

CHAPTER I

INTRODUCTION

A. Background of Study

Everyone who lives in this big world needs a tool for communication to each other. That is language. Language is an intimate part of social identity. Everyone can communicate each other, express feelings, thoughts, and ideas by using language.

As everyone knows language can not be separated from social, economic and social problem. In the holy Quran at the Al-Hujurat verse 13, God explained that he created many nations and tribes in the whole world and of course they have many differences in language.

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۚ إِنَّ

أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقَنُّكُمْ ۚ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ﴿١٣﴾

In this verse Allah as our God told that He the only who created we are in marriage and he also created tribes for us, so we can know each other eventhough all of us have a different background of life. From those differences we can learn many things in this precious life.

People in many places around the world speak different languages. It is suitable with the verse of the holy Quran below, Ar-Ruum 22.

وَمِنْ ءَايَاتِهِ ۚ خَلَقَ السَّمَوَاتِ وَالْأَرْضَ وَاحْتَلَفَ الْاِسْنَتِكُمْ وَالْوَنِكُمْ ۚ اِنَّ فِىْ ذٰلِكَ

لَاٰيَتٍ لِّلْعٰلَمِيْنَ ﴿٢٢﴾

From this verse of ayah we can conclude that Allah almighty who created all the sky and earth and he made a beautiful differences in each side of his creation, like in country or in some climate even in the color of ourselves or our language and this is one sign of his almighty.

Many language problems happen in human life, either oral or written. Therefore, many kinds of languages are spoken. We need unifying language which can connect the people between the differences of languages. We also call it as *Lingua Franca*.. According to Abdul Chaer and Leonie Agustina (1995, p. 109), in areas where many languages are spoken, one language may become a lingua franca to ease communication among the people. Victoria Fromkin (2003, p. 468) stated that English has become “the lingua franca of the world” to substitute Latin in the previous time.

Nowadays, English is used widely in every side on this world and many information are presented in English. It is used in all around the world as a native language or a second language. In Indonesia, English is the first foreign language

and also become second language learning. So Indonesian acquired it through learning and teaching process or even directly from their environment around. Many Indonesian people are able to speak and write English but not all of them do it in the right way and based on English standard. Many of them sometimes just understand by a part, like in pronunciation but not in written formula or know the written form but does not know how to pronounce it.

When using English, Indonesian people is often interfered by Indonesian structure as their native language and they are not aware of that. It occurred because they thought the main purpose of their communication is just for understanding. In other words, if communicators understand about the speakers say or write, it is enough. This phenomenon happens in bilingual or multilingual countries, either in the book, newspaper, advertisement, even in the banner which all people can see it freely. There are some errors sentences appear reflecting the Indonesian language structure, finally it sounds uncommon and awkward. The effect of first language in second language or vice versa can occur in the different language systems because the speakers or writers use the systems or elements from the first language into second language.

The using of certain language system in other language is called the transfer of the language system. The language system can be used in phonology, morphology, and syntax. The language transfer occurs both in speaking and writing. This happening exists in every human being that has a native language and knows another language. According to Henry G. Tarigan (1998, p. 14), the transfer is divided into two parts. Transfer that helpful because of the similarity or

alignment is called “positive transfer”. Otherwise, if the transfer caused confusion in the language is called “negative transfer”. Bilingual speakers often to do this kind of transfer that more recognized as language interference.

Abdul Chaer (2007, p. 66) errors occurs on various aspects of language and happens both on oral and written. Therefore, the awkward and uncommon sentences often come up. Weinreich (1953, p. 1) stated, “Interference is the occurrence of these deviations which occur in the speech of bilinguals as a result of their familiarity with more than one language and language contact.

Language interference is a natural phenomenon that occurs in bilingual or multilingual countries. Especially, in Indonesia which has many languages where people are able to speak and write English but not all of them do it in the right way and based on English standard. When using English, Indonesian people is often influenced by Indonesian structure as their native language and they do not aware of the influence. It occurred because they tend to think the main purpose of their communication is just for understanding. In other words, if communicators understand about the speakers say or write, it is enough. Thus, it is feasible to conduct a research of the interference on the English Banner in Banjarmasin. Actually, based on Weinreich, language interference divided into three parts such phonology interference, lexical interference and grammatical interference.

How far this language interference come about, of course, depends on how far bilingualis master their target language. If they do not understand even master the target language, they will mostly transfer their source language structure into the target language.

This case found in the banner located in Pengambangan (Banjarmasin), the purpose of the banner is for printing, written there '*catting stiker*' that the researcher sure it means cutting sticker. Maybe owner of the banner just hear the pronunciation of 'cutting' so he made that banner based on his hearing and still write the Indonesian alphabet.

Still took place in Pengambangan (Banjarmasin), the researcher found a banner with the same purpose, but in different writing. There is written '*katting stiker*' again the researcher totally sure it means cutting sticker. This one sounds more Indonesian where the 'c' changes into 'k'.

In another street, Jl. Veteran (Banjarmasin) there is a big banner that written '*statioanary*' which is a shop that sales things for school and office. It should be '*stationery*' because it is not a station for train or bus, but for selling offices things.

It sounds funny and made some changes in meaning, when the written of English is error. Although when we read it in Indonesian form there is no mistakes at all. For example, a banner in Banua Anyar (Banjarmasin) street '*polish body*' the right writing is '*body polish*' is the place for repainting your car.

In addition the researcher also wants to know why and what factors cause the writing interference in the interview with the owner of the banners. According to the explanation above, and the focus of the research, the researcher interested to do an analysis of first language interference in the English words written that found on the Banner in Banjarmasin.

The language interference also occurs on various aspect of language; such as phonology, syntax, morphology, lexical and semantics. Interference at level of morphology and semantics in here include in writing interference. The researcher will analyze the interference that occurs on the English word written on banners in Banjarmasin. The interference contained in the banner makes the researcher interested to analyze it.

Based on the description above, the researcher interested to conduct a research, entitled AN ANALYSIS OF FIRST LANGUAGE INTERFERENCE ON THE ENGLISH WORDS WRITTEN ON BANNER IN BANJARMASIN.

B. Research Question

Based on to the explanation above, the questions that would be interested to be discussed as follows:

1. What are the types of first language interference found on the English words written on banners in Banjarmasin?
2. What is the most dominant type of first language interference on the English words written on banners in Banjarmasin?

C. Objectives of the Study

The objectives of this study are:

1. To know the types of first language interference found on the English words written on banners in Banjarmasin
2. To know the most dominant type of first language interference on the English words written on banners in Banjarmasin

D. Significance of the Study

Through this research, the researcher hopes that this study will be useful as follows :

1. To enrich the researcher's knowledge about Linguistics, especially in Language Interference.
2. Can be helpful to understand how far source language interfere someone in the target language when they use it in every side of communication, such as in English words written on the banner.
3. The researcher also hopes it can decrease mistake in their English writing, especially in banner.
4. The last is for being a reference for further research.

E. Definition of Keyterm

1. Analysis

Analysis is a systematic examination and evaluation of data or information, by breaking it into its component parts to uncover their interrelationship. In this research, anlysis is refer to analyse the first interference that happened in the English banner writing error in Banjarmasin.

2. First Language Interference

First language interference also known as language transfer, it means speakers or writers applying their native language to a

second language due to habit of their mother tongue, in here first language interference that happened in the English banner because of the writer still following Indonesian language structure into English.

3. English Words Written on Banner

Banner is typically for advertisement in a public area, it can be a flag or other material contain symbol, logo, slogan or some messages, in here researcher makes it specific just a banner with English written, but in error structure or words.