

## **CHAPTER I**

### **INTRODUCTION**

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### Introduction

#### **1.1 Background of the Study**

Andrews (1988:4) concludes that being successful in communication is good for human beings. Lehmann (1983:1) also claims that by communicating with others, people can continue living in every aspect of life in the society, for example in business. The evidence is overwhelming that good communicators do succeed in business. In the meantime, communication cannot be separated from "language". It is because language provides the means for us, human beings, to express whatever we want to do, to convey information, to learn the world, to exist in the society, as mentioned before, and to bear whatever we call the functions of communication, in short. Therefore, Lehmann (1983) affirms that language plays a very important role in the social life.

Language is also unique, as it exists in communities. Every individual might have his or her own way to use language. Hudson (1982) and Holmes (1992) state that each of them could be different from one another. Wardaugh (1998:1) adds that these styles arise in many factors, such as the social contacts, the topics, the participants, the purpose, the places, and the situation of the interaction. Bell (1976:110), Nababan (1978:279), and Hornby (1977:1) also argue that one person may use more than one code with many styles when he or she interacts with others in whatever kinds of medium, such as E-mail or Electronic Mail.

Nowadays, using E-mail as a medium of communication is a common phenomenon. In PT. Maspion where the writer works in the import department as an example, most of the import administration activities such as contacting the suppliers to revise and or sending shipping documents use E-mail as the most efficient instrument. Still, PT. Maspion temporarily receives shipping advice through Electronic Mail from its companions as attached below.

**Import**

From: Mary [marywml@singnet.com.sg](mailto:marywml@singnet.com.sg)  
 To: import.hq.maspion.com  
 Sent: Tuesday, September 09, 2003 1:09 PM  
 Subject: Fw: VESSEL DELAY – KMTC PUSAN V. 313S ETA SIN 7/9/2003  
 Attn: Ms. Meme  
 From: Mary  
 --- Original Message ---  
 From: Norsham  
 To: HPMS [Mary Wong]  
 Sent: Saturday, September 06, 2003 10:01 AM  
 Subject: Fw: VESSEL DELAY – KMTC PUSAN V. 313S ETA SIN 7/9/2003  
 6<sup>th</sup> Sept 2003  
 Dear Mary  
 Bkg Ref: SUB45018-01  
 Please be informed that MV KMTC Pusan V.313S is delayed and due to arrive Sin 08.09.03 i/o 07.09.03. Please refer to the below self explanatory message from the carrier about the delay.  
 Noersham  
 --- Original Message ---  
 From: anna thng [[mailto:anna@modernshipping.com.sg](mailto:mailto:anna@modernshipping.com.sg)]  
 Sent: Friday, September 05, 2003 6:45 PM  
 To: Shannon Lim; Mary Lee; Kathy Chan  
 Cc: Ivy Teo [MSA]; Daphne Yeo [MSA]; Jazry Chan [MSA]; Shirley Oh; Venu [MSA]; Tommy Wee; Ryan Tan [MSA]; Richard Veo; Wilfred Lim [MSA]  
 Subject: VESSEL DELAY – KMTC PUSAN V. 313S ETA SIN 7/9/2003

This is to inform you that KMTC Pusan V.313S will be delayed to arrive Sin 8/9/2003 due to bad weather. We apologized for the inconvenience caused.

Thanks and regards.

Being interested in the above kind of fact, the writer then, intends to do a research on the language styles and functions used in the e-mails of East Asian Suppliers as the main suppliers of PT. Maspion, entitled "**A Study on Language Styles and Functions of the East Asian Suppliers in Communicating with PT. Maspion through E-mail**"

### **1.2 Statements of the Problems.**

Corresponding to the background of the study, there are two basic queries needed to figure out, namely:

1. What kinds of language styles do the East Asian suppliers use in their E-mails to PT. Maspion?

2. What kinds of language functions do the East Asian suppliers use in particular language styles when interacting with PT. Maspion in their E-mails?

### **1.3 Objectives of the Study.**

In relation to the above questions, therefore, the objectives of this study are formulated as follows:

1. To figure out the language styles found in the East Asian suppliers' E-mails to PT. Maspion.
2. To describe the East Asian suppliers' language functions of using particular styles in their E-mails to PT. Maspion.

### **1.4 Significance of the Study.**

Related to the objectives of the study, the findings of this study are expected to give deep contributions to the readers who are interested in Sociolinguistics. Also, this study is likely to give insights to the readers in using E-mail as the medium of communication, such as how to perform the language in the E-mail.

### **1.5 Theoretical Framework.**

Basically, the theories of this research are language functions, language variation and language styles. Also, to support this study, the concept of electronic mail shortened e-mail is provided to indicate the important role of innovative technology towards communication.

### **1.6 Assumption.**

The subjects of this research (both PT. Maspion and East Asian suppliers of PT. Maspion) use English as the international business language and certainly have knowledge of cross-cultures, as their cultures are different from one another. Moreover, basically, their computer programs installed are in English. The writer

also assumes that the Principals of the East Asian suppliers live and work in East Asian regions where their companies and or offices are located, and their nationalities are East Asians.

### **1.7 Scope and Limitations.**

Realizing how broad this study is, the research is limited in some ways.

They are:

1. The E-mails are taken from September 2002 up to September 2003, in order to give enough space to cover all countries in the East Asian region (Japan, Korea, China and Taiwan).
2. The participants are “PT. Maspion” which is represented by the import administrators who are Mr. Bambang, Mr. Ateng, Mr. Elim, Ms. Rini, Ms. Harni, Ms. Lidya, Ms. Irni and the writer herself (Ms. Memé) at the Head Office on “Jalan Kembang Jepun 38-40 Surabaya”, and the East Asian suppliers of PT. Maspion which are represented by their Principals.
3. The topics of the E-mails taken are related to business communications between PT. Maspion and their collaborators, especially about import administration. The administration covers on the payment of the contract, the shipment of the imported cargo and the shipping documents. Also, the e-mails should not contain financial securities of both companies.
4. This research is focused only on the language style found in the E-mails, and the East Asian Suppliers’ language functions of using the styles based on the theories.
5. The taken E-mails come from [import.hq@maspion.com](mailto:import.hq@maspion.com) or [import.hq@telkom.net](mailto:import.hq@telkom.net). They do not include the out going or reply e-mail from PT. Maspion.

### **1.8 Definitions of Key Terms.**

To support the above scope and limitations, herewith, the writer defines some terms of this thesis entitled "**A Study on Language Styles and Functions of the East Asian Suppliers in Communicating with PT. Maspion through E-mail**" as follows:

1. **Language Styles**: communication forms (features) that occur in oral or written language as the means of communication, in particular ways according to the substances of the communications themselves, such as the topics or the contexts, and the participants (Holmes, 1992).
2. **Language Functions**: variety ways of communication forms that occur in oral or written language, according to the expression of the message of the language itself (Holmes, 1992).
3. **The East Asian Suppliers**: companies or firms in East Asia regions that supply or sell some raw materials or any supporting goods for productions and or trading to a buyer, such as PT. Maspion (Oxford dictionary).
4. **Communicating**: the act of transferring data or any kinds of information between sender and receiver to achieve goals, with the means of language (Andres, 1988).
5. **E-mails or Electronic Mails**: a popular feature of Internet functioned as a media of communication with ability of sending and receiving written messages (Fraase, 1994).

### **1.9 Organization of the Thesis.**

This thesis is divided into five chapters. Chapter One is the Introduction which is about the background of the study, statements of the problems, objectives of the study, significance of the study, theoretical frameworks, assumptions, scopes ad limitations, definitions of key terms, and organization of the thesis.

Chapter Two covers some literatures related to this study under report. It discusses theories and some opinions that support the study, namely language variations, language functions, language styles, and E-mails.

After collecting the above theories, the research methodology will be discussed in Chapter Three. It concerns with the nature of the study, the source of the data, the research instruments, the procedures of collecting and analyzing the data. In connection with this, the next chapter deals with the findings and the discussions of the findings. Finally, the fifth chapter presents the summary, the conclusion and suggestions related to the topic under study.