

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Humans have various ways to communicate with each other because communication is one of the main aspects that can affect our daily lives. The earliest ways to communicate were dated back then when the early humans used only sounds and gestures to communicate until they finally included forms of media such as metal, wood, pottery, wax, and smoke.

Fast forward to today's world, with various languages that we have, the ability to write, and modern technology today, we can speak directly or indirectly, send letters or greeting cards, or use instant messaging services from our modern devices to communicate. With these various communication methods and how often we implement them in real life, we do not necessarily notice the complexity of the communication itself or the different effects of using different communication methods. "Communication is an everyday human activity that is interlaced with all of human life so wholly that we sometimes overlook its pervasiveness, importance, and complexity." (Littlejohn & Foss, 2008:p2).

With modern devices, we can easily communicate despite being thousands of miles away from each other. Some people who are apart only about a few meters away seem not to mind using instant messaging to communicate instead of directly talking to each other. "Texting is a status symbol among Hong Kong college students. Thus, modern devices are commonly used by students."(Thurlow & Poff, 2011:p2)

Communicating with ease seems to be the primary need of today's society. It has replaced some of the communicating ways in the olden days, such as sending letters or greeting cards. Since people can effortlessly send a happy birthday text message instead of giving a physical thing such as a birthday card to other people, is it safe to say that people do not mind the effort in congratulating people?

The tradition has been spotted out even more using a tag line made by a greeting cards company called Hallmarks “Sending greeting cards on special social occasions has become an important part of American tradition. Mottos like ‘when you care enough to send the very best,’ are common from the famous advertising from Hallmarks greeting cards.” (Kunz, 2000p:573).

The special feeling of receiving greeting cards seems to be one of the main reasons this tradition still exists in western countries. In Indonesia, this tradition is instead, disappearing following the use of modern technology especially among youth. The "perfect" greeting cards are rather hard to find. Speaking from a personal experience, when the researcher was looking for a birthday card in Semarang, Indonesia, the designs of the greeting cards were too simple and did not represent the purpose of each of the greeting cards itself. They were rather artless and unattractive.

Nevertheless, with the existence of articles titled *Sejarah Kartu Ucapan & Bagaimana Modernitas Mengubah Komunikasi Manusia, Keindahan dalam Kartu Lebaran, Kegembiraan Krisdayanti dan Inul Daratista Terima Kartu Ucapan Selamat Lebaran dari Presiden Jokowi*, numerous articles on how to make greeting cards on the internet, is it enough to say that the existence of sending greeting cards can still be found in Indonesia?

Due to some reasons that might affect the popularity of greeting cards, the researcher hypothesized that the younger the person is, the less interest they have in buying and sending greeting cards. In contrast, the researcher also hypothesized that higher interest in buying and sending greeting cards could be found among older people.

This inspired the researcher to design research that aims to find people's attitudes towards greeting cards, whether they have positive or negative attitudes, and find any correlations between their interest in greeting cards and their age. The study results will give input to greeting card designers and, in particular, to the researcher herself, who is interested in designing and developing greeting cards as one of the creative industry products.

## **1.2 Field of the Study**

This study's field is Applied Linguistics since the researcher deals with how greeting cards can be used as a medium of communication and the potential of developing greeting cards as a creative industry.

## **1.3 Scope of the Study**

This research will be conducted at Soegijapranata Catholic University among the lecturers, students, and staff members.

This research aims to answer the research questions using their age background and their experience with greeting cards without considering their social status, income, or cultures.

#### **1.4 Research Questions**

The writer formulates the problems of this research as follows:

1. What are the respondents' attitudes towards greeting cards?
2. Is there any correlations between respondents' attitudes towards greeting cards and their age?

#### **1.5 Objectives of the Study**

With regards to the problems mentioned, this research was conducted to find out:

1. The respondents' attitudes towards greeting cards.
2. The correlations between their attitudes towards greeting cards and their age.

#### **1.6 Significance of the Study**

The research is expected to report the respondents' attitudes towards greeting cards and to find any correlations between the respondents' attitudes towards greeting cards and their age.

Furthermore, since the researcher is in the Englishpreneurship major, the results of this research are also expected to be a reference for the readers, greeting card designers, or Englishpreneurship students who are planning on starting a business related to greeting cards and other similar cards, in the context of knowing which is the best target market for the business of greeting cards, and in particular to the researcher herself who is interested in designing and developing greeting cards as one of the creative industry products. Other researchers can also use them as a reference for their research.

## 1.7 Definition of Term

1. **Greeting Cards** are folded or unfolded high-quality papers decorated based on certain special occasions or purposes given to someone or some people.
2. “**Attitude** is a complex feelings, desires, fears, convictions, prejudices or other tendencies of a person towards varied experiences.” (Chave, 1928, as cited in Allport, 1935).

