

Chapter Two

Literature Review

In this chapter, the researcher will discuss the literature review about the challenges faced by street hawkers on the use of English language in their transaction activity. There will be some theories related to the problem and it will be discussed in this chapter.

English as Lingua Franca

English language is one of many languages that uses by many people around the world. It supported by Crystal (as cited in Harmer, 2001), who explained English language takes 75 territories which means English language hold a special place. It counted around 377 million first language speakers and only 98 million speakers of English language as second language speakers.

Graddol (2006) said in some countries people use English language as a communication strategy that aims to exchange ideas, thoughts, and culture, in order to create a good relationship among people from different countries.

English language is considered as lingua franca of the twenty-first century. Brosch (2015) explained lingua franca is the common language used by people different language background to communicate with each other. According to Seidlhofer (2005), he said English has a role as a way of referring to communication in English between speakers with different first language. Then, Seidlhofer (2005) also explained the features of English language will tend to be crucial for non-native speaker in order to decrease that cause miss understanding between people with different native language. Then, Seidlhofer (2005)

mentioned the importance of English as a lingua franca is now irrefutable. It is now indispensable, and will continue to do so in the future, both for the beginning and survival of communication in many countries and cultures. Seidlhofer (2005) also explained English as lingua franca is valuable for general language awareness and communication strategies.

Based on the explanation from the experts, English language as lingua franca has a significance role in language communication, because it uses among people to communicate across the language barriers. English language is the world's common language. It is spoken by a quarter world's population. That has made English language is an important language in this present era.

English Language for Tourism

Tourism is very important for countries' economic development, because tourism involves the greatest human movement and becomes one of the largest and most influential economic activities in the world. The tourism sector becomes one of the great sources of income for a country that is able to develop it in the current era of globalization (Arifin, Aireen & Hasan, 2012). Bobanovic and Grzinic (2011) also said globalization has greatly increased competition in the tourism markets, and destinations are faced with tough price competition around the world. Given these challenges and desires, local tourism should be sustainable to develop existing tourism, and human resource development is essential to success in the tourism sector.

The language for tourism has an important role to provide a detailed view of the potential tourist destinations, in which the language of tourism aims to

attract, and encourage potential tourists to become tourists (Arifin et al, 2012).

English language for tourism is the language used to communicate in certain areas of tourism. It aims for the success of a communication among people who use it in the tourism sector as between them and their customers (Vuković-vojnović & Nićin, 2008). According to Bobanovic and Grzinic (2011), English language for tourism has become a demand for employees who work in the field of tourism to develop language skills and can meet the requirements of tourists. Prachanant (2012) also mentioned the role of English language is necessary for tourism sector as a means to communicate, negotiate, and execute transactions with tourists.

Yogyakarta's Tourism Potential

Province of Yogyakarta is one of the regions in Indonesia. Geopolitically, the specialty of Yogyakarta is influenced by the strategic location of Yogyakarta as the center of Javanese culture. Yogyakarta is one of the provinces that has a strong correlation with local royal system (Rachman, 2014).

Based on Yogyakarta Tourism Office (2017), there are many factors that make International tourists choose Yogyakarta as their tourism destination. These factors are the number of historical heritage sites, the beauty of natural attractions, and the cultural values that are still attached among community in Yogyakarta.

According to Viko (2001), there are many tourist destination that can invite tourists to come to Yogyakarta, they are divided into some parts, namely natural tourism, artificial tourism, and historical tourism. Natural tourism in Yogyakarta provides beaches, caves, and mountains, such as Parangtritis beach, Jombrang cave, and Merapi mountain. Artificial tourism in Yogyakarta provides museums,

zoo, Yogyakarta's Palace, Malioboro street and other tourist attractions, such as Museum Affandi, Gembira loka zoo, and Kraton Ngayogyakarta Hadiningrat. And historical tourism provides temples, such as Prambanan temple, Ratu Boko temple, and Kalasan temple.

Street Hawker

According to Mustafa, Rahim and Marzuki (2013), Trading is the most common activity among informal sector participants who constitute a large part of the workforce. Entrance into trading activities is relatively easy because limited capital and skills are needed. Trading is a unique activity because there are no limits to investment. This allows most people with small capital and skills to participate. Mustafa et al., (2013) also mentioned street hawker is a profession that deals with trading. Street hawker is a seller of merchandise that can be easily transported. This term is roughly the same as the seller or costermonger. In most places where the term is used, a hawker sells inexpensive items, handicrafts or food items. Street hawker is also referred to as producers or small traders in the informal sector.

The Challenges of Using English Language in Tourism

In this literature review, the researcher will mentioned some challenges that may occur among street hawkers when they use English language in tourism sector. Because of the lack of related literature sources on challenges that face among street hawkers, so the researcher uses the literature source of the challenges facing by English foreign language (EFL) users. There are several

challenges that cause problem among EFL users. All the challenges will elaborate bellow:

Lack of motivation. Motivation is one of factors that leads someone decides to do something. Dornyei (as cited in Moss and Ross-Feldman, 2003) mentioned “motivation as why people decide to do something, how long they are willing to sustain the activity and how hard they are going to pursue it” (p. 75). Al-Mahrooqi and Tabakow (2013) explained motivation is an effective factor of a deep self-confidence to achieve something, feelings, learning attitudes, and personality types. The lack of motivation in learning English language seems to be common challenges. Schwarz (2003) explained the lack of motivation will effect on employment and academic pursuits, social interactions and personal relationship, and self-esteem.

Lack of self-confidence in speaking English. One of problems from EFL user is lack of self-confidence. Smith (2013) said the one who lack of self-confidence in speaking a language target will be difficult to develop their language acquisition than those who have confidence. Sadghi, Mohammadi and Sedaghatgoftar (2013) found a significant negative correlation between the lack of self-confident and recall vocabulary item. When someone who has low self-confident speak the target language, they will face difficulty in remembering the word they want to say.

One of the factors causing lack of confidence in language is language anxiety. Anxiety is a feeling of fear, nervousness, worry and a sense of tension associated with the autonomic nervous system (Horwitz, 2001). Crookall and

Oxford (as cited in Horwitz, 2001) suggested that problems with self-esteem, risk-taking, and confidence in language are caused by language anxiety and it will end up inhibiting proficiency in a second or foreign language.

Low level of education. According to Schwarz and Terrill (2000), the other reason for the lack of ability in EFL user is low level of education. The low level of education will cause the difficulties in learning a second or foreign language. Tatham and Morton (2006) explained lack of experience and education leads someone to understand a language but they could not speak it.

Lack of pronunciation knowledge. One of the challenges in using English language may be poor of pronunciation knowledge. Chitulu and Njemanze (2015) state a system of language voices has rules that cannot be ignored. The misappropriation of these rules can lead to loss of communication and mutual understanding. The incorrect application of sounds such as poor pronunciation among language users will cause miss understanding. Moyer (2004) also mentioned pronunciation seemed to be difficult for almost everyone, mainly because of the type of English education among people. A relatively late English learning can be a trigger problem in pronunciation. Alsadeqi (2010) also explained that pronunciation error is common among people who are learning a language, and it is usually cause of the learners' mother tongue.

Other statement from Chitulu and Njemanze (2015) explained effective communication process among language users should be achieved by maintaining the morphology, syntax, semantics and phonology of language ideals. Chitulu and Njemanze (2015) added that is important to note that all aspects of language are

very useful. Having lack of this aspect will hinder the effectiveness of language use and greatly affect the competence and performance of users. This will make mutual understanding difficult for everyone involved in language use. Hence, correct grammatical and pronunciation is a very important thing, because it is the last part of the use of language (Chitulu & Njemanze, 2015).

The use of the wrong pronunciation inevitably causes the message to be misunderstood by the recipient. Dewlash (2018) states improper pronunciation can lead to negative impressions, misconceptions and ineffective communication. Dewlash (2018) also mentioned pronunciation errors can cause serious misunderstandings. Bad pronunciation can result in failure to convey messages and may cause problems in communication.

Lack of vocabulary mastery. The first thing that EFL user should consider is about the importance of vocabulary mastery, because vocabulary plays a great role for successful of communication. Cameron (2001) explained the knowledge about vocabulary is often viewed as a critical tool for second or foreign language user because a limited of vocabulary mastery in a second or foreign language inhibit the successful of communication. Nation (2001) explained vocabulary knowledge allows the use of language, and the use of language leads to an increase in vocabulary knowledge. That was illustrated the relationship between vocabulary knowledge and the use of language as complementary, in order to understand the language its-self. Nation (2001) said vocabulary is crucial to be mastered by the English language user. Vocabulary mastery is needed to reveal our ideas and to be able to understand the other

people's sayings. Alqahtani (2015) mentioned language user's motivation and interest in language vocabulary is a major trigger for success in expanding vocabulary mastery.

Lack of grammar knowledge. Grammar is a study directs the speaker to incorporate words into a sentence. Consciously or unconsciously everyone will use grammar when they communicated using a particular language (Debata, 2013). Other explanation from Debata (2013), he states in the use of a language, grammar is one of the essential elements for creating a perfect communication both oral and written. Moyer (2004) also said some people as second or foreign language users face challenges in memorizing vocabulary and grammar, and composing sentence structures in English language. According to Debata (2013), someone does not have a good knowledge of grammar then it will inhibit the smoothness of a communication. Without grammar, a language will be ambiguous and ineffective. Therefore, learn the grammar will create clearer and more effective communication.

When a language is delivered with the correct grammar, it will be easier to understand the purpose and meaning of the language. According to Dewlash (2018), clear communication is impossible without good grammar. Proper grammar makes people misunderstood when expressing thoughts and ideas. Another statement from Dewlash (2018), he said a person with poor grammar ability can make a negative impression on others. Some people consider good grammar as a sign of one's intelligence and education.

Conceptual Framework of the Research

English language is a global language that used many people around the world. English language has effect for economic, tourism, political, educational and other aspects. English language plays crucial role in tourism development. In tourism sector, English language used for purpose of communicating among people working in that sector and their costumer.

Yogyakarta is one of cities in Indonesia. It has high potential of tourism. Yogyakarta serves many tourist destinations that can invite both domestic and international tourists. Using English language in this field is very necessary, because it can give significance effects between international tourists and people who are involve in the field of tourism. But in Indonesia, English language is a foreign language. People use vernacular as their mother tongue. Therefore, there are some challenges that can cause problem among English language user especially the street hawkers. The challenges are lack of motivation, lack of self-confidence, low level of education, lack of pronunciation knowledge, lack of vocabulary mastery, and lack of grammar knowledge.

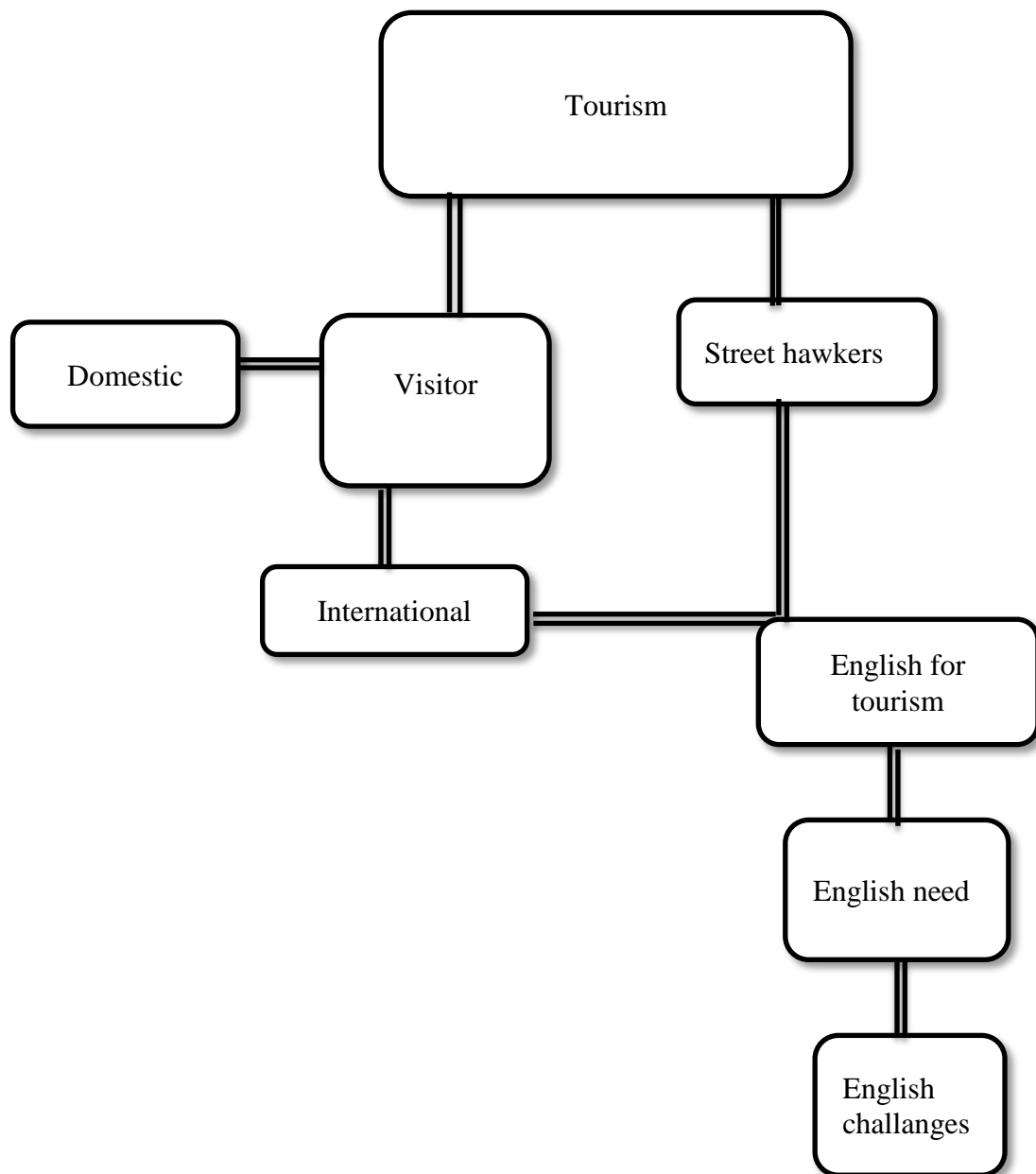


Figure. 01 Conceptual framework of study