

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will present the references from the expert which are useful to give relevant knowledge in the field of the study in the next chapter. The researcher is going to describe some theories and reviews some relevant research findings. This chapter discusses definition of perception, factor affecting perception, person perception, person perception output, reason, bilingual kindergarten, previous studies, and theoretical framework.

2.1 Perception

In the science of the communication, perception is a cognitive process through sight, hearing, and feeling that are experienced by everyone in understanding of information about environment, Wade and Travis, (2007). Perception is a process which individual organizes and interprets their sensory impression in order to give meaning to their information, Robbins (2001). In this study the researcher uses Robbins theory about perception, because perception is the set of process which an individual becomes aware of and interprets information about the environment. The situation may be the same, but the interpretation of that situation by two individuals may be different.

In Robbins perceptual process, the first step of perception is from something different in our environment that stimulates our sense organs until we show our attention and interest, after through the registration come out interpretation that is followed by action with opinion and reason.

Based on the definitions which are explained above, it can be concluded that perception is individual's perspective toward stimulus in the environment through the process of cognition and affective processes that are influenced by many things such as prior knowledge, needs, moods, education, and other factors that give different meaning and will affect the behavior and attitudes of individuals.

2.1.1 Factors affecting perception

There are some factors that can affect in perception. Those are internal factor and external factor, in the internal factors there are two things affect perception, those are sensory limits and psychological factors, Robbins, Judge and Langton (2007). First is sensory limits and threshold, our sensory organs have specialized about nerves which respond differently to the various forms of energy that are received by them. For instance, our eyes receive and convert light waves into electrical which are transmitted to the virtual context of the brain to create the sensation of the vision and subsequently lead to the perception, but each receptor sense requires the minimum level of energy to excite it before perception can take place. The minimum level is called the absolute threshold-a point below which we do not perceive energy. The differential threshold is the smallest amount which two similar stimuli that should be different in order to be perceived as difference. In other words the obtainable information will influence and complete efforts to give meaning to the surrounding environment. The capacity of the senses to perceive each person is different, so that the interpretation of the environment can be different.

Second is psychological factor, psychological factors such as personality, past experiences, and learning and motivation affect the individual's perceptual process to considerable extent. The inclination to perceive certain stimulus in a particular way also influences one's perception. These largely determine why people select and attend to a particular stimulus or situation over other. This is equal to attention Individual's need a certain amount of energy that is spent to pay attention or focus on the physical and mental facilities that exist on an object. The energy of each person is different so that one's attention to the object is also different and this will affect the perception to an object.

According to Robbins and Longton (2007) there are two factors that affect perception. The first external factors is the target, the characteristic of the target that is being observed can affect perception. Based on the process of perception that pre-requisite of perception is attention. It has been found that there is a tendency to give more attention to stimulate in large in size, movement, and intense, loud, bright, contrast, novelty, and repeat. Second external factor is the situation, the situation or the context in which is seen from the objects or events is important to shape perception. A usual thing in usual condition do not cause any attention, but something unusual in some environments will certainly be the current topic today and causing a lot of perception.

From both of external factors above, situation is the dominant factor that affect perception, in this case is emotional mood state affects a person's behavior, mood shows how one's feelings at the time that can affect how a person can receive, respond and remember.

2.2 Person perception

Person perception is people output that covers evaluation, memory, and impression which all of the parts are shaped and guided by knowledge and pre-existing belief about social world, Macrae and Bodenhouse, (2001). In this research the researcher takes people perception as people output, opinion, and assumption about their social world that significantly influence.

Attribution theory refers to the ways that we judge differently, depend on what meaning we attribute to the given behavior. Robbins was observing about the behavior of an individual (2001), he attempted to determine whether it was internally or externally caused. Internally caused behavior is those that are believed to be under personal control of the individual or have been done purposively by person. Externally caused behavior is like as result from outside causes, that is the person is seen have been compelled to behave in a particular way by the force or certain of the situation and it is not because of this own choice.

The determination of internally caused behavior depends on the following three factors, distinctiveness, consensus, and consistency. Distinctiveness refers to the different behavior of individual display at different situation. If the behavior (say being late in the class on particular day) is unusual, we tend to give the behavior an external attribution; and if it usual, so it is the reverse. Consensus refers to the uniformity of the behavior is shown by all of the concerned people. If everyone has late reports on a particular morning, it is easily assumed that there must be a severe traffic disruption in the city and thus behavior is externally attributed, but if the consensus is low, it is internally attributed.

Consistency is the reverse of distinctiveness. In judging behavior of an individual, the person looks at his or her past record. If the present behavior is consistently found to occur in the past as well (that is being late at least three times a week), it is attributed as internally caused. In other words, the behavior is more consistent, the observer is more inclined to attribute it to the external causes.

However, in Robbins theory stated that there are some errors or biases of person judgment about other people's behavior or thing; we tend to underestimate the influence of internal factors and overestimate the influence of internal or personal factors. This is called fundamental attribution errors. Another noticeable tendency is called self-serving bias refers to the inclination for the individuals to attribute their own success to the internal factors while putting the blame for failures on external factors. Self-fulfilling prophecy or Pygmalion effect; an interesting aspect of people's perception is the fact that people's expectations are often found to determine the actual performance level.

Attribution is found to affect strongly, the various functions in the organization, e.g. the process of employee performance, nature evaluations of supervision, or guidance or the general attitude towards the organization in general.

Selective perception, halo effect, contrast effect, and stereotyping are mistakes that often made. Selective perception is the people who have a tendency to interpret selectively what they see on the basis of their interest, background, experience, and attitude. Stereotyping is judging someone on the basis of one's perception of the group to person belongs. Halo effect, it refers to the tendency of

forming a general impression about an individual on the basis of a single characteristic.

2.2.1 Person Perception Outputs

Macrae and Bodenhausen's research study in social cognition; categorical person perception (2001) "person perception is the people output (evaluations, impressions, memories) that are shaped and guided by their knowledge and pre-existing beliefs about the social world. Those information output in that study is an active process that is guided and shaped by people generic beliefs about the world or situation; schematic thinking.

Evaluation is giving judgment or giving value, or in the other word is valuation process, this valuation can be neutral, positive, or negative or composite both of them. When evaluating something, people usually will make decision based on the value and the advantage, Tailer in Dowu (2015). In evaluating process the people will collect information then use the information to make a decision.

Memory defines as saving information relates to personal experience, Hoven and Eggen (2007). While James in Tulving (1989) stated that memory is saving good or bad experience that is through in the past and it can be showed in the future. Memory is set of cognitive a capacity which retains information and saves the past experience, usually for present purposes. Memory is one of the important ways of our histories, our current action and experience. Memory is able to be a source of knowledge. We remember experiences evens which are not

happening now, so memory differs from perception. In this study memory is the parents' experience toward English itself; either direct or indirect experience.

Impression is the overall effect of something that has already occurs, Mazarin (2015). Impression refers to the process which individuals attempt to influence the opinion or perceptions others hold of them. Impression management is also referred to as self-presentation; it is a goal-directed activity that helps to establish the boundaries of what is considered acceptable behavior. Impression management has been used to define interpersonal communication phenomena, including environment. The individual impression management or organization must establish and maintain impressions that are congruent with the perceptions that want to convey to their public. In this study impression refers to the parents' opinion about bilingual kindergarten that is emerged in Cerme in the first year.

2.3 Reason

Reason based on the dictionary is a statement that is presented in justification or explanation of a belief or action. "Reason is a term that refers to the capacity human beings have to make sense of things, to establish and verify facts, and to change or justify practices, institutions and beliefs" Wikipedia, (2002). It is closely associated such characteristic of human nature. The concept of reason is sometimes referred to as rationality and sometimes as discursive reason, in opposition to "intuitive reason".

Reason or reasoning is associated with thinking, cognition, and intellect. Reason is like habit or intuition and it is one of the ways which thinking comes from one idea to related idea. For example, it is means the rational is being

understood those top think about cause and effect, truth and falsehood, and what the good or bad. Reason in this study is just the reason why parents send their children to bilingual kindergarten. The reason that is emerged from the parents will vary and this will be interesting, because in this study the researcher do not take parents that live in the big city. In this study, the subjects are parent that live in the rural area, where most of the backgrounds of parents have low education.

2.4 Bilingual Kindergarten

“Bilingual school is education programs for children whose first language is not English, besides using their first language the teacher and students learn and use English as primary language in their teaching learning process” Theodore and Midred, (1997). “Bilingual school attracts children and parents with the golden promise to teach solely in English” Shang: Ingeberitson: Tseng, (2006). Bilingual or dual language is a form of education which students are taught literacy and content in two languages. Dual language programs generally start in kindergarten or first grade and extend at least five years, although there are many dual language programs continue into middle school and high school. In this study bilingual kindergarten is kindergarten that use two languages in teaching learning process, mother’s language and other primary language, here is English. The usage of English in the bilingual kindergarten is not an extra but as a language in class.

Bilingual school in Indonesia is started in 2003; it appears at first in law No. 30 of 2003 chapter XIV article 50 which reads “Government and/or local governments conduct at least one unit of education to be developed into an

international education”. Nowadays, the number of international school or bilingual kindergarten is growing rapidly, not only in the big city but also in the rural area.

2.5 Previous Studies

Recent study was from Lao (2004); conducted regarding parents’ attitudes toward bilingual are beneficial to provide the children with better opportunities. This study reveals that the major reason for parents to send their children to bilingual kindergarten programs is to possess a foreign language skill to make them more competitive in the future job field. The general conclusion of this study is that almost parents totally speak in favor of the implementation of bilingual education because it has effect on the future career.

As the Shang; Ingeberitson; Tseng’s research about parental perception toward English learning in bilingual school (2006) most of parents disagree that learning English in bilingual kindergartens would improve their children’s English communication competence. Meanwhile, those parents think that children’s confidence is not thereby increased under the English immersion kindergartens. This research was analyzed qualitatively and quantitatively. In quantitative term there were four hypotheses that come out. First, parents were agreeing that children could be more competitive in future job market with English immersion in bilingual kindergarten. Second, parents were agreeing that children could increase self confidence in bilingual kindergarten. Third, parents were agreeing that children could enhance their English communicative ability after entering bilingual kindergarten. Fourth, parents were unwilling to send kids

to bilingual kindergarten because of unqualified teachers. The result of those hypothesis were, there were 54,5% parents agree with the first hypothesis, 36,5% parents agree with second hypothesis, 25,6% parents agree with the third hypothesis, and 81,8% agree with the fourth hypothesis.

This study is based on those two previous studies. In this study the researcher identifies parents' perception toward English bilingual kindergarten at rural area, which is perception were divided into three outputs (evaluation, immersion, memory). The differences between this study and those two studies are on Lao only determines the parents' reasons why they send their children in bilingual kindergarten, In Shang; Ingeberitson; Tseng's, it determines the parents' reasons why send their children in bilingual kindergarten, the effect of bilingual kindergarten to the child, and do it qualitatively and quantitatively, but in this study the researcher determines the parents' perception toward English bilingual kindergarten, which is divided into three outputs, evaluation, memory, and impression, and the sample are parents' in rural area that send their child into bilingual kindergarten, which their daily life use their mother tongue, and it is not English, and also they do not know anything about English. The researcher also investigates their way to train their child in English ability.

After reading all of the papers above, the researcher beliefs that analyze the parents' perception will have many benefits. The school which read the study can know about the parents' immersion, evaluation, reasons, and how the parents train their child at home, and the school can increase their quality.

2.6 theoretical frameworks

Perception is the process by which individual becomes aware of and interprets information about environment Robbins, (2001). Something happened around us causing different perception on each individual. Environment stimulates sense of organs until the individual can interpret what happen on their environment is and act according to what they want. There are two factors that affect perceptions first is internal factor sensory limit and threshold. Second is external factors target and situation, Robbin and Longton (2007).

Person perception is the people outputs (evaluation, memories, impression) that are gotten and shaped by their knowledge and experience in social phenomenon, Macrae and Bondenhausen (2001). Based on Robbins theory in person perception (2001), person perception is interpretation of an object, this is important because people make conclusion regarding what they see and what they feel in form of judgment about an object. Perception or judgments regarding a person's action are significantly influenced by the assumption we make about the person's internal.

Evaluation is giving judgment or giving value, or in the other word is valuation process, this valuation can be neutral, positive, or negative or composite both of them. When evaluating something, usually people will make decision based on the value and the advantage, Tailer in Dowu (2015). In evaluating process the people will collect information then use the information to make a decision.

Memory defines as saving information relates to personal experience, Hoven and Eggen (2007). While James in Tulving (1989) stated that memory is

saving good or bad experience that is through in the past and it can be showed in the future. Memory is set of cognitive capacities which retain information and saves the past experience; it is usually for present purposes. Memory is one of the important ways of our histories, our current action and experience. Memory is able to be a source of knowledge. We remember experiences evens which are not happening now, so memory differs from perception. In this study memory is the parents experience toward English itself; either direct or indirect experience.

Impression is the overall effect of something that has already occurs, Mazarin, (2015). Impression refers to the process which individuals attempt to influence the opinion or perceptions others hold of them. Impression management is also referred to as self-presentation; it is a goal-directed activity that helps to establish the boundaries of what is considered acceptable behavior. Impression management has been used to define interpersonal communication phenomena, includes environment. The individual impression management or organization must establish and maintain impression that are congruent with the perceptions the want to convey to their public

In this study, the researcher wants to examine the parents' perception, in this cases are person outputs that cover evaluation, memory, and impression about English bilingual kindergarten at rural area and the parent's way to train their child's English ability. This is quite interesting because bilingual school in Indonesia at this time becomes very popular. There are several things to be prepared, start from preparing questions to be asked until analyzing the data and drawing the conclusions from the questionnaire and interview.