CHAPTER I
INTRODUCTION

1.1 Background of the Study

Bali has a tropical climate, it makes the sun shine brightly along day, and that is why beaches are the best place to visit when tourists come to Bali. Bali has many beautiful beaches with their own uniqueness, such as Sanur Beach, Kuta Beach, Dreamland, Virgin Beach, and so on. Not only at those areas, but also other beaches in Bali offer a beautiful view, such as Kuta beach Bali that has a beautiful sunset. Kuta Beach Bali is not only famous for its beautiful sunset, the tourists can enjoy many kinds of restaurants and bars around Kuta area. Balinese people who live near the beach make a benefit in a beach tourism industry, not only art shop, bar, restaurant, and home stay, but also many massage therapists in a beach. The massage therapists are people who work in the tourism industry and they should be capable of one or more foreign languages to get favorable rewards. The development of tourism industry in Bali has encouraged the use of foreign language, because Bali is one of the tourist destinations in this world. English plays an important role in Bali tourism. It caused a number of Balinese people proficient in English language especially.

English is the language not only used in England, but also of the existent colonies associated in the British empires. English is learned in the whole world and most people in this world use English as their second
language to communicate with other people who speak in different language. English has many varieties of function. The use of good English is frequently encountered in foreign institutions, foreign language school and the foreign office. But if we compare it with English language used by massage therapists at Kuta Beach Bali is certainly very different. They use English for communication needs and try to make it a simple conversation. It will be more easily understood by foreigners but it is not a Standard English, and this is what we called a pidgin language.

Pidginized English used in the conversation between massage therapists and foreigners at Kuta Beach are intended to make negotiation to look for an agreement or satisfaction about prices, services and facilities.

There are many kinds of Pidginized English sentences which are especially constructed to suit the need of the users. If the communication is restricted to the buying and selling of services, for instance, only linguistic items which have something to do with this are needed. When they get in touch with the foreigners, they produce some quite trivial expressions, sentences, phrases, or linguistic units in a form of utterances. In this study, only English spoken by massage therapists in Kuta Beach area is taken into account which is compared to the standard English from their grammatical uses, as well as observing the mixing vocabulary with the local language, both Balinese and Indonesian languages.
Based on the description above, this paper is discussing about the variety of English language, which is related to the language which has no native speakers, it is no one’s first language, but it is a contact language (Wardhaugh, 1985:57). The variety of language is called Pidginized language which means that its speaker who wish to be able to communicate with others try to find or improvise a simple code to enable them to do so. This topic is interesting to be chosen and analyzed because we all know that English has a great influence in the world. It is so important to know how pidgins exist in this globalization era. It is also interesting to know how the massage therapists at Kuta Beach express the sentence structure in their job. Pidginized English that is spoken by massage therapists in Kuta Beach Bali is chosen in this paper as the objects of observation.

1.2 Problems of the Study

The problems discussed in this study are as follows:
1. What are the sentence forms of Pidginized English used by the massage therapists at Kuta Beach Bali compared to Standard English?
2. What are the factors influencing the massage therapists to use Pidginized English for their communication at Kuta Beach?

1.3 Aims of Study

In writing this paper, there are two aims to be achieved.
1. To identify the sentence forms of Pidginized English used by the massage therapists at Kuta Beach Bali compared to Standard English.

2. To analyze the factors which are influencing the Pidginized English used by the massage therapists at Kuta Beach Bali.

1.4 Scope of Discussion

As has been mentioned above, the research focused on the Pidginized English at Kuta Beach Bali and the language used by the therapists in their daily conversation with foreigners. The discussion is divided into parts:

1. The identification of the sentence forms of Pidginized English used by the massage therapists at Kuta Beach Bali compared to Standard English.

2. The factors influencing used of Pidginized English by the massage therapists at Kuta Beach Bali.

1.5 Research Method

Research method is a systematic process to analyze a problem with data as its basic to gain conclusion. It is not only done with a systematic process but also with scientific methods. It is a method in doing research and it can be a guide for us to conduct the research. The method applied in this paper consists of three steps, they are data source, data collection, and data analysis.
1.5.1 Data Source

The data of this study was taken from the English expressions and utterances used by the massage therapists at Kuta Beach Bali in the conversation with the foreigners. Total numbers of the therapists who used Pidgin English in their conversation at Kuta Beach Bali are over than 15 persons, but only 6 therapists were chosen as respondents for this research.

1.5.2 Method and Technique of Collecting Data

The method and technique used in collecting the data are as follows:

1.5.2.1 Population and Sample Techniques

The total numbers of the massage therapists at Kuta Beach Bali were over than 15 therapists as the population in this research, but only 6 therapists were taken as the respondents because, only the massage therapists who fulfilled the criteria were chosen as respondents. The spoken language was in the form of conversation when they did their activity as a massage therapist which was taken by note taking method. The therapists in Kuta Beach area are from around Kuta (local area). The purposive sampling was used in this place.

1. They are able to speak English.

2. They already did their job as massage therapists more than 5 years.
3. There are at least ages of maximum 60 years old.

4. The educational background is maximum Junior High School.

5. They are from Kuta area (local people of Kuta)

   Besides, there were some procedures in collecting data such as: observation and interview with the therapists in Kuta beach.

1.5.2.2 Observation

   Observation techniques can be divided into participant observation and non participant observation. Participant observation is concerned with putting myself in the place of the client or user and see what happens. Non participant observation, the research remains detached from the activity under observation and simply watched and noted what is going.

   In this study, the non participant observation was used, firstly came to Kuta Beach and observed the sentence utterance was taken from 6 therapists. Secondly, observed the activity of therapists by observing the therapists when they speak with foreign customers using English language, the data were collected by taking notes of the therapists utterance when they spoke English language with foreign customers. The observation were focused in collecting the sentences of Pidginized English used by the massage therapists, and to find out the reason of massage therapists used Pidginized English sentences in their communication.
1.5.2.3 Interview and Note Taking

The process of obtaining data for the purpose of the research is by asking some questions (face to face) between interviewers and respondents. This method applied in this study, firstly came to the location of observation in Kuta beach, then asked some questions to respondents about age, education background or last formal education: how they learned English, where the respondents come from, and some other questions. This interview is to obtain information about what factors influence the existence of pidgin language spoken by the massage therapists at Kuta beach Bali.

1.5.3 Method and Technique of Analyzing Data

After collecting the data, the next step is analyzing the collected data. The data of this research were analyzed by using qualitative method. They are classified as follows:

- **Transcribe**
  
  Firstly noted the dialogue between the massage therapists with foreigners, the data from note taking and observation were transcribe and rewritten using a data sheet.

- **Categorization**
  
  The data is categorized based on each type of pidgin, then indentifying the pidgin language in those data compared to Standard English. The analysis is focus on the expressions and their
grammatical uses. Meanwhile, the reasons for using pidgin derived from the respondent’s answers that were classified into some groups, according to some sub topics of analysis.