

# CHAPTER I

## INTRODUCTION

This chapter is introduction that explains background of study, statement of problems, research objective, research significance, clarification of key terms.

### 1.1 Background of Study

Language phenomena are something interesting to research. The research relationship with the branches of science, such as culture, social and moral. They usually connect with the existence of human life. The branches of science which explain the problem of it is called sociolinguistics. Sociolinguistics is the study of language in the speech community, which is an interdisciplinary science between social and language. Fishman (2010) said that “sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speaker as these three constantly interact, change and change one another within a speech community”. In line with that, many phenomena happen in the speech community. Many ex-colonialized countries also influenced their national language into English as primary language, such as India with Tamil language, Singapore with Malayu language, Indonesia with Bahasa Indonesia and so on. The major language master the minor language. A major language is a powerful language that controls to slight language or minor language. That phenomenon is called linguistic imperialism. As an example, English as a major language has controlled around the world and minor language is a language that is a particular region and not in many other regions such as Tamil, Malayu, and Bahasa languages.

Linguistic imperialism is the imposition of one language on speakers of other languages. It means that Linguistic imperialism is colonialism activities that happen through language media, which is a major language colonize a minor language (Middleton, 1999). Almost the third part of this world uses English as a first language or national language, for example, Singapore and Malaysia that use English as primary language because they are the countries that have been

colonialism by United Kingdom (England). However, they mix their national language with local language (Malayu) and become Singlish (Singapore-English) & Maylish (Malay-English). In other words, those countries use English as a major language or primary language rather than their original language (Malay) in their living.

Linguistic Imperialism simply means that a language masters another language. The language which is called major or primary language is dominating the minor language. It happens in several countries or regions in this world, especially for the country that was colonialism by a great country. For example, the United Kingdom / England became a superpower country that has been dominating and colonizing many countries several times. UK is not only colonizing their colony with war and violence but also with their language. This statement is also powered by Penny (2002:6) states:

“Language is the medium through which the elite of the Center regulate the Periphery and plays a crucial function by providing the link between the dominant and the dominated groups and is representative of the basis upon which the notion of linguistic imperialism is built”.

Therefore, English language becomes the most popular language in the worldwide even it happens in Indonesia. Nowadays, using the English language has become required in many things, from job vacancy, product's name, food menus, speaking daily activities and so on. People who use English will be considered as having more education, and even gets a high-level community than people who use Bahasa Indonesia. These phenomena happened because of many factors. Language shift is one of those. Hornberger (2006) states the study of language maintenance and language shift is concerned with the relationship between change (or stability) in language usage patterns, on the one hand, and ongoing psychological, social or cultural processes. Language shifts happened by social, culture and age changes. Culture change becomes the most influence in language shift and also culture itself always following by around people. In line with that, people who have language shift, such as Bahasa Indonesia to English, indirectly, they have high-level feel rather than people who stay with Bahasa

Indonesia. These phenomena are called Diglossia. Diglossia is phenomena when someone with his popular language that gets High level (H) and someone else with his unknown language that gets Low level (L) according to majority perspective or simple diglossia is study about H (High) and L (Low) languages, it is appropriate with Ferguson (1959) who states diglossia is a term used to classify communication situations in societies that make complementary use in daily exchanges of two distinct codes which are either two language varieties or two languages.

This research also comes from some journals which have similar approach, such as Penny (2002) which titled “Linguistic Imperialism: The Role of English as an International Language”, who states imperialism is a type of relationship whereby “one society or collective in more general terms can dominate another”, and the problem of that journal is English is nowadays “traded” to the effect that it is a highly profitable “commodity” throughout the world. Thus, results in the global spread of English is fundamentally an imperialistic process. Some emphasize the fact that English is not imposed by force as it was during early colonial times but its spread is determined by the demand for it. Another journal is coming from Jaafar (2016) which titled “Linguistic Imperialism, Negeri Sembilan Malay Language and Identity: To Know of What, Why and How”, who states linguistic imperialism phenomena in Negeri Sembilan, Malaysia which has happened colonialism by Minangkabau tribe. And the problem of that journal is there exists a stereotypical belief and misunderstanding on the link between the Negeri Sembilan language and the Minangkabau language that point towards ‘linguistic imperialism’. Thus, results in local culture and local language are influenced by Minangkabau language as a form of imperialism. Thus, the result of linguistic imperialism has two main functions, there are positive and negative impacts, and it depends on how is the social civilization assume and process of linguistic imperialism.

As well as those, linguistic imperialism happened too in Indonesia. As a developing country, Indonesia is more influenced in many sectors by foreign nations, from politics, technology, culture, economy, and language itself. These

are caused by foreign language as part of people's life. In this matter, the English language becomes the most popular foreign language in Indonesia rather than another foreign language. For some people, using a foreign language is more respected than using Bahasa Indonesia itself because of many factors. There are a politic factor, social factor, media factor, and even economic factors. Politic factor has a relation with the authority in some countries, and social factor has relation in people social life itself and media factor happened in some media platform especially social media that has relation with many people. The economy factor happens in many kinds of trading, business, fast-food company, and even a beauty care clinic.

This research is interested to analyze the linguistic imperialism in Bandung beauty care phenomena. Specifically, this research studies the main factors of using English in some beauty care brands such as Airin Aesthetic, Natasha Skin Care, ERHA Dermatology, Calysta Clinic and the result of linguistic imperialism of that phenomena such as their products, and also their website. Those phenomena of using the English language to make their products popular and easy to remember by customers and also will increase their selling power. The four brands of beauty care is located in Bandung as local brand of beauty care whose owner and employee are native Indonesia peoples as their employments and their doctors and also their customers are Indonesia people there are some products with English language, such as Facial Wash Dry, Brightening Night Cream, Acne Loose Powder and so on. They can be in Bahasa Indonesia, and become Pencuci Wajah Kering, Krim Malam Pencerah, Bedak Penghilang Jerawat. In line with that, the questionnaire is needed to make easier the researcher to getting the factor and also the result of language Imperialism such as questionnaires of beauty care costumers. So, the big matter in this research is why they use the English language in their products as a part of the problem of linguistic imperialism. Thus, this research results in the title **“Linguistic Imperialism in Bandung’s Beauty Care Phenomena”**.

## 1.2 Statement of Problems

Linguistic imperialism happens caused by many factors, one of those is language shift that is influenced by culture, social and politic. It causes many things related, especially the economy. According to the background of studies, there are question for this research:

1. What factors of influence the language shift of the use of English naming products in several beauty cares in Bandung?
2. What is the result of linguistic imperialism in Bandung's beauty care products?

## 1.3 Research Objectives

The objectives of the research are:

1. To explain the factors of influence language shift of the use of English naming products in several beauty cares in Bandung.
2. To analyze the result of linguistic imperialism in Bandung's beauty care products.

## 1.4 Research Significance

The significance of the research is expected to contribute especially in sociolinguistics. This research is also expected as an additional reference for those, students, researchers, or who have the same interest in sociolinguistic analysis, especially linguistic imperialism. First, theoretically, this paper is used for students who are interested in sociolinguistic phenomena, such as linguistic imperialism factor and impact that references to the next research or academic paper. Second, practically, this paper is used for everyone who attractive with beauty care product that have English name application which does not use full and only make competition with his fellow.

## 1.5 Definition of Key Terms

This part explains the key terms used in this paper:

### 1. Sociolinguistics

Sociolinguistics is the study of our everyday lives, how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which address language (Wardhaugh, 2015). Then, while in sociolinguistics we do analyze speech to make generalizations, we also question these generalizations and examine how they, in turn, influence how we use language. Thus, simply, sociolinguistics is a study of combination between social and language which explains social phenomena in our lives with language perspective.

### 2. Language and Culture

There is a tradition of study in linguistic anthropology which addresses the relationship between language and culture (Wardhaugh, 2015). By 'culture' in this context, we do not mean 'high culture,' that is, the appreciation of music, literature, the arts, and so on. Culture, therefore, is the 'know-how' that a person must possess to get through the task of daily living; for language use, this is similar to the concept of communicative competence, the key issue addressed here is the nature of the relationship between a specific language and the culture in which it is used.

Linguistic Imperialism is an essential constituent of imperialism as a global phenomenon involving structural relations between rich and poor countries in a world characterized by inequality and injustice. According to Penny (2002), imperialism is a type of relationship whereby "one society or collective in more general terms can dominate another" and which manifests itself in a variety of ways: economically, politically, militarily, culturally and socially. Thus, simply, linguistic imperialism is a comprehension of language phenomena that global

(major) language that mastering the minor language in somewhere/nation.

### 3. Diglossia

Diglossia is a comprehension of language class which is divided into two main parts, High class of language and Low class of language. As Keller (1982) correctly notes, this is a critical factor in the definition of diglossia and in differentiating it, therefore, from other types of sociolinguistic situations such as the better-known cases of societal bilingualism. Then, Diglossia also result in two terms, H (High) and L (Low). In one set of situations, only H (High) is appropriate and in another only L(Low) (Ferguson 1959:328).

