role of a national language is the role of the language in social interaction within the nation-state (Heller, 2008).

A national language is designed as a language that represents the national identity and in order to decide a language into a national language, there is an issue that should be considered, the standardization issue (Simpson, 2007). The standardization issues include the loanword of the language, the access of all citizens to use the language, the writing system, the difference from the other language (Paauw, 2009). Along with the standardization of a language in a nation, the promotion of the language into all of the citizens in a particular nation is also important since the promotion impacts the number of people for the usage of the national language (Tarigan, 2003). The promotion of the language to the citizens makes a lot of people use the language more in the social interaction both in formal and informal settings.

Every country in the world has a national language and there are uncountable loanwords used in each country. Zhou (2016) states that a loanword is a word assimilated from a donor language into a target language without translating it. English, the world's most widely spoken language has a tremendous number of loanwords from foreign languages such as Spanish, German, Italian, French, Russian, Arabian, Greek, Japanese, Chinese, etc. Finally, Zhou (2016) insists that the survey indicates that the English language originates 29% from French, 29% from Latin, 26% from German, and 6% from Greek.

Hardini and Grangé (2016) argue that when two languages contact each other, they influence mutually, frequently not balanced. A phenomenon often appears if the language contact is the absorption or borrowing of lexical elements, which enhances the vocabulary of the receiving language. Here are some common foreign words adopted into English: café, croissant, entrepreneur, ballet, and genre are from France, kindergarten, delicatessen, and waltz are from Germany, and guerrilla, macho, and plaza originate from the Spanish language. Additionally, a tremendous number of Japanese words were adapted not only into English but also into numerous

foreign languages. Many of the world's languages recognize Japanese words such as *tsunami*, *ninja*, *anime*, *karaoke*, *origami*, etc. Japanese loanwords emerge in various domains including media, internet, sports, food packaging, and daily necessity items, etc.

According to Mead (2010), etymological resources in the Indonesian context are substantially shallow. It is difficult to acquire resources to determine etymologies for Malay and Indonesian vocabularies. In Indonesia, similar to other countries, Japanese loanwords have become more common and are now used in multiple contexts. There are 137 Japanese loanwords listed in Wikipedia and 100 words out of 137 words are listed in Indonesian dictionary (Kamus Besar Bahasa Indonesia V Edition). Enlightening examples are the words "*Manga*", "*Anime*", "*Karaoke*", "*Tsunami*", "*Origami*", "*Bonsai*", and "*Koi*". As a result, there were several questions to ponder whether "*tsunami*" has another term in Indonesian, whether Indonesian know the word *tsunami* originates from Japan, or whether Indonesian people pronounce the word "tsunami" or other Japanese loanwords the same way as Japanese people pronounce it.

Regarding this, the use of foreign language in Indonesia has been widely used like the use of Japanese loanwords found in mass media and KBBI. The existence of Japanese loanwords elicits different attitudes from Indonesian people. Language attitudes are the emotions people hold about their own language or other languages (Crystal, 1992 as cited in Patandean, 2017). Hassal et al. (2008) indicate that the attitudes of Indonesian people to the western culture widely seem to affect the attitudes to loanwords from Western countries in Indonesia. Indonesians who are influenced by Western culture seem to accept the western loanwords into Indonesian, but at the same time, view this as a threat.

The study of Japanese loanwords has not been widely exposed in terms of its use in mass media and KBBI, the pronunciation and the way Indonesian people pronounce the Japanese

loanwords, and also the attitudes of Indonesian people towards Japanese loanwords. This study attempted to investigate those comprehensive aspects that previously had not been investigated by the other researchers. The present study focused on analysing and investigating the Japanese loanwords used in Indonesian context such as Mass media, how Indonesian people pronounce each of Japanese loanwords and also their attitudes towards Japanese loanwords.

1.2 Statement of Problem

The uses of Japanese loanwords have increased remarkably in Indonesia, and new words are continuously emerging. These new words are emerging in: newspapers, television, radio, the internet, and from many demographics of Indonesian people. However, the pronunciations or notations of certain Japanese loanwords have changed when they are used in Indonesia. Referring to this fact, the purpose of this study is to investigate the current usage of Japanese-origin loanwords in Indonesian language, noting changes in pronunciation, meaning as well as Indonesian people's attitudes towards Japanese loanwords.

Based on the background of the study and the problem identification of the study previously mentioned, the research questions of this study can be formulated as follows:

1. What are the Japanese loanwords commonly used in Indonesian Mass Media context?
2. How do the pronunciations of Japanese loanwords by Indonesian people differ from their original pronunciations?
3. What are the attitudes of Indonesian people towards the uses of Japanese loanwords in Indonesian Mass Media?

1.3 Purposes of the Study

Based on the research questions above, the purposes of the study are:

1. To investigate the Japanese loanwords commonly used in Indonesian Mass Media context.
2. To analyze how the pronunciations of Japanese loanwords by Indonesian people differ from their original pronunciations.
3. To find out the attitudes of Indonesian people towards the uses of Japanese loanwords.

1.4 Scope of the Study

Based on the problem identification of the study, the focus of this study is limited to the loanwords appearing in Mass Media in the Indonesian context in www.detik.com as the most trustable source in Indonesia (Fandia, 2016).

1.5 Significance of the Study

It is expected that this study gives benefits theoretically and practically.

1.5.1 Theoretical Significance

This study is expected to give positive benefit and contribution to the linguistic field especially as references for other researchers who study similar themes in aspects of Japanese loanwords being used in Indonesia.

1.5.2 Practical Significance

1.5.2.1 For Students of English Language Education Department

This study will be useful for other researchers as an empirical review or reference to enrich their knowledge about Japanese loanwords and facilitate them in making their similar linguistic projects.

1.5.2.2 For Students of Japanese Education Department

This study will be beneficial for students of Japanese Language Department to enrich their knowledge about Japanese loanwords and facilitate them in making their linguistic projects.

1.5.2.3 For the Government

This study can be used as a reference for the government as a way to enhance the recognition of Japanese loanwords. It secures the existence of Japanese language in Indonesia.

1.6 Definition of Key Terms

In order to avoid misunderstanding, there are certain key terms which are going to be defined both conceptually and operationally.

1.6.1 Conceptual Definition

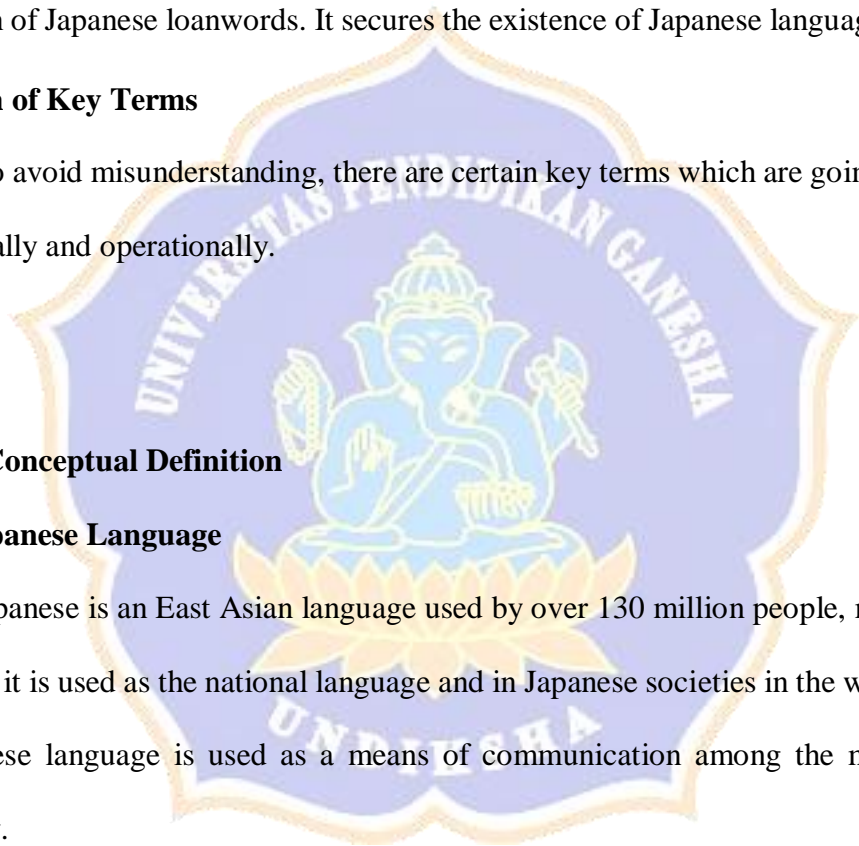
a. Japanese Language

Japanese is an East Asian language used by over 130 million people, mainly in Japan where it is used as the national language and in Japanese societies in the world, where the Japanese language is used as a means of communication among the members of the family.

b. Concept of Loanwords

According to Tadmor (2009) loanwords are words taken or adopted from the donor language(s), which are the source languages being borrowed, whereas the recipient language is the language that receives the loanwords.

c. Indonesian Language



Indonesian language is a national language of Indonesia and is spoken by over 260 million of local people in Indonesia.

d. Attitude to Language

Language attitudes are the feelings people feel or think about their own language or other languages that happen to be used in their real-life situations (Crystal, 1992 as cited in Patandean, 2017).

e. Phonemes

According to Oxford Dictionary, a phoneme is any of the perceptually distinct units of sound in a specified language that distinguishes one word from another, for example, p, b, d, and t in the English words pad, pat, bad, and bat. In this study, phonemes will be used for differentiating the pronunciations of Japanese loanwords by Indonesian people from their Japanese original pronunciations.

1.6.2 Operational Definition

a. Japanese Language

Japanese language is spoken by the approximately 130 million inhabitants of Japan and also across the world. In this research, Japanese language focuses on Japanese loanwords used by Indonesian people.

b. Concept of Loanwords

There are uncountable loanwords used in every country in the world. The present study focuses on Japanese loanwords which are used by Indonesian people in Indonesia mass media.

c. Indonesian Language

The national language of Indonesia is Indonesian language. This research focuses on Indonesian language which is commonly used in mass media context.

d. Attitude to Language

Language attitudes are the emotions people hold about their own language or other languages. The present study highlights on the attitudes of Indonesian people towards Japanese loanwords.

e. Phonemes

Learning the pronunciation of a language depends on learning the individual phonemes of the language. The present study concentrates on the phonemes which are used in Japanese phonetic symbols.

