

**AN ANALYSIS OF LANGUAGE VARIATIONS USED IN INTERNATIONAL  
TELEPHONE SERVICE AT TELEPHONE OPERATOR DIVISION, FRONT OFFICE  
DEPARTMENT, ELMI HOTEL SURABAYA**

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**ABSTRACT**

Human civilization keeps on developing, also inclusive of all the aspects of human life itself. One of these aspects which cannot be separated from human life is the language without which people all over the world cannot communicate with each other. In tune with this phenomenon, the use of language as a means of communication also varies depending on to whom we speak, when-where and in what circumstances we speak. This research is concerned with how language varies when it is spoken by the callers and the telephone operator in Elmi Hotel Surabaya. In conjunction with this, the statements of the problem in this research are (1) What language variations are found in the dialogue between the caller and the telephone operator (2) Why those language variations can be classified as any of the styles or levels. And the goals of this research are (1) to find out the language variations used in international telephone service, (2) to find out why those language variations can be classified as any of the language styles or language levels. The scope of this research is sociolinguistics inasmuch as we learn the language as it is used in society, and this research is limited simply to the language variations as used in the international telephone service at telephone operator division, Front Office Department at Elmi Hotel Surabaya. To analyze the available data of this research, the researcher employs content analysis technique which is part of the method of qualitative approach, now that this research produces descriptive information about the language variations used in the International Telephone Service at Telephone Operator Division, Front Office Department, Elmi Hotel Surabaya. In addition, the source of data in this research is in the form of words rather than numbers. The researcher concludes that either standard or non-standard level of English as well as the language styles are found in the dialogue between the operator and the caller.

**Keyword : -**

**INTRODUCTION**

**Background of the Research**

Nowadays, telecommunication keeps an important role as internal constellation. And it aims at transporting unities to each other, the economical structure and the government activities, and also to encrease the relationships among nations. Even in the same areas or other places.

Telecommunication also can convey us to distant places but we can still feel that we are in the same place since we can interact with each other. The interaction in which we use a language to communicate with many kinds of people from many different milieus, cultures, geographical locations, ways of life etc. These factors which in turn can give rise to the use of language variations. As for instance reflected in work places or certain fields in human life.

From the short description above, the researcher is totally motivated and interested to discuss this language variation and strongly wants to manifest it in the form of a scientific report. And this does not single out what is always happening in the interaction between a hotel telephone operator or operator staff with guests or customers from foreign countries. In particular the researcher would like to investigate this linguistic event as commonly found in hospitality industries, in this case Elmi Hotel in Surabaya.

### **STATEMENTS OF THE PROBLEM**

1. What language variations are found in the dialogue between the telephone operator and the caller at telephone operator division, Front Office Department, Elmi Hotel Surabaya.
2. Why those language variations between the telephone operator and the caller at telephone operator division, Front Office Department, Elmi Hotel Surabaya can belong to any of the language styles or language levels.

### **OBJECTIVES OF THE RESEARCH**

1. To find out the language variations used in the dialogue between the telephone operator and the caller at telephone operator division, Front Office Department, Elmi Hotel Surabaya.
2. To explain why those language variations between the telephone operator and the caller at telephone operator division, Front Office Department, Elmi Hotel Surabaya can be classified into any of the language styles or language levels.

### **REVIEW OF THE RELATED THEORIES**

#### **Language Variations**

Language variations does emphasize how malleable a language is and how its form and function change across different culture and across different social situation within one culture. Various social factors determine the individual speaker's use of language. All speakers are multidialectal or speaking to switch the social situation that finds them.

On the other hand, it is intuitively clear that a teacher for example does not speak in the same way to his wife, his colleagues in the staff room, his mother-in-law and his pupils. His way of talking to his pupils will also change according to the matter to hand in : teaching an academic subject, handing out punishment etc. People therefore adapt their speeches according to the person they are talking to and the point the talk.

According to Fishman (1972: 22) in Sociolinguistics, A Brief Introduction, states that language variations is when and by whom in a certain society considered to be a language and when and by whom it is considered to be something else. Meanwhile, Wardhaugh (1972 : 218) in

Introduction to Linguistics declares that an overall system does allow variations in language, but only within a supersystem.

In practice, the use of language variations by speakers is influenced by some factors such as age, sex, and occupation. Language variations are broken off into standard and non-standard. A standard language is a part of varieties of language variations. According to Holmes (1992 : 82-83) in Introduction to Sociolinguistics, the term standard is even more slippery than vernacular since it is used in many different ways by linguists. Standard version is commonly written and has undergone some degrees of regulation or it has been codified.

### **Language Levels**

As linguists suggest that language itself owns some levels, if one analyzes it from the language usage point of view. Furthermore, language levels fall into standard and non-standard.

#### **1. Standard**

According to Holmes (1992 : 144) in An Introduction to Sociolinguistics, Standard English is a social dialect. It is a dialect that is used by well-educated English speakers throughout the world. Furthermore, Myers (1963 : 23) in English in Use, Guide to American English, states that :

Standard English is the kind of English that is, on the whole, used by people of education and standing in the community, and it is standard simply because such people use it. The variety of usage with which grammarians usually deal, and to which educated people in general try to conform, is often called standard.

It is truly obvious that the two authors have similar judgements related to the so-called Standard English. They both underline that standard English refers to the usage of English by highly educated people and those with high standing in community.

Standard English is spoken with many different accents. Schools generally stress these dialects, it is the standard by which speaking in schools and colleges operates. Standard English is the socially-favoured variety of language, often based on the speech of the educated population in and around cultural or political centre of speech community. In standard English, a limited amount of grammatical variation is acceptable.

#### **2. Non-Standard**

Such non-standard forms are associated with the speech of less prestigious social milieu. But it should be clear that there is nothing linguistically inferior about non-standard forms. They are simply different from the forms which happened to be used by more socially prestigious speaker. Many people speak non-standard English at home or on the job. When they go to schools, write a letter to the editor, they have to be able to shift to standard English.

The forms of non-standard English are not errors or mistakes. In many situations, non-standard English is out of place. The researcher summarizes that generally speaking, however, standard English owns a widely accepted grammar and vocabulary, and in particular amongst those who hold powerful positions.

As to the difference between standard and non-standard English, Nasr (1980 : 44) in *The Essential of Linguistics Science* declares that it should be noted and has nothing in principle to do with difference between formal and colloquial language, or with ideas such as bad language. Standard English has colloquial as well as formal variants, and standard English speakers swear as others.

## Language Styles

Each person has various styles or ways of speaking. They determine with whom they speak, when and different circumstances people can adopt a different style of speaking. The differences of the style are in lexis of words, word patterns and the whole sentences. In the sentences can be found intonation and the gestures of the speaker. Since language is the behaviour that involves the speaker as whole or complete. With regard to style, Francis in *The English Language* explains the gradation of speech that is quoted by from *The Five Clocks* by Martin Joos as the following:

### 1. Frozen Style

Frozen style is primarily the style of literature, at least in the broad sense, literature can be defined as those samples of language which the whole community or a segment of it values to the point of wishing to preserve their exact expression as well as their content. Once the words have been arranged, they are set or frozen into an unchangeable pattern (Francis, 1980 : 259).

From this explanation, it can be inferred that frozen style has a limited function and usage as it is usually used in written literature such as Holy Qur'an and Bible. It is evident that the pattern of sentences written into these two Holy Books is set into unchangeable pattern. If it is changed it will spoil the unity of the whole meaning.

### 2. Formal Style

The grammar of formal style is more closely originated and less tolerant of loose or mixed construction. The vocabulary is more ample than that of the conversational styles, with a wider range of nearly synonymous words and phrases, though large areas vocabulary - slang, for example - are ruled out except for special effects which actually constitute lapses into the conversational mode. Pronunciation is meticulous, slurring, and contractions are avoided, and tactical features like disjuncture, stress and intonation are carefully observed (Francis, 1980 : 258).

The statement above points out that formal style is commonly applied in a formal situation like a board meeting in court, schools or newscaster. It can be seen here that this style requires the speaker to pay much attention to the correct grammar and is less tolerant to the making of loose and mixed sentence contractions aimed at producing a clear and brief meaning emerging from his or her utterances.

The users of this style are required to use a simple diction, and to observe the pronunciation, stress, and intonation carefully, but they also should avoid slurring and contraction of the diction. The following is the example of formal style: "Visitors should go up the stairs at once" (a speech delivered by a committee chief in welcoming the seminar participants). "Being an entrepreneur is

one of the most important, challenging and exciting times of your life. At BLK, you will find the best education system in Surabaya”.

### 3. Consultative Style

In this style, we open a conversation with a stranger, it is safe for that purpose because it will neither offend him by undue formality. It is also the appropriate style for a discussion of more or less serious matters by a relatively small group, it pays listeners the compliment of assuming that they are interested and serious and hence do not need to have their interest aroused by either the elaborate figurative language of the formal style or the slang and occasional profanity of the casual style. As Joose says the diction is kept in accurate balance with the requirements. The pronunciation is clear but does not clatter, the grammar is complete but for an occasional anaculation (mixed construction), the semantics is adequate without fussiness (Francis, 1980 :254)

According to the statement above, this style is usually used for talking to a stranger. The characteristic diction of this style is kept in accurate balance with requirement occurring in a certain conversation. The pronunciation is clear but does not clatter, the grammar is in a good order but sometimes is in mixed constructions.

### 4. Casual Style

The casual style is that appropriate to easy conversation among acquaintances and friends, except when the seriousness of the occasion or the subjects calls for the consultative. In pronunciation, it makes much use of elided and slurred forms like /gone/ for going to and /wacw du in/ for what are you doing. Its sentences are often elliptical, even telegraphic, dropping redundant grammatical and semantic features in the interest of directness and brevity, as in Coming Tonight ? for Are you coming tonight ? and Joe here ? for Is Joe here ? depending on the speaker, it may include slang and occasional profanity (Francis. 1980 :254).

Casual style is usually used by the speaker who knows the hearer very well and it usually occurs in a conversation involving the teenagers. Senior and high school students are the example.

In this style there are some characteristics such as since this style usually occurs and exists in informal situation, therefore it is obvious that the well-structured sentences (utterances) are not needed. The sentences are generally shortened or elliptical so that they are more practical. And the users of this style at times include certain limited expressions such as slang and an occasional profanity, namely the use of profane language.

### 5. Intimate Style

The intimate style is used by people who know each other so well and whose relationship is so close that each can predict the other's reactions to a given situation with accuracy a large part of the time. It thus serves chiefly to maintain contact corroborate the accuracy of each speaker's judgement of the other's reactions. Much of this communication is carried on by other than linguistic means-between intimates araised eye brow, shrug of the shoulders, or a groan can serve as well as or better than verbal expressions (Francis, 1980 : 255).

Intimate style is generally used by people who know each other so well so and obviously have an intimate relationship so that each other is able to forecast the other's reaction accurately. The intimate style is usually created by a pair of husband and wife or lovers.

The characteristics of the intimate style are the grammar and vocabulary are much reduced to minimum, the utterances are very short and words used have a particular meaning, the pronunciation is possible changed, the words are slurred and clipped, and the mispronunciation is preserved. In intimate style, the communication may also be followed by certain gestures like eyebrow, shrug of a shou

## **METHOD OF RESEARCH**

### **1. Approach**

The researcher uses a qualitative research on his analysis since qualitative is the appropriate approach for this research. To support the validity of this research, the researcher collects the data in the form of recordings. In analyzing the data, the researcher uses content analysis method. In connection with this, Biklan and Bogdan (1992: 29) in *Qualitative Research for Education* define that in qualitative research, descriptive data collected are in the form of words or pictures rather numbers, they often contain quotations and try to describe what particular situation or view of the words like in the narrative forms. However, according to Borg and Gall (1983 : 511) in *Educational Research*

Content analysis is a research technique for the objective, systematic and qualitative description of the manifest content in communication. Besides that the content analysis technique can also be used to analyze forms of written materials such as composition, newspaper, novels, magazines, textbooks, advertisements and political speeches, and often used in conjunction with observational studies.

The researcher employs content analysis as part of his method of the qualitative approach, now that this research produces descriptive information about the language variations used in International Telephone Service, Telephone Operator Division, Front Office Department, Elmi Hotel Surabaya.

In practice, content analysis is usually aimed at achieving one of the following objectives:

- (1). To produce information that gives a better understanding of what the problems are.
- (2). To cross-validate research findings. Content analysis is a useful tool to check research findings from studies using other methods such as an interview.
- (3). To test a hypothesis, content analysis can be used to explore relationship and test a hypothesis.

On the ground of the quotations above, the researcher takes the first objective to obtain the descriptive information that will give clear information and better understanding upon the problems.

## **2 Source of Data**

The researcher employs source of conversation data by collecting and recording the conversation between the telephone operator and the caller at Elmi Hotel telephone operator division.

## **3. Procedure of Data Collecting**

In collecting the necessary data, the researcher collects as many data as possible to gain more knowledge, and the steps of data collecting are as follows :

- (1). Recording the conversation data
- (2). Transcribing the conversation data in the form of dialogue transcripts.
- (3). Identifying the data related to the language variations whether they belong to frozen, formal, consultative, casual, or intimate styles
- (4). Explaining the reasons why those language variations belong to those Language levels and styles.

## **4. Procedure of Data Analysis**

In analyzing the data, the researcher designs a few following steps:

- (1). Classifying the language variations used by the telephone operator and the caller at international telephone service, at telephone operator division, Front Office Department, Elmi Hotel Surabaya.
- (2). Explaining those varieties of language variations, whether they belong to any kind of the styles or levels.

## **DATA ANALYSIS AND RESEARCH FINDING**

### **Data Analysis**

In the first section of this chapter, the researcher would like to describe the language variations between the telephone operator and the caller at International Telephone Service, telephone operator division, Front Office Department, Elmi Hotel Surabaya. In other words, he wants classify whether these language variations belong to frozen, formal, consultative, casual or intimate styles.

In the second section of this chapter,, the researcher would like to elaborate the reasons why the language variations used by the telephone operator and the caller at telephone operator division belong to standard or non-standard levels of English on one side or frozen, formal, consultative, casual or intimate on the other side.

### **Reseach Findings**

Two types of language levels namely standard English level and non-standard English level are both definitely applied in the dialogue between the Elmi Hotel telephone operator and the callers. Of the five types of language styles, only one is not applied in the dialogue. The other four types namely: formal, casual, consultative and intimate are all applied here.





## CONCLUSION

Language has so many relationships with various aspects of human life that can be studied through numerous points of view. All are valid and useful, as well as interesting in themselves. Therefore, language can be used in various contexts of social communication according to the kinds of human needs.

Furthermore, in human communication there are some aspects that cannot be avoided. They are language level and language style. These two things always happen since they are ascribed to the grammatical elements of a language and the purpose of a language itself in communication. In this research, two kinds of language level are found, as to the language style, of the five styles, only one is not found in the discussion, namely Frozen Style. This is a strict and rigid style that is mostly found in the language used in Holy Books such as Holy Bible and Holy Qur'an



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