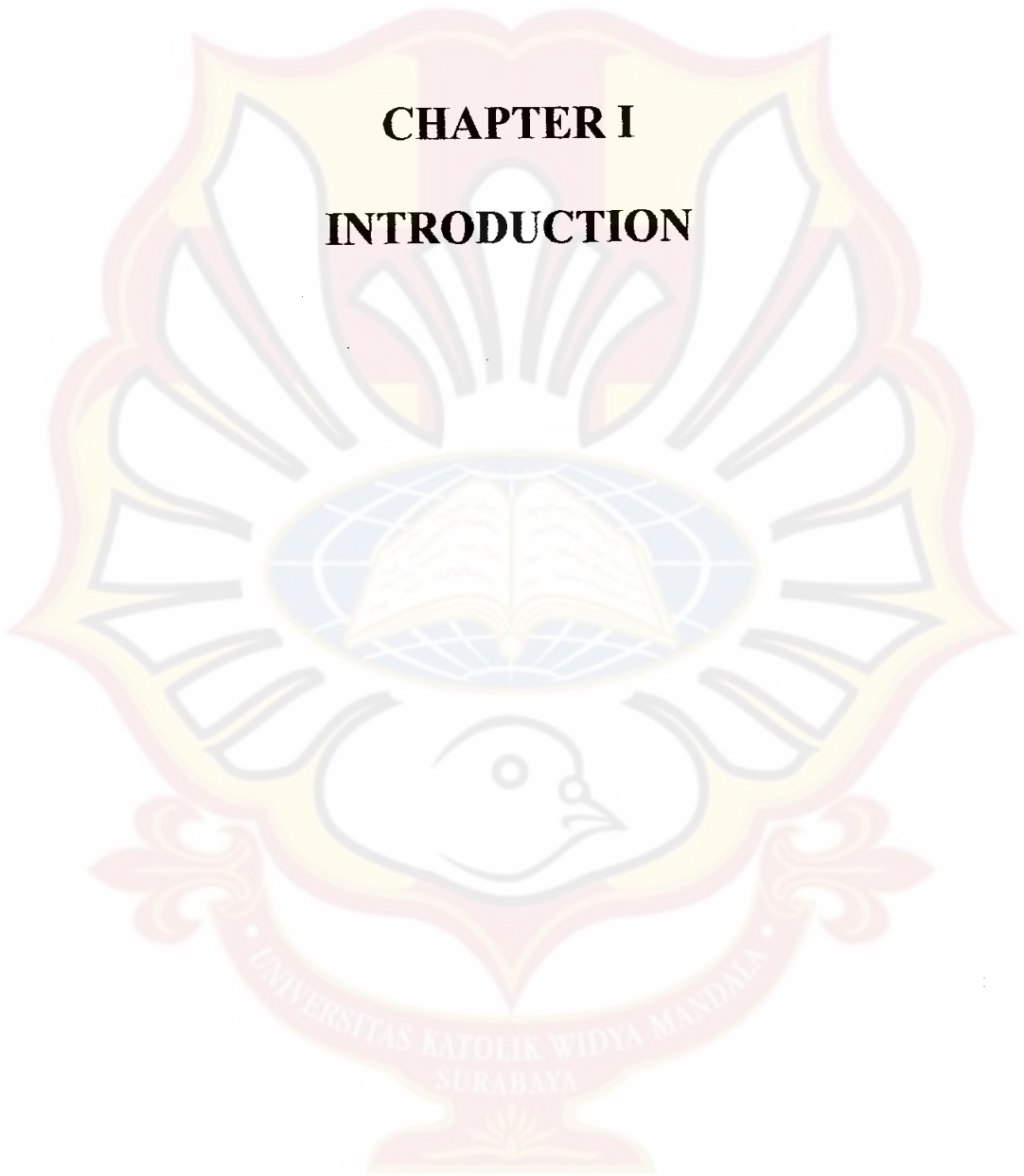# CHAPTER I

INTRODUCTION

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1.1. Background of the Study

Language and society are so intertwined that it is possible to understand one without language. People use language to interact with family members, friends, or strangers they meet in the course of a day. So, language allows people to talk about anything and to express themselves. In other words, it can be said that language is needed in society, allowing people to live, work, play and share ideas and feelings each other. Therefore, language and society have a close relationship.

According to Hudson (1980:1), language is a means of communicating information. Besides that, language also functions as a means of establishing and maintaining relationship with other people. In communication, people often use styles in speaking.

In society, people may speak different languages to express their ideas depending on the context in which they are involved. Then, a speaker will not use an informal language when he speaks to a person from a different educational background although they are friends. Chaika (1982:2) adds that a language is used to know and find a man's personal identity, background, and also character. By communications people can recognize someone's personality and background in consideration that language can show a person's social class.

Based on the statement above, language is often associated with people's social class. Furthermore, Hudson (1980:1) declares that language and society are intertwined in which there is a combination between the study of language and the study of society namely sociolinguistics, the study of language in relation to society.

Communication among human beings is sometimes complicated because many difficulties occur in communication among people from different cultural background, social classes, and educational background. Furthermore, in society, it is found that the different levels that higher, middle, and lower classes have different variations of speaking style, different ways of speaking or expressing themselves. Speaking styles, then, are chosen to be the focus of this study.

Hymes (1974:29) concludes that diversity of speech can be found in all levels and field of society and it presents itself as a problem in many sectors of life-education, national development, and transcultural communication. It means that the use of certain language style shows who the speaker is. Holmes (1992:133) explains further that:

> "People often use a language to signal their membership of particular groups. Social status. sex. age. ethnicity. and the kind of social network people belong to turn out to be important dimension of identity in many communities".

Due to the fact that men and women speak in different styles, the writer then becomes curious whether *Cak* and *Ning* in Surabaya also uses specific speaking styles differently.

1.2. Statements of the Problem

Based on the background of the study, the research questions are formulated as follows:

1. What speaking styles does Cak Surabaya use during the contest?

2. What speaking styles does Ning Surabaya use during the contest?

3. What makes *Cak* and *Ning* Surabaya use their respective speaking styles?

1.3. The Objectives of the Study

This descriptive study is intended to describe:

1. The speaking styles of *Cak* Surabaya uses during the contest.

2. The speaking styles of *Ning* Surabaya uses during the contest.

3. The reasons *Cak* and *Ning* Surabaya use their respective speaking styles.

1.4. The Significance of the Study

It is expected that a study on speaking style of *Cak* and *Ning* here can give some contributions to the field of sociolinguistics especially concerning the use of language by the participants of different gender.

1.5. Scope and Limitations

Being aware of how broad and complex the discussion of Surabaya *Cak* and *Ning's* speaking styles and how limited time, and energy and funds available, the scope of the study is then limited as follows:

1. The subjects under study are the candidates of *Cak* and *Ning* 2002 Contest.

2. The conversations to be analyzed are the speeches of the candidates using *Suroboyoan.*

1.6. Theoretical Framework

This study is based on the theories of sociolinguistics, namely language and gender, and gender and speaking styles. The relationship between these sociolinguistics theories and the study of speaking styles of *Cak* and *Ning* candidates here is that as stated by Coates, 1993: 4:

> Sociolinguistic has been defined as the study of language in its social context. The study of language on its social context means crucially the study of linguistic variation. In different social contexts an individual will speak in different ways this is called stylistic variation. More over speakers who differ from each other in terms of age, sex or gender, social class, ethnic group, for example will also differ from each other in their speech, even in the same context this is called social variation.

In addition, the theories of sociolinguistics that are used involve completely the terms needed in relation with the study of *Cak* and *Ning* and speaking styles.

1.7. Definition of Key Terms

To avoid misunderstanding and ambiguity is given below the definition of some key terms used in this study. The major terms used in this study are:

1. Language:

    Nababan (1991:1) states that language is one of the characteristics of human beings that differentiate human beings from other creatures.

2. Speaking Style:

    Coates (1986) defines it as the way an individual speaks according to the social contexts.

3. Gender:

    Coates (1993:3) defines gender as the term used to describe socially constructed categories based on sex. Most societies operate in term of two genders, masculine and feminine, and it is tempting to treat the category of gender as simple binary option.

4. *Cak*

    It is a term of address for a male who is a representative of people in Surabaya and has a duty to promote Surabaya to other cities and countries.

5. *Ning*

    It is a term address for a female who is a representative of people in Surabaya and has a duty to promote Surabaya to other cities and countries.

1.8. Organization of the Thesis

This thesis consists of five chapters. Chapter one is the Introduction. It is divided into eight topics, they are: background of the study, Statement of the problem, objectives of the study, the significance of the study, scope of limitation,

theoretical framework, definition of the key terms and organization of the thesis. Chapter two is a Review of Related literature that presents the basic theory of the study and related study. Chapter three is about research methodology that covers research design, the subject of the study, the source of the data, the instruments, the procedures of the data collection and the data analysis techniques. Chapter four deals with analysis and findings, presents and discusses the result of data analysis. The last chapter is the conclusion that consists of summary and suggestions.