

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Language is a communication device used to communicate ideas, to show emotional expression, and also for social interactions. According to Sapir (Lyons, 1981: 3), “language is a purely human and non-distinctive method of communicating ideas, emotions and desires by means of voluntary produced symbols.” It means that language belongs only to human beings and the same language can be used to communicate different things. Without language, both verbal and non verbal, people would not be able to communicate with each other. A good mastery of language is needed to support good communication in avoiding misinterpretation that may happen. Every language, including English, which has become an international language that is used all around the world, has standard forms of grammar and pronunciation in arranging a sentence for communication, in order that people who use and learn that language may possibly master that language.

A good example of mastering English as an important language for communication can be found in Bali. Bali is the most popular place for tourism in Indonesia, because there are a lot of tourist attractions with beautiful views, such as beaches, Balinese temples and souvenir markets which offer various things with various prices. There are a lot of vendors in those places and they have to build communication with the foreigners as consumers in order to sell their goods. In building communication, they have to adapt their language with the foreigner's language. Still, a lot of Balinese people speak English with their Balinese pronunciation, including the vendors who use English to communicate with foreigners. Consequently, misinterpretations sometimes happen, so a lot of them use non verbal language as an end result.

The language used by Balinese vendors while interacting with foreigners is called *bahasa pasar*. *Bahasa pasar* is the English version created and used by the Balinese vendors to communicate with the foreign buyers in English in offering their goods. This kind of language is not focused on correct pronunciation, and this language is only spoken in tourism places.

In this thesis I would like to compare and analyze the English sounds spoken by Balinese vendors, especially those in tourism areas, for instance in Kuta Beach, Sanur Beach, Tanah Lot Beach, Sukawati Market, Bedugul and Kintamani, with the Standard English sounds. The data are taken from thirty Balinese vendors, both young and old, in the age range from 10 up to 50 years of age. In addition, their speech also has some particular elements which will be analyzed, such as the use of

non-standard English sounds in their conversation with foreigners as consumers. I collected these data when I spent my holiday in Bali in June 2006 and January 2007.

The subject of the difficulties in pronouncing English sounds by the Balinese vendors is interesting to discuss in order to determine possible areas of difficulty for the Balinese vendors in pronounce English sounds. In addition, it makes me curious to analyze the English pronunciation spoken by the Balinese vendors so I can understand the reasons why Balinese vendors make mistakes in pronouncing the English sounds and to know whether their background education in learning English affects the way Balinese vendors speak English.

In this analysis, there are two linguistic areas that I use as the approaches. The first area is Phonetics and Phonology. Phonology is the study of sound systems in particular languages. It is concerned with significant units of sound called phonemes and the relationships between them. Phonetics is concerned with the description of speech sounds without reference to any particular language. It also looks at details of pronunciation. (Deterding, 1998: 2)

The second linguistic area is Psycholinguistics. Psycholinguistics is the study of the psychological and neurological factors that enable humans to acquire, understand and use language. The theory applied in this area is interference theory, especially in phonological interference.

According to Berthold, interference can be viewed as the transfer elements of one language to another language at different levels including phonological, grammatical, lexical, and orthographical. Skiba, 27 February 2007. <<http://iteslj.org/Articles/SkibaCode Switching.html>>

I hope this analysis will help people to understand more why the Balinese vendors use that particular style of English and what kind of mistakes that Balinese vendors usually made.

## **1.2 Statement of the Problem**

In this thesis, I would like to discuss the following problems:

1. Which English sounds are difficult for the Balinese vendors to pronounce?
2. What factors cause these difficulties based on phonological differences?

## **1.3 Purpose of the Study**

In this thesis, I would like to show:

1. The English sounds that are difficult for the Balinese vendors to pronounce.
2. The factors that cause these difficulties based on phonological differences.

## **1.4 Method of Research**

In gathering the data for my analysis, I go to Bali to find the Balinese vendors to be interviewed. Second, I interview Balinese vendors using an MP3 player to make sure that I will not lose my data. Third, I collect, select and classify the data. Fourth, I analyze the data by focusing on the pronunciation and the reasons why Balinese vendors make such mistakes; finally, I draw some conclusions and write the thesis.

## **1.5 Organization of the Thesis**

This thesis consists of four chapters. The first chapter is the Introduction, which contains the Background of the Study, the Statement of the Problem, the Purpose of the Study, the Method of Research, and the Organization of the Thesis. The second chapter provides the linguistic approaches used to analyze the non-standard English used by the Balinese vendors. The third chapter contains the discussion on non-standard English used by Balinese vendors and the reason behind it. Finally, the last chapter, the Conclusion, contains my personal comments and opinions based on my findings in this analysis. The thesis ends with the Bibliography and the Appendices.