

CHAPTER I

INTRODUCTION

The chapter gives a brief description of the whole content of the research, including background, formulation of the problem, aims of the study, research methodology, scope of the study, and significance of the study.

1.1 Background of the Study

Communication between people occurs not only verbally but also nonverbally. A research showed that 93 percent of a message is delivered through the speakers' tone of voice and their facial expressions, and the rest is expressed by words (cited from Deena and Mara, 1982:102). People would show joyful facial expressions when they deliver a good message. They also would lower their tone of voice when they have a bad news. Thus, it shows that nonverbal has a big role in communication.

As stated before, a nonverbal communication is hugely important in human interaction. The importance of nonverbal communication can be seen in the situation when two speakers are engaging themselves in the telephone. Since it is just the use of words they could maintain, misunderstanding frequently happens realizing that there will be no gestures, eye contact, and facial expressions involved.

An interesting view about nonverbal communication is expressed by Rudolph F. Verderber (1975). He points out that nonverbal communication can be

viewed from two different perspectives. He adds that one perspective says that nonverbal communication refers to people's actions or attributes *other than words*, such as gestures, eye contacts, and facial expressions. The other say that nonverbal communication also refers to elements that neither come from nor are a part of people, but that communicate through people's use of them, such as clothes and environmental factors.

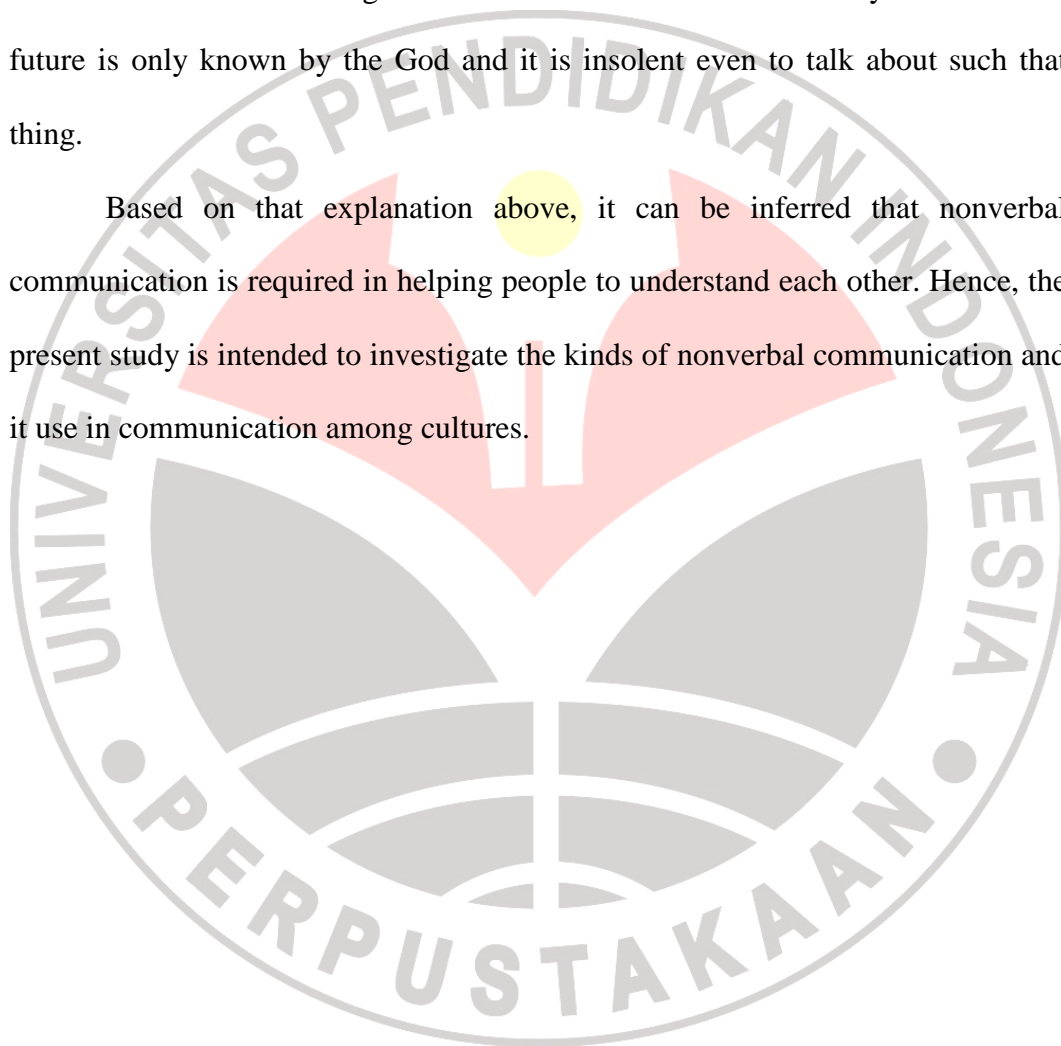
Another argument says that nonverbal communication may be vocal - focusing on vocal characteristics- and nonvocal -focusing on body language and or environment- (cited from faculty.buffalostate.edu, April 12, 2011), however, there are various perspectives about nonverbal communication, the definition of nonverbal communication refers to actions or attributes other than words. It can be body language, vocal characteristics, and/or facial expressions.

Every culture has its own way in maintaining nonverbal language. Therefore, the difference between cultures' perspective about nonverbal language occurs in most countries. In the case of hand gesture, in Australia, New Zealand and Great Britain, V sign interpretation is an "up yours". For the insult version, they show the palm faces towards the speakers. Meanwhile, in United States, V sign with the palm face out means victory. While in Indonesia, whether the palm faces towards the speaker or faces out, V sign means number two.

In the case of facial expressions, in Arab and Iranian cultures, people express grief openly, while people from China, Japan and Indonesia are more subdued. (Deena and Mara, 1982)

Regarding to the differences among cultures' perspective, Hall (1959) shows an example of misunderstanding occurred in communication between people among culture. He finds an event between Americans and Arabs. In one circumstance, Americans asked the Arabs about their future yield, while the Arabs were insulted since he thought the Americans considered him crazy. To the Arab, future is only known by the God and it is insolent even to talk about such that thing.

Based on that explanation above, it can be inferred that nonverbal communication is required in helping people to understand each other. Hence, the present study is intended to investigate the kinds of nonverbal communication and it use in communication among cultures.



1.2 Formulation of the Problem

This study focuses on the impact of nonverbal communication between Malaysian dentists who the first language is English and Indonesian patients. Thus, the researcher emphasizes on these three following questions:

1. What kinds of nonverbal language are used by Indonesian patients during the treatment process held by the dentist?
2. Have Malaysian dentists ever had any misunderstanding toward the patients' nonverbal language? What kinds of misunderstanding do they usually face when they communicate with the patients?
3. How participants' cultural backgrounds affect the successful of communication?

1.3 Aims of the Study

Based on the questions formulated above, the aims of the study are:

1. To find out the kinds of patients' nonverbal language that occurs during treatment.
2. To find out the misunderstanding faced by the Malaysian dentists toward patients' nonverbal language.
3. To find out how a cultural background affects the successful of communication.

1.4 Research Methodology

This study focuses on the impact of nonverbal language between Malaysian dentists and Indonesian patients. The research employs qualitative approach. Maxwell (1996) stated that qualitative research approach focuses on specific situations or people and emphasizes on words rather than numbers.

The data are collected from 3 Malaysian dentists who are having their training in Fakultas Kedokteran Gigi Universitas Padjajaran and 3 dental patients. In order to elicit information about the participants, background interview is by the researcher. The interview consists of some question about the background of the dentists and the patients.

All the data gathered from the techniques of gathering data are analyzed gradually. The data collected through observation are transcribed, coded and categorized based on the research question stated above. Meanwhile, the data collected from interview are analyzed to know the information about the participants. After collecting the data from both data collections, the researcher tries to seek a relationship between them. The inappropriate data are sorted and not considered as data.

Further details about the research methodology are elaborated in Chapter III.

1.5 Scope of the Study

According to Surakhman (1975, cited in Setiawan 2006), the scope of the study is necessary since it can simplify the subject for the researcher and solve the problem, such as time, dexterity, cost and energy that emerge from the research planning.

Based on that, this study focuses on the kinds of nonverbal communication used by patients during dental treatment and the effect of cultural background during the communication. The subjects are Malaysian dentists who have their training in Fakultas Kedokteran Gigi Universitas Padjajaran and their patients.

1.6 Significance of the Study

The result of this study is expected to further be used mainly for linguistics needs. For the sake of linguistics, especially under the umbrella of intercultural communication, the result is hoped to give contribution to the people who involve in certain fields that require intercultural understanding. Simply put, the practical significance of the study lies in how the study provide information about applications, misunderstanding, and cases related in nonverbal communication. Since the study focus on common phenomenon, the results is expected to support, to regenerate, or even to defy theories that have been found related to nonverbal communication. This study is also expected to give more opportunities for the students to broaden their knowledge about the phenomenon of nonverbal behavior. In short, any finding and result hopefully give a significant contribution for any parties that involve in this study.

1.7 Clarification of Key Terms

- Nonverbal Communication

To avoid misunderstanding and to make the discussions run appropriately, there is a term that needs to be clarified. Here, nonverbal communication is defined as “communication that does not involve the exchange of words” (Hall, 1959).

- Dental treatment

In this study, dental treatment is described as a process where the dentists begin to interview the patients’ medical condition and to examine the patients’ condition.

1.8 Consent Coding

In consideration of research etiquette, the researcher does not use the informed consent (for the participants) in this study as the participants are asking the researcher to do so. As an alternative, the researcher writes participants’ code name in the paper. However, the name of the institution is written out since the researcher has already got the access to carry out the research and observation in their place.

1.9 Organization of the Paper

The research paper is organized as follows:

Chapter I Introduction

This chapter consists of an introduction which provides the information on the background of the study, formulation of the problem, aims of the study, research methodology, scope of the study, significance of the study, clarification of key terms, coding and organization of the paper.

Chapter II Theoretical foundation

This section focuses on the theoretical foundations that are relevant to the present study, with nonverbal communication as the main issue.

Chapter III Research Methodology

This part comprises the methodology of the research including the type of the research, data source, data collection and data analysis.

Chapter IV Findings and Discussion

It offers several findings resulted from the analysis and also discussion dealing with the theories of nonverbal communication.

Chapter V Conclusion and Suggestion

This chapter presents all the conclusion of the study and also provides for suggestions for further researchers and related institutions.