

Language Attitude in Startup Company PT Inovasi Edukasi Karya Anak Negeri: A Sociolinguistics Study

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Abstract

This research was intended to analyze the language attitude of employees in the startup company PT. Inovasi Edukasi Karya Anak Negeri, based on Ronald Wardhaugh and Janet M. Fuller's theory about sociolinguistics (2015). The method of this research is a quantitative questionnaire, with the respondents being 36 employees. The research is focused on finding the cause of multilingualism, and the language attitude of employees. The employee is Sundanese, Javanese, Batak Karo, Banjar, Batak, and Tionghoa. The result of this research is 12 employees are bilingual (33.3%), 24 employees are multilingual (66.6%), and does not find monolingual employees. The biggest factors of multilingualism are social, family, and education. Widely used languages are Indonesian, English, Sundanese, and Javanese. As a result of language attitude, 100% feel proud of their ethnic language. All employees want to sustain and maintain the language. Then 100% aware of the norms of the language.

Keywords: *ethnic language, multilingualism, bilingualism, language attitude, sociolinguistics*

Introduction

Language is a crucial tool for connecting the community and fostering knowledge sharing and information exchange. The other definition, state by Ronald Wardhaugh 'language is what members of a particular society speak when two or more people communicate that they employ a language' (Wardhaugh, 2002, p. 1). Information cannot be passed from the speaker to the listener without language in communication. Varderber give a definition of communication, he writes 'communication as the process of sharing meaning, whether the context is informal, group interaction, or public speaking' (Verderber, 1999, p. 24). Communication is a common skill that we have, without this skill, we can't get interactions with other people. The communication process involves using language as a medium to give and receive information. Proto-Indo-European language, which dates to likely around the fifth million BC, is thought one of the oldest languages known to have existed in the world (Ringe, 2017). Finally, this language has evolved into the multitude of languages we use today as it continues to grow and adapt. Language is constantly changing, creating new words, and experiencing the phenomenon of social language. Verderber statement 'language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition' (Verderber, 1999). Studies that examine the connection between language, culture and society are referred to as sociolinguistics.

Sociolinguistics teaches us about the connection between language, culture, and society, which is one of the variables that contribute to language development. Languages are constantly evolving and diversifying, for instance, by varying based on gender. Such as Bergs has writes about the language will develop according to gender or different social classes. He states 'the fact that language must always have been variable, that different social groups and genders had different ways of speaking, and that people have always been aware of these differences' (Bergs, 2012, p. 96). Language is closely related to social factors because it is the people who use the language who influence and care for them. The cause of developments in the language is due to several factors such as cultural, social, absorption from foreign languages, and technology that continues to develop. The wide variety of languages spoken around the world is also influenced by differences in culture and the social environment. Accordance to Gerhard Jäger (Jäger, 2010), Around 7,000 languages worldwide. The Indonesian Ministry of Education, Culture, Research, and Technology informs there are currently 718 languages known to exist in Indonesia.



Picture 1. Indonesian language maps

Indonesian is one of the examples that give the idea that language is varied and diverse. The variety of languages makes over half the world's population master more than one language, they are using some language in communication, and this phenomenon is known as multilingualism. Based on Ronald Wardhaugh writes 'In many parts of the world it is just a normal requirement of daily living that people speak several languages' (Wardhaugh R. , 2006). Almost every region in Indonesia, the people are bilingual and multilingual. At least master the ethnic language and national language. Geographical factors, population migration, and cultural integration all contribute to the distinctiveness of each ethnic language. This research, the researcher concentrates on examining the cause of multilingualism, and language attitude present in employees of the startup company. In general, the employees are from different ethnic and use different languages.

Sociolinguistics

According to Spolsky, the definition about Sociolinguistics. He is writes sociolinguistics as 'the field that studies the relation between language and society, between the uses of language and the social structures in which the users of language live' (Spolsky, 2010, p. 3). Sociolinguistics is concerned with identifying the social functions of language to convey social meaning, explaining why people speak differently in different social contexts and gender chooses different words when speaking. Then based on the book 'An Introduction of Sociolinguistics' Ronald Wardhaugh and Janet M. fuller gives definition, 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 & Fuller, 2015). The study about bilingualism, and multilingualism is part of sociolinguistics. The ability of people to speak and use two languages is known as bilingualism.

Bilingualism

Bilingualism is now a widespread phenomenon that has spread across the globe. Bilingualism is quite common and happen in many parts of the world, with perhaps one in three people being bilingual or multilingual (Wei, 2000). Many people speak two or more languages, as we can see. They can communicate in both formal and informal settings. People who relocate from another location frequently experience this, as do visitors and kids whose parents come from various cultural backgrounds.

The majority of speakers typically occupy multiple codes and need to choose one anytime they decide to communicate with someone else. The literature has interchangeably used the terms bilingualism and multilingualism to describe the knowledge or use of more than one language by an individual or a community. According to Baker, that there are some advantages of being bilingual: Communication, Cultural, etc (Baker, 2002). The practice of bilingualism is widespread. Around the world, in their daily activities, hundreds of millions of people regularly use three or two languages. Weinreich (Weinreich, 1968) introduces a discussed model in which he proposes three types of bilingualism. The example that types are: (1) Compound, the ability to master two languages as a result of learning them in the same environment and circumstances; (2) Coordinate, when a person learns the two languages in different contexts, such as when they learn Japanese language at school and speak Sundanese language at home with family; and (3) Sub coordinate, occurs when one language is more quick and powerful than another.

The number of languages mastered distinguishes bilingualism from multilingualism, which is not substantially different. The capacity to master more than two languages—say, three—is known as multilingualism.

Multilingualism

The skill to understand or master many languages know as Multilingualism. Based on Ronald Wardhaugh, the phenomenon of people having more than one code (language) is called bilingualism or multilingualism. (Wardhaugh R. , 2006). In fact, over of world is multilingualism. 'The legacy of colonialism, human migration from one location to another, their choice of language, intermarriage between speakers of various languages, and the implementation of multilingual learning systems in schools are just a few of the current world's causes of multilingualism' (Aronin, 2015).

Someone who can use several languages will usually have different behaviors in the language used. For example, in using ethnic language, the speech act issued will be different from the speech act when using an international language. One of the effects of multilingualism is that people have different attitudes and behaviors when using language. This is referred to as language attitude, and it describes how people feel about the language they have.

Language Attitude

The definition of language attitude, state by Abdul Chaer 'Language attitude is mostly related to the speaker's orientation, which is classified as an instrumental orientation that deals with the consideration of speakers in the sign language and integrative orientation that deals with the personal interest in high cultural aspects of the language' (Chaer & Agustina, 2004). The main way that people communicate is through language. Language also reveals the social and psychological characteristics of the speaker. Depending on the listener, a speaker's accent, speech patterns, vocabulary, and intonation can be used as markers for evaluating that speaker's appearance, personality, social status, and character. Ryan defines language attitudes as "any affective, cognitive or cry index of evaluative reactions toward different language varieties or speakers" (Ryan & Giles, 1982). Another definition from As Maria Solis Obiols, she writes: 'predict a given linguistic behavior: the choice of a particular language in multilingual communities, language loyalty, language prestige...' (Obiols, 2002).

By carefully analyzing the meaning of attitude, it is possible to comprehend the idea of language attitude. Language usage is significantly influenced by attitude. The definition of attitude is human dynamics process that supports a person's personal conviction that speaking a certain language is true. Furthermore, state by Chaer 'attitude is closely related to mental condition, and deeds as whatever a person thinks feels, and wants to do are also related to a specific condition' (Chaer & Agustina, 2004). On the other hand, language attitude is divided into 3 ways, according to Garvin and Mathiot (Garvin & Mathiot, 1968) there are three types of language attitudes.

Language loyalty, is attitude that encourages the speaker of a language to maintain and sustain their language viability from the adverse impact of a foreign language. Language pride, is attitude that encourages a person or group of people to make the language as a symbol of a person's identity or as their group's identity.

Awareness of the norms, is attitude that encourages the use of language carefully, corrective, politely, a descent by the speakers.

Consequently, the researcher examined the multilingualism observed among employees in this study. of PT. Inovasi Edukasi Karya Anak Negeri, with the questions:

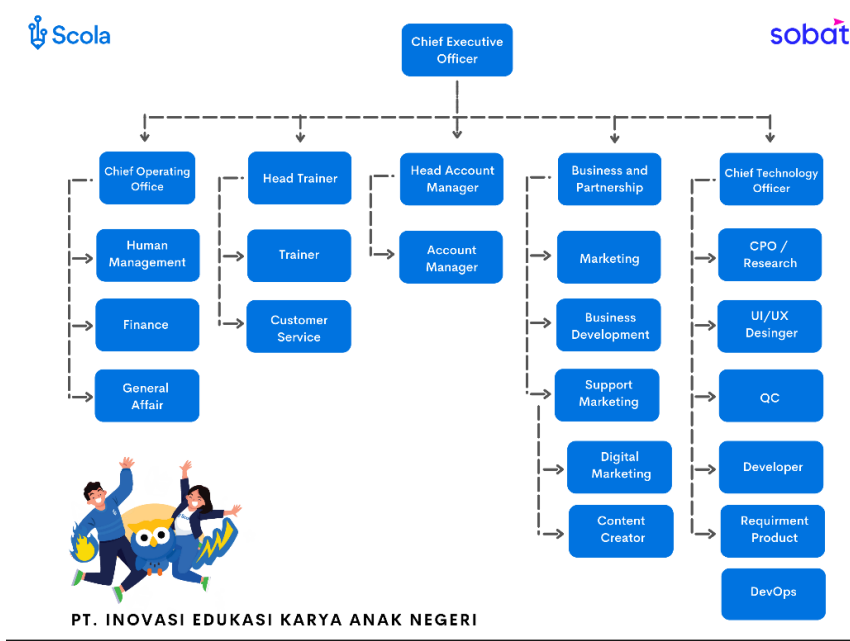
- 1) What factors of multilingualism occurred in PT. Inovasi Edukasi Karya Anak Negeri employees?
- 2) What types of the language attitude in that company?

Method

The method used in this research is a quantitative questionnaire. As defined "A questionnaire is simply a list of mimeographed or printed questions that are completed by or for a respondent to give his opinion" (Organization, 2001). The questionnaire was invented by Sir Francis Galton, a British anthropologist, explorer, and statistician in late 1800 (Roopa & Rani, 2012). The researcher has taken data from the online questionnaire using Google form that spread to employees accompanied and supervised in the process of answering questions. The total question that the researcher asks for is 25, with closed-ended question type. Regarding the number of respondents, there is some statement from experts. John W. Creswell explained that there should be at least 30 participants in the correlation method to

establish a relationship (Creswell, 2012). Also, According to J. R Frankeal, state that 'the minimum acceptable for a correlation study is 30' (Frankeal, Wallen, & Hyun, 2012, p. 339). The questionnaire starting open on December 16 and closed on December 28, 2022. The total of respondents is 36 people. The respondents are employees and some trainees in a startup company, with different ethnic or tribes. Brief information about the startup company is shown below:

Name	PT. Inovasi Edukasi Karya Anak Negeri
Address	Jalan Karang Tineung Indah 1 No. 12a, Sukajadi, Bandung city, West Java, Indonesia
Sector	Education and Technology
Since	2016



Picture 2. Organization structure of the company

To find out the data on the cause of multilingualism, and language attitude found in employees of this company, the researcher used the following steps:

- First, make an online questionnaire in Google form;
- Second, share the link to the questionnaire and directly ask people to complete it;
- Third, collecting the data result from Google form and process in Google Spreadsheet;
- Fourth, classify, and validate questionnaire data and fix the error or wrong text;
- Fifth, analyze the data with a chart and conclude. Then continued by quantitative interpretation.

Results and Discussion

After analyzing data from the result of the questionnaire, the researcher found most employees in this company are multilingual. In general, the majority used four types of languages: Indonesian, English, Sundanese, and Javanese. Peoples choose and use different languages in daily communication for different situations and functions in society. The result

of research from 36 respondents in the questionnaire, the factors of multilingualism and language attitude can be seen below:

Data 1. The Multilingualism Factors

To find data on multilingualism factors that happen in employees, the researcher tries to analyze information about respondent background. Social background, education, gender, age, and job title will affect the multilingual skills of employees. Of the 36 respondents, all of them are living in some cities and regencies in West Java Province. The details come from also with the number of the respondent shown here: 15 from Bandung City, 7 from Bandung Regency, 8 from Cimahi City, 4 from Bandung Barat Regency, 1 from Sumedang Regency, and 1 from Depok City. Furthermore, the respondent is asked for details such as age, education level, citizenship, and others. The majority of respondents are between the ages of 19 and 53, with a mean age of 26 for men and 22 for women. The respondent's gender is 27 male (75%) and 9 female (25%). With the status of the relationship, 24 employees are single (66.7%), and 12 employees have married (33.3%). The job title of employees is 14 from the Development (Programmer) Team with job details specialists as Web Programmer, Mobile Developer, QC, UI/UX Designer, DevOps, Product Requirement, and Product Manager. Then 7 employees from Marketing, Sales & Business Team, even three employees as Trainer & Customer Service, four employees from Account Manager Team, one person from Finance, one employee is Human Management, one person as General affair, one person as COO, one person as CEO and three students in the trainee program. All of the employees work full-time in the company, and no one has a freelance or part-time job in this company. For education background, 3 employees are a master's degree (8.3%), then 20 employees are a bachelor's degree (55.6%), four employees are an associate degree (11.1%), 8 employees are senior high school (22.2%), and one employee is junior high school (2.8%). The researcher not asked about their salaries because it would invade their privacy.

Even here about the background of their city. Bandung city is the capital center of west java province. Later the data from this questionnaire are shown the majority of employees using and mastering a Sundanese language. The interesting fact is that not all of the respondents were of the same ethnicity and tribe; in this company, they were mixed, and there were meetings from various ethnic. According to data from the questionnaire result that amounts to 19 employees are Sundanese, 11 employees are Javanese, 2 employees are Batak Karo, two employees are Batak, one employee is Banjar, and one employee is Tionghoa. The phenomenon of using multiple languages and mixing languages in daily communication originates from these various tribes. From the varied backgrounds above, the respondents can master and use many languages to communicate. The phenomenon of multilingualism and bilingualism that occurs in this startup company, with detailed information written in the table below:

Table 1. The bilingual and multilingual

Language	Employee	Percentage	Details
Bilingualism	12	33.3%	Mastering 2 languages
Multilingualism	24	66.6%	Mastering more than 3 languages

Next, the researcher found twelve employees are bilingual, they mastered two languages, the language they master is Indonesian as the national language and the ethnic language.

Furthermore, the researcher did not find any employees who only mastered one language, or were monolingual. It can be concluded that the number of employees who can only master two languages is less in number compared to almost all of the respondents who can master more than three languages, the majority of them are multilingual. The multilingual ability of the majority of employees causes heterogeneous office conditions and situations, there is diversity in culture, social norms, and varied languages in the workplace. Widely used languages are Indonesian, English, Sundanese, and Javanese. With the multilingual skills possessed by employees, of course, they also often mix languages. To find data on what are the causative factors that are the reason employees can have multilingual skill, the researcher asks what factors make them able to master many languages.

The Factors of Multilingualism

The employees can use and master many languages because they have several factors and reasons behind this. From the result of the questionnaire, the researcher found data what the cause of multilingualism that occurs in employees. Then make classify options for the reasons for multilingualism, the factors or reasons are: Education, Social, Culture, Family, Mother Language, Nationality, Language Flexibility, Habitual, and reason to Conserve the language. The list of factors and reasons for this was inspired by references from the article journal was read and information the researcher obtained during a visit to Badan Pengembangan dan Pembinaan Bahasa. Then, the data is obtained based on the responses to the questionnaire, with details of the results shown in the table below:

Table 2. Factors of Multilingualism

Reason	Number
Education	19
Social	29
Culture	17
Family	25
Mother Language	18
Nationality	16
Language Flexibility	10
Habitual	14
Conserve the language	4

From the table above, some of the biggest factors that make employees master multiple languages are social, family, and educational factors. First, social factors affect a person's language skills because they meet each other and socialize with people in the surrounding environment who have a diversity of languages and cultures. Living alongside other tribes in the home environment as neighbors or friends. This happens because one tribe migrating from their place to a new area, resulting in cultural assimilation. Then the family becomes the second factor, generally occurring because of different ethnic marriages between both parents or their closest relatives. It causes some employees to be multiethnic, inheriting and knowing the culture and language of two or many different ethnicities. The third factor is education. The learning system of education in Indonesian schools, starting at the elementary school level, has taught at least three languages to students as subjects of study. The languages learned by students are the ethnic languages, The Indonesian language is a compulsory subject, and one foreign language. The educational factor has become one of the triggers for many people to want to have the possibility of mastering many languages.

Data 2. Language Attitude

Many things about people's attitudes toward language are revealed by the data questionnaire. Data 2, shows how the language attitude of the employees, that analyzing using three types: Language loyalty, Language pride, and awareness of the norm. Three traits are outlined in a detailed discussion of language attitudes among employees in the company:

Language Loyalty

One criterion for their attitude toward language may be loyalty to the language. The researcher asks a question about it, and all employees answer want to maintain the languages they are mastering, especially a concern about conserving the ethnic language. The ways they want to conserve the language are:

Table 3. Conserve the languages

Conserve way	Number
Teach young Children	23
Frequently use	23
Pride in ethnic language	20
Update the word according to the times	6
Introduce ethnic language to the global community	16
Take notes or write	12
Update ethnic language vocabulary	7

Apart from maintaining and sustaining language, the factor of employee loyalty to language can also be seen in whether they still pay attention and use the level of language (diglossia) when communicating using ethnic languages. The employees showing the low variety and high variety of language. From the results of this questionnaire, it was found that 27 employees (75%) still use and pay attention to the language level when communicating in the ethnic language, and 9 people (25%) no longer use language level when communicating.

Language Pride

The result of the questionnaire, employees of the company pride themselves in their language. All employees (100%) answer and feel proud of their ethnic language. The researcher also asked whether the ethnic languages are still relevant, functional, and usable in modern times. The 34 employees (94,4%) answered that ethnic languages are still useful and relevant to the current era, but only 2 employees (5,6%) thought that the ethnic language was irrelevant and not useful.

Awareness of the Norm

The researcher asks about the respondent's awareness of language by paying attention to language norms. So, the data obtained is that all respondents (100%) still pay attention to the norms in language when they communicate. Detailed data are shown in the table 4.

Table 4. Awareness of the norm language

Norms of language	Number
Politeness	25
Careful	27
Responsibility	26
Graceful	21

In addition to the three data regarding language attitudes, in the list of questions given to the respondents the researcher also asked whether they had ever spoken abusive language in daily communication, the result was that 25 people answered yes and 11 people answered no. Employees who have spoken abusive language in daily communication are dominated by males, and the majority of female employees do not say rude or dirty words. In most of the answers from employees, 23 speak an abusive language in a comedy or joking context. Then followed by 4 employees in the context of cursing someone, 6 employees because of hate speech, and 15 employees because of expressing emotion.

Conclusion

This study is based on questionnaire responses given to 36 employees of PT. Inovasi Edukasi Karya Anak Negeri, with various languages and cultures. The researcher aims to answer two research questions, so based on finding, analyzing, and discussion, the data shows that: The biggest factors that cause a person to become multilingual are social, family, and educational factors. It was also found that 12 employees (33.3%) are bilingual and 24 employees (66.6%) are multilingual, and there are 4 languages that employees generally use namely Indonesian, English, Sundanese, and Javanese language.

The researcher also gets data if all employees (100%) feel proud of the ethnic language. They still pay attention to the norms in language and communication. The biggest norm of the language they are used is careful in speaking. The employees want to make some efforts to conserve the language, the kind that is taught to young children and frequently used. It was found that very few thought that the ethnic language was irrelevant and had started to leave the ethnic language. The researcher hopes this research can be further developed and researched with a larger and A wider range of respondents, helping to get better and more accurate results for analyzing the cause of multilingualism and language attitude of employees in the startup company.

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