

CHAPTER I

INTRODUCTION

This chapter is completed background of the study, research focuses, research objectives, significance of the study, scope and limitation of the study and definition of the key terms.

A. Background of The Study

Language is a communication need which is used in our daily activities to deliver message between one person to others. Language is divided into verbal and non verbal communication, such as speaking, body language, written, etc. It is useful for communication one another and it also brings them to attract with their atmosphere around. Therefore, language is learning about social need.

Language is not seen as continuity, nor as an extension of, the rest of our specifically human biological inheritances. There is a main reason in this case, both of historically and intellectually, why language has not been treated naturalistically. It is caused by the philosophy of language go hand in hand with the development of mathematical logic. Indeed, Frege, in effect, invented both the philosophy of language and modern logic, and the growth of the philosophy of language through Russell and the early Wittgenstein was very much seen as an application of mathematical logic. ¹It means that to express meaning language is a system that uses some physical sign (sound, gesture, mark). From the perspective of sound and gestures, woman speaks differently from man. In common speech community woman must speak softly and gently and uses standard however the man is allowed to speak contrast. Woman perform different gesture as she speaks that is used by man for instance, the use of eyes soft smile.

In communication, language used by people is influenced by social factors. Such as: Social status, education age, socio economic, profession and many other So, language and

¹Searle John R., *What Is Language* (Copy right John Searle R,2006), page 1-2.

society are two things, which are inseparable. They have close relationship since each other support another. In daily life we will pass the social interaction, social is divided in some social formation, ethnic is formed them, profession, religion, education, ideology, socio-economic, and others.

Language has unpredictable completeness: when we are speaking or writing we express what we have to say to fit the circumstance or context in which we are speaking about. But, at the same time, how we communicate or write creates in every situation or context. It is similar that we fit our language to a situation or context in our language as communication, in turn, helped to create in the first position.

Nowadays in the developing era, the relation and communication among nations become very significant in order to interlace fellowship and cooperation. From the various languages in the entire world, English languages and become the international language. However, most of people in Indonesia could not use and speak English fluently. That's why it is very hard for them to know the meaning. Moreover, to understand the idea and the meaning are become the difficult thing to them. That is why the translators and interpreter take the significant role to prevent misunderstanding in the communication among speakers in different language. So, communication being limited. In other word, they must learn English and comprehend English well. Using media can make the beginner easier to understand about English such as are novel, newspaper, book, television etc. English media can take a part in giving impact for a group of society who want to comprehend English. There are many media are spread out in public area to learn and give right understanding.

Word is the smallest particle in language which is arranged one word with other words and build sentence. We can find some many words in articles, books, and place. We will find kinds of word in anyplace which we visit everyday. Each word has different meaning and

sometimes one word has different understanding based on the readers point of view. We can take an example from the wise word term.

Wise word is a group of words which has emotional meaning, specially delivered to the readers with the purpose they can take much lesson from the wise words to distinguish as the readers mental messages. Wise word are easily found around us whom we visit in our daily life. There are some kinds of wise word, they are about motivation, love, life journey, friendship, etc. And they have impact to the readers.

There are many reasons why the researcher chooses this title, wise word is very important thing that can make people especially, the visitors interest in coming at the Cozy's cafe and can motivate them to do the best one.

Human should know the most important aspect to recognize a certain pattern in our environment (such as "soft," "thick laces," "perhaps with colored trim," "flexible soles," "made of certain sorts of characteristic materials," "having certain sorts of characteristic looks/designs", etc. = athletic shoes) it refers to one of the many situated meanings of a word like "shoe." In this context, the teenager says something like "I can't play basketball today, I haven't got any shoes," this situation means that "shoes" is something like the pattern above for athletic shoes (a much more customized pattern for acceptable teenage basketball shoes). The sentence actually means that they do not have any shoes at all in that closet.² So people will have different reaction and responds about the words they read and accept based on the context, situation, and feeling of each person.

There are public area delivers English wise word for the visitor with the main goal the visitor can take the social impact from it, the place is cafe. Cafe is a place for having fun, refreshing mind, hanging out and etc, it delivers the wise word for the cafe lover in order that they enjoy and give responds. In Pekanbaru city there are many cafes stiked english wise words

² James Paul Gee, "An Introduction to Discourse Analysis: Theory and Method," n.d., 42.

in the cafe's building to make the cafe more interest and different with the other cafe and also to make visitor cafe more enjoy when they gather or hangaout with their friends or their families and the visitors can take impact from the english wise word that sticked in cafes'building. it makes the researcher interest to conduct the research in that caffe. In this case the researcher focus on english wise word that sticked in cafes' building. The researcher wants to know the responds of the English wise word to coffes visitor by the title ***“The Analysis of English Wise Words Sticked on Caffes’ Building in Pamekasan Based on The Perspective STEPHEN TROMBLEY”***.

B. Research Focuses

Marguerite G. Lodico expressed that the purpose of basic research is designing studies that can test, refine, modify, or develop theories.³ It means that research problem is an issue that will describe by researcher, so before researcher doing a research, the researcher should have a research problem first. The researcher will describe the research study based on the research question. The difference of analytical method in terms of four different factors: firstly, the means whereby the data have been collected; secondly, the mode of language which is admitted into the analysis; thirdly, whether the researcher brings to the analysis a predetermined set of analytical categories.⁴ It means the researcher should make a question to discover the answer. The question should be answer systematic.

So, based on the research context above, the researcher will identify the research problem, as follow:

³ Marguerite G Lodico, Dean T Spaulding, and Katherine H Voegtle, “Methods in Educational Research : From Theory to Practice,” (USA: 2010), 11.

⁴Nunan David. *Research MethodsInLanguage Learning*.(USA: Cambridge University Press. 1992). Page.159

1. What are the wise words available on Cozy Café?
2. What kinds of English wise word are sticked on Cozy cafes' building in Pamekasan?

C. Research Objectives

The aim for research is to identify the major intent or objective for a study and narrowing it into specific research questions or hypothesis. The objective of this research are:

1. To Know the wise word which is available on Cozy Cafe
2. To know kinds of english wise word are sticked on Cozy cafes' building in pamekasan.

D. Significant of The Study

After achieving research objective and answering the research focus, the next important thing is the significance of the study, Sugiono stated that the significance of the study is the impact of goal that reached.⁵ Generally, there are two kinds of segnificance of the research, there are theoritically and practically.

1. Theoritically

This research will add some knowledge about moral values, social thoughts, and English knowled

2. Practically

a. Owner of Cafe

The owner plans to create some wise word boots impresively, so it can increase the visiting for that caff

b. Visitor

This case in special for the visitors who will search the understanding of each wise word and sometimes it is posted on social media, such as Insta story, WhatsApp story, Facebook, etc.

⁵ Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, Dan R&D)* (Bandung: Alfabeta, 2016), 283.

c. For the researcher

The result of this research, it can add knowledge and new experience for the researcher to know more about wise word stucked on Cozy cafe's building.

d. For the other researcher

The result of this research, it can be reference as a previous study. For the next researchers who will do a research about literature, especially about wise word.

E. Scope and Limitation

The scope is range of things that a subject, an organization, and so on.⁶ Scope related with the object put in this research. The scope here is about social impact of English wise word. The researcher also makes the limitation of this research to avoid misunderstanding from the reader. The researcher will limit this research at Cozy cafes' in Pamekasan.

Creswell states that limitation is potential weakness or problems with the study identified by the researcher.⁷ From this explanation, this research will limit the study in Pamekasan.

F. Definition of Key Terms

Key term is identified as central concept of researcher, it is provided to avoid the misunderstanding of meaning in research of study in which may affect to the appropriate purpose of the writer intension of communication. The resarcher then provides the definition of some terms used as key words. It should be clear and not ambiguous.

1. Wise word is a group of words which has special meaning whic affects to the reader as the motivator and gives moral values in social relationship.

⁶ Bull Victoria, *Oxford Learner's Pocket Dictionary*, Fourth Edition (New York: Oxford University Press, 2008). Page. 393.

⁷ John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed (Boston: Pearson, 2012), 199.

2. Caffe is a place which sales some drinks, snacks, and foods. Caffe serves the visitor with special and comfortable interior and exterior as to interest income.