

CHAPTER 1

INTRODUCTION

1.1. Background of The Study

The economic growth in the world has reached a situation where there are many daily competitions that every adult must face. As Holborow (as cited in (García & Lin, 2017) stated that “Like railways, language can be used for many purposes, and not always those laid down by its British engineers.” In this case, every person in the world has to prepare it as soon as possible. Even from the earliest age as possible, human has to keep moving and developing new skills, including learning new languages. Language is the fundamental of any aspect of the human cycle. Therefore, Bilingual Education is developed to be the most diverse and complex education.

Bilingual education is one of the options that are important to become the fundamental of self-development. According to Flores & Bale (2016), Bilingual education is the early work in shaping human rights, especially in socio-political reasons. He also argued that bilingual education could enrich the concept of sociolinguistics. Thus, the usage of bilingual education is profitable for self-development and sociolinguistics that can bring so much benefit in language learning.

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Indonesia, there are a lot of early education services. Those early education services are most likely started at the age of 3. According to Rahardjo (2016), there are three types of educational services: (1) Daycare and *Satuan PAUD* (early childhood learning) (SPS); (2) Playgroup; and (3) Kindergarten or preschool. The differences between *PAUD* (Early Childhood Learning) and Day-care is the acceptance rate. Day-care can be used for almost every child because the age requirement is from new-born aged babies until ten years old adolescents.

As an Englishpreneurship student, the writer intends to make her own business as a result of her study. The writer like the idea to make her teaching centre for early learning development. After the writer graduates from University, she wants to make a day-care. Not only a simple dayCare where parents drop their children off, the writer wanted to make a day-care that builds children's self-esteem, and the most important is language learning. Accordingly, the writer wanted to learn about parents' perception in enrolling their children in bilingual day-care.

Day-care business in Indonesia is becoming a common business as the world's economic grows. According www.maps.me (n.d.) as per 2020, the total amount of day-care business in Semarang city is 525 active daycares. Although the amount of day-care is high, the writer believes that her business will compete well with the competitors because there are not many day-care that use bilingual education in their curriculum.

In this case, the writer decided to know about bilingual day-care.

The languages that the writer meant are the Indonesian Language and English Language. Along with the bilingual day-care in Indonesia, the writer decided to do the research with parents in Semarang city. The writer intended to interview parents about their perception if they enrolled their children in a day-care.

Previous research entitled "Parents' perceptions and beliefs towards bilingual education at Madania preschool in Makassar" by Rahman & Salija (2019). Stated that by finding the perception of the parents could make the school to have improvements because the school knew what the parents wanted.

Nevertheless, the writer's research is different from Rahman & Salija's research because the writer only intends to do a study about the perception of parents in a bilingual day-care in Semarang.

1.2. Field of The Study

This field of study is Applied Linguistics, which relates to Creative Industry as the writer will use the result of this study to start her business a bilingual day-care.

1.3. Scope of The Study

This research focuses on the parents' perspective towards bilingual day-care. The researcher did this study to find out the perception of parents for the development of her day-care business.

1.4. Research Question

The researcher formulates problems related to the perception of parents about bilingual day-care.

What is the perception of parents about bilingual day-care?

1.5. Objective of The Study

With regards to the problem mentioned, this research conducted to find out parents' perception on bilingual day-care.

1.6. Significance of the Study

1. To the writer, this research will enrich the knowledge about how the perception of parents about bilingual day-Care so the writer knows what to expect in bilingual day-care business.
2. To the students of Soegijapranata Catholic University, this research will benefit in learning, especially for students who aim to study the perception of parents about bilingual education.
3. To the lecturers of Soegijapranata Catholic University, this research hopes to enlighten lecturers on the appliance of bilingual teaching in a school.

1.7. Definition of Terms

1. Perception

Perception has a tenuous connection with attitude and beliefs. According to Hawkins & Mothersbaugh (as cited in Vainikka, 2015), the internal influences that affect on consumer behaviour consist of an individual's perception, learning, memory, motives, personality, emotions, and attitudes. Thus, each consumer's behaviour is not always the same because it is still relevant to the needs and the psychological processes such as experiences and judgments.

2. Parents

Parents are a vital part of this business area. In this case, parents are the customers because they are the one who chooses the facility and spends their money. Without customers, the world economy would not be packed and fast-paced. According to Ruzzier, & Hisrich (2014), every company has to value their customers. When a customer get treated right and valued, the customer is satisfied, and they are most likely to repeat orders or buy the product or service in a high amount. Therefore, studying and listening to the customers' needs is essential to any business globally, including school.

3. Bilingualism

Characterizing bilingualism in only a couple of words is not simple, as every individual has distinctive bilingual qualities. There might be qualifications among capacity and

utilization of a language or contrasts in capability between the two dialects. To enlighten that, according to Mackey (1962), bilingualism is not a phenomenon of language; it is a characteristic of its use. It is not a feature of the code but of the message. It does not belong to the domain of “langue” but of “parole.”

4. Bilingual Education

Bilingual education is a language based learning model. According to Bagga-gupta (2016), learning model in bilingual education is like two-way bilingual programs, content and language-integrated programs, segregated programs, multilingual programs, segregated programs, etc., are ideologically framed sites of contestation and are not uncommonly connected to academic fields of expertise in either the language sciences or the education sciences.

5. Day-Care

Many parents rely on day-care centres to care for their children while they work. Day-care can be beneficial independent ventures for individuals who love working with children.