

CHAPTER I

INTRODUCTION

In this chapter, the researcher explained the background of the study research questions objectives of the study significance of the study, and the definition of key terms.

A. Background of Study

English has become the lingua franca used to communicate with people from different backgrounds. To increase the use of English throughout the world and become the main language of international communication today, people in the European Union, for example, use English to communicate with neighboring countries. It is also related to the economic and cultural influence of the United States (Lawrence, 2012). The use of language can be distributed in two different forms, written form, and spoken form. Which is used to inform, entertain, direct, and so on. The spoken method is temporal, and the written form is permanent. This feature makes written forms useful in the public domain (Joshua, 2016).

Language is an important aspect of human life (Brown, 2007, p.26).
The Qur'an says as in surah ar-Rum verse 22.

وَمِنْ ءَايَاتِهِ خَلْقُ السَّمَوَاتِ وَالْأَرْضِ وَآخْتِلَافُ أَلْسِنَتِكُمْ وَاللُّوْنِكُمْ ۚ إِنَّ فِي

ذَٰلِكَ لَءَايَاتٍ لِّلْعٰلَمِيْنَ

In this verse Allah gives signs to people who know through various languages. This means that in using language there is knowledge that we should learn. In Surah Ar-Rum verse 22, Allah emphasizes the diversity of

languages as His gift. Translanguaging can be a tool to appreciate and celebrate this gift in everyday life. translanguaging can also help us learn and practice these languages to communicate effectively in a multilingual society.

In the study of language, it is known that there is linguistics, namely the science that studies in detail a language used by humans scientifically. Wardhaugh (2006, p.26) says that linguistics focuses on the precise explanation of parts of language such as sounds, syllables, words, sentences, and language. In subsequent developments, linguistics also has several scientific branches. This happens because it intersects with other sciences. Several branches of linguistics include (1) psycholinguistics is a science formed by a combination of linguistics and psychology, where this science focuses on human language and the psychology of someone who studies or uses that language, (2) sociolinguistics, which is a combination of sociology which means the social life of the language user community with linguistics or the language of the community itself.

In addition, linguistics can also be classified based on its main purpose into pure linguistics and applied linguistics. Pure linguistics studies language in general with the main objective of providing a description of language in order to obtain an overview of aspects of language such as phonology, morphology, syntax and semantics. Meanwhile, applied linguistics is defined as a science that tries to apply linguistic principles or

theories for practical purposes. Wardhaugh and Fuller (2015, p.399) say that applied linguistics is used in terms of teaching and learning.

Translanguaging refers to the communicative practices in which people engage when they bring different biographies, histories, and linguistic backgrounds. Translanguaging has the potential to be transformative and creative, as it transcends visible differences, allowing people to communicate with whatever resources are available to them, rather than limiting them within defined boundaries. Therefore, translanguaging has a spatial dimension, as occurs in the 'translanguaging space' (Wei, 2011), or the 'translanguaging zone' (Blackledge, Creese, & Hu, 2016).

García and Wei (2014) point out that translanguaging differs from code-switching in that it refers not only to the shift or shuttle between two languages, but to the speaker's construction and use of interrelated original and complex discursive practices that cannot be performed or can be easily assigned. to one or several traditional definitions of a language, but it forms the complete semiotic repertoire of its speakers. Translanguaging starts with the speaker rather than a code or 'language', and focuses on empirically observable practices.

In Banjarmasin, there are so many places that are crowded with people. Like, floating markets, flower islands, siring martapura river, Dutamall and many others. Of course, in crowded places, many people use language for communication, and there is the potential to use code

switching as an alternative to speaking, and of course it looks more attractive if they use it. Based on research conducted by researcher, researcher found that among all the busiest places in Banjarmasin, English is more widely used in Dutamall Banjarmasin. This is because most other places use the local language and sell more traditional food, although some tourists visit there, the use of switching codes in English is minimal, because more local residents prefer to use only the local language. Meanwhile, Dutamall Banjarmasin sells many well-known national and international brands. Therefore, more or less they will use English for terms in sales or conversations that occur in Dutamall Banjarmasin

To narrow down the research, the researcher chose 1 that had the most visitors and the most English terms used in it. After going around, the researcher found that Starbucks Dutamall, has many and unique English terms that are more often used by existing Starbucks customers compared to other stores. Therefore, the researcher chose the Starbucks Dutamall Banjarmasin . Based on the background description above, the researcher analyze the phenomenom of translanguaging in public area of Starbucks Dutamall Banjarmasin and the kinds translanguaging used by the visiters on that coffee shop.

B. Definition of Key Terms

In order to avoid mistakes that lead to misunderstanding, there are several keys in this study. Key terms used in this study are defined as follows:

1. English use in Public area

The use of English in public areas refers to the English used in terms of conversations that occur in public areas. In its application, many English terms are used that occur in public areas, used with the aim of increasing one's attractiveness to make it look more modern.

2. Translanguaging

Translanguaging is an activity and process of language shifting. It includes the transformation between languages that are used with various other language sources to improve certain language skills.

3. Starbucks

Starbucks is a famous coffee franchise from the United States. The first Starbucks store opened on March 30, 1971, in Seattle, Washington, USA. The initial concept of Starbucks was just a coffee buying and selling, which is affected by the concept of taverns and places to hang out. This is a place that is busy with visits, and many tourists also come here so it is very suitable to be the object of this research.

C. Research Questions

Based on the existing background, the research problem can be formulated as follows :

1. How is tranlanguaging happened in public area of Starbucks Dutamall Banjarmasin?
2. What kind of translanguaging is going on public area of Starbucks Dutamall Banjarmasin?

D. Objective of Study

The purpose of this research can be stated

1. To find out the translanguaging happened in the public area of Starbucks Dutamall Banjarmasin ?
2. To identify the type of Translanguaging on the conversation that took place at Dutamall Banjarmasin

E. Significance of Study

From this study researcher are expected to share theoretical and practical contributions.

1. Based on this theory, the researcher hopes that this research can find the way translanguaging happens in the public area to master good English in the hope of improving Indonesian English skills and helping students to easily master English vocabulary.
2. Practically, the researcher hopes this research can help other people who want to learn the type of translanguaging in the conversation

that have been found. This study is also expected to be useful for the world of education in the future as a supporting method for mastering English skills