

**LANGUAGE ATTITUDE OF JAVANESE STUDENTS
TOWARDS “YOWIS BEN” MOVIE**

UNDERGRADUATE THESIS

BY

ELSA HAMUKTI SEKARMAS PAWESTRI

NIM 155110100111023



STUDY PROGRAM OF ENGLISH

DEPARTMENT OF LANGUAGES AND LITERATURE

FACULTY OF CULTURAL STUDIES

UNIVERSITAS BRAWIJAYA

2019

**LANGUAGE ATTITUDE OF JAVANESE STUDENTS TOWARDS
“YOWIS BEN” MOVIE**

UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
ELSA HAMUKTI SEKARMAS PAWESTRI
NIM 155110100111023**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2019

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Elsa Hamukti Sekarmas Pawestri
NIM : 155110100111023
Address : Perumahan Teratai Indah B/6, Sooko, Mojokerto

Declare that :

1. This undergraduate thesis is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If at a later time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, May 17, 2019



(Elsa Hamukti Sekarmas Pawestri)
NIM 155110100111023

This is to certify that the undergraduate thesis of **Elsa Hamukti Sekarnas Pawestri** has been approved by the supervisor

Malang, May 17, 2019



Emy Sudarwati, S.S., M.Pd.
NIK. 201209 830414 2 001



This is to certify that the undergraduate thesis of **Elsa Hamukti Sekarmas Pawestri** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*



Isti Purwaningtyas, M.Pd., Chair
NIP. 19790519 200501 2 003



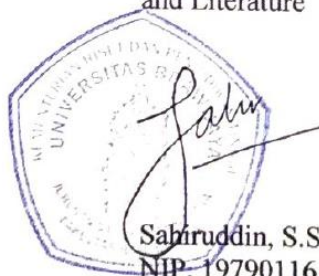
Emy Sudarwati, S.S., M.Pd., Member
NIK. 201209 830414 2 001

Acknowledged by,
Head of Study Program of English

Sighted by,
Head of Department of Languages
and Literature



Isti Purwaningtyas, M.Pd.
NIP. 19790519 200501 2 003



Sahruddin, S.S., M.A., Ph.D.
NIP. 19790116 200912 1 001



ACKNOWLEDGEMENTS

This undergraduate thesis is dedicated to every single person that helped me a lot in the process of doing this last stage of my study. Thank you is not enough to express how thankful I am as I have been supported by so many people. Firstly, I want to deliver my best gratitude to Allah SWT for the uncountable blessings so I can finish my undergraduate thesis without any huge obstacles. Secondly I also want to express an honor appreciation to my Supervisor, Ibu Emy Sudarwati, S.S., M.Pd. who always patiently guides me and helps me through the process of doing my undergraduate thesis. I also want to say thank you to Ibu Isti Purwaningtyas, M.Pd. as the examiner for the helpful feedback given regarding my undergraduate thesis.

I also want to deliver my gratitude to my parents and brother for the endless support, love and motivation. Without them, this undergraduate thesis might not be finished. Last but not least, thank you so much for my friends who always stay beside me in my up and down. For Skripsi Warrior (Ismi, Winda, Widya, Retno, Klarina), Gemash 29, FORMASI UB, KKN Magang, Sasing '15, and all of my colleagues whose name can't be written all here, thank you very much for every valuable moments that we have spent together.

Malang, May 17, 2019

Elsa Hamukti Sekarmas Pawestri

ABSTRACT

Pawestri, Elsa Hamukti Sekarmas. 2019. **Language Attitude of Javanese Students towards “Yowis Ben” Movie**. Thesis. Study Program of English Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati.

Keywords: Language Attitude, Javanese People, Javanese Language, *Yowis Ben*

Indonesia is one of the countries that has many languages. Thus, people might give a certain attitude or evaluation towards certain language which is called Language Attitude. Related to that, this research aims to investigate the language attitude of FIB students towards “Yowis Ben” Movie which is controversial because Javanese Language is used as the main language there. This research also aims to find the possible reasons underlying the attitude given by them.

This research use qualitative approach to answer the research problems. It uses direct method with researcher as the key instrument and interview as additional instrument. The data were collected by interviewing 10 research subjects who are students in FIB with criteria given. Those are majoring in language study program, speak Javanese Language as their mother tongue and at least 17 years old.

The result shows that Javanese Students in FIB give mostly positive attitude towards Javanese Language used in “Yowis Ben” Movie in all characteristics conveyed by Smith Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) which are affective, cognitive and conative characteristic. The research subjects give both positive and neutral attitude only in conative characteristic. Those attitude are followed by three possible reasons which are relatability, ethnicity, and genre with ethnicity as the most frequent possible reasons found in this research.

As a conclusion, Javanese Students in FIB mostly give positive attitude towards “Yowis Ben” Movie. As a Javanese, they still appreciate, respect and feel proud of their language. The researcher suggests to the next researcher to analyze their language attitude based on their gender as well in order to find out whether gender can affect the language attitude given. The researcher also suggests the next researcher to choose some students from another faculties who are not majoring in language. With a different background of their study, there might be possibilities that they have different way of thinking. As a result, they might give different language attitude.

ABSTRAK

Pawestri, Elsa Hamukti Sekarmas. 2019. **Sikap Bahasa oleh Mahasiswa Jawa terhadap film “Yowis Ben”**. Skripsi. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Emy Sudarwati.

Kata Kunci: Sikap Bahasa, Orang Jawa, Bahasa Jawa, Yowis Ben

Indonesia adalah salah satu negara yang memiliki banyak bahasa. Karena hal itu, orang kemungkinan akan memberikan sikap atau penilaian terhadap bahasa tertentu atau dapat disebut dengan sikap bahasa. Sehubungan dengan hal tersebut, penelitian ini bertujuan untuk mengidentifikasi sikap bahasa dari mahasiswa FIB terhadap film “Yowis Ben” yang menimbulkan banyak perdebatan karena film tersebut menggunakan Bahasa Jawa sebagai bahasa utama. Penelitian ini juga bertujuan untuk menemukan alasan yang menyebabkan mahasiswa FIB memberikan sikap bahasa yang bersangkutan.

Penelitian ini menggunakan pendekatan kualitatif untuk menjawab rumusan masalah. Penelitian ini menggunakan metode langsung dengan peneliti sebagai instrumen utama dan wawancara sebagai instrumen tambahan. Data dikumpulkan melalui wawancara dengan 10 subjek penelitian yang merupakan mahasiswa FIB dengan kriteria yang sudah ditentukan. Kriteria tersebut adalah mahasiswa berada di jurusan bahasa, bahasa ibu dari mahasiswa adalah Bahasa Jawa serta mahasiswa setidaknya berumur 17 tahun.

Hasil dari penelitian ini menunjukkan bahwa Mahasiswa Jawa di FIB sebagian besar memberikan sikap bahasa yang positif terhadap Bahasa Jawa yang digunakan dalam film “Yowis Ben” dalam semua karakteristik yang dinyatakan oleh Smith (1947, sebagaimana dikutip dalam Greenwald, Brock & Ostrom, 1968, pp. 16-17). Subjek penelitian memberikan sikap positif dan netral hanya di karakteristik konatif. Sikap bahasa yang diberikan oleh subjek penelitian disebabkan oleh 3 kemungkinan alasan yaitu keterkaitan, etnis serta genre dengan etnis sebagai kemungkinan alasan yang paling banyak ditemukan.

Peneliti menyimpulkan bahwa Mahasiswa Jawa di FIB sebagian besar memberikan sikap bahasa yang positif terhadap film Yowis Ben. Sebagai Orang Jawa, mereka masih menghargai dan merasa bangga terhadap bahasa mereka. Peneliti menyarankan peneliti selanjutnya untuk meneliti sikap bahasa berdasarkan jenis kelamin dengan tujuan menemukan apakah ada perbedaan pandangan dalam memberikan sikap bahasa. Peneliti juga menyarankan peneliti selanjutnya untuk memilih subjek penelitian dari fakultas lain yang tidak berada di jurusan bahasa. Dengan adanya latar pendidikan yang berbeda, ada kemungkinan jika mereka akan memiliki cara berpikir yang berbeda dan memberikan sikap bahasa yang berbeda pula.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHORSHIP	ii
SUPERVISOR’S APPROVAL	iii
BOARD OF EXAMINERS’ CERTIFICATE OF APPROVAL	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	vi
ABSTRAK	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF APPENDICES	xi
CHAPTER I INTRODUCTION	1
1.1 Background of the Research.....	1
1.2 Problems of the Research	4
1.3 Objectives of the Research	5
1.4 Definition of Key Terms	5
CHAPTER II REVIEW OF RELATED LITERATURE	6
2.1 Language Attitude	6
2.1.1 Characteristics of Attitude	7
2.1.2 Measurement of Language Attitude	8
2.2 Javanese People	10
2.3 Javanese Language	10
2.4 Previous Research	11
CHAPTER III RESEARCH METHOD	14
3.1 Research Design	14
3.2 Data and data Source	15
3.3 Research Subjects	15
3.4 Trailer of “Yowis Ben” Movie	17
3.5 Research Instruments	17
3.6 Data Collection	20
3.7 Data Analysis	21
CHAPTER IV FINDINGS AND DISCUSSION	22
4.1 Findings and Analysis	22
4.1.1 Characteristics of Language Attitude of Javanese Students of FIB as depicted in <i>Yowis Ben</i> Movie.....	23
4.1.1.1 Affective Characteristic regarding the Language Attitude on <i>Yowis Ben</i> Movie	24
4.1.1.2 Cognitive Characteristic regarding the Language Attitude on <i>Yowis Ben</i> Movie	29



4.1.1.3 Conative Characteristic regarding the Language Attitude on <i>Yowis Ben</i> Movie	32
4.1.2 The possible reasons influencing language attitude given by Javanese Students of FIB in <i>Yowis Ben</i> Movie	37
4.1.2.1 Relatability	38
4.1.2.2 Ethnicity	41
4.1.2.2.1 Introducing, preserving and spreading Javanese Language	41
4.1.2.2.2 Creating Javanese Ethnicity Pride	42
4.1.2.2.3 Raising Javanese People and Javanese Language Position in a Society	45
4.1.2.2.4 Raising Vernacular Language (Javanese Language)	46
4.1.2.3 Genre	47
4.2 Discussion	47
CHAPTER V CONCLUSION AND SUGGESTION	55
5.1 Conclusion	55
5.2 Suggestions	57
REFERENCES	59
APPENDICES	61

LIST OF TABLES

Table 3.1	Qualitative Scale to Measure the Language Attitude	21
Table 4.1	Characteristics of Language Attitude of Javanese Students of FIB as depicted in <i>Yowis Ben</i> Movie	23



LIST OF APPENDICES

Appendix 1 : Interview Question in Indonesian	62
Appendix 2 : Transcribed Interview in Indonesian	63
Appendix 3 : Consent Form	83



CHAPTER 1

INTRODUCTION

This chapter consists of four sub chapters. The first is background of the study which will describe the context of this research. The second is problems of the study which convey the problem that will be analyzed. The third is objectives of the study which describe the purpose of this research and the last is definition of key terms which will give brief explanation about some terms that are not commonly used.

1.1 Background of the Research

Indonesia is one of the countries that has many languages. Based on a book entitled “Language and Language Maps” published by Language Development and Building Agency in 2017, there are 652 vernacular languages which have already described and inventoried. However, there are 733 vernacular languages shown from the distribution of languages over each province in Indonesia. Although there has been research and observation done by Language Mapping Team from Language Development and Building Agency in 2425 regions over Indonesia, there are still some languages in several regions which are not identified completely, such as languages in East Nusa Tenggara, Maluku, North Maluku, Papua and West Papua (Ismadi, 2018).

Because there are so many languages in Indonesia, people might give a certain attitude or evaluation towards certain language which is called Language

Attitude. People evaluate a certain language based on the speaker of the language, the context and also the function which are related to it, but there are no standard agreement whether language can be considered as good, bad, beautiful or ugly. When people heard someone speaks a certain language for the first time, their evaluation will be random. They will create their own beliefs and standard to evaluate certain language, whether it is better, worse, more beautiful or uglier than others (Holmes, 2013).

Sometimes, people evaluate certain languages based on the ethnicity they have. Some people believe that their ethnic has higher position than others. Appel and Muysken (2005) believe that the attitudes of people towards languages are also strongly related to the identity or ethnic they have. In line with this, there are an assumption that different social positions in the society or ethnicity groups make people have different attitudes towards certain languages. Moreover, these attitudes can be reflected in the attitudes towards individual member of the group (of languages) (Appel & Muysken, 2005).

Language attitudes phenomenon can be seen clearly in our daily life. One of the phenomenon of it can be seen in people's responses through a movie entitled "Yowis Ben". Yowis Ben is an Indonesian movie produced by Chand Parwes Servia and directed by Bayu Eko Moektito as known as Bayu Skak also Fajar Nugros. This movie is different from other movies because the language that is used in this movie is mostly Javanese Language. Even the trailer of the movie is using Javanese Language. This movie is controversial regarding the use of Javanese Language in it. Several people give negative attitudes towards the use of Javanese

Language in the movie. *“Film Jawa yang nonton cuma pembantu haha @moektito”, “film untuk para tkw”, “bakal sepi nih rumah pembokat nonton semua”, “menarik sih tapi jawa banget boy ga bakal laku”,* those are several negative comments towards the use of Javanese Language in “Yowis Ben” movie (Moektito, 2018). The controversy of Javanese Language in “Yowis Ben” movie makes the researcher decides to conduct this research. The researcher wants to know the attitude of Javanese students at Faculty of Culture Studies, Universitas Brawijaya towards “Yowis Ben” movie which uses Javanese Language as the main language.

The researcher chooses Javanese students at Faculty of Cultural Studies because most of the study programs in this faculty is language study program, means that the students who studied in those majors have more concern in learning a language. According to fib.ub.ac.id, there are 7 majors which concern more on language. They are English Literature, Japanese Literature, French Language and Literature, Chinese Literature, English Language Education, Japanese Language Education and Indonesian Language and Literature. Because this research is about attitude towards a language, the researcher thinks that choosing students who has more concern in a language will give the better result in the research rather than choosing students from other major.

There are two previous studies regarding language attitude that have been done in the past. The first study comes from Yuliastity (2018) entitled “Young Javanese Native Speakers’ Attitude Towards Javanese Speech Spoken by Foreigner”. This study aims to find the language attitude of Faculty of Cultural

Studies students regarding Javanese language, in this case Javanese Speech produced by foreigner. Another study comes from Hartono (2013) entitled “Language Attitude of Young Javanese Learning English towards their Mother Tongue in Relation to the Maintenance of Multilingual Society”. This study aims to find out the attitude of the Young Javanese who are studying English towards Javanese as their mother tongue.

This present research is conducted to fill the gap exists between those two previous studies. Since the subject of the present research and two previous studies is similar which are Javanese Students, the present research is trying to investigate whether the same subject will have different language attitude. On the other hand, finding the possible reasons of the language attitude given by them is the gap that this present research is trying to fill in.

The researcher hopes that this research will give a new perspective upon the language attitude given by native speaker of certain language, in this case, Javanese People towards Javanese Language. The researcher also hopes that this research will give some contributions towards the next researcher who will conduct a research related to Language Attitude. This research hopefully can also help students to broaden their knowledge about theory and method for analyzing Language Attitude.

1.2 Problems of the Research

1. How are the characteristics of Language Attitude of Javanese Students at FIB as depicted in “Yowis Ben” Movie?

2. What are the possible reasons influencing language attitude given by Javanese Students of FIB in “Yowis Ben” Movie?

1.3 Objectives of the Research

1. To investigate the characteristics of language Attitude of Javanese Students at FIB as depicted in “Yowis Ben” Movie.
2. To analyze the possible reasons influencing the language attitude given by Javanese Students of FIB Towards Javanese Language in “Yowis Ben” Movie.

1.4 Definition of Key Terms

1. Language Attitude : People’s linguistic position, perceptions, and actions towards the languages and the varieties, as well as towards the people using them (Jendra, 2010, p. 105).
2. Javanese people : Native or inhabitant of Java, or a person of Javanese Descent (Oxford Living Dictionaries).
3. Javanese Language : Austronesian Language of the Javanese People (Merriam-Webster dictionary).
4. *Yowis Ben* : An Indonesian drama comedy movie in 2018 directed by Fajar Nugros and Bayu Skak using Javanese conversation for almost the whole movie (Yowis Ben, n.d.)

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of some theories used in this research and also the previous studies that support the development of this research.

2.1 Language Attitude

There are many languages that are used in Indonesia which cause people to give a certain attitude or evaluation towards certain language either it is their own language or other languages. This phenomenon is called Language Attitude. Language attitude is people's linguistic position, perceptions, and actions towards the languages and the varieties, as well as towards the people using them (Jendra, 2010, p. 105). Crystal (2003, p.430) also stated the definition of language attitude which is the feelings people have about their own language or the language(s) of others. People evaluate a certain language based on the speaker of the language, the context and also the function which are related to it, but there are no standard agreement whether language can be considered as good, bad, beautiful or ugly. When people heard someone speaks a certain language for the first time, their evaluation will be random. They will create their own beliefs and standard to evaluate certain language, whether it is better, worse, more beautiful or uglier than others (Holmes, 2013).

Sometimes, people evaluate certain languages based on the ethnicity they have. Some people believe that their ethnic has higher position than others. Appel and Muysken (2005) believe that the attitudes of people towards languages are also

strongly related to the identity or ethnic they have. In line with this, there are an assumption that different social positions in the society or ethnicity groups make people have different attitudes towards certain languages. Moreover, these attitudes can be reflected in the attitudes towards individual member of the group (of languages) (Appel & Muysken, 2005). Therefore, language attitude is people's perception, evaluation, feelings towards certain languages that they are familiar with or other language that they are not familiar with. To understand more about people's attitude, there are several characteristics proposed by expert.

2.1.1 Characteristics of Attitude

There are different characteristics behind each of their perceptions when people show their attitude towards something. Several characteristics of attitude has been proposed by Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17). Smith's characteristics of attitude are related to individual's personality dynamics. There are 3 characteristics of attitude which has been proposed by Smith. First is affective, second is cognitive and third is conative.

1. Affective : Affective characteristics describe the individual's reaction to the attitude object as a whole, and also his reaction towards each specific aspects that the object have.
2. Cognitive : Cognitive characteristics provide the informational context and the time perspective of attitude. The informational context of cognitive characteristics can be explained as the stereotypes, beliefs and factual knowledge of each person which is in line with the object of attitude.

Meanwhile, time perspective itself can be understood as the future thought or view of the attitude object can affect the attitude that a person's give in the present view.

3. Conative : Conative characteristics describes what a person going to do related to the attitude object. A person's lability and passivity is really important in this characteristics.

The characteristics of attitude from Smith is closely related with people's feeling, knowledge and what they are going to do towards certain object that is why the researcher use this theory. The researcher wants to know upon the attitude of Javanese students in Faculty of Cultural Studies towards "Yowis Ben" as a movie which using Javanese Language related to their feelings, knowledge and what they are going to do according to the language which is in line with the theory of Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) about characteristics of the attitude. After knowing the characteristics of attitude, measurement of attitude can be done in order to know what attitude that shown by certain people towards certain object, in this context is language. Several method to measure an attitude has been conveyed by expert.

2.1.2 Measurement of Language Attitude

The attitude of people towards an object, in this context is attitude towards language, can be known using several methods which are grouped as three big categories. First is the societal treatment approach, second is direct approach and third is indirect approach (McKenzie, 2010). The first is societal treatment method

which is a method that commonly used qualitative. The research is usually conducted by participant observation, ethnographic studies or other observational studies. This method is focused on analyzing the attitude through the habit of the participant or from document analysis.

Second is direct approach. Direct approach is different from the societal treatment method. This method often investigates people's attitude using questionnaire and interviews. Usually, the question is not far from the participant's beliefs, feelings, and knowledge towards the attitude. There are two kinds of research instrument according to Henerson et. al. (1987 pp. 22-24, as cited in McKenzie, 2010). First is research instrument with word of mouth responses and research instrument with written responses. The research instrument with word of mouth responses include interviews, surveys, and polls meanwhile the second research instrument with written responses include questionnaires and attitude scale.

Third is indirect approach. Indirect approach purposes is to overshadow the research, so the informants or participant can not really realize that they are being an object of language attitude. The approach can be particularly useful in evoking and outlining stereotypes, self-images and norm concepts (Oppenheim, 1992 p.210 as cited in McKenzie, 2010). The most common technique in indirect method is matched-guise technique (MGT). This method requires the informant to listen to a series single speaker who read a same prepared text.

There is one more approach which is mixed methodological approach. This method includes both direct and indirect method. The purpose of this approach is

to discover how these methods complementing one another in order to provide more valid data.

2.2 Javanese People

Javanese is usually known as people who are living in Java Island. There are some definitions regarding Javanese. According to merriam-webster dictionary, Javanese is a member of an Indonesian people inhabiting the Island of Java. Another dictionary which is Oxford Living Dictionaries, Javanese is a native or inhabitant of Java, or a person of Javanese Descent. Both of the definitions share similar things about Javanese that Javanese is Indonesian people who are being the inhabitant of Java Island. But, Javanese itself actually does not refer just for the people, but also the language itself.

2.3 Javanese Language

Javanese can also be defined as a language used in Java Island. According to merriam-webster dictionary, Javanese is an Austronesian Language of the Javanese People. According to Oxford Living Dictionaries, Javanese is The Indonesian Language of Central Java, spoken by about 70 million people. There are differences stated in those two definitions. Oxford Living Dictionary stated that Javanese is the Indonesian Language of Central Java, meanwhile Javanese is spoken not only in Central Java but also in other areas. According to Quinn (2011) Javanese is spoken as a first language over the whole of Central Java including the Special Region of Yogyakarta. It is also spoken over most of East Java, though

there is a considerable area on the East Java mainland where Madurese is the dominant language. Javanese is also used by many people in the Cirebon and Indramayu areas of West Java, and it is the dominant regional language in and around Serang, the capital of Banten to the west of Jakarta. Based on that reason, the researcher chooses the definition of Javanese Language from Merriam Webster dictionary.

2.4 Previous Research

There are two previous studies reviewed by the researcher to help the development of this present research. The researcher chooses two previous studies which have similar topic with the present research about language attitude. The first previous research is an undergraduate thesis conducted by Yuliasity (2018) entitled “Young Javanese Speaker’s Attitude Towards Javanese Speech Spoken By Foreigner”. This research aims to know how is the attitude of Javanese undergraduate students in Faculty of Cultural Studies towards Javanese speech spoken by foreigner which is non-native speaker of Javanese itself. This research used semantic-differential questionnaire by Hordness (2013) also attitude theory by Ajzen (2005) and Allport (1954). This research used qualitative method with semantic-differential questionnaire and interview as the instrument. The results shows the research subjects gave positive attitude towards the Javanese speech spoken by foreigner but sociability category got more positive attitude than prestige category.

The second previous research is from Hartono (2013) entitled “Language Attitude of Young Javanese Learning English towards their Mother Tongue in Relation to the Maintenance of Multilingual Society”. This research aims to find out the attitude of the Young Javanese who are studying English towards Javanese as their mother tongue. This research used Garvin and Mathiot (1956) theory about three elements of language attitude which are language loyalty, language pride, and the awareness of language norms. The method that is used in this research is descriptive qualitative using questionnaire to identify the language attitude. The results show that the attitude of Young Javanese learning English towards Javanese language is positive upon all elements of attitude which are the loyalty, the pride for Javanese language as well as the awareness of the language.

The past research has similar things to the present research, but still there will be something different with this present research. First, both of the previous research and the present research analyzed language attitude of Javanese Language. The first previous research from Yuliasity (2018) analyzed language attitude towards Javanese Speech by foreigner and the second previous research from Hartono (2013) analyzed language attitude of Javanese Language in general. It is in line with the present research which analyzes about language attitude of “Yowis Ben” Movie which uses Javanese Language. Yet, there is still differences between the previous research and the present research. None of the previous research analyzed language attitude towards Javanese Language in a movie. According to Cambridge Dictionary, movie is a film shown in a cinema or on television and often telling a story. Since, it is a scripted story which is not real, they might be a different

perspective of giving the attitude regarding the Javanese Language which is used in the movie.

Second, there are differences on the method that is used by the previous research and the present research. The first previous research by Yuliasity (2018) used qualitative method with semantic-differential questionnaire and interview as the instrument while the second previous research by Hartono (2013) used descriptive qualitative method with questionnaire as the instrument. On the other hand, the present research only used interview as the instrument of this research.

Third, regarding the theory that has been used in the research, the first previous research by Yuliasity (2018) used the theory of semantic-differential questionnaire by Hordness (2013) also attitude theory by Ajzen (2005) and Allport (1954). The second previous research by Hartono (2013) used Garvin and Mathiot (1956) theory about three elements of language attitude which are language loyalty, language pride and the awareness of language norms. Meanwhile, the present research uses theory from Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) about characteristics of attitude. The difference of theories about characteristics of attitude might lead to different perspective of language attitude given by the research subjects.

CHAPTER III

RESEARCH METHOD

This chapter consists of seven (7) subchapters about the method used in this research which are research design, data and data source, research subjects, trailer of “Yowis Ben” movie, research instrument, data collection and also data analysis.

3.1 Research Design

This research uses qualitative method to analyze the data. Qualitative method aims to gain a deep understanding, different with quantitative which focused on numeric analysis of data (Ary et.al., 2010). As what the researcher had already explained in chapter two (2), there are several methods to measure language attitude which are societal treatment approach, direct approach, indirect approach and mixed methodology approach (McKenzie, 2010).

In this research, the researcher uses direct method to analyze the data because direct method measures the language attitude directly towards the subject of the research. In this method, the subject of the research are fully aware that their language attitude is being measured. There are two kinds of research instrument in direct method according to Henerson et. al. (1987 pp. 22-24, as cited in McKenzie, 2010). First is research instrument with word of mouth responses and second is research instrument with written responses. The first research instrument with word of mouth responses includes interviews, surveys and polls meanwhile the second

research instrument with written responses include questionnaires and attitude scale. The first research instrument, specifically interviews is used in this research.

In qualitative research the researcher acts as a key instrument who collects the data themselves through examining documents, observing behavior or interviewing participants (Creswell, 2009, p.175). Specifically, in this research, the researcher acts as the key instrument who is gathering all of the information assisted by another instrument which is interview towards Javanese students in Faculty of Cultural Studies to measure their language attitude and possible reasons influencing the language attitude given by them.

3.2 Data and Data Source

The data of this research are gained from the interview transcript of the language attitude of Javanese students in Faculty of Cultural Studies. The sources of the data are the trailer of “Yowis Ben” movie and ten (10) Javanese students in Faculty of Cultural studies which have several criteria that are explained in the following sub chapter.

3.3 Research Subjects

The research subjects of this research are ten (10) Javanese students in Faculty of Cultural studies. Crouch & McKenzie (2006) proposed that less than 20 participants in a research based on interview will facilitate the researcher’s close association with the respondents, and enhance the validity of fine-grained, in-depth

inquiry in naturalistic settings. As a result, the researcher decided to choose 10 Javanese students in Faculty of Cultural Studies as the research subjects.

However, the research subjects of this research are chosen if they are fulfilling several criteria listed below:

1. Majoring in language study program

The subjects of this research have to be students who are majoring in language study programs, Faculty of Cultural Studies, Universitas Brawijaya. The language study programs consists of English Literature, Japanese Literature, French Language and Literature, Chinese Literature, English Language Education, Japanese Language Education and Indonesian Language and Literature. As it is stated in background of the research, students who are majoring in language are having more interest in learning a language compare to students from other major. That is why the researcher chooses language student since this research is about language attitude.

2. Speak Javanese Language as their mother tongue

The second criterion of the subjects are the ones who speak Javanese as their mother tongue. It means that Javanese Language are their first language, therefore, they belong to the native speaker of Javanese. In addition, the subjects of this research still use Javanese Language as a language for their daily communication.

3. At least 17 years old

The subjects of this research are limited to those aged 17 years old or above.

This scope is made because the subjects at that age are considered capable of giving valid evaluation.

3.4 Trailer of “Yowis Ben” Movie

The researcher uses the trailer of “Yowis Ben” movie from Youtube. The duration of the trailer is two minutes and ten seconds (02.10). There are several scenes of the movie which are presented on the trailer with Javanese Language as the main language used in it. The researcher chooses to use only the trailer of the movie because trailer itself has already presented the movie through several highlight scenes. Futhermore, there are also enough Javanese Language which is used in the trailer itself.

The research subjects watch the trailer of “Yowis Ben” movie that is provided by the researcher. After that, the researcher did the interview towards the research subject to know their attitude regarding the use of Javanese Language in “Yowis Ben” movie also to know possible reasons which influence them in giving the attitude.

3.5 Research Instruments

In this research, the researcher acts as the main instrument who is gathering all of the information. However, the researcher is assisted by other additional instrument which is interview to gain the data of this research.

A. Interview

Interviews -compared to questionnaires- are more powerful in eliciting narrative data that allows researchers to investigate people's views in greater depth (Kvale, 1996 as cited in Alshenqeeti, 2014). Interviewing is one of the most frequently employed qualitative methods. Indeed, the term “qualitative methods” commonly denotes data collection techniques based on various types of conversation between researchers and respondents (Crouch & McKenzie, 2006, p.484). The value of interviewing is not only because it builds a holistic snapshot, analyses words, reports detailed views of informants; but also because it enables interviewees to “speak in their own voice and express their own thoughts and feelings” (Berg, 2007, p.96 as cited in Alshenqeeti, 2014)

The researcher conducts an interview towards the research subjects who fulfill the criteria to answer both of the research questions which aim to analyze deeper upon the language attitude of Javanese students also to seek for possible reasons of giving the language attitude itself. The interview contains several questions that have been made before conducting the interview with the research subject. The questions for analyzing the language attitude are based on characteristics of attitude by Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) which are affective, cognitive and conative. There are several

questions as well to identify the possible reasons why the research subjects give certain attitude.

Here are the questions of each characteristics that is asked to the research subjects. Question 1, 2 and 3 are based on affective characteristics. Question 4 and 5 are based on cognitive characteristics while question 6 and 7 are based on conative characteristics.

1. After watching the trailer of “Yowis Ben” movie which uses Javanese Language, what is your opinion?
2. Do you feel happy that there is a movie like “Yowis Ben” movie? Tell me your reason.
3. Is there any pride that Javanese Language is used as the main language in this movie? Tell me your reason.
4. After watching the trailer of “Yowis Ben”, based on your opinion, the language that is used is considered rude or not? Tell me your reason.
5. Based on your opinion, the Javanese Politeness Level that is used in the trailer is *ngoko*, *madya* or *krama*? Tell me your reason.
6. Will you recommend this movie to your friends, families or others? Why?
7. If there is a negative opinion towards the use of Javanese Language in this movie, what are you going to do?

3.6 Data Collection

There are several steps to collect the data of this research as follows:

1. Finding ten (10) research subjects who fulfill the criteria, i.e students from who are majoring in language study programs, Faculty of Cultural Studies, Universitas Brawijaya; speak Javanese Language as their mother tongue and still actively speaking using Javanese Language until now and at least aged 17 years old.
2. Making an appointment with the research subjects.
3. Meeting the research subjects.
4. Showing the trailer of “Yowis Ben” movie.
5. Interviewing the research subjects based on questions related to characteristics of attitude by Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) to know their language attitude regarding “Yowis Ben” movie also to seek for the possible reasons why they give a certain attitude towards it.
6. Recording the interview.

The interviewees have already signed the consent form to indicate that they are willing to participate in this research and they are willing to have the data used in this research.

3.7 Data Analysis

There are several steps to analyze the data of this research:

1. Transcribing the interview.
2. Identifying and analyzing the characteristics of language attitude as depicted in “Yowis Ben” Movie from the interview answers based on this qualitative scale:

Table 3.1 Qualitative Scale to Measure the Language Attitude

Characteristics	Positive	Neutral	Negative
Affective	Characterized by adjectives that shows a compliment, happiness and pride. (1st, 2nd and 3rd question)	Characterized when research subjects shows that they feel indifferent by stating words related to it. (1st, 2nd and 3rd question)	Characterized when the research subjects do not give a compliment, shows a word of unhappiness, and shows no pride. (1st, 2nd and 3rd question)
Cognitive	Characterized by the correct answer and reason that the reaserch subjects gave related to question regarding Javanese Language. (1st and 2nd question)	No neutral attitude because it is about correct or wrong answer and reason. (1st and 2nd question)	Characterized by the wrong answer and reason that the reaserch subjects gave related to question regarding Javanese Language. (1st and 2nd question)
Conative	Characterized by a word that shows an agreement. (1st question) Characterized when research subjects decide to take an action. (2nd question)	No neutral attitude because it is yes/no question. (1st question) Characterized when research subjects don't take or refuse to take an action. Yet, they just feel indifferent and accept the opinion. (2nd question)	Characterized by a word that shows disagreement. (1st question) Characterized when research subjects refuse to take an action. (2nd question)

3. Identifying possible reasons of them giving the attitude from the interview answers.
4. Drawing the conclusion.

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents the result or finding of the research as well as discussion related to the theoretical frameworks and previous research.

4.1 Findings

This part explores the findings of the research on the language attitude of Javanese Students towards “Yowis Ben” Movie, a movie which uses Javanese Language at Faculty of Cultural Studies. This part discusses the answer of the problems of the research. First is concerning with the characteristics of Language Attitude of Javanese Students at FIB as depicted in “Yowis Ben” Movie and the possible reasons influencing language attitude given by Javanese Students of FIB in “Yowis Ben” Movie.

This findings are divided into two sub chapters. The first sub chapter answers the first problem of the research which is how are the characteristics of Language Attitude of Javanese Students at FIB as depicted in “Yowis Ben” Movie. In the first sub chapter, the findings are divided into 3 parts based on the characteristics of attitude from Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17) which are affective characteristics, cognitive characteristics, and conative characteristics. The second subchapter answers the second problem of the research which is possible reasons influencing language attitude given by Javanese Students of FIB in “Yowis Ben” Movie.

4.1.1 The Characteristics of Language attitude of Javanese students of FIB as depicted in *Yowis Ben* Movie

In the following table, the researcher would like to summarize the language attitude found based on the interview with the research subjects. For three questions based on affective characteristics, all ten research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive attitude. For two questions based on cognitive characteristics, all research subjects also give positive attitude. However, for conative characteristics, there are slightly different result. For the first question, all the research subjects give positive attitude, but for the second question there are 6 research subjects who give positive attitude (RS 4, RS 5, RS 6, RS 7, RS 8, RS 9) and 4 research subjects give neutral attitude (RS 1, RS 2, RS 3, RS 10). The detail explanation of each characteristics is provided in the following sub chapter.

Table 4.1 Characteristics of Language attitude of Javanese students of FIB as depicted in *Yowis Ben* Movie

Characteristics	Question	Language Attitude									
		RS 1	RS 2	RS 3	RS 4	RS 5	RS 6	RS 7	RS 8	RS 9	RS 10
Affective	1	P	P	P	P	P	P	P	P	P	P
	2	P	P	P	P	P	P	P	P	P	P
	3	P	P	P	P	P	P	P	P	P	P
Cognitive	1	P	P	P	P	P	P	P	P	P	P
	2	P	P	P	P	P	P	P	P	P	P
Conative	1	P	P	P	P	P	P	P	P	P	P
	2	Neu	Neu	Neu	P	P	P	P	P	P	Neu

Note:

P = Positive

Neu = Neutral

4.1.1.1 Affective Characteristic Regarding the Language Attitude on *Yowis Ben*

Ben Movie

This part shows the language attitude of Javanese students in FIB towards Javanese Language in *Yowis Ben* Movie based on affective characteristics. As stated in the chapter 2, affective characteristic describes the individual's reaction to the attitude object as a whole, and also his reaction towards each specific aspects that the object have (Smith, 1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17). There are three questions related to affective characteristics that have been asked to 10 research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) who have already fulfilled the criteria given by the researcher. The questions are about their opinion towards the trailer of *Yowis Ben* Movie which uses Javanese Language, their reaction (whether they are happy or not) after seeing *Yowis Ben* as a movie which use Javanese Language as a main language as well as asking them whether they feel proud because Javanese Language is used as the main language in *Yowis Ben* Movie.

For the first question regarding the research subjects' opinion towards the trailer of *Yowis Ben* Movie which uses Javanese Language, all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive reaction by complimenting the trailer itself. These are the evidences that the research subjects gave.

- *"Tanggapan saya bagus sih, maksudnya itu related banget sama kehidupan kita terus kalo sama temen-temen itu kan komunikasi kita pasti kaya Jawanya yang ada disitu."* (RS 1)

“**In my opinion the trailer is good**, I mean it is very related with our live. Moreover, we also communicate with our friends using Javanese Language which is similar with what is used in the movie.” (RS 1)

- “*Sebenarnya awalnya biasa aja tapi **kok lama-lama keren**, kaya gitu. Keren karena Bahasa Jawa yang dipakai itu seperti Bahasa Jawa sehari-hari yang saya pakai juga. Jadi saya kaya merasa ada di dalamnya gituloh.*” (RS 2)

“Actually, it is so-so when I first saw it but then **I started to realize that it is cool**. It is cool because Javanese Language which is used is similar with Javanese Language that I use in my daily activities. Therefore, I feel like I am brought into the movie.” (RS 2)

- “***Bagus sih filmnya**, nggak banyak film Indonesia yang pakai Bahasa Jawa murni kaya gini. Dan lucunya adalah dia masih memikirkan orang-orang yang mau menikmati film ini tapi nggak ngerti Bahasa Jawa, jadinya dia pakai subtitle kan dibawahnya. Itu sebenarnya aku suka banget sama film ini soalnya ngerti banget gitu budayanya gimana, bahasanya gimana. Jadi, suka sama film ini.*” (RS 3)

“**The movie is good**, there are not many Indonesian Movies which used Javanese Language like this. Moreover, the funny thing is that the producer is still thinking about people who want to enjoy this movie by adding the subtitle. Actually, I also like this movie because I know very well about the culture, the language as well. Therefore, I like this movie.” (RS 3)

- *“**Bagus sih.** Apa ya, biar bahasa daerah itu tetep dilestarikan gitu. Ya meskipun sekarang semua orang wajib lah ya bisa bahasa asing tapi tetep nggak ngelupain bahasa daerah gitu.”*(RS 4)

“It is good. What is it? It is to preserve vernacular language. Although these days people have to be able to speak foreign language, they still have to remember their vernacular language.” (RS 4)

For the second question regarding the research subjects’ reaction (whether they are happy or not) after seeing *Yowis Ben* as a movie which use Javanese Language as a main language, all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive reaction by saying that they are happy for that. These are the evidences that the research subjects gave.

- *“**Seneng sih.** Mungkin karena bisa lebih menyebarkan Bahasa Jawa gitu. Karena meskipun banyak yang pakai, banyak juga yang nggak tau Bahasa Jawa.”*(RS 6)

“I am happy. Maybe because the movie can spread Javanese Language. Although there are many people who use Javanese Language, there are also many people who do not know about Javanese Language.” (RS 6)

- *“**Iya, seneng seneng.** Apa ya.. sebagai orang Jawa Sendiri maksudnya sebagai Orang Jawa dan cinta dengan budaya sendiri itu, ada sesuatu yang kemungkinan jadi project yang gede yang bisa memperkenalkan budaya sendiri dan bikin budaya sendiri lebih ternama itu menurutku bagus.”* (RS 7)

“**Yes, I am happy.** As Javanese people, I mean as Javanese People who loves his own culture, it is good because there is something that probably will be a big project that can introduce my own culture and make my own culture become more famous, in my opinion.” (RS 7)

- “***Seneng sih.** Ya karena film ini tuh unik dan aku belum pernah lihat dan belum pernah tahu kalau ternyata ada film berbahasa Jawa. Jadi, kaya kalau misal saya mau nonton itu lebih natural aja, oh ngerti wes gak pakai subtitle gitu. Karena itu bahasaku sehari-hari juga sih, jadi ya seneng.*” (RS 8)

“**I am happy** because this movie is unique and I never see and never know that a movie with Javanese Language exists. So, if I want to watch that movie, it will be more natural because I have already understand the movie without subtitle. Because it is also my daily language, I am happy with that.” (RS 8)

- “*Kalau dibilang seneng apa nggak ya **seneng banget gitu loh**, karena kan itu mengangkat kearifan lokal dimana sekarang, orang-orang kan udah mulai ngomong campur-campur Bahasa Inggris gitu. Jadi disini itu kearifan lokalnya lebih diangkat menggunakan Bahasa Jawa tadi.*” (RS 10)

“In response to whether I am happy or not, **of course I am really happy**, because it raises local wisdom where nowadays, people started to mix their language with English when they are speaking. Therefore, in this movie the local wisdom is raised by using Javanese Language.” (RS 10)

For the third question regarding the research subjects’ feeling whether they feel proud because Javanese Language is used as the main language in *Yowis Ben*,

all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive attitude by stating that they are proud of it. These are the evidences that the research subjects gave.

- *“Karena Bahasa Jawanya ini bahasa yang versi dan variasinya sama seperti yang saya pakai, **saya lebih merasa bangga** daripada Bahasa Jawa yang lain kaya Jawa Tengah gitu. Ditambah lagi saya orang Jawa juga.” (RS 1)*

“Because the version and variation of Javanese Language that is used in the movie are same with what I used, **I become more proud** compare to another Javanese Language such as West Javanese. Moreover, I am also a Javanese.”
(RS 1)

- *“**Ada kebanggaan.** Karena selama ini kan orang-orang Jawa itu terkadang dianggap remeh, terkadang dikesampingkan karena kita yang dianggap terlalu medok atau kita yang nggak pintar dalam Bahasa Indonesia atau kata lain kita nggak gaul. Tapi, lewat film ini ya.. kita justru dianggap lucu dan dengan budaya kita yang kaya gini, orang-orang juga lebih memandang kita punya budaya sendiri dan gaya sendiri.” (RS 3)*

“**There is a pride in it.** So far, sometimes Javanese people are being underestimated, sometimes we are ruled out because we are considered to have accented pronunciation (*medok*) or we are not that expert in Indonesian Language, in other words we are not considered as “*gaul*”. However, throughout this movie, we are considered funny with our own culture, people also see that we have our own culture and style. (RS 3)

- “**Jelas bangga.** Lebih karena kita sendiri pemakai Bahasa Jawa, ketika itu dipakai dalam hal yang tarafnya bisa dibilang global, bisa ditonton seluruh masyarakat Indonesia kan ya seneng juga.” (RS 6)

“**Of course, I am proud.** It is more like because we ourselves are the speaker of Javanese Language, when it is used for something global, can be seen by all Indonesian Citizen, it makes me happy.” (RS 6)

- “**Ada kebanggan.** Nggak nyangka aja Bahasa Jawa dipakai buat bahasa utama. Mungkin ada dulu film yang menggunakan Bahasa Jawa tapikan Bahasa Jawanya orang Jawa Tengah atau kaya gimana. Ini kan Bahasa Jawa yang Malangan. Jadi unik aja, **bangga sebagai warga Malang.**” (RS 9)

“**There is a pride.** I am not expecting that Javanese Language is used as the main language. Maybe in the past, there was a movie which used Javanese Language but it was spoken by people in Central Java. This is “*Malangan*” Javanese Language. Therefore, this is unique, **I feel proud as Malang Citizen.** (RS 9).

4.1.1.2 Cognitive Characteristic Regarding the Language Attitude on *Yowis*

***Ben* Movie**

This part shows the language attitude of Javanese students in FIB towards Javanese Language in *Yowis Ben* Movie based on cognitive characteristics. As stated in the chapter 2, Cognitive characteristics provide the informational context and the time perspective of attitude. The informational context of cognitive characteristics can be explained as the stereotypes, beliefs and factual knowledge

of each person which is in line with the object of attitude. Meanwhile, time perspective itself can be understood as the future thought or view of the attitude object can affect the attitude that a person's give in the present view (Smith, 1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17).

There are two questions related to cognitive characteristics that have been asked to 10 research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) who already fulfilled the criteria given by the researcher. The first question is regarding their opinion whether the Javanese Language used in the trailer considered rude or not. The second question is regarding which one of Javanese Politeness Levels that is used the most in the trailer of *Yowis Ben* Movie, *ngoko, krama or madya*.

For the first question regarding the research subjects' opinion on whether the Javanese Language used in the trailer is considered rude or not, all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive attitude because they can explain the reason of choosing whether the Javanese Language used in the trailer is considered rude or not based on their knowledge about Javanese Language. These are the evidences that the research subjects gave.

- “**Kasar banget** soalnya tadi ada kayak ya..yang.. amit, amit, amit, “jancok” terus kaya “ceplezen tilise konco-koncomu” itu kan kasar banget gitu kan tidak sesuai dengan unggah ungguh kita.” (RS 1)

“**It is considered rude** because there are some words like, sorry, “*jancok*” and “*ceplesen tilise konco-koncomu*” those are really rude, they do not follow our Javanese Politeness Level” (RS 1)

- “*Karena saya kecenderungannya Bahasa Jawa Surakartanan yang cenderung halus, ya menurut saya itu **agak kasar.***” (RS 6)

“Because I am using *Surakartanan* Javanese Language which considered fine, **that is kind of rude**, in my opinion” (RS 6)

- “*Kalau bahasa yang digunakan tersebut menurut saya **nggak seberapa kasar** sih ya tapi kalau dibilang kasar ya **masuk kasar sih tergantung dimana penggunaan bahasa tersebut.** Kalau untuk Jawa Timuran bahasa tersebut itu tidak kasar.*” (RS 10)

“The language that is used **is not that rude**, in my opinion but it is also **considered rude depending on where the language is used.** In East Java, that language is not considered rude.” (RS 10)

- “*Karena, mungkin karena ini yang menggunakan anak-anak muda yang kebanyakan pertemanan mereka itu lucu dan pertemanan mereka itu banyak dibumbui dengan kalimat- kalimat jorok jadi itu lebih ke **Bahasa Jawa yang kasar.***” (RS 4)

“Because the language is used by young people whose friendship are mostly funny and their friendship is using many rude sentences so it is more into **rude Javanese Language.**” (RS 4)

For the second question regarding which one of Javanese Politeness Level that is used the most, *ngoko*, *krama* or *madya*, all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive attitude by choosing the right choice which is *ngoko* followed by the reason based on their knowledge about Javanese Language. These are the evidences that the research subjects gave.

- “**Ngoko sih jelas.** Soalnya kan itu, bahasa yang digunakan untuk orang yang setara umurnya gitu.” (RS 1)

“**Ngoko, for sure.** Because it is a language that is used for people who have the same age.” (RS 1)

- “**Ngoko.** Karena itu apa ya buat sepantaran gitu. Rata-rata yang main itu juga rata-rata sepantaran kan.” (RS 4)

“**Ngoko.** Because it is for people with the same age. In that movie, mostly the actors have the same age, right. (RS 4)

- “**Ngoko.** Karena untuk percakapan sehari-hari dan sama temen kebanyakan.” (RS 7)

“**Ngoko.** Because it is used for daily conversation and mostly it is used with friends” (RS 7)

- “**Ngoko.** Karena ngobrolnya sama temen sendiri sih.” (RS 8)

“**Ngoko.** Because they talk to their friends.” (RS 8)

4.1.1.3 Conative Characteristic Regarding the Language Attitude on *Yowis Ben* Movie

This part shows the language attitude of Javanese students in FIB towards Javanese Language in *Yowis Ben* Movie based on conative characteristics. As stated in the chapter 2, conative characteristics describes what a person is going to do related to the attitude object. A person's lability and passivity is really important in this characteristics. (Smith, 1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17). There are two questions related to conative characteristics that has been asked to 10 research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) who already fulfilled the criteria given by the researcher. The first question is about whether they want to recommend this movie to their friends, family or others and the second question is about their responses towards negative opinion that might be given regarding to the use of Javanese Language in *Yowis Ben* movie.

For the first question regarding the research subjects' opinion on whether or not they want to recommend this movie to their friends, family or others, all research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) give positive attitude by stating that they want to recommend the movie. However, some of them are choosing whom to recommend and whom will not be recommended. These are the evidences that the research subjects gave.

- ***“Tergantung. Kalau teman-teman, saya lebih memilih merekomendasikan ke teman-teman yang pengen belajar Bahasa Jawa atau yang udah tau Bahasa Jawa. Kalau keluarga ya.. boleh lah.” (RS 2)***

“**It depends.** For friends, I will recommend this movie to **my friends who want to learn Javanese Language or my friends who have already known Javanese Language.** For family, well.. **I will.**” (RS 2)

- “*Kalau ke teman iya, keluarga iya sih. Karena menurut saya, keluarga saya pikirannya masih terbuka, nggak yang kolot gitu. Kan ada orang tua atau keluarga entah yang, terutama generasi jaman dulu ya yang kaya kalo denger kata-kata jancok gitu masih tabu. Tapi kalau keluarga saya sendiri, insyaAllah masih bisa lah ya.*” (RS 5)

“I will recommend it **to my friends and my family.** In my opinion, my family is open minded, they are not old-fashioned. There are still parents or family especially from the earlier times whom considered “*jancok*” as taboo words when they hear it. But for my own family, *insyaAllah*, it is still acceptable.” (RS 5)

- “**Iya, mau.**” (RS 7)

“*Apa ya.... terutama ke temen-temen yang sesama Jawa ya. Karena biar nunjukin kalau bahkan kitapun apasih ibaratnya orang lokalpun punya film yang berkualitas bagus gitu.*” (RS 7)

“**Yes, I want.**” (RS 7)

“I will recommend it especially to my Javanese friends because it can show that even we, as local people has a good quality movie. (RS 7)

- “**Iya, jelas.** *Mungkin lebih ke orang yang mengerti Jawa ya. Sebenarnya kalau misal saya mau ajak orang yang non Jawapun juga nggak papa, soalnya kadang saya punya temen yang pas ditanya ngerti ta kalau saya ngomong Bahasa Jawa*

dia bilangnya ngerti tapi saya nggak bisa ngomongnya gitu. Berarti kalau mereka mau saya ajak nontonpun mungkin mau, ada subtitlenya juga kan.” (RS 8)

“**Yes, absolutely.** Maybe I will recommend it more to people who understand Javanese. Actually, if I want to ask my friends who are Non Javanese, it is also okay because sometimes I have friends when they are asked whether they understand or not if I speak Javanese, they say they understand but they just can not talk with Javanese. Means, if I ask them to watch the movie, they probably want to do so. Moreover, there is a subtitle as well. (RS 8)

For the second question regarding the research subjects’ opinion towards negative opinion that might be given regarding to the use of Javanese Language in *Yowis Ben* movie, the results are different from the previous findings. In this question, there are six research subjects who give positive attitude, but there are four research subjects who give neutral attitude. Six of the research subjects give positive attitude by stating that they will give clear statement and explanation to maintain the use of Javanese Language in the movie itself or even recommend the movie to them (RS 4, RS 5, RS 6, RS 7, RS 8, RS 9). However, four of the research subjects give neutral attitude by tolerating the negative opinion (RS 1, RS 2, RS 3, RS 10). The explanation below is the details of the research subjects who give positive attitude.

Positive Attitude

- “*Ya mungkin nggak nanggapi negatif balik tapi kasih feedback positifnya aja ke dia kalau Bahasa Jawa nggak sejelek itu sebenarnya.*” (RS 4)

“Well, maybe I will not give a negative feedback, but I will **give a positive feedback** to him/her **that Javanese Language is not that bad.** (RS 4)

- “*Tergantung orangnya sih. Kalau memang dia juga punya Bahasa Daerah aku justru bakal merekomendasikan film ini. Mungkin, bisa suatu saat nanti ada film yang menggunakan bahasa daerahnya dia. Atau mungkin karena dia protesnya karena lebih suka menggunakan Bahasa Indonesia, mungkin lebih ke arah kita kasih pengertiannya kalau Bahasa Jawa itu juga bagian dari Indonesia dan dia juga punya hak untuk berkembang di Indonesia.*” (RS 6)

“Depends on the people. If he/she has their own vernacular language, I will **recommend this movie.** Perhaps, one day there is a movie that used her/his vernacular language. Or maybe he/she protests it because he/she likes to use Indonesian Language more, perhaps it is more like we **give an understanding that Javanese Language is also a part of Indonesia that has right to develop in Indonesia.**” (RS 6)

As it is stated before, there are four research subjects who give neutral attitude by tolerating the negative opinion or just doing nothing about that (RS 1, RS 2, RS 3, RS 10). The explanation below are the details of the research subjects who gives neutral attitude.

Neutral Attitude

- “*Menerima sih, soalnya setiap hal di dunia pasti ada pro dan kontra, ada kontroversinya. Kalau misalnya memang dia tidak menerima ya nggak papa, mungkin memang dia mempunyai jalan pikiran yang lain. Tapi mungkin aku sebagai orang yang merekomendasikan mungkin bisa bilang kaya, iya memang ini agak kasar tapi kan ini sangat relatable, coba dilihat dari kehidupan kita apakah kita selamanya akan menggunakan bahasa yang halus atau yang bahasa yang madya ya kaya gitu kan. Gitu sih. **Haters gonna hate.**” (RS 1)*

“**I will accept that, because everything in the world has its own pros and cons, there are its own controversies. If maybe he/she does not accept that, it is okay,** maybe he/she has his/her way of thinking. But maybe me as the person who recommend the movie probably can say that okay this might be kind of rude but this is so related with our life, try to see from our life, will we use softer language or *madya* Javanese Language forever ? **Haters gonna hate.** (RS 1)
- “*Kalau respon saya ya **biasa aja sih.** Maksudnya, ya pasti ada kan kaya gitu. Dan kalau misalkan komen negatifnya itu cuma sebatas komen aja ya gapapa. Kecuali kalau komen itu berlanjut ke film ini dibanned, pasti efeknya luar biasa gitu. Ini cuma komen gasuka atau komen banyak kata-kata kasar yasudah. Film ini tetep bagus dan film ini tetap berjalan.” (RS 3)*

“My response is **just so-so.** I mean, there surely be something like that. And if the negative comment is just a comment then that is okay. Except, in case the comments make this movie banned, the effect must be incredible. These are

just dislike comments or comments regarding the rude words. This movie is still good and running well.” (RS 3)

4.1.2 The possible reasons influencing language attitude given by Javanese Students of FIB in *Yowis Ben* Movie

The previous findings identified the attitude of Javanese Students at FIB towards *Yowis Ben* Movie. In line with that, there are several possible reasons provided by them as research subjects regarding their attitude towards Javanese Language in *Yowis Ben* Movie. The researcher found that there are three different possible reasons. First is relatability, second is ethnicity, third is genre.

4.1.2.1 Relatability

There are several research subjects stating that this movie is related to them in several aspects. From the first question regarding the research subjects' opinion towards the trailer of *Yowis Ben* which used Javanese Language, six of the research subjects (RS 1, RS 2, RS 3, RS 6, RS 8, RS 9) felt that the story and the language that is used in the trailer itself is really related with their daily life. One of them stated that the trailer is related to their daily life because the Javanese Language that is used there is same as what the research subjects' used when communicating with friends. The following are some evidences showing that the movie is related to their daily life.

- *"Tanggapan saya bagus sih, maksudnya itu related banget sama kehidupan kita terus kalo sama temen-temen itu kan komunikasi kita pasti kaya Jawanya yang ada disitu."* (RS 1)

"In my opinion the trailer is good, **I mean it is very related to our lives. Moreover, we also communicate with our friends using Javanese Language which is similar to what is used in the movie.**" (RS 1)

From the second question regarding the research subjects' reaction (whether they are happy or not) after seeing *Yowis Ben* as a movie which used Javanese Language as a main language, Three of the research subjects (RS 2, RS 8, RS 9) stated that the movie is related to their daily life, either from the story or the language that is used. This is the evidence that the research subjects gave.

- *"Seneng sih. Ya karena film ini tuh unik dan aku belum pernah lihat dan belum pernah tahu kalau ternyata ada film berbahasa Jawa. Jadi, kaya kalau misal saya mau nonton itu lebih natural aja, oh ngerti wes gak pakai subtitle gitu. Karena itu bahasaku sehari-hari juga sih, jadi ya seneng."* (RS 8)

"I am happy. Because this movie is unique and I never see and never know that a movie with Javanese Language is exist. Therefore, **if I want to watch that movie, it will be more natural, oh I have already understood without subtitle. Because it is also my daily language, I am happy with that.**" (RS 8)

From the third question regarding the research subjects' opinion whether or not they feel proud because Javanese Language is used as the main language in

Yowis Ben, one of the research subject (RS 8) stated that the setting of the movie is in Malang where she is studying. The actors and actresses also talked in Javanese Language. That is why the research subject feels proud of it. This is the evidence that the research subject gave.

- *“Iya, pastinya. Kaya maksudnya itu bener-bener dengan artis-artis terus mereka ngomongnya Bahasa Jawa dan lagi itu syutingnya di Malang tempat dimana aku kuliah. Jadi kaya wah bener-bener suatu pride gitu.” (RS 8)*

“Yes, for sure. The movie is full of **actor and actresses who talked using Javanese Language**, moreover **the setting is in Malang where I am studying**. So, it is like a huge pride.” (RS 8)

From the sixth question regarding the research subjects’ opinion whether or not they want to recommend this movie to their friends, family or others, one research subject (RS 3) felt that the movie reflects a youth Javanese really well. The research subject found that the movie is related to Javanese Culture that is why this movie is recommended to friends who understand Javanese Culture especially the culture which is related to love matter. By understanding the culture, the viewers can enjoy the movie more. This is the evidence that the research subject gave.

- *“Lebih banyak ke teman-teman. Karena, **film ini genrenya kan anak muda banget, anak sma banget dan apa namanya, kisahnya itu mencerminkan anak muda dari Jawa banget. Jadi film ini bisa sangat dinikmati buat anak-anak yang mengerti budaya percintannya anak Jawa lah.**” (RS 3)*

“Mostly to my friends. Because, **the genre of this movie is really youthful, a story that is really high schooler, also the story is reflecting young generation from Java. So, this movie can be really enjoyable for young people who understand Javanese Culture especially the culture which is related to love matter.** (RS 3)

4.1.2.2 Ethnicity

There are several sub possible reasons related to ethnicity which are introducing, preserving and spreading Javanese Language, Creating Javanese Ethnicity Pride, Raising Javanese People and Javanese Language position in a society and also Raising Vernacular Language (Javanese Language). The following are some evidences showing that ethnicity is one of the possible reasons influencing them in giving the attitude.

4.1.2.2.1 Introducing, preserving and spreading Javanese Language

From the first question regarding the research subjects' opinion towards the trailer of *Yowis Ben* which uses Javanese Language, four of the research subjects (RS 4, RS 5, RS 7, RS 10) thought that the use of Javanese Language on the trailer and movie itself can introduce and preserve the Javanese Language. This is the evidence that the research subjects gave.

- “*Bagus sih. Apa ya, biar bahasa daerah itu tetep dilestarikan gitu. Ya meskipun sekarang semua orang wajib lah ya bisa bahasa asing tapi tetep nggak ngelupain bahasa daerah gitu.*”(RS 4)

“It is good. What is it, it is **to preserve vernacular language**. Although these days people has to be able to speak foreign language, they still have to remember their vernacular language.” (RS 4)

From the second question about their reaction (whether they are happy or not) after seeing *Yowis Ben* as a movie which used Javanese Language as a main language, five of the research subjects (RS 1, RS 3, RS 4, RS 6, RS 10) are happy because the movie can preserve, introduce, and spread Javanese Language. This is the evidence that the research subjects gave.

- *“Seneng sih. Mungkin karena bisa lebih menyebarkan Bahasa Jawa gitu. Karena meskipun banyak yang pakai, banyak juga yang nggak tau Bahasa Jawa.”*(RS 6)

“I am happy. **Maybe because the movie can spread Javanese Language**. Although there are many people who use Javanese Language, there are also many people who do not know about Javanese Language.” (RS 6)

4.1.2.2.2 Creating Javanese Ethnicity Pride

From the second question regarding the research subjects’ reaction (whether they are happy or not) after seeing *Yowis Ben* as a movie which uses Javanese Language as a main language, one of the research subjects (RS 5) is happy because she is Javanese. This is the evidence that the research subjects gave.

- *“In a nutshell, seneng. Tapi ya itu tadi, saya bilang boleh sebagai orang Jawa itu berbangga tapi jangan sampai kebanggaannya itu berlebihan sampai kaya*

wah ini aku Orang Jawa, filmnya diangkat Bahasa Jawa semua. Jangan sampai apa ya.. kaya overwhelming gitu lah.” (RS 5)

“In a nutshell, I am happy. But as I stated before, **As Javanese People it is allowed to be proud** but do not be too much or too exaggerating because the movie is all using Javanese Language. Just do not be too overwhelmed.” (RS 5)

From the third question regarding the research subjects’ opinion whether or not they feel proud because Javanese Language is used as the main language in *Yowis Ben*, five of the research subjects (RS 4, RS 5, RS 7, RS 9, RS 10) stated that they are proud because they are Javanese People. This is the evidence that the research subjects gave.

- *“Iya, ada. Karena, apa ya Bahasa Jawa itu tiap daerah aja beda kan. Terus apalagi dia khasnya kaya khas Jawa Timuran gitu jadi ya **bangga gitu karena asalnya dari Jawa Timur juga.**” (RS 4)*

“Yes, there is. Because, Javanese Language in every region is different. Moreover, the movie used *Jawa Timuran* Javanese, so **I am proud because I am originally from East Java as well.**” (RS 4)

The fourth and fifth question which are intended to identify their knowledge about Javanese Language by questioning their opinion whether the Javanese Language used in the trailer considered rude or not also questioning about which one of Javanese Politeness Level that is used the most, *ngoko*, *krama* or *madya*. The researcher came up with one possible reasons of their attitude, which

is their ethnicity as Javanese People. All research subjects (RS 1, RS 2, RS 3, RS 4, RS 5, RS 6, RS 7, RS 8, RS 9, RS 10) can answer those questions with reasons based on their knowledge as Javanese People. They can answer the questions because they are Javanese People who speak Javanese and live in Java. That is why, they got knowledges about Javanese Language. These are the evidences that the research subjects gave.

- “*Seperti yang kubilang tadi, karena aku Jawanya Jawa Mataraman, Jawanya Jawa halus karena karesidenan Kediri itu Jawanya Jawa halus itu menurutku kasar. Tapi karena kasarnya untuk sense of lucu gapapa, oke.*” (RS 7)

“Like what I have been said before, **because I belong to Jawa Mataraman, the Javanese Language is considered fine. Because karesidenan Kediri’s Javanese Language is fine, I think the language in movie considered rude.** However, because the rudeness is for sense of humor it is okay.” (RS 7)

- “*Ngoko. Karena bahasanya kasar apalagi itukan seumuran, siswa sama siswa jadi ngomongnya kaya bahasa pasar bahasa ngokoan gitu. Penggunaan kata koen juga ada disitu.*” (RS 2)

“**Ngoko.** Because the language is considered rude, moreover they are **friends at the same age, they both are students**, so they are talking with *bahasa pasar ngokoan*. The use of a word *koen* is also there.” (RS 2)

From the sixth question regarding the research subjects’ opinion whether or not they want to recommend this movie to their friends, family or others, one research subject (RS 7) wants to recommend this movie because the research

subject wants to show that we as local people (Javanese) also have a good quality of movie. This is the evidence that the research subjects gave.

- “*Iya, mau.*” (RS 7)

“Yes, I want to recommend this movie” (RS 7)

- “*Apa ya.... terutama ke temen-temen yang sesama Jawa ya. Karena biar nunjukin kalau bahkan kitapun apasih ibaratnya orang lokalpun punya film yang berkualitas bagus gitu.*” (RS 7)

“Especially for my Javanese friends. **Because, it is to show that we as local people also has a good quality of movie.** (RS 7)

4.1.2.2.3 Raising Javanese People and Javanese Language position in a society

From the third question about whether they feel proud because Javanese Language is used as the main language in *Yowis Ben*, two of the research subjects (RS 1, RS 3) stated that they are proud because finally, Javanese Language’s position can be raised in a society. Also, people who underestimate Javanese people can see that Javanese has their own culture and style. These are the evidences that the research subjects gave.

- “*Jelas banget sih soalnya kita kaya seperti dijajah dengan kejakartaan kaya lo-gue lo-gue gitu kan di setiap film yang ada terus **akhirnya ada salah satu, bisa dikatakan penulis, produser yang akhirnya mengangkat Budaya Jawa dan Bahasa Jawa ke kasta yang lebih tinggi, seperti itu.***” (RS 1)

“It is very clear because we are like colonized with Jakarta style *lo-gue lo-gue* like that in every movie and **finally there is one, can be said as writer, producer who raise Javanese Culture and Javanese Language to the higher level, like that.**” (RS 1)

- “*Ada kebanggaan. Karena selama ini kan orang-orang Jawa itu terkadang dianggap remeh, terkadang dikesampingkan karena kita yang dianggap terlalu medok atau kita yang nggak pintar dalam Bahasa Indonesia atau kata lain kita nggak gaul. Tapi, lewat film ini ya.. kita justru dianggap lucu dan dengan budaya kita yang kaya gini, orang-orang juga lebih memandang kita punya budaya sendiri dan gaya sendiri.*” (RS 3)

“There is a pride. Because **throughout this time, Javanese people sometimes being underestimated**, sometimes it has already been put aside because we considered *medok* or we are not good enough in Indonesian Language, on the other words *nggak gaul*. **But, through this movie, we considered funny with our culture, people also see that we have our own culture and style.**” (RS 3)

4.1.2.2.4 Raising Vernacular Language (Javanese Language)

From the sixth question which questioning whether they want to recommend this movie to their friends, family or others, three research subjects (RS 4, RS 8, RS 10) wants to recommend this movie because it raises vernacular language which is Javanese Language and use it in the movie. This is the evidence that the research subjects gave.

- *“Ya meskipun pakai Bahasa Jawanya yang agak kasar, tapi filmnya mengangkat tentang bahasa daerah gitu kan jadi bagus gitu.” (RS 4)*

“Although Javanese Language that is used in the movie considered rude, but **the movie is still raising local language so it is good.**” (RS 4)

4.1.2.3 Genre

From the sixth question which questioning whether they want to recommend this movie to their friends, family or others, two research subjects (RS 5, RS 6) wants to recommend this movie because the movie is funny to watch. This is the evidence that the research subjects gave.

- *Iya, terutama keluarga. (RS 6)*

“Yes, I want to recommend this movie especially to my family. (RS 6)

- *Soalnya lucu aja gitu. Jadi ngajak nonton bareng lucu kayanya. (RS 6)*

“**Because it is funny.** So, asking my family to watch together might be fun.

(RS 6)

4.2 Discussion

In this sub chapter, the researcher would like to elaborate the answers of first and second research problems. The first is regarding the characteristics of language attitude of Javanese Students in FIB towards “Yowis Ben” Movie. From three characteristics of attitude conveyed by Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17), all research subjects gave positive attitude towards

“Yowis Ben” movie in affective and cognitive characteristics. While for conative characteristics, they gave both positive and neutral attitude.

The first characteristic is affective characteristic. As stated before, affective characteristics describe the individual’s reaction to the attitude object as a whole, and also his reaction towards each specific aspects that the object have. It turns out, all research subjects give positive attitude concerning affective characteristics. Javanese Students in FIB still give a good reaction towards vernacular language, in this case, Javanese Language. They still appreciate and feel proud of their mother language. This might be because the language which is used in the movie. The research subjects of this research are the native speaker of Javanese. Therefore, the fact that this movie is using Javanese Language made the research subjects feel proud and give a good reaction towards the movie itself.

The next characteristic is cognitive characteristics. As it is stated before, cognitive characteristics provide the informational context and the time perspective of attitude. The informational context of cognitive characteristics can be explained as the stereotypes, beliefs and factual knowledge of each person which is in line with the object of attitude. For this characteristics, all the research subjects also give positive attitude. It means that they still have some knowledge on Javanese Language. Although they do not learn it formally, they still remember about *Ngoko*, *Madya* or *Krama* Javanese and how to use it in different context on the social situation such as age or place . This might be because the fact that they are the native speaker of Javanese Language. As the native speaker of Javanese Language, those research subjects are well knowledgeable about the language rules of Javanese and

even the social context underlying the use of Javanese in relation on the degree of politeness.

The last characteristics is conative characteristic. Conative characteristics describes what a person is going to do related to the attitude object. A person's lability and passivity is really important in this characteristics. For this characteristics, the first question got positive attitude from all research subjects. As a Javanese, knowing that there is a movie using Javanese Language make them want to recommend it to others, spreading it to make them know that their language is used as the main language in the movie, not just a language for daily communication. On the other hand, the second question got positive and neutral attitude from the research subjects. Some of them will take an action to people who are giving negative comments towards Javanese Language in the movie yet some of them just accept it. When people said something bad towards Javanese, there will be a feeling to clarify their statement because it is their language and they feel like they have to protect it. It means that the research subjects still have a high pride and a sense of belonging upon Javanese Language. However, giving neutral attitude towards the movie does not mean that the research subjects do not feel proud or appreciate Javanese Language. It means that they appreciate every opinion exist. They want to let others know that other people might have different perception and opinion regarding Javanese Language used in the movie. Those neutral attitude gives a space for other people to think differently. By doing so, the research subjects want to said that their judgement towards Javanese Language might be perceived differently by others and that is okay.

That attitude which are given by them is followed by three possible reasons consists of reliability, ethnicity and genre. First possible reason is reliability. There are several research subjects stating that this movie is related with them through several aspects such as the language that is used in the movie are the language that is used by the research subject as well. When people watch a movie that has related aspects with their daily life, it makes them easier to enjoy and understand the movie. As it was stated before, the movie used Javanese Language as the main language which is used by the research subjects as well. Even there is Indonesian Subtitle in the movie, the research subjects do not need that. They can understand and enjoy the movie more because they know the language, they understand and even use that language when they are communicating at daily basis.

Second possible reason is ethnicity. Appel and Muysken (2005) believe that the attitudes of people towards languages are also strongly related to the identity or ethnic they have. The research subjects, as Javanese People give positive attitude because as Javanese, they feel proud that finally their language that is usually used for daily communication is used in the movie even many people watched the movie regardless its controversies. According to filmindonesia.or.id, the viewers of “Yowis Ben” reach 935.622 viewers and belongs to the 15 movie in Indonesia which has the most viewers in 2018. This proves that despite the controversies regarding this movie, this movie is still loved by many Indonesian viewers. Indirectly, people start to acknowledge Javanese Language, People and Culture that is depicted in the movie. It dates back to the history that Javanese is the most prominent ethnic in Indonesia. Java Island has the most population compare to

another island in Indonesia. According to population census in 2010 by Statistic Center Bureau, from 237.641.326 citizen in Indonesia, 57,5% lived in Java Island. The population in Java Island is the biggest population among all islands in Indonesia. That is why, although there are some controversies regarding the use of Javanese Language in “Yowis Ben” Movie, that movie is still loved by many people.

The third possible reason is genre. The research subjects want to watch the movie because it is funny to watch. According to www.imdb.com, the genre of this movie itself is comedy. Based on Merriam-webster dictionary, one definition of comedy is a drama of light and amusing character and typically with a happy ending. When people watch a movie with a light story and amusing character, they can enjoy the movie more because they do not have to think again about the plot of the story. On the other hand, it can bring laughter as well because comedy movie has a funny story. Andi Boediman as Managing Partner Ideosource Film Fund (IFF) stated that in the last ten years, comedy still take the first place among 15 top movies with a percentage of fifty five (Hasibuan, 2018). This is also funny to watch because *Ngoko* Javanese is used the most in the movie. Because *Ngoko* Javanese is mostly used several terms such as swear words (*jancok*) and very low level of politeness such as (*koen, tilismu*) and so on, the movie becomes really funny to watch. The sense of comedy in the movie is delivered well. That will be different if the movie used *Krama* Javanese, there is no such terms as what it is stated before, also it is more formal compared to *Ngoko* because *Krama* is used to talk to older people. The movie will not be funny to watch if *Krama* Javanese

used the most. From three of those possible reasons, ethnicity is the most frequent possible reasons found. It means the research subjects, as Javanese People still appreciate, respect and feel proud of their Javanese Language. They still have the feeling of pride towards Javanese Language.

The result of this research is also similar compared to the result from previous studies by Yuliasity (2018). In Yuliasity's research, the research subjects gave positive attitude towards the Javanese speech that is spoken by foreigner. In this research, the research subjects also give positive attitude towards the Javanese Language, but it is not spoken by foreigner, yet it is spoken by the Indonesian actors and actresses who are acted in "Yowis Ben" movie. Although the speaker has different ethnicity, both research subjects from previous research and present research who are Javanese give positive attitude. It means that they do not consider whoever the speaker is or what ethnicity does the speaker has. They give positive attitude because those people speak using their Language which is Javanese. There is a feeling of pride when knowing that their language is spoken by others regardless whoever the speakers are and what ethnicity that the speakers have.

The result of this research is also similar compare to the result from both of the previous studies by Yuliasity (2018) and Hartono (2013). The first previous research from Yuliasity (2018) identify language attitude from foreigner's Javanese speech. The research subjects give positive attitude towards the Javanese speech spoken by foreigner. The speech is about the foreigner's real life and experiences. The foreign speaker spoke in Javanese and talked about how Javanese is unique, how proud he is in speaking Javanese, and how Javanese language should

be preserved. The second previous research is from Hartono (2013). In Hartono's research, the research subjects gave positive attitude towards Javanese Language in general. In this research, the research subjects also mostly give positive attitude towards the use of Javanese Language in "Yowis Ben" movie. As the researcher stated on chapter 2, according to Cambridge Dictionary, movie is a film shown in a cinema or on television and often telling a story. So, it is a scripted story which is not real. On the other hand, the research object from Yuliastity (2018) is the real life and experience of the foreigner also the research object from Hartono (2013) is Javanese Language in general. Regardless the differences between the present research and previous research, the result is still same that most of the research subjects give positive attitude towards each object. It means that the research subjects are still feeling proud and appreciate Javanese Language regardless the place it is spoken, either in the real life or in the movie. The language is the important key point. Because it is Javanese Language which is used, the research subjects are feeling proud of it whether it is used in the real life or it is used as the main language in the movie.

There is also another similarity between the present research and the previous research from Hartono (2013). The research subjects of present research and previous research Hartono (2013) are same, which are students majoring in language. The research subjects on Hartono's research are Javanese Students of English Education Department in Sultan Agung Islamic University while the research subjects from present research are Javanese students in Faculty of Cultural Studies, Universitas Brawijaya majoring in Language. Despite their major which

learn about International Language they still give a positive attitude towards Javanese Language. It means that, as Javanese they still have the feeling of pride towards Javanese Language although they already got much exposures from another language of their major, especially International language.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of this research based on findings and discussion as well as suggestions for the next researchers.

5.1 Conclusion

The conclusion of this research is that mostly the research subjects give positive attitude towards “Yowis Ben” Movie which uses Javanese Language as the main language. The research subjects mostly give attitude towards all questions that the researcher asked to them based on three characteristics of attitude which are affective, cognitive and conative stated by Smith (1947, as cited in Greenwald, Brock & Ostrom, 1968, pp. 16-17). The research subjects give neutral and positive attitude only in conative characteristics. Also these attitude is followed by three possible reasons which are relatability, ethnicity, and genre.

Based on affective characteristics which describe the individual reaction of research subjects towards the object, all research subjects give positive attitude towards “Yowis Ben” Movie by compliment the movie and they are also feeling happy and feel proud that there is a movie like “Yowis Ben”. It means that, the research subjects still appreciate and proud of their mother language. Based on cognitive characteristics which focus on the stereotypes, beliefs and knowledge of the research subjects, all ten research subjects give positive attitude by giving reasoning based on Javanese Knowledge that they have when they are answering

researcher's question regarding Javanese Language that is used in the movie. It means that they have some knowledge upon Javanese Language. They know about *Ngoko, Madya or Krama* Javanese and how to use it in talking with others. It is because Javanese is their mother tongue. They use Javanese as a language of daily life since they are child that is why they get used of those Javanese Politeness Level.

The next characteristic is conative characteristics which describe what a person going to do related to the attitude object. In this characteristic, they give positive and neutral attitude. All research subjects give positive attitude to the first question. They stated that they want to recommend this movie to others. Meanwhile, for the second question, six of them giving positive attitude by stating that they will give clear statement and explanation to maintain the use of Javanese Language in the movie itself or even recommend the movie to them. However, four of the research subjects give neutral attitude by tolerating the negative opinion. When people said something bad towards Javanese, there will be a feeling to clarify their statement because it is their language and they feel like they have to maintain it. It means that the research subjects still have a high pride upon Javanese Language. But giving neutral attitude towards it does not mean that the research subjects do not proud or appreciate Javanese Language. They want to let others know that other people might have different perception and opinion regarding Javanese Language used in the movie.

The attitude which are given by the research subjects followed by three possible reasons consists of relatability, ethnicity and genre. First possible reason is relatability. The research subjects found that the movie is relatable with several

aspects on their daily life. Second possible reason is ethnicity. The research subjects, as Javanese People giving positive attitude towards this movie because first, this movie are introducing, preserving and spreading Javanese Language, Creating Javanese Pride, Raising Javanese People and Javanese Language in a society as well as raising vernacular language which is Javanese Language itself. The third possible reason is genre. The research subjects want to watch the movie because it is funny to watch. That is related to the genre of the movie which is comedy and *Ngoko* Javanese that delivers the sense of comedy. From three of those possible reasons, ethnicity is the most frequent possible reasons found. It means the research subjects, as Javanese People still appreciating, respecting and feel proud of their Javanese Language. As Javanese, they still have the feeling of pride towards their language.

5.2 Suggestion

There are some suggestions for the next researchers who want to conduct a research about language attitude. First, the research subjects of this research are Javanese Students of FIB in Brawijaya University in general. The researcher picks the research subjects randomly and analyzed their attitude without considering their gender. Therefore, the researcher suggests to the next researcher to analyze their language attitude based on their gender as well. This is to find out whether male and female Javanese students at Faculty of Cultural Studies has a different perspective regarding the language attitude given.

Secondly, the research subjects of this research are students from Faculty of Cultural studies students whose major are language. Therefore, the next researcher can choose some students from another faculties who are not majoring in language. With a different background of their study, there are possibilities that they have different way of thinking. As a result, they might give different language attitude.



REFERENCES

- Appel, R., & Muysken, P. (2005). *Language contact and bilingualism*. Amsterdam: Amsterdam University Press.
- Alshenqeeti, H. (2014). Interviewing as a data collection method: A critical review. *English Linguistics Research*, 3(1), pp. 39-45. DOI: 10.5430/elr.v3n1p39
- Ary, D, et. al. (2010). *Introduction to research in education 8th edition*. USA: Wadsworth, Cengage Learning.
- Comedy. (n.d.). In *Merriam-Webster Dictionary*. Retrieved from <https://www.merriam-webster.com/dictionary/comedy>
- Creswell, J.W. (2009). *Third edition research design*. USA: Sage Publications, Inc.
- Crouch, M., & McKenzie, H. (2006). The logic of small samples in interview-based qualitative research. *Social Science Information*, 45(4), pp. 483-499. DOI: 10.1177/0539018406069584.
- Crystal, D. (2003). *The cambridge encyclopedia of language second edition*. UK: Cambridge University Press.
- Data penonton. (n.d.). Retrieved from <http://filmindonesia.or.id/movie/viewer/2018#.XHgM2PkzbiU>
- Greenwald, A. D., Brock, T. C. & Ostrom T. M. (1968). *Psychological foundations of attitudes*. New York: Academic Press.
- Hartono. (2013). The Attitude of Young Javanese Learning English towards their Mother Tongue in Relation to the Maintenance of Multilingual Society, presented at International Conference of Applied Linguistics, Bandung, 2013. Bandung: Language Center of UPI.
- Hasibuan, L. (2018). *Ini deretan genre film paling dinikmati penonton Indonesia*. Retrieved from <https://www.cnbcindonesia.com/lifestyle/20180504090055-33-13588/ini-deretan-genre-film-paling-diminati-penonton-indonesia>
- Holmes, J. (2013). *An introduction to sociolinguistics*. New York: Routledge.
- Ismadi, H. D. (2018). *Kebijakan perlindungan bahasa daerah dalam perubahan kebudayaan Indonesia*. Retrieved from [kemdikbud.go.id: http://badanbahasa.kemdikbud.go.id/lamanbahasa/artikel/2542/kebijakan-pelindungan-bahasa-daerah-dalam-perubahan-kebudayaan-indonesia](http://badanbahasa.kemdikbud.go.id/lamanbahasa/artikel/2542/kebijakan-pelindungan-bahasa-daerah-dalam-perubahan-kebudayaan-indonesia)
- Javanese. (n.d.). In *Merriam-Webster Dictionary*. Retrieved from <https://www.merriam-webster.com/dictionary/Javanese>

- Javanese. (n.d.). In *Oxford Living Dictionaries*. Retrieved from <https://en.oxforddictionaries.com/definition/javanese>
- Jendra, M.I.I. (2010). *Sociolinguistics the study of societies language*. Yogyakarta, Indonesia : Graha Ilmu.
- Language and Literature*. (n.d.). Retrieved from http://fib.ub.ac.id/?page_id=525
- Language Education*. (n.d.). Retrieved from http://fib.ub.ac.id/?page_id=5603
- McKenzie, R.M. (2010). *The social psychology of English as a global language*. New York: Springer.
- Moektito, B.E. [Bayu Skak]. (2018, February 10). *Aku wong Jowo* [Video File]. Retrieved from https://www.youtube.com/watch?v=Hg5aBcm4i0U&t=93s&list=PLPGGb kQ-Rt9cn5sj2UJYXlamacpGo_KAT&index=157
- Movie. (n.d.). In *Cambridge Dictionary*. Retrieved from <https://dictionary.cambridge.org/dictionary/english/movie>
- Quinn, G. (2011). Teaching Javanese respect usage to foreign learners. *Electronic Journal of Foreign Language Teaching*, 8, pp. 362-370. Retrieved from <http://e-flt.nus.edu.sg/v8s12011/quinn.pdf>
- Sensus Penduduk 2010*. (2010). Retrieved from <https://sp2010.bps.go.id/>
- Yowis Ben*. (n.d.). Retrieved from IMDb: <https://www.imdb.com/title/tt8024712/>
- Yuliatisty, G.A.S. (2018). *Young Javanese Native Speaker's Attitude Towards Javanese Speech Spoken by Foreigner*. Malang: Universitas Brawijaya.