

Chapter II

Sociolinguistic, Society's Interest and Beverages Menu

In this research, the study that will be discussed is the influence of the English language to the society's interest. Hence to support this research, it needs to use several theories that are deemed relevant which is expected to support the findings in the field so it can strengthen the theory and the accuracy of the data. The theories are the study of sociolinguistics and theory of interest.

Theory sociolinguistic is discussed in this study because this theory relates to language and society. And the theory of interest has been selected for this theory because it is relevant to the society interest.

2.1 Sociolinguistic

According to Nababan (1993:2) Sociolinguistics is a branch of language which studies or discusses the social aspects of language. Sociolinguistics derived from the word of "socio" and "linguistic". Socio similar with the word of social that relates to the word of society. Linguistics is a study which discusses the language, especially in particular elements and those elements among them. Thus, sociolinguistics is the study which constructs theories about the society relations with the language.

According to Sumarsono (2004:1) *Sosio adalah masyarakat, dan linguistik adalah kajian bahasa. Jadi kajian sosiolinguistik adalah kajian tentang bahasa*

yang dikaitkan dengan kondisi kemasyarakatan. It means that the word of socio is a society, and linguistics is the study of language. Therefore a study of sociolinguistics is the study of the language that is associated with social conditions.

Similar to the foregoing view, Rahardi (2001: 13) in Chaer revealed that Sociolinguistics is the study which discusses language to consider the relationship between a language and the society especially the speakers of the language itself.

According to Spolsky in Chaer (2003), "*Sosiolinguistik adalah cabang ilmu yang mempelajari hubungan antara bahasa dan masyarakat, yaitu antara bahasa yang digunakan dengan struktur sosial di mana si pengguna bahasa berada.*" It means that sociolinguistics is the branch of science that studies the relationship between language and society that is the language used by the social structure where the user's language live.

Holmes in Chaer (2003) stated that "Sociolinguistics is the study of the relationship between language and society." This science learns why we talk in a different way in a different social context. Holmes in Chaer (2003) also added that sociolinguistics is a study that identifies the language of the social function of a language and how language is used to bring a certain social meaning.

Based on the explanation above it can be concluded that sociolinguistic means study of language that is associated with the condition of a particular society. According to Chaer (2003: 16) *sosiolinguistik adalah subdiscipline linguistik yang mempelajari bahasa dalam hubungan pemakaiannya di masyarakat.*

Sosiolinguistik ini merupakan ilmu interdisipliner antara sosiologi dan linguistik.

Sociolinguistics is subdiscipline linguistics that studies language in its usage in society relations. Sociolinguistics is an interdisciplinary science between sociology and linguistics.

According to Soeparno (2002: 25), *sosiolinguistik adalah subdisiplin linguistik yang mempelajari bahasa dalam kaitannya dengan faktor-faktor kemasyarakatan atau aktor sosial.*” Sociolinguistics is subdiscipline linguistics that studies language in relation to factors of civic or social actors. The main issue discusses or studies in sociolinguistics, those are reviewing the language in the context of social and cultural, connecting factors linguistic, characteristics of language, language diversity, situation, social factors and cultural, as well as reviewing the social functions and the use of language in society. Thus, we can conclude that sociolinguistics is the branch of linguistics that studies the relationship between social behavior and the behavior of the language.

Based on the expert opinion above, it can be said that sociolinguistics is the study of language in relation to society. Therefore, in this study a theory that will be used more inclined to the Chaer theory (2003: 16) that *sosiolinguistik adalah subdisiplin linguistik yang mempelajari bahasa dalam hubungan pemakaiannya di masyarakat.* In the English language means sociolinguistics is a subdiscipline of linguistics that studies language in its usage in society relations.

2.2 Society's Interests

Interest in the Indonesian dictionary is defined as high desire tendency towards something passion. According to Moeliono (1999:225), Interest is the tendency of a person to choose a particular activity among other activities that are different. Interest is the affective tendency of a person to make a choice events, conditions may also change the individual person's interest. Hence, it can be said that interest is unstable. Interest also is a person's tendency to select and perform a certain activity among a series of other activities available.

A description of the interest by Mulyasa (2009: 93), is defined as a high tendency and desire or great desire for something. For example, a student who put a great interest in the English language will concentrate more rather than to another. Interests can be an attentive excess or interest that encourages a person to do something. The source of interest is the encouragement of inner self. Interest related to the process of society's interest in the beverages menu. Excessive interests to choose whether English beverage or Indonesian beverage will influence the high earnings of a company.

In addition, a society means a group of people who stay at the same place and have the same goal. As John J. Macionis, (1997). *Definisi Masyarakat adalah orang orang yang berinteraksi dalam sebuah wilayah tertentu dan memiliki budaya bersama*. It means society are the people who interact in a specific area and has a shared culture. Therefore, when we relate this theory to the population of this

research, it can be said that the population in this research also called Society because this research population, which are a students of English Department, Faculty of Arts and Letters, Pasundan University in the year of 2012 has a certain area and also has a shared culture as John Macionis said above.

Therefore, based on some explanation above, it can be concluded that interest is a person's tendency to select and perform a certain activity among a series of other activities available or also a high tendency and desire for something. As in this case that the word of 'something' that Mulyasa said can be interpreted as beverages menu and the word 'person' here also can be interpreted as a society, so in this study the case which will be discussed is interest of society in beverages menu which the menu itself is displayed in English.

2.3 Beverages Menu

The beverage or drinks have an understanding that all types of liquids that can be potable (drinkable liquid) except drugs. Beverages for human life has some basic functions, namely: as quenching thirst, appetite stimulant, as an energy enhancer, and as a means to aid the digestion of food.

According to the Collins English Dictionary beverage (bəˈvɛərɪdʒ; bɛvɪrɪdʒ) is any drink, usually other than water. The word of 'beverage' itself comes from the old French word beverage, from *beivre* to drink, from latin *bibere*. While in the

American Heritage Dictionary, mentions that the beverage is any one of various liquids for drinking, usually excluding water.

Therefore, both the above understanding is not much different from the previous explanation that the beverage is all kinds of drinks that can be drunk except drugs. Moreover, the drinks can be divided into two major groups, namely alcoholic beverages and non-alcoholic beverages.

Alcoholic beverages are drinks that contain ethanol, the psychoactive substance which when it is consumed will result in loss of consciousness. Alcoholic beverages are also a liquor including category and type of narcotic substances containing alcohol, no matter how the alcohol content inside it. Meanwhile, non-alcoholic beverages are all kinds of drinks that do not contain alcohol. Broadly, non-alcoholic beverages can be divided into five parts, namely, mineral water, refreshing drinks, tall drinks, stimulants and nourishing. Each section has more divisions, respectively. For example, stimulant drinks are divided into coffee, milk, chocolate and tea. Or mineral water is divided into natural mineral water and artificial mineral water.

In addition, a menu means a group of food or drinks which are sold in a restaurant or café. The word 'Menu' originated from a French word meaning 'small' or 'detailed list'. Many scholars have defined menu in different contexts. Montage (1977) defined menu as a sheet of paper or cardboard on which is written in a specific order, the names of all the dishes which are to be served in succession

at a given meal. Endar Sugiarto in Sulartiningrum (2001: 106) said that “*Menu adalah daftar makanan yang telah dipersiapkan yang tersedia di dalam restoran tersebut*”. Or menu is a list of prepared food which is available in the restaurant.

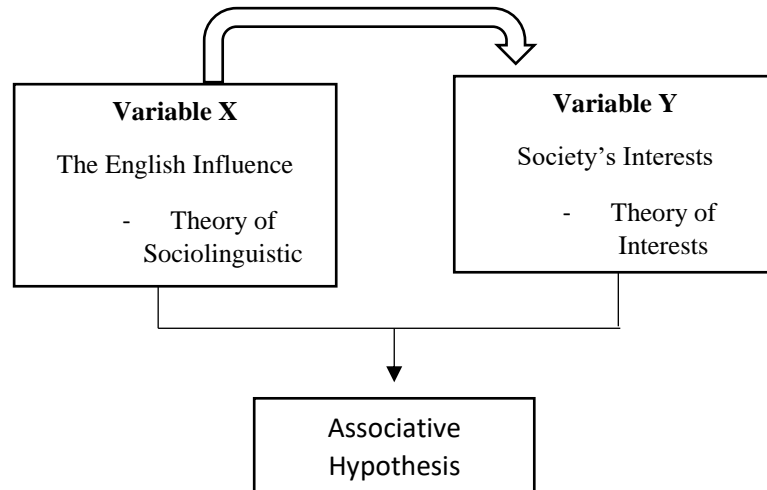
According to Putra Suarthana (2002: 74) stated that menu is a list of dishes which is available for customers. If we see the function itself, the primary job of a menu is to sell to the public what a restaurant most wants to sell. So, relate to the beverage menu, it means that a menu is a group of beverage product which is sold in restaurants and available for customers.

2.4 Framework

Kerangka berpikir merupakan sintesa dari teori- teori yang digunakan dalam penelitian sehingga mampu menjelaskan secara operasional variable yang diteliti, menunjukkan hubungan antar variabel yang diteliti dan mampu membedakan nilai variabel pada berbagai populasi atau bagian yang berbeda. Kerangka berpikir yang baik, menjelaskan secara teoritis pertautan antar variabel yang akan diteliti. Jadi secara teoritis perlu dijelaskan hubungan antar variabel independen dan dependen (Sugiyono, 2008:477).

It means that framework is a synthesis of the theories used in research to be able to explain the operational variables studied, shows the relationship between the variables studied and it is able to distinguish the value of the variable in multiple populations or different parts. A good framework explains the theoretical linkage between variables that will be studied. Thus, theoretically, it is necessary to explain the relationship between independent and dependent variables.

In this study the framework as follow:



2.5 Hypothesis Statements

Hipotesis merupakan kebenaran yang masih diragukan. Hipotesis merupakan jawaban sementara terhadap rumusan masalah penelitian. Hipotesis merupakan hasil pemikiran rasional yang dilandasi dengan teori, dalil, hukum yang sudah ada sebelumnya. Hipotesis dapat juga berupa pernyataan yang menggambarkan atau memprediksikan hubungan-hubungan tertentu diantara dua variabel atau lebih, yang kebenaran hubungan tersebut tunduk pada peluang untuk menyimpang dari kebenaran. (Sanusi, 2011:44).

It means that the hypothesis is that the truth is still doubtful. The hypothesis is a temporary answer to the formulation of research problems. The hypothesis is the result of rational thinking is based on the theory, proposition and the law that already exists. The hypothesis may also be statements that describe or predict certain relations between two or more variables, the truth of the relationship subject to the opportunity to deviate from the truth.

Based on the background of this research and also the research question and the theoretical foundation, then the research shall build a hypothesis statement that related to the research question. Thus, hypothesis statements as follow:

Is there any positive and significant correlation between the English influence and society's interest in beverages menu?

This hypothesis statement then will be formulated in the chapter 3 and will be tested in chapter 4 to find the answer of the hypothesis with the determining statistical hypothesis formulation as follow:

H₀: There is no correlation between The English Influence and Society's Interests

H_a: There is a positive and significant correlation between The English Influence and Society's Interests