ISSN: 2088-6799

PROCEEDINGS

International Seminar

LANGUAGE MAINTENANCE AND SHIFT II

July 5-6, 2012

Master Program in Linguistics, Diponegoro University
in Collaboration with
Balai Bahasa Jawa Tengah

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Editors:
Agus Subyanto
Mualimin
Prihantoro

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Editors' Note

This international seminar on Language Maintenance and Shift II is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University in July 2011. We do hope that the seminar with this theme can become a yearly program of the Master Program in Linguistics, Diponegoro University, as we see that this topic still needs our serious attention due to the inevitable impact of globalization on the life of indigenous languages.

We would like to thank the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the head and secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar. The first five papers are those presented by invited keynote speakers. They are Prof. Dr. Hanna (Balai Bahasa Provinsi Sulawesi Tenggara, Indonesia), Prof. Dr. Bambang Kaswanti Purwo (Atma Jaya Catholic University, Indonesia), Dr. Sugiyono (Language Center, Indonesia), Peter Suwarno, Ph.D (Arizona State University), and Herudjati Purwoko, Ph.D (Diponegoro University).

In terms of the topic areas, there are 33 papers on language maintenance, 24 papers on language learning, 19 paper on sociolinguistics, 15 paper on pragmatics, 8 papers on discourse analysis, 8 paper on morphology, 2 papers on syntax, 2 papers on translation, 1 papers on psycholinguistics, 1 papers on phonology, and 1 papers on semantics.

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TIME	**NAME**	**TITLE**	**ROOM**
07.30 - 08.20 WIB	**REGISTRATION**		LOBBY
08.20 - 08.45 WIB	**OPENING**		PAKOEBUWONO
08.45 - 10.45 WIB	**PLENARY 1**		PAKOEBUWONO
	Hanna	BAHASA DAERAH PADA ERA GLOBALISASI PELUANG DAN TANTANGANNYA	
	Sugiyono	PENANGANAN BAHASA DAERAH: SEBUAH TANTANGAN	
10.45 - 11.00 WIB	**COFFEE BREAK**		PAKOEBUWONO
11.00 - 12.30 WIB	**PARALLEL 1 A**		ROOM A
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	Deni Karsana	MENGURAI DILEMA BAHASA KAILI DITENGAH ARUS GLOBALISASI	
	Dwi Wulandari	THE IMPORTANCE OF POSITIVE LANGUAGE ATTITUDE IN MAINTAINING JAVANESE LANGUAGE	
	Zubaedah Wiji Lestari & Muhamad Qushoy	PERSON DEIXIS IN SUNDANESSE JOKES (THE ANALYSIS OF *CANGEHGAR* IN "BASA CINA" AND "ASAL-USUL" EPISODES)	
11.00 - 12.30 WIB	**PARALLEL 1 B**		ROOM B
	I Dewa Putu Wijana	PERANAN BAHASA-BAHASA DAERAH DALAM PERKEMBANGAN BAHASA GAUL REMAJA INDONESIA	
	Indah Arvianti	KARONESSE INTERFERENCE IN INDONESIAN AS THE REFLECTION OF KARONESSE MAINTENANCE	
	Hendarto Supatra	LANGUAGE ATTRITION IN JAVA (SOME NOTES ON THE PROSSES OF JAVANESES LANGUAGE LOSS)	
	M.Oktavia Vidiyanti	PANDANGAN WONG USING BANYUWANGI TERHADAP BAHASA USING: KAJIAN PEMERTAHANAN BAHASA	
11.00 - 12.30 WIB	**PARALLEL 1 C**		ROOM C
	Muhammad	SASAK LANGUAGE AND TINDIH MAINTAINING	
	Ngadiso	MAINTAINING JAVANESE LANGUAGE AND CULTURE TO SUPPORT CHARACTER EDUCATION IN GLOBALIZATION ERA	
	M. Suryadi	KERAPUHAN PENGGUNAAN BAHASA JAWA PADA KELUARGA MUDA JAWA PERKOTAAN	
	Yune Andryani Pinem	PEMERTAHANAN BAHASA VS PERUBAHAN BAHASA PADA CAKAP KARO DI TANAH KARO, SUMATERA UTARA	
11.00 - 12.30 WIB	**PARALLEL 1 D**		ROOM D
	Rukni Setyawati	ASPEK SOSIAL BUDAYA, DAN KEPRIBADIAN INDIVIDU SEBAGAI JEMBATAN PEMERTAHANAN BAHASA IBU	
	Swany Chiakrawati	MAINTAINING INDIGENOUS LANGUAGE THROUGH UNDERSTANDING THE PHILOSOPHY AND CULTURE (THE PROBLEM IN MAINTAINING 'FUKIEN (HOKKIEN)' AND 'HAKKA' DIALECTS AS INDIGENOUS LANGUAGE AMONG OVERSEAS CHINESE SOCIETY IN MEDAN, NORTH SUMATERA)	
	Teguh Sarosa	THE DYING PHENOMENON OF JAVANESE LANGUAGE USE IN ITS SPEECH COMMUNITY	
	Prihantoro	ON MONITORING LANGUAGE CHANGE WITH THE SUPPORT OF CORPUS PROCESSING	
12.30 - 13.30 WIB	**BREAK**		PAKOEBUWONO

TIME	NAME	TITLE	ROOM
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	Abadi Supriatin	PENGGUNAAN KOSA KATA DALAM BAHASA TEGAL	
	Agnes Widyaningrum	PRESERVING AND MAINTAINING NATIVE TONGUE THROUGH CULTURAL EXPOSURE	
	Andi Rizki Fauzi	THE EFFECTIVENESS OF JAVANESE AS A COMPULSORY LOCAL CONTENT SUBJECT IN THE PRIMARY EDUCATION CURRICULUM TO MAINTENANCE THE JAVANESE LANGUAGE IN JAVA	
13.30 - 14.30 WIB	Anggi Riris Pawesty	THE IMPLICATION OF BEHAVIOURISM THEORY IN TEACHING GRAMMAR FOR ELEMENTARY STUDENTS	ROOM A
	Anik Widyastuti	LANGUAGE CHOICE IN MULTILINGUAL COMMUNITIES	
	Barans Irawan Palangan	INTRODUCING TRANSLATION ACTIVITY: AN IMPLEMENTATION OF LANGUAGE MANTAINENCE IN CLASSROOM	
	Bening Angga Dita	USING CONSTRUCTIVIST METHOD TO TEACH HORTATORY EXPOSITION FOR GRADE 8 OF JUNIOR HIGH SCHOOL STUDENTS	
13.30 - 14.30 WIB	Casiyah	THE ROLE OF KYAI IN JAVANESE LANGUAGE MAINTENANCE	ROOM B
	Dewi Puspitasari	LAGU DOLANAN ANAK ALTERNATIVE SONGS IN TEACHING JAVANESE LANGUAGE FOR CHILDREN	
	Didit Kurniadi	TEACHING ENGLISH AS A FOREIGN LANGUAGE IN VOCATIONAL HIGH SCHOOL USING CONSTRUCTIVISM APPROACH	
	Euis Kurniasih	RAGAM BAHASA DALAM UPACARA PRA-NIKAH ADAT SUNDA *"NGEUYEUK SEUREUH"*	
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	Hamza Aabeed .K.	LANGUAGE MAINTENANCE AND SHIFT	
	Hazairin Eko Prasetyo	PRESERVING INDIGENOUS LANGUAGES THORUGH A MORE INTEGRATED NATIONAL CULTURAL STRATEGY	
	I. Maria Hendrarti	NARRATIVE DISCOURSE: HYBRID CONSTRUCTION AND DOUBLED VOICE IN EUDORA WELTY'S *THE OPTIMIST'S DAUGHTER*	
13.30 - 14.30 WIB	Hetty Catur Ellyawati, Muhammad Arief Budiman	WOMAN REPRESENTATION AT BUMPER STICKERS ON THE BACKS OF DUMP TRUCKS	ROOM D
	Ignatius Maryoto	THE LETTER OF SECURITY COUNCIL ON "NO FLYING ZONE" IN THE POINT OF VIEW OF METHAPORIC ANALYSIS	
	Ikha Adhi Wijaya	TRANSITION THROUGH ACCULTURATION AMONG ENGLISH AND INDONESIAN LANGUAGE, AND HOW IS ABOUT OUR IDENTITY ?	
	Indriani Triandjojo	LOCAL LANGUAGE MAINTAINCE: CASE STUDY IN A. HADIWIDJAJA FAMILY	
13.30 - 14.30 WIB	Izzati Gemi Seinsiani	THE LEARNERS' ATTITUDE TOWARD JAVANESE LANGUAGE SUBJECT AS ONE OF JAVANESE'S LANGUAGE MAINTENANCE EFFORT	ROOM A
	Johanes Sutomo	INTRODUCING JAVANESE WEBLOGS ENHANCES PARTICIPATION TOWARDS JAVANESE DISCOURSE	
	Khairi Zaglom	USE OF COHESIVE FEATURES IN ESL STUDENTS' E-MAIL AND WORD-PROCESSED TEXTS: A COMPARATIVE STUDY	
	Kharisma Puspita Sari	SPEECH LEVEL PATTERN AND REFERENCE/ DEIXIS BASED ON SOCIAL STATUS CLASSIFICATION OF JAVANESE LANGUAGE USING (A STUDY ABOUT TRADITION AS INFLUENCE IN ISLAMIC ANCIENT BOARDING SCHOOL/PONDOK PESANTREN SALAFI LANGUAGE STYLE)	

TIME	NAME	TITLE	ROOM
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	Machalla Megaiab Abdullah	DESIGNING WRITING TEST	
	Maria Theresia Priyastuti	PROSES ADAPTASI PENYERAPAN KOSAKATA BAHASA INGGRIS KE DALAM BAHASA INDONESIA : SEBUAH KAJIAN MORFOLOGI	
	Maria Yosephin Widarti Lestari	INFLECTIONAL MORPHEMES IN ENGLISH COMPARED WITH BAHASA INDONESIA AND BASA SUNDA	
13.30 - 14.30 WIB	Mas Sulis Setiyono	HOW TO PREVENT JAVANESE FROM LANGUAGE LOSS	ROOM C
	Meka Nitrit Kawasari	'NGURI – NGURI BUDAYA JAWA' MELALUI PEMERTAHANAN PENGGUNAAN BAHASA JAWA DI MEDIA MASSA	
	Milad Ali Milad Addusamee	LANGUAGE CHOICE IN CODE-MIXING AND CODE-SWITCHING APPROACH, A CASE OF STUDY IN SOCIOLINGUISTICS REFERS TO THE EFFECTIVENESS OF USING MULTIPLE-LANGUAGE IN TEACHING METHOD	
	Nurul Adhalina	JAVANESE VS. ENGLISH: POSITIVE AND NEGATIVE CONSEQUENCES ON LEARNERS	
13.30 - 14.30 WIB	Peni kustiati	LINGKUNGAN SEBAGAI SARANA PEMBELAJARAN BAHASA INDONESIA	ROOM D
	Ratih Kusumaningsari	KAJIAN SOSIOLINGUISTIK TERHADAP RAGAM BAHASA PERCAKAPAN PADA HARIAN SOLOPOS (KAJIAN ATAS RUBRIK "AH…TENANE")	
	Rayda Ary Ana	THE IMPLICATION OF FUNCTIONAL THEORY IN TEACHING READING A DESCRIPTIVE TEXT FOR MIDDLE AGE STUDENTS (FUNCTIONAL COMMUNICATION ACTIVITIES IN LANGUAGE TEACHING)	
	Rezqan Noor Farid	BAHASA BANJAR: ITS VARIETIES AND CHARACTERISTICS (A CONCEPTUAL DESCRIPTION OF BAHASA BANJAR IN SOCIOLINGUISTICS POIN OF VIEW)	
13.30 - 14.30 WIB	Rika Rahma Anissa	THE REAL ACTIONS OF YOUNG GENERATION IN MAINTAINING JAVANESE LANGUAGE IN THE GLOBALIZATION ERA	ROOM A
	Saidatun Nafisah	THE PATTERNS OF CODE SWITCHING IN TEACHING AND LEARNING *KITAB KUNING* AND ITS IMPLICATIONS TO THE JAVANESE LANGUAGE MAINTENANCE	
	Sari Kusumaningrum	ENCOURAGING CHILDREN IN LEARNING ENGLISH COMMUNICATIVELY BY USING SOME FUN ACTIVITIES IN THE CLASSROOM	
	Setiawan Bayu Nugroho	DESIGNING SPEAKING TEST BETWEEN PERFORMANCE TEST AND IMITATIVE TEST FOR DEVELOPING VOCABULARY COMPETENCE	
13.30 - 14.30 WIB	Solegar Anggit Prasetyo	EMBODIMENT IN SECOND LANGUAGE LEARNING AND TEACHING	ROOM B
	Sri Sulihingtyas Drihartati	PEMERTAHANAN BAHASA BELANDA MELALUI UJIAN INTEGRASI	
	Suharyo	POLA PEMILIHAN BAHASA DI KALANGAN PENUTUR JAWA KOTA SEMARANG	
	Tri Pramesti	TWILIGHT AND INDONESIAN YOUNG ADULT FICTION *TUILET*': A PARODY	
13.30 - 14.30 WIB	Umi Jaroh	MENULIS MENINGKATKAN KECERDASAN LINGUISTIK	ROOM C
	Uniawati	LAGU WULELE SANGGULA MENUJU KEBERTAHANAN BAHASA IBU	
	Widyashanti Kunthara Anindita	THE IMPLICATION ON TEACHING EFL (ENGLISH FOREIGN LANGUAGE) READING FUN TO VARIOUS LEVELS OF INDONESIAN STUDENTS	
	Wiwik Wijayanti	ANALISIS KONTRASTIF MONOLINGUAL BAHASA INDONESIA	

TIME	NAME	TITLE	ROOM
13.30 - 14.30 WIB	Wuri Sayekti Sutarjo	CAMPUR KODE PADA RUBRIK GLANGGANG REMAJA: AITI MAJALAH PANJEBAR SEMANGAT	ROOM D
	Yessi Aprilia Waluyo	PRESERVING AND PROTECTING JAVANESE LANGUAGES BY APPLYING CODE SWITCHING AND CODE MIXING IN TEACHING ENGLISH IN CLASSROOM (SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE ASSIGNMENT OF PRAGMATICS)	
	Yohana Ika Harnita Sari	THE APPLICATION OF FUNCTIONAL APPROACH IN STANDAR KOMPETENSI LULUSAN (SKL) UJIAN NASIONAL SMP/MTsOF ENGLISH IN ACADEMIC YEAR 2011 – 2012	
14.30 - 16.00 WIB	**PARALLEL 2 A**		ROOM A
	Arapa Efendi	AM I A TROUBLE MAKER? FILLER WORDS IN SPONTANEOUS SPEECH; STRATEGIES OR INTERFERENCE (PRELIMINARY STUDY)	
	Isry Laila Syathroh	TEACHING RHETORICS THROUGH LANGUAGES IN ADVERTISEMENTS	
	Juanda, Nungki Heriyati	BUKA PINTU: BUHUN YANG TIDAK SELALU TERISTIMEWAKAN	
	Katharina Rustipa, Abbas Achmad Badib, Djoko Sutopo	THE FLOWS OF IDEAS OF ENGLISH ARGUMENTS BY INDONESIAN WRITERS FOUND IN THE OPINION FORUM OF THE JAKARTA POST: AN INDICATION OF LANGUAGE SHIFT	
14.30 - 16.00 WIB	**PARALLEL 2 B**		ROOM B
	Lalu Ari Irawan	ENGLISH LANGUAGE LEARNING THROUGH THE CULTURE OF LEARNER'S INDIGENOUS LANGUAGE	
	Naniek Kuswardhani, Retno Budi Wahyuni	ENGLISH LEARNING STRATEGIES FOR TOURISM MANAGEMENT STUDENTS WITH MULTI CULTURAL BACKGROUND AT BANDUNG INSTITUTE OF TOURISM	
	Sonezza Ladyanna	SALAM DALAM BEBERAPA BAHASA DI DUNIA	
	Sri Murtiningsih	BUILDING CROSS – CULTURAL COMPETENCE TO IMPROVE ENGLISH EFFECTIVE COMMUNICATION	
14.30 - 16.00 WIB	**PARALLEL 2 C**		ROOM C
	Suharno, Abbas A. Badib, Joko Sutopo	CITATION AND TENSE FOR REVIEWING PREVIOUS RESEARCH IN THE INRODUCTION SECTION OF ENGLISH SCIENCE JOURNALS BY NON-NATIVE SPEAKERS.	
	Syaifur Rochman	CORPORAL PUNISHMENT IN SCHOOLS BASED ON THE STUDENT'S CULTURAL VALUES (A SURVEY OF CORPORAL PUNISHMENT IN SCHOOLS EXPERIENCED BY STUDENTS OF ENGLISH LANGUAGE AND LITERATURE DEPARTMENT, JENDERAL SOEDIRMAN UNIVERSITY)	
	Luita Aribowo	AFASIOLOGI: PERSPEKTIF LINGUISTIK	
	Dahlya Indra Nurwanti	ANALYZING THE WORD CHOICE IN RELATION TO THE SEMANTIC ADJUSTMENT IN THE ENGLISH-INDONESIAN TRANSLATION OF DISNEY'S DONALD DUCK SERIAL COMIC BOOK	
14.30 - 16.00 WIB	**PARALLEL 2D**		ROOM D
	Ajeng Dianing Kartika	ANALISIS PRAGMATIK TEKS HUMOR POLITIK PADA SITUS WWW.KETAWA.COM	
	Daniel Ginting	THE RHETORICAL STRUCTURE AND COMMUNICATIVE STRATEGIES OF THE STUDENTS' REQUESTS IN THE WEB DISCUSSION FORUM	
	Muhamad Ahsanu	THE IMPLICATURE AND VIOLATIONS OF CONVERSATIONAL MAXIMS IN INDONESIAN ADVERTISEMENTS	
	Agus Hari Wibowo	PHONOLOGICAL PROCESS IN INDONESIAN SPEECH (CASE OF ASSIMILATION AND ELISION IN INDONESIAN)	
16.00 - 16.30 WIB	**COFFEE BREAK**		PAKOEBUWONO

TIME	NAME	TITLE	ROOM
16.30 - 18.00 WIB	**PARALLEL 3A**		ROOM A
	Prima Hariyanto	KATA BERINFIKS DALAM BAHASA INDONESIA	
	Surono	UNIVERSAL NASAL ASSIMILATIONS IN MONOMORPHEMIC AND POLYMORPHEMIC WORDS ACROSS LANGUAGES	
	Yusup Irawan	AMBANG KONTRAS AKUSTIK INTONASI KALIMAT DEKLARATIF-INTEROGATIF DALAM BAHASA SUNDA	
	Maryanti E. Mokoagouw	WACANA MOB PAPUA: KAJIAN EKOLINGUISTIK DIALEKTIKAL	
16.30 - 18.00 WIB	**PARALLEL 3 B**		ROOM B
	Deli Nirmala	EMBODIED EXPERIENCES IN METAPHORS IN BAHASA INDONESIA	
	Hyunisa Rahmanadia	KOSAKATA WARNA DALAM BAHASA SUNDA KANEKES	
	Rizki Hidayatullah, Septi Mustika Sari	KONSEP WANGI DALAM *JANGJAWOKAN MINYAK SEUNGIT*: KAJIAN ANTROPOLINGUISTIK DI DESA JATISARI, KECAMATAN JATISARI, KABUPATEN CIANJUR	
	Chusni Hadiati	THE CHARACTERISTICS OF BANYUMASAN CONVERSATIONAL IMPLICATURES	
16.30 - 18.00 WIB	**PARALLEL 3 C**		ROOM C
	Oktiva herry Chandra	JAVANESE AFFECTIVE WORDS IN TERM OF DDRESS	
	Mytha Candria	A RELEVANCE-THEORETIC ANALYSIS OF PARALLELISM IN MUSTOFA BISRI'S "*SIAPA MENYURUH*"	
	Yovita M. Hartarini	PEMERTAHANAN LOGAT BAHASA IBU DI WILAYAH KOTA KENDAL	
	Nurhayati	FROM *MARTO* TO *MARFELINO,* A SHIFT IN NAMING IN GOTPUTUK VILLAGE	
16.30 - 18.00 WIB	**PARALLEL 3D**		ROOM D
	Syihabul Irfan	MENDADAK "BAHASA INDONESIA": DAYA ILOKUSIONER DALAM TUTURAN M. TABRANI IHWAL USULAN NAMA BAHASA PERSATUAN	
	Mualimin	REQUESTS IN JAVANESE: A CASE STUDY ON READERS FORUM OF PS MAGAZINE	
	M. Abdul Khak	PERGESERAN BAHASA SUNDA DAN BAHASA CINA DI JAWA BARAT: ANALISIS KOMPARATIF	
	Hidayatul Astar	PEMERTAHANAN BAHASA IBU DI DAERAH TERTINGGAL	
18.00 - 19.00 WIB	**PRAYING**		PAKOEBUWONO
19.00 - 21.00 WIB	**DINNER**		PAKOEBUWONO
FRIDAY, JULY 6, 2012			
07.30 - 08.00 WIB	**REGISTRATION**		LOBBY
08.00 - 09.30 WIB	**PARALLEL 4A**		ROOM A
	Agus Sudono	POLA PILIHAN BAHASA DALAM JUAL BELI DI PASAR TRADISIONAL (STUDI KASUS DI PASAR WINONG, KABUPATEN PATI)	
	Devina Christania, Pradipta Wulan Utami	CAMPUR KODE BAHASA BETAWI DAN BAHASA INDONESIA DALAM KOLOM "ALI ONCOM" PADA SURAT KABAR HARIAN POS KOTA: KAJIAN SOSIOLINGUISTIS	
	Evynurul Laily Zen	SISTEM PANGGILAN KEKERABATAN SEBAGAI CERMIN BUDAYA DAN POLA PIKIR MASYARAKAT JAWA: DULU DAN KINI	
	Sudirman Wilian	THE POTENTIAL LOSS OF SASAK SPEECH LEVEL: A SURVEY OF LANGUAGE USE AMONG SASAK YOUTHS IN WEST LOMBOK	

TIME	NAME	TITLE	ROOM
08.00 - 09.30 WIB	**PARALLEL 4B**		ROOM B
	Khristianto, Widya Nirmalawati	MAKING USE THE RECORDED LANGUAGE RELICS IN HUMOR PIECES	
	Mohammed Azlan Mis, Mohammad Fadzeli Jaafar, Norsimah Mat Awal, Hayati Lateh	KAJIAN BAHASA PERHUBUNGAN MASYARAKAT DI SEMPADAN MALAYSIA-THAILAND: ANALISIS PILIHAN BAHASA	
	Sri Mulatsih	SPEECH PLANNINGS ON THE STUDENTS' CONVERSATION (A CASE STUDY OF FOURTH SEMESTER STUDENTS OF ENGLISH DEPARTMENT, DIAN NUSWANTORO UNIVERSITY)	
08.00 - 09.30 WIB	**PARALLEL 4C**		ROOM C
	Taufik Mulyadin	INDUSTRI KREATIF, ANAK MUDA, DAN *BASA SUNDA*	
	Veria Septianingtias	ANALISIS DIALEK A DAN DIALEK O BAHASA LAMPUNG: KAJIAN FONOLOGI	
	Yuni Ferawaty	INTERFERENSI BAHASA CINA DIALEK HAKKA PADA ISTILAH PENAMBANGAN TIMAH BANGKA	
08.00 - 09.30 WIB	**PARALLEL 4D**		ROOM D
	Yuliarni	KONTRASTIF BAHASA MINANGKABAU DENGAN BAHASA INDONESIA DI TINJAU DARI SEGI PREPOSISI	
	Frans I Made Brata	LEXICAL MEANING AND ITS LOSS AND GAIN OF INFORMATION IN TRANSLATION	
	Retno Purwani Sari	DECONSTRUCTION OF IDEOLOGICAL HEGEMONY OF LANGUAGE-CULTURE MAINTENANCE IN SUNDANESE MEDIA	
09.30 - 09.45 WIB	**CEFFEE BREAK**		PAKOEBUWONO
09.45 - 11.00 WIB	**PLENARY 2**		PAKOEBUWONO
	Herudjati Purwoko	LINGUISTIC DOMAINS: KEYS TO THE MAINTENANCE OF JAVANESE	
11.00 - 11.15 WIB	**CLOSING**		PAKOEBUWONO

THE CHARACTERISTICS OF *BANYUMASAN* CONVERSATIONAL IMPLICATURES

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Abstract

To mean what you say is sometimes problematic in daily conversation, moreover in some indigenous dialects. It requires comprehensive context to achieve the core of communication. So does in Banyumasan. Banyumasan or Banyumas dialect is a variant which is found along the flow of Serayu river. The river flows from Sindoro-Sumbing Mountains (Koentjaraningrat, 1984:23). Banyumas dialect is one of some variants of Javanese language. Banyumasan has some differences compared to standard Javanese spoken in Jogjakarta, Surakarta and Semarang. Those differences are also reflected in the characteristics of conversational implicatures found in this dialect. Conversational implicaure is a proposition that is implied by the utterance of sentence in a context even though that proposition is not a part of nor an entailment of what was actually said (Grice, 1975; Gazdar, 1979). The characteristics of conversational implicatures are calculability, cancellability, non-detachability, non-conventionality, and indeterminacy. (Grice, 1975; Levinson, 1983; Thomas, 1996; dan Cruse, 2004). A dialect has different characteristics compared to other dialects of the same language and so does the characteristic of conversational implicature.

Introduction

Having involved in a daily conversation of a certain dialect requires mutual interchangeability from all participants to avoid misleading communication. Dialect, in this sense , may vary from one place to another. The variations may be caused by several factors. Trudgill and Chambers briefly define what a dialect is (1994:3). They mention that :

……. dialect is a substandard, low status, often rustic form of language, generally associated with the peasantry, the working class, or other group of lacking in prestige. Dialect is also a term which is often applied to form of language, particularly those spoken in more isolated parts of the world, which have no written form. And dialects are also often regarded as some kind of (often erroneous) deviation from a norm-as aberrations of a correct or standard form of language.

From the definition above, it can be concluded that dialect is caused by geographical barrier and it is a form of substandard language which is commonly used in low prestige situation. This paper is aimed to investigate the characteristic of conversational implicatures in Banyumasan, a dialect of Javanese language. This dialect is somehow 'breathtaking' since it has some specific features that differentiate it from the standard Javanese. Those features include phonological dan lexical features.

Theoretical Framework

The theoretical framework of this research includes selling and buying as a text, context, speech act, cooperative principles, relevance theory, implicature and characteristics of conversational implicature.

Selling and Buying as a Text

Basically language used as a means of communication is divided into two forms; spoken and written. Each of them has some characteristics which differentiate one from another. Spontaneous speech is unlike written text. It contains many mistakes, sentences are usually brief and indeed the whole fabric of verbal expression is riddled with hesitation and silences (Halliday, 1994:76). Halliday also mentions that provided whatever criteria are adopted are applied consistently, the lexical density of written language is likely to be of the order of twice as high as that for speech; and the discrepancy will be greater if other factors such as the relative probability of lexical items are taken into account (p. 80)

However, in delivering message, spoken language is also as informative as written language. Spoken language also has both surface and deep structure. Halliday quotes that speech is, by its nature, 'low in content'-in the special sense of lexical density...; but it is not 'low in content' in the general sense of lacking information; and it is certainly not unstructured and superficial (p. 77). The statement that spoken language is not unstructured and superficial implies that spoken language also has surface and deep structure.

Selling and buying things is very close to human social life. In doing so, language plays an important role. The conversation happened in selling and buying things is an interesting language phenomenon in our society. This type of conversation can not be classified as casual conversation since casual conversation does not have any clear pragmatic purposes (Eggins and Slade, 1997). The conversation in selling and buying things has a clear pragmatic purposes, that is one participant gets things or services the other participant provides things or services.

No matter how simple a text is, it always has a structure. It is in line with Ventola who states that 'even in the use of language that appears most effortless and least specialized, namely casual conversation, possesses structure in this sense (1979). Structure is made up of separate events or elements. Hasan (1989) mentions the obligatory elements of selling and buying text as follows: sale request, sale compliance, sale, purchase, purchase closure. The generic structure of selling and buying text consists of sale initiation, sale request, sale compliance, sale inquiry, sale, purchase, purchase closure, finis. From her definition, it can be summed up that sale initiation, sale inquiry, finis are the optional elements.

Context

Context, in a simple way, is a media to make the speaker and hearer's intension clearer. Halliday defines context as stated below (1989:5).

> There is text and there is other text that accompanies it: text that is 'with', namely the con-text. This notion of what is 'with the text', however, goes beyond what is said and written it includes other non-verbal goings on- the total environment in which a text unfolds. So, it serves to make a bridge between the text and the situation in which text actually occurs.

He explains further that context is divided into three concepts. These concepts serve to interpret the social context of a text, the environment in which meanings are being exchanged (1989:12). The first is field of discourse. Field of discourse refers to what is happening, to the nature of the social action that is taking place: what is it that the participant are engaged in, i which the language figures as some essential components. The second is tenor of discourse. Tenor of discourse refers to who is taking part, to the nature of the participants, their statutes and roles: what kind of role-relationship obtain among the participants, including permanent and temporary relationship of one kind or another, both the type of speech role that they are taking on in the dialogue and the whole cluster of socially significant relationships in which they are involved. The third is mode of discourse. Mode of discourse refers to what part of language is playing, what it is that the participants are expecting the language to do for them in that situation: the symbolic organization of the text, the status that it has, and its function in the context, including the channel (is it spoken or written or some combination of the two) and also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, and the like.

Speech Acts

Speech acts are words that do things (Mey, 1994:110). When an utterance is produced it is not merely a combination of words. It has deeper intention. When one says 'I'll come tomorrow' he does not solely say it, however; at the same time when he produces this utterance he also makes a promise.Words that 'promise' means that they do 'something'. There are numerous speech acts in people's utterances and Searle classifies them into five groups (Mey, 1994:165-167) as follows. 1) Representatives: These speech acts carry the values of true and false. In this point, the utterance must match the world in order to be true; 2) Directives: These speech acts embody an effort on the part of the speaker to get the hearer to do something, to 'direct' him or her towards some goal. 3) Commissives : Like directives, commissives operate a change in the world by means of creating an obligation, however, this obligation is created in the speaker, not in the hearer, as in the case of directives. 4) Expressives: These speech acts, as the word say, express an inner state of the speaker which, insofar as it is essentially subjective, says nothing about the world. 5) Declaration: These speech acts are the declaration which change the state of affairs in the world.

Cooperative Principles.

In order to be an effective communicator, a speaker and a hearer have to obey the cooperative principle proposed by Grice. He mentions that each speaker should give 'enough' contribution in conversation. He divides the cooperative principles into four maxims (Levinson, 1995 :101-102). The first is maxim of quality. This maxim contains an advice for the speakers to make their contribution one that is true, specifically; do not say what you believe to be false and do not say that for which you lack adequate evidence. The second is maxim of quantity. It includes the suggestion for the speakers to make their contribution as informative as is required for the current purposes of the exchange and do not make

contribution more informative than is required. The third is maxim of relevance. It involves the recommendation for the speakers to make their contribution relevant. Last but not least is maxim of manner. It consists of advice for the speakers to be perspicuous and specifically avoid obscurity, avoid ambiguity, be brief, and be orderly.

Relevance Theory

The four maxim of Grice' s cooperative principles are then simplified by Sperber and (1986) into one principle that is relevance principle. It then triggered the emergence of relevance theory. Communication is a process involving two information-processing devices. One device modifies the physical environment of the other. As a result, the second device constructs representations similar to representations similar already stored in the first devices. Oral communication, for instance, is a modification by the speaker of the hearer's acoustic environment, as a result of which the hearer entertains thoughts similar to the speaker's own. Whether an utterance is relevance or not can be explained by using the contextual assumptions. Those assumptions will inevitably lead the participants to make contextual implications. Sperber and Wilson specifically highlighted that communication is a matter of enlarging mutual cognitive environment, not to duplicating thoughts. The most important differences between Grice' s approach and relevance theory has to do with the explanation of communication. Grice' s account of conversations starts from a distinction between what is explicitly said and what is implicated. No explanation of explicit communication is given; essentially, the code model, with a code understood as a set of conventions, is assumed to apply. Implicatures are explained as assumptions that the audience must make to preserve the idea that the speaker has obeyed the maxims, or at least the cooperative principle. The principle of relevance is intended to explain ostensive communication as whole, both explicit and implicit.

Implicature

As mention before, implicature is a proposition that is implied by the utterance of a sentence in a context even though that proposition is not a part of nor an entailment of what was actually said (Gazdar, 1979: 38). It has two classes, conventional implicature and conversational implicature. The former refers to implicature that derives from the conventional feature of the word used in utterance. The latter arises from the flouting of the general conversational principles. Lyons (1995:272) states that:

> 'the differences between them is that the former depends on something other than what is truth-conditional in the conversational use, or meaning of particular form of expression, whereas the latter derives from a set of mere general principle which regulate the proper conduct of conversation'

Based on Lyons' opinion, it can be assumed that conventional implicature is more general than conversational implicature since everyone knows that the meaning of word that constitutes an utterance is based on the convention of the community which uses the language itself.

Implicature can be resulted from the flouting of maxim of the cooperative principles. When a speaker exploits those maxims, he or she tries to hide something. The 'hidden' thing is the implied meaning of the conversation, Therefore this implied meaning is the conversational implicature.

Conversational implicature is a proposition which is probably implied or meant by the speaker which may be different from what he or she actually said in a conversation. (Grice 1975:43, Gazdar 1979:38). Mey (1997:99) adds that A conversational implicature is, therefore, something which is implied in conversation, that is, something which is left implicit in actual language use. In brief, it can be said that conversational implicture is something left unsaid by the participants of the conversation.

The Characteristics of Conversational Implicatures

Grice postulated five characteristic of conversational impictures as follows. 1) Cancellability : Conversational implicatures are cancelable or defeasible if some other premises are added to the original ones. 2) Non-detachability: The conversational implicature is attached to the semantic content of what is said, not to the linguistic form used. Therefore, it is possible to use a synonym and keep the implicature intact. In other words, the implicature will not be detached, separated from the utterance as a whole, even though the specific word may be changed. 3) Calculability: The conversational implicature of an utterance is different from its literal meaning. There is no direct link between the two. So if it is to succeed as the speaker intends to, there must be ways for the hearer to work it out. 4) Non-conventionality : Conversational Implicature is an extra meaning, not inherent in the words used. One cannot find conversational implicature listed in the dictionary. To work out the conversational implicature of an utterance, one needs to know its conversational meaning and the context in which it is used. In other words, a conversational implicature is the adding up of the conventional meaning and the context. The context changes, the implicature will also change. 5) Indeterminacy : An expression with a single

meaning ca give rise to a different implicature on different occasions, and indeed on any one occasion the set of associated implicature may not be exactly determinable.

Grice classification is then criticized by Levinson (1983), Thomas (1996), Cruse (2004). From their explanation, it is then summed up that the characteristic of conversational implicature are: cancellability, calculability, non-detachability, and context-dependent.

Methodology

This research is a descriptive qualitative research since, the researcher describes the data qualitatively. Cresswell (1994) mentions that a qualitative research is an exploratory research where the researcher explores a single entity or phenomenon (the case) bounded by time and activity and collects detailed information by using a variety of data collection procedures during a sustained period of time. Data are derived from natural conversation happened in buying and selling in Banyumas dialect. Hammersley (1992) highlighted that natural occurring data is preferable in qualitative research. Data is then analyzed by using the relevance theory and context to find the conversational implicatures. Those implicatures are then classified into Searle's speech acts. After being classified into Searle's speech acts, conversational implicatures are also analyzed into their characteristics.

Discussion

The explanation of the characteristics of conversational implicature is the main topic of this part. The characteristics are cancellability, calcullability, non-detachability, and context-dependent.

Summary

From the discussion of the conversational implicature of Banyumasan dialect, it reveals a conclussion that the characteristics of conversational implicature happened in this dialect are calculability, cancellability, non-detachability, and context-dependent. However, from the data that has been analyzed so far, calculability becomes the most frequently found characteristic. It is somehow troublesome to deduce wether it is explicature or implicature. This finding then lead to a bigger question to the culture of Banyumas. This may be caused by the culture that Banyumas people are known as *Cablaka*-speak frankly. To answer this question, deeper analysis is highly recommended.

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