CHAPTER I
INTRODUCTION

This chapter explains background of the study, statement of problem, purposes of study, significance of study, scope and limitation, and definition of key terms.

1.1 Background of the Study

Language is people’s expression to communicate with others. It is used in our daily life as a communication to interpret the information, idea, feeling, and knowledge to each other. Language can be gestures, written forms, and spoken forms. According to Brown (2000:5), language is a system of arbitrary conventionalized vocal, written, or gestural symbols that enable members of a given community to communicate intelligibly with one another. It means that language is a complex understanding not only in speaking but also in writing.

Nowadays, Bahasa Indonesia is getting more international appreciation. Kompas (in http://groups.yahoo.com/group/klubguruindonesia/message/11855, 2009) stated that there are at least 73 countries that have learned Bahasa Indonesia. Most are in Japan, Australia, Germany, and America. The development of Bahasa Indonesia is quite good if we see there are some institutions or education centers which teach Bahasa Indonesia to foreigners. One of them is Language Centre (Pusat Bahasa) that has a program named BIPA.
Indonesian Language for Foreign Speakers (BIPA) is a program to study Bahasa Indonesia, arts, and cultures for foreign students (http://bipa.umm.ac.id/home.php?lang=en). BIPA is scattered in several universities in Indonesia. One of them is in University of Muhammadiyah Malang. The BIPA participants are people from foreign countries who are interested in studying Bahasa Indonesia and culture through Darmasiswa Program.

Darmasiswa is a scholarship program given by Indonesian Government, represented by National Education Department (Diknas), to foreign people to study language and culture of Indonesia in some universities in Indonesia (http://bipa.umm.ac.id/home.php?lang=en). University of Muhammadiyah Malang is one of universities chosen by Ministry of National Education as the host partner for Darmasiswa program since 2006 until now, especially in focusing on language and culture.

Since 2006 to 2010, there have been 39 participants who joined Darmasiswa Program and studied in University of Muhammadiyah Malang organized by BIPA. Those 39 participants are coming from Australia, Poland, Thailand, Laos, UK, South Korea, France, Russia, Madagascar, Finland, Japan, Algeria, Germany, Hungary, Timor Leste, China, Uzbekistan, South Africa, and Serbia. They have to learn culture, and Bahasa Indonesia. In 2011, there are 2 students that will be sent to University of Muhammadiyah Malang to join Darmasiswa program. They come from Philipines.

BIPA provides teachers to help Darmasiswa students in learning Bahasa and culture of Indonesia. BIPA’s teachers stated that not all Darmasiswa students who are
come from many different countries can speak English or Bahasa Indonesia, and understand what the teachers say. Therefore, as the teacher they should have a certain strategy in order that Darmasiswa students can understand their ideas and so do the teachers. Besides, that strategy used to avoid misunderstanding and misinterpretation of communication among them. According to Brown (2000: 113):

Strategies are specific methods of approaching a problem task, modes of operation for achieving a particular end, planned designs for controlling and manipulating certain information. They are contextualized “battle plans” that might vary from moment to moment, or day to day, or year to year. Strategies vary intra individually; each of us has a number of possible ways to solve a particular problem, and we choose one—or several in sequence—for a given problem.

Strategy here is related to particular methods in communication which are employed by the teachers in the classroom or outside the class. Corder said, ‘Communication Strategies is a systematic technique employed by a speaker to express his or her meaning when faced with some difficulty’ (in Dornyei, 1995:56). Communication strategy is the way to solve the difficulties and help the communicators to understand their ideas.

Based on the fact above, the writer is interested in doing research on Communication Strategies employed by the BIPA’s teachers toward Darmasiswa students in University of Muhammadiyah Malang.

1.2 Statement of the Problems

Based on the background of the study above, the researcher formulates the statement of problems as follows:
1. What kinds of communication strategies are employed by BIPA’s teachers toward Darmasiswa students in University of Muhammadiyah Malang?

2. What is the most frequently used communication strategy employed by BIPA’s teachers toward Darmasiswa students in University of Muhammadiyah Malang?

1.3 Purposes of the Study

Based on the statement of problems above, the research aims:

1. To describe the communication strategies employed by BIPA’s teachers toward Darmasiswa students in University of Muhammadiyah Malang.

2. To find out the most frequently used communication strategy employed by BIPA’s teachers toward Darmasiswa students in University of Muhammadiyah Malang.

1.4 Significance of the Study

Theoretically, the result of this study is expected to give some contribution to the reader or teacher who wants to know more about teaching Bahasa Indonesia to foreigners. It can help the teachers to improve their ways and strategies in teaching Bahasa Indonesia to foreigner especially in communication.

Practically, the result of this study will be useful for English Department in University of Muhammadiyah Malang especially students to know more about communication strategies and to create the good teachers in teaching Bahasa Indonesia to the foreigner.
1.5 Scope and Limitation

This study is conducted to describe the communication strategies employed by the teachers of BIPA toward Darmasiswa students. The subjects of this study are BIPA’s teachers in University of Muhammadiyah Malang. There are 4 teachers of BIPA that will teach Darmasiswa students.

The writer limits the communication strategies employed by all of the teachers of BIPA in 2011 based on Dornyei’s theory (1995).

1.6 Definition of Key Terms

To get a definite understanding of the concepts of the study, the following definitions are given, they are:

1. Communication is the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs. (Chambers, 2009)

2. Strategies are specific methods of approaching a problem task, modes of operation for achieving a particular end, planned designs for controlling and manipulating certain information (Brown, 2000:113).

3. Communication Strategies is a systematic technique employed by a speaker to express his or her meaning when faced with some difficulties (Corder in Dornyei, 1995:56).

4. BIPA is a program to study Bahasa Indonesia, arts, and cultures for foreign students (http://bipa.umm.ac.id/home.php?lang=en).
5. *Darmasiswa* is a scholarship program given by Indonesian Government, represented by National Education Department (Diknas), to foreign people to study language and culture of Indonesia in some universities in Indonesia (http://bipa.umm.ac.id/home.php?lang=en).