

Chapter One

Introduction

This chapter describes the reasons for conducting the research. It deals with several points, namely introduction includes background of the research, statement of the problems, research question, purpose of the research, significance of the research, and organization of the research. The more detailed explanation of all terms will be elaborated below.

Background of the Research

English language has dominated many aspects of communication, it used for many purposes. Harmer (2001) stated that English language has become a universal language used in the world of education, politics, technology, trade, tourism, and others. Vuković-vojnović and Nićin (2008) said that English language has been recognized as the most dominant language in the world of tourism sector. English language also greatly affects to the development for the entire workflow in the field of tourism.

In recent years, Indonesia has a big potential being world tourist center. It is proven by the number of development and improvement places of tourism in several regions in Indonesia. Based on data from the Central Bureau of Statistics (BPS) in 2017 there are 4.2 million tourists visiting Indonesia during January-April 2017. There is an increase of 19.34 percent compared to the same period in 2016. Based on Pesona Indonesia (as cited in Hilal, 2017), there are lots of famous places that become a target for international tourism. Those are Bali, Yogyakarta, Papua, Sumatera, and other spectacular tourism places.

Viko (2001) mentioned Yogyakarta is a popular city in Indonesia that is visited by many international tourists, because Yogyakarta has a lot of tourist destinations, such as Prambanan temple, Malioboro street, Brinjar market, Taman Sari, Parangtritis beach, and many others destinations. This is also proven by BPS (2017) data which mentioned the number of regular visits of international tourists to Yogyakarta in 2017 reached 397,000 visits. There are several reasons that make international tourists choose to visit Yogyakarta. These were the attractiveness of tourism spots, culinary and cultural destinations (Viko, 2001).

The final report on tourist shopping analysis by tourism office of Daerah Istimewa Yogyakarta (DIY) in 2017 showed the comparison of total expenditure of international tourists when traveling in Yogyakarta has increased from 2016 to 2017. That is from US \$ 408.8 to US \$ 428.34, and a total of US \$ 46.22 was used to buy souvenirs. The final report on tourist shopping analysis by tourism office of DIY (2017) also showed 13.8% silver, 10.0% batik, and 76. 2% handicraft products (bags, accessories, and many more.) were bought by international tourists. The data showed being a street hawker is one of great business opportunities, because international tourists have considerable interest to buy the souvenirs. The data of Micro, Small, and Medium Enterprise (UMKM) (2017) showed more than 20% people in Yogyakarta are street hawkers.

The researcher's interest in this research was caused by the frequency of the researcher visits to Malioboro Street. The researcher visited Malioboro in every month. The researcher often found international tourists to buy souvenirs. They used English language to communicate with street hawkers. The researcher

often found that when the street hawkers used English language, but some of them still have difficulty in speaking English language. The researcher also found that the international tourists feel uncomfortable because they are difficult to understand what street hawkers are talking about. If this phenomenon continues, it can cause the loss of desire of international tourists to shop, this reduces the income for street hawkers. And the greater impact of this phenomenon that the international tourists do not want to visit Indonesia, especially Yogyakarta. That is why the researcher needs to do this research in order the street hawkers and the government could overcome this problem.

Then, this phenomenon encourages the researcher to conduct preliminary observation. After doing preliminary observation, the result showed that street hawkers may have challenges in speaking English language. Therefore, the researcher intends to find what are challenges faced by the street hawkers on the use of English language in their transaction activity with international tourists.

Statement of the Problem

According to Kachru (as cited in Harmer, 2001) there are three concentric circle of English language use. They are the inner circle, the outer circle, and the expanding circle. The expanding circle is countries that use English language as their foreign language and they use English language for various purposes, but it does not make the dominant language of daily communication. Indonesia was categorized as expanding circle, so some people were unfamiliar to this language.

In Indonesia, the opportunity to use English is quite a lot, especially in Yogyakarta. At the moment, tourism destination in Yogyakarta is one of the

tourism places that can steal the attention of international tourist. On the other hand, the high interest of international tourists to buy souvenirs in Yogyakarta allows street hawkers meet international tourists as their customer. They use English language in doing transaction. That means being a street hawker is one of the possible ways to learn and speak English language. However, in reality the street hawkers still have difficulty in speaking English language. This condition makes the researcher interested to make preliminary observation.

Preliminary observation was made in the area of Malioboro Street. The researcher did primarily observation by pretending to be customers. The researcher met several times when international tourists did transaction with street hawkers, and when observing the researcher found several challenges. Some of the challenges that can be found street hawkers were lack of English language vocabularies, grammar, and pronunciation. But that did not stop trading activity. They just have difficult to communicate and many misunderstanding appear in their conversation.

Research Question

The research question of this research is what are the challenges faced by street hawkers on the use of English language in their transaction activity with international tourists.

Purpose of the Research

The purpose of this research is to know about street hawkers' challenges of using English language in their transaction activity.

Significance of the Research

The finding of this research will help to build the understanding about the challenges that faced by street hawkers. The significance of this research can be useful for street hawkers itself, language institution, and pre-service teacher.

Street hawkers. The research will give an impact to other street hawkers, because this study gives some views about the challenges of using English language for their transaction activity. It could help them to anticipate the problem. This research can be used as a reference and a consideration for the street hawkers to learn English language.

Language institution and government. The other significance of this study is for language institution. This research could tell to the language institutions and government about the challenges faced by street hawkers in their transaction activity. This research can be used as a consideration for conducting community services. The community services and government will help them to overcome their English language problem by made English language courses for the street hawkers. It will help street hawkers to overcome their English language challenges.

Pre-service teacher. This finding also will be useful for education. Pre-service teacher will realize about the challenges on the use of English language among street hawkers. So, it can be used for pre-service teachers in order to find the solution when they teach English for tourism course.

Organization of the Research

The researcher presents this organization of the research as the outline of this research. This research consists of five chapters, the first chapter includes background of the research, statement of the problem, research question, purposes of the research, and the significance of the research. Chapter two discusses the previous literature correlated to this research. All the literatures are from the related books, journals, and some articles. All the theories and statements in this chapter are talking about the related keyword that can explain the reader about the challenges faced by street hawkers on the use of English language in their transaction activity. It consists of English as lingua franca, English language for tourism, Yogyakarta's tourism potential, street hawkers, and the challenges of using English language in tourism.

Chapter three discusses the methodology that researcher used. This chapter divided into several parts. First, it is research design, it includes qualitative research method and descriptive research design. Second, research setting, it explains where the research conducted. This research conducted at Mallioboro street in Yogyakarta. Then, research participant, there are three participants who match the criteria. The researcher uses snowball sampling as a technique to find participants. Fourth, data collection method, the researcher uses observasi and interview as the data collection method. Then, data collection procedure, it explains the way the researcher collected the data. And last, it is data analysis. The researcher uses same stages of coding, they are open coding, analitical coding, axial coding, and selective coding.

In chapter four, the researcher explains finding and discussion from collected data through observation and interview. The findings of the research showed that the challenges faced by street hawkers on the use of English language were lack of vocabulary mastery, difficulty in arranging complete sentences, difficulty in pronunciation, lack of self-confidence in speaking English language, difficulty to respond to the international tourists' speed and accent. And the researcher also found the reasons causing challenges. Those were age factor, low level of education, anxiety, the nature of first language and second language, lack of experience on using English language, and lack of motivation on learning English language.

Lastly, on chapter five the researcher gives conclusion and suggestion. In conclusion, having challenges on the use of English language often happened among street hawkers. Those challenges and reasons were mostly caused by they perceive themselves. The researcher also gives some suggestion to the street hawkers, community services, government, and pre-service teacher.