

Language Attitudes among Balinese Workers in Cruise Ships toward Indonesian Language

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ABSTRACT: This research discussed about a language phenomena in a multilingual and multicultural society. It is aimed at finding out the language attitudes of the Balinese workers in international cruise ships toward Indonesian language. Several Balinese workers of two selected cruise ships were selected to be the informants, as well as respondents of this research. The data related to the language attitudes were collected using observation and interview methods, and also supported with questionnaire. The main focus of the discussion was the language attitudes showed by the Balinese workers in three components, based on Lambert's theory of attitudes (1960); affective, conative, and cognitive components. The results showed that all respondents showed neutral category of language attitudes toward Indonesian language. However, the interference of Balinese and English were still in presence because there were obligated situations in which the respondents must use them in order to do effective and be well-communicated with other ethnicities in their surroundings.

Keywords: Indonesian language, language attitudes, multilingual, multicultural

I. INTRODUCTION

Various ethnic groups with their various languages can lead into a new multilingual society, if given a certain circumstances that obligate them to live with a nice amount of bilingual speakers. This circumstance in which the societies are able to speak more than one or two languages is called a societal multilingualism. In a multilingual society, there is a pattern of bilingualism which is able to show the position and function of the language contained in the language repertoire of that community. Indonesia is an archipelago in which it has many regions that also make it varies in tribes or ethnic groups, as well as the languages that come with each of them. In Indonesia, this language repertoire usually consists of Indonesian and regional languages (Siregar et al, 1998). However, it would not be the same if the people have moved into a different language community, including moving into an internationally community. This condition makes the speakers not only master their respective mother tongue, but also other foreign languages including the English language.

It also happens when bilingual speakers, including Balinese people, have to move to a new language community for work. A new working environment would also carry a new language community for the speakers to adapt. As new comers, it is a must to attempt to blend with the new surroundings, to learn and adapt to the new environment, including learning the language that is spoken around in order to communicate and socialize well with new individuals. That attempt appears as a manifestation of human need to maintain their lives, which is to communicate and socialize with other people. These Balinese workers are originally bilingual speakers. They at least speak their mother tongue and Indonesian. Having moved and work in the selected cruise ships make the Balinese workers have also started to speak the English language, as well as any other languages exist in their workplaces. If those languages or dialects or variations are used by someone alternately in their daily lives, it can cause the language, dialect, and variations to influence each other. It is what is called language contact. Weinreich (1953) argued that two languages or more is in contact if those languages are used interchangeably by the same person. Another influence of bilingualism is the tendency of bilingual speakers to choose language, that is, the tendency of the speaker to change one language or variety or dialect into another language or variety or dialect. This is usually caused by situational factors and language requirements. Thus, there will be a tendency to leave the local languages and replace them with other effective and more usable language(s) in contexts that normally support the use of local languages. If that happens, language attitudes are thought to show a tendency to support shifting local languages.

This research discussed about a language phenomenon happened in a multilingual and multicultural society, especially in workplaces, affected by several social factors. Previous studies have discussed about

language attitudes of Indonesian toward Indonesian language. Wardani et al. (2013) discussed about the language attitudes among students of SMA Negeri 1 Singaraja as well as the factors of it, it resulted in showing that the conative aspect showed negative category, the affective aspect showed positive category, and the cognitive aspect showed neutral category toward Indonesian language. This was caused by several internal and external factors carried by the students. Sachmadi, et al. (2019) have also conducted a study in language attitude regarding the English reading comprehension of FIB UNPAD undergraduate students in several majors. The results showed that students in one study program demonstrate a high ability in understanding reading and ready to read textbooks and journals in English; Other study programs can begin to be taught to read texts at a high level, however one other study program seems unable to accept English texts for university level. Meanwhile, the results of the questionnaire survey shows small differences in these students in viewing English learning. Moreover, a further study on the language attitudes among a specific ethnicity in workplaces have not been found.

Language attitudes are one output of many influences from language contact, which usually happen in a multilingual and multicultural society. Such phenomenon is analyzed under the sociolinguistics study (Holmes, 2001). This research is a sociolinguistics research relating to Lambert's theory on language attitudes. Language attitudes can be observed with several parameters that are stated by Garvin & Mathiot (1968). These parameters would give the researcher the general view of a speaker's attitudes towards a language. This research aims to describe the language attitudes shown by Balinese workers, in two selected cruise ships, *Harmony of the Seas* and *Allure of the Seas*, toward the Indonesian language. The language attitude is seen from several aspects, namely: (1) conative, (2) affective, (3) cognitive, stated by Lambert (1960).

II. THEORETICAL FRAMEWORK

1. Language Choice and Language Attitudes

Language attitude is a long-term belief or cognition of a language, a language object, which gives a tendency for a speaker to interact in a certain way according to the language he likes and understands, whereas language choice is a decision of a speaker to use a language in his interactions (Sukma, 2017). In other words, from the choice of language, a person can represent his attitude towards that language. This can be further known through loyalty, pride, and awareness of the norms that apply to the language.

2. Aspects on Language Attitudes

Lambert (1960) puts limits on language attitudes consisting of three aspects: cognitive, affective, and conative aspects.

- 2.1 Cognitive aspects (thoughts, beliefs, or ideas about the attitude object) related to the knowledge and ideas used in the thinking process;
- 2.2 Affective aspects (emotions, feelings, or moods that people experience, when they are confronted with a certain attitude object) concerning the problem of evaluating likes or dislikes of something. This aspect can provide an assessment from very positive (very optimistic, enthusiastic) to very negative (dislike, hate, pessimistic);
- 2.3 Conative (behavioral) aspects concerning behavior or actions as a final decision. Through this aspect, people (researchers) usually try to guess how a person's attitude towards the situation he is facing.

The three aspects on language attitudes are related from one another. However, the "pleasant" or "unpleasant" experiences one gets in the community often cause the relationship of the three components to be incompatible. If the three aspects are in line, then it can be expected that the respondent's behavior shows a language attitude. If it is not in line, then the behavior cannot be used to know the attitude of one's language. Though, many experts do say that behavior does not necessarily indicate attitude.

3. Parameters in Language Attitudes

Furthermore to the observation on one's language attitudes, the researcher may consider what is stated by Garvin and Mathiot. According to Garvin & Mathiot (1968), there are three ways to observe one's characteristics on language attitudes, namely: (1) Language loyalty, which encourages the community of a language to maintain its language and if necessary prevent the influence of other languages; (2) Language pride that encourages people to develop their language and use it as a symbol of identity and community unity; and (3) Awareness of the existence of language norms (awareness of the norm) that encourages people to use their language carefully and politely and is a very big factor influencing the actions of language use activities (language use). The three characteristics stated by Garvin and Mathiot are the characteristics of a positive attitude toward language. In contrast, if the three characteristics of language attitudes disappear or weaken from a person or a group of speech community members, then a negative attitude towards a language has struck a person or the group.

III. METHODS

The objects in this research were the Balinese workers in two selected cruise ships, namely: *Allure of the Seas* and *Harmony of the Seas*. The informants, as well as the respondents of this research were selected using the purposive sampling technique in which must fulfill several criteria such as 1) working under the Housekeeping Department, 2) age range between 23 – 45 years old, 3) originally from Bali, 4) must have experienced more than two-times of work contracts. There were 12 workers fulfilled the criteria and were able to answer the questionnaire (including the three (3) informants as well as the research assistants). The methods used in collecting the research data were the recording method and the tripartite model. The tripartite model consists of (i) a content analysis of societal treatment, (ii) indirect measurements, and (iii) direct measurements. This method is considered relevant for measuring language attitudes and has been widely used by researchers to examine language attitudes (Wardani, et al., 2013; Suteja, 2010; Svara, 2009). The content analysis of societal treatment was used to analyze the types of data regarding the language attitudes of the respondents towards the English language on its conative aspect by using observational method. The indirect measurement was used to analyze the language attitudes on the affective aspect, while the direct measurement was used to analyze the cognitive aspect. In addition, the respondents, as well as the informants, were given questionnaire written in Indonesian language and being interviewed in order to get the data regarding the factors that affect their language attitudes toward the Indonesian language. From these methods, qualitative and quantitative data were collected based on three categories, namely language loyalty, language pride, and awareness of the existence of norms. The qualitative data would be analyzed qualitatively in order to explain about the conative aspect (through observation and interviews). While the quantitative data would be analyzed qualitatively in order to explain about the affective and cognitive aspects.

IV. RESULTS AND DISCUSSIONS

This section discusses three aspects of language attitudes according to Lambert (1960), namely (1) conative, (2) affective, (3) cognitive. The following discussion is the result of data collection through observation, interviews and also linguistic surveys that the researcher have obtained from all respondents. In observations and interviews, the researcher observes verbal communication carried out by all respondents. The language attitudes of all respondents are measured by referring to the three characteristics of language attitudes expressed by Garvin & Mathiot (1968). This can be reflected from the observations and interviews of the researcher with the informants and research assistants, with a capable entangled method.

4. 1 Language Attitudes of the Balinese Workers in Cruise Ships toward Indonesian Language

4.1.1 Based on the conative aspect

The conative aspect of the Balinese workers showed a neutral almost onto the negative category toward Indonesian language. These workers mostly spoke in Indonesian during their talks with their other Indonesian friends (including Balinese friends). However, there were several interferences and code switch with English and Balinese language exist during their daily conversations. The interference and code mix appeared not only in word level, but also phrase and clause level. Based on the observation, when these workers had conversations with their fellow Indonesian (including Balinese) friends, they tended to use several English words, as well as English cruise ship terms. Such conversations can be seen below:

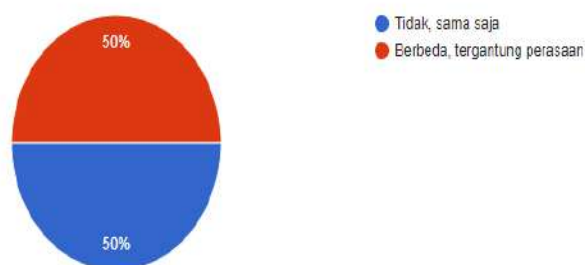
- Data (1)
- A: “*Ngae mi?*¹ *Mi... mi sambal ijo*²” (talking to C)
 B: “*Apa mi biasa*²?”
 C: “*Mi biase gen*¹”
 A: “*Mi biasa? Mau itu lagi satu? Satu berdua? Satu berdua*²?”
 B: “*Ntar dia bilang gini*²...”
 A: “*Mouth to mouth*³... *bungut ke bungut*¹...”
- Data (2)
- A: “*Ini gak usah di*²-*charge*³, *gak usah pakai...itu*²...”
 B: “*Men*¹ *ini apa*²? *Dimana*² *charger*³-*nya*²?”
 A: “*Ini*². *Ada*² *charger*³-*nya ini*²”.

(1 = Balinese language, 2 = Indonesian language, 3 = English language)

4.1.2 Based on the affective aspect

Regarding to the affective aspect, which is related to the emotions, feelings and moods of the speakers, the result of the analysis showed that the Balinese workers showed a neutral attitude toward Indonesian language. When asked about how they would express themselves and whether the language they use would change if in any different moods and emotions, the answered showed 50% would change and another 50% said that it would not change. Half of the workers stated that they would express themselves using Indonesian

language whenever feeling any likes or dislikes (mostly women). However, the other half said that they would express their feelings either in Indonesian, Balinese, and sometimes in English language. A question regarding this aspect was mentioned in the questionnaire, the result is shown below.



4.1.3 Based on the cognitive aspect

The cognitive aspect of these Balinese workers showed a negative category toward Indonesian language. They thought that Indonesian is considered a language they master since they were young and tend to underestimate the needs of learning the Indonesian language more comprehensively. Looking at the way they speak in Indonesian, it looked like they used more informal rather than the formal Indonesian language. This showed that the tendency of considering using the formal Indonesian language is still low.

V. CONCLUSION

In conclusion, the language attitudes of the Balinese workers showed a neutral category toward Indonesian language. This can be seen by considering the three parameters on language attitudes; 1) language loyalty, which showed a neutral category. There were moments when they considered using the Balinese and English language more often than the Indonesian language; 2) language pride, showed a strongly positive category towards Indonesian language. All of the respondents answered that they felt proud talking in Indonesian; 3) language norms, showed more onto the negative category since these Balinese workers used more informal talks rather than the formal talks in Indonesian language. Indonesian language is used quiet frequently during their talks. The results of this research indicated that even though being in different language community, these Balinese speakers would still use Indonesian language. However, the usage also depends on whom they talk to and they would also consider whether the participants in the conversations understand the language they talk in or not.

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