CHAPTER 1

INTRODUCTION

1.1 Background of the problem

In the era of globalization, language is an important tools for communicating with others everywhere. Language is used by people to communicate in formal or informal situation and also among people of different places and cultures. Indonesia is known to have various tribes and cultures that certainly have many different languages, but the biggest population is Javanese. Javanese language is also known as the most language that is used by Indonesia citizen. Javanese language has grammar formality such as ngoko, krama halus, krama inggil.

There are many cities use Javanese language, such as Surabaya. Surabaya is the second biggest city in Java. The citizen of Surabaya use Javanese language as their daily language, but they tend to use the ngoko level in Javanese language among friends. The use of Javanese language in Surabaya is known as Surabaya Javanese language. As the second biggest city in Java, Surabaya is known as the city of business central, industry, trade and education. It is profitable place to look for work which is certainly causes many immigrants to come to Surabaya. The immigrants who come to Surabaya should adapt in various ways, so that they can be accepted in Surabaya.

One group of the immigrants who adapt in Surabaya is Medan community. They usually adapt to the language, especially in Javanese language. Yet there are many miscommunicate there, such as inappropriate vocabulary, the use of level in Javanese language, and the use of appropriate words which causes misunderstanding between Medan community and interlocutors. It also influences the interlocutors to absorb the wrong meaning which often causes debate. Based on the explanation above, it is considered as the problematic of this study. It is chosen Medan community because the located of Medan is far from Surabaya, other than that both have difference in cultures.

The main theory that is used by the researcher in this study is the theory of communication accommodation (CAT). According to Fisk et al. (2017:22)

communication accomodation theory (CAT) refers to a change personal's behavior in communication to adapt with others. There are two main strategies in CAT, such as convergence and divergence strategy. Convergence is an individuals strategy to adjust their communication with others whereas divergence is the different accent of speech and non verbal between self and others (Giles et al., 2007:295). Below, an example of adaptation through communication accommodation theory as follows:

> Anggi   : Rek, alfi ultah yo saiki?
> Lila   : iyo ta? Lali aku jon.
> Anggi   : asek kemek-kemek lah.
> Lila   : opo iku?
> Anggi   : oiya seh lupa, traktiran maksudnya.
> Nurul   : iki Suroboyo jon duduk Medan, hhhmmm...

According to the example above, there is a short dialogue between Medan speaker (A) and Javanese speaker (B). The speaker A tries to communicate with B who uses thier language, but unconsciously A adds word from Medan language in her speech. It can be seen in the first conversation when A`speech uses Javanese language "Rek, alfi ultah yo saiki?" and in third line A adds the word "asek kemek-kemek lah" which is Medan language. It makes B get confused. That misunderstanding can happen while someone was mixing two or more languages in the same time during conversation.

Based on the phenomena above, the researcher wants to observe language choice that is used by Medan community in Surabaya. It is also to find out what languages that is used by Medan community or whether they shows their identity with others when their accommodate their speech.

1.2 Statement of the problem

Based on the background of the study above, the researcher examines to find the following problems:

1.2.1   Is there any phenomenon of speech accomodation of Medan speaker when he has a conversation with Surabaya speaker?

1.2.2   How Medan speaker accomodates his speech with Surabaya speaker?

1.2.3 Why Medan speaker accomodates his speech when communicating with other speakers?

1.3 Purpose of the study

Based on the statement of the problems above, the aims of this research is:

1.3.1 To find out the phenomenon of speech accomodation of Medan speaker when he has a conversation with Surabaya speaker?

1.3.2 To identify factors that influence Medan speaker accomodates his speech with others.

1.3.3 To explore the reason Medan speaker accomodates his speech to others.

1.4 Scope and Limitation of the study

This research focusess on how Medan community accommodate the interlocutors through language choice. Medan community means people who come from Batak Family and they still use their Medan dialect as their mother tongue. It will investigate by verbal communication. The researcher makes a demographic questionaire to search Medan community which is based on the criteria of respondent and do a direct interview as the next step of research. So, it will help the researcher to get the data as much as she can.

1.5 Important or Significance of the study

The researcher hopes this research will give contribution in Sosiolinguistic study, especially the tribes that migrated to Surabaya. It gives us learn about how immigant community face another society and trying to build a solidarity with their interlocutors. In this study, the researcher provides the reader an interesting knowledge about building solidarity between intercultural.

1.6 Definition of Key Terms

Special terms are hoped as the way to get better understanding of the study. it relates to this study which is about communication accomodation and identity.

1.6.1 Fisk et al. (2017:22) states communication accomodation is refers to a change personal's behavior in communication to adapt with others such as lowering the intonation to match with speaker`s intonation.

1.6.2 Wardaugh (2015:96) agrees that, "In a society in which more than one language (or variety) is used you must find out who uses what, when, and for what purpose if you are to be socially competent. Your language choices are part of the social identity you claim for yourself".