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CONTENTS

Editors' Note	
PRESCRIPTIVE VERSUS DESCRIPTIVE LINGUISTICS FOR LANGUAGE MAINTENANCE: WHICH INDONESIAN SHOULD NON-NATIVE SPEAKERS LEARN?	1 - 7
<i>Peter Suwarno</i>	
PEMBINAAN DAN PENGEMBANGAN BAHASA DAERAH?	8 - 11
<i>Agus Dharma</i>	
REDISCOVER AND REVITALIZE LANGUAGE DIVERSITY	12 - 21
<i>Stephanus Djawanai</i>	
IF JAVANESE IS ENDANGERED, HOW SHOULD WE MAINTAIN IT?	22 - 30
<i>Herudjati Purwoko</i>	
LANGUAGE VITALITY: A CASE ON SUNDANESE LANGUAGE AS A SURVIVING INDIGENOUS LANGUAGE	31 - 35
<i>Lia Maulia Indrayani</i>	
MAINTAINING VERNACULARS TO PROMOTE PEACE AND TOLERANCE IN MULTILINGUAL COMMUNITY IN INDONESIA	36 - 40
<i>Katharina Rustipa</i>	
FAMILY VALUES ON THE MAINTENANCE OF LOCAL/HOME LANGUAGE	41 - 45
<i>Layli Hamida</i>	
LANGUAGE MAINTENANCE AND STABLE BILINGUALISM AMONG SASAK-SUMBAWAN ETHNIC GROUP IN LOMBOK	46 - 50
<i>Sudirman Wilian</i>	
NO WORRIES ABOUT JAVANESE: A STUDY OF PREVELANCE IN THE USE OF JAVANESE IN TRADITIONAL MARKETS	51 - 54
<i>Sugeng Purwanto</i>	
KEARIFAN LOKAL SEBAGAI BAHAN AJAR BAHASA INDONESIA BAGI PENUTUR ASING	55 - 59
<i>Susi Yuliawati dan Eva Tuckyta Sari Sujatna</i>	
MANDARIN AS OVERSEAS CHINESE'S INDIGENOUS LANGUAGE	60 - 64
<i>Swany Chiakrawati</i>	
BAHASA DAERAH DALAM PERSPEKTIF KEBUDAYAAN DAN SOSIOLINGUISTIK: PERAN DAN PENGARUHNYA DALAM PERGESERAN DAN PEMERTAHANAN BAHASA	65 - 69
<i>Aan Setyawan</i>	
MENILIK NASIB BAHASA MELAYU PONTIANAK	70 - 74
<i>Evi Novianti</i>	

PERGESERAN DAN PEMERTAHANAN BAHASA SERAWAI DI TENGAH HEGEMONI BAHASA MELAYU BENGKULU DI KOTA BENGKULU SERAWAI LANGUAGE SHIFT AND MAINTENANCE IN THE BENGKULU MALAY HEGEMONY IN THE CITY OF BENGKULU	75 - 80
<i>Irma Diani</i>	
KEPUNAHAN LEKSIKON PERTANIAN MASYARAKAT BIMA NTB DALAM PERSPEKTIF EKOLINGUISTIK KRITIS	81 - 85
<i>Mirsa Umiyati</i>	
PERAN MEDIA CETAK DAN ELEKTRONIK DALAM RANGKA MEREVITALISASI DAN MEMELIHARA EKISTENSI BAHASA INDONESIA DI NEGARA MULTIKULTURAL	86 - 90
<i>Muhammad Rohmadi</i>	
BAHASA IBU DI TENGAH ANCAMAN KEHIDUPAN MONDIAL YANG KAPITALISTIK	91 - 95
<i>Riko</i>	
TEKS LITURGI: MEDIA KONSERVASI BAHASA JAWA	96 - 101
<i>Sudartomo Macaryus</i>	
PEMILIHAN BAHASA PADA SEJUMLAH RANAH OLEH MASYARAKAT TUTUR JAWA DAN IMPLIKASINYA TERHADAP PEMERTAHANAN BAHASA JAWA	102 - 107
<i>Suharyo</i>	
BAHASA IMPRESI SEBAGAI BASIS PENGUATAN BUDAYA DALAM PEMERTAHANAN BAHASA	108 - 112
<i>Zurmailis</i>	
THE SHRINKAGE OF JAVANESE VOCABULARY	113 - 117
<i>Ari Nurweni</i>	
LANGUAGE CHANGE: UNDERSTANDING ITS NATURE AND MAINTENANCE EFFORTS	118 - 123
<i>Condro Nur Alim</i>	
A PORTRAIT OF LANGUAGE SHIFT IN A JAVANESE FAMILY	124 - 128
<i>Dian Rivia Himmawati</i>	
LANGUAGE SHIFT IN SURABAYA AND STRATEGIES FOR INDIGENOUS LANGUAGE MAINTENANCE	129 - 133
<i>Erlita Rusnaningtias</i>	
LANGUAGE VARIETIES MAINTAINED IN SEVERAL SOCIAL CONTEXTS IN SEMARANG CITY	134 - 138
<i>Sri Mulatsih</i>	
FACTORS DETERMINING THE DOMINANT LANGUAGE OF JAVANESE- INDONESIAN CHILDREN IN THE VILLAGES OF BANCARKEMBAR (BANYUMAS REGENCY) AND SIDANEGARA (CILACAP REGENCY)	139 - 143
<i>Syaifur Rochman</i>	
PERSONAL NAMES AND LANGUAGE SHIFT IN EAST JAVA	144 - 146
<i>Widyastuti</i>	

REGISTER BAHASA LISAN PARA KOKI PADA ACARA MEMASAK DI STASIUN TV: SEBUAH STUDI MENGENAI PERGESERAN BAHASA	147 - 151
<i>Andi Indah Yulianti</i>	
PERUBAHAN BAHASA SUMBAWA DI PULAU LOMBOK: KAJIAN ASPEK LINGUISTIK DIAKRONIS (CHANGE OF SUMBAWA LANGUAGE IN LOMBOK ISLAND: STUDY OF THE ASPEK OF DIACRONIC LINGUISTICS)	152 - 156
<i>Burhanuddin dan Nur Ahmadi</i>	
PERGESERAN PENGGUNAAN BAHASA INDONESIA AKIBAT PENGARUH SHUJOSHU (PARTIKEL DI AKHIR KALIMAT) DALAM BAHASA JEPANG, SEBUAH PENGAMATAN TERHADAP PENGGUNAAN BAHASA INDONESIA OLEH KARYAWAN LOKAL DAN KARYAWAN ASING(JEPANG) DI PT. KDS INDONESIA	157 - 162
<i>Elisa Carolina Marion</i>	
PENGGUNAAN BAHASA DALAM SITUASI KEANEKABAHASAAN	163 - 167
<i>Fatchul Mu'in</i>	
PENGEKALAN BAHASA DALAM KALANGAN PENUTUR DIALEK NEGEI SEMBILAN BERDASARKAN PENDEKATAN DIALEKTOLOGI SOSIAL BANDAR	168 - 172
<i>Mohammad Fadzeli Jaafar, Norsimah Mat Awal, dan Idris Aman</i>	
KONSEP DASAR STANDARISASI BAHASA SASAK: KE ARAH KEBIJAKAN PEMBELAJARAN DAN PEMERTAHANAN BAHASA SASAK DI LOMBOK	173 - 177
<i>Ahmad Sirulhaq</i>	
PEMBELAJARAN BAHASA INDONESIA TERPADU (KOHERENS)	178 - 182
<i>Marida Gahara Siregar</i>	
HARI BERBAHASA JAWA DI LINGKUNGAN PENDIDIKAN	183 - 185
<i>Yasmina Septiani</i>	
JAVANESE-INDONESIAN RIVALRY IN AKAD NIKAH AMONG YOGYAKARTA JAVANESE SPEECH COMMUNITY	186 - 191
<i>Aris Munandar</i>	
PENGAJIAN BAHASA MADURA DAHULU, KINI DAN DI MASA YANG AKAN DATANG	192 - 197
<i>Iqbal Nurul Azhar</i>	
BAHASA INDONESIA ATAU BAHASA JAWA PILIHAN ORANG TUA DALAM BERINTERAKSI DENGAN ANAK DI RUMAH	198 - 202
<i>Miftah Nugroho</i>	
PILIHAN BAHASA DALAM MASYARAKAT MULTIBAHASA DI KAMPUNG DURIAN KOTA PONTIANAK (PENDEKATAN SOSIOLINGUISTIK)	203 - 207
<i>Nindwihapsari</i>	
PEMAKAIAN BAHASA JAWA OLEH PENUTUR BAHASA JAWA DI KOTA BONTANG KALIMANTAN TIMUR	208 - 212
<i>Yulia Mutmainnah</i>	
INSERTING JAVANESE ACRONYMS FOR TEACHING GRAMMAR RULES: A THEORETICAL ASSUMPTION	213 - 217
<i>Herri Susanto</i>	

THE JUNIOR SCHOOL STUDENTS" ATTITUDES TOWARDS SUNDANESE LANGUAGE LEARNING (A CASE STUDY AT 2 JUNIOR SCHOOLS AT BANDUNG, WEST JAVA, INDONESIA)	218 - 221
<i>Maria Yosephin Widarti Lestari</i>	
THE JUNIOR SCHOOL STUDENTS" ATTITUDES TOWARDS SUNDANESE LANGUAGE LEARNING (A CASE STUDY AT 2 JUNIOR SCHOOLS AT BANDUNG, WEST JAVA, INDONESIA)	222 - 225
<i>Tri Pramesti dan Susie C. Garnida</i>	
KEARIFAN LOKAL SEBAGAI BAHAN AJAR BAHASA INDONESIA BAGI PENUTUR ASING	226 - 230
<i>Hidayat Widiyanto</i>	
BAHASA, SASTRA, DAN PERANANNYA DALAM PEMBENTUKAN KECERDASAN EMOSI PADA ANAK (SEBUAH STUDI KASUS PELAKSANAAN PEMBELAJARAN BAHASA DAN SASTRA PADA KELAS SASTRA ANAK DAN SASTRA MADYA DI LEMBAGA PENDIDIKAN "BINTANG INDONESIA" KABUPATEN PACITAN)	231 - 236
<i>Sri Pamungkas</i>	
COMMUNICATION MODEL ON LEARNING INDONESIAN FOR FOREIGNER THROUGH LOCAL CULTURE	237 - 239
<i>Rendra Widyatama</i>	
VARIASI BAHASA RAGAM BAHASA HUMOR DENGAN MENGGUNAKAN UNSUR PERILAKU SEIKSIS DI DESA LETEH, REMBANG KAJIAN BAHASA DAN JENDER	240 - 245
<i>Evi Rusriana Herlianti</i>	
EKSPRESI KEBAHASAAN PEREMPUAN KLOPO DUWUR TERHADAP PERANNYA DALAM KELUARGA DAN MASYARAKAT (SEBUAH ANALISIS BAHASA DAN JENDER)	246 - 250
<i>Yesika Maya Oktarani</i>	
BELETER FOR TRANFERING MALAY LANGUAGE AND CULTURAL MORAL VALUES TO YOUNG MALAYS AT PONTIANAK, KALIMANTAN BARAT	251 - 255
<i>Syarifah Lubna</i>	
METAPHORS AS A DYNAMIC ARTEFACT OF SOCIAL VALUES EXPRESSED IN LETTERS TO EDITORS	256 - 260
<i>Deli Nirmala</i>	
THE EXPRESSION OF THE CONCEPTUAL METAPHORS "FRONT IS GOOD; BACK IS BAD" IN THE INDONESIAN LANGUAGE	261 - 266
<i>Nurhayati</i>	
PEMERTAHANAN BAHASA: PERSPEKTIF LINGUISTIK KOGNITIF	267 - 270
<i>Luita Aribowo</i>	
KAJIAN LEKSIKAL KHAS KOMUNITAS SAMIN SEBUAH TELISIK BUDAYA SAMIN DESA KLOPO DUWUR, BANJAREJO, BLORA, JAWA TENGAH	271 - 276
<i>Vanny Martianova Yudianingtias</i>	

MANIPULATING SUNDANESES" PERCEPTIONS AND THOUGHTS IN POLITICAL DISCOURSE THROUGH INDIGENIOUS LANGUAGE	277 - 280
<i>Retno Purwani Sari dan Nenden Rikma Dewi</i>	
THE POSITIONING OF BANYUMASAN AND ITS IDEOLOGY „CABLAKA“ AS REFLECTED IN LINGUISTIC FEATURES	281 - 284
<i>Chusni Hadiati</i>	
WHAT PEOPLE REVEALED THROUGH GREETINGS	285 - 289
<i>Dwi Wulandari</i>	
THE ROLE OF INDIGENOUS LANGUAGES IN CONSTRUCTING IDENTITY IN MULTICULTURAL INTERACTIONS	290 - 292
<i>Eliana Candrawati</i>	
THE LOGICAL INTERPRETATION AND MORAL VALUES OF CULTURE-BOUND JAVANESE UTTERANCES USING THE WORD "OJO" SEEN FROM ANTHROPOLOGICAL LINGUISTIC POINT OF VIEW	293 - 297
<i>Muhamad Ahsanu</i>	
PENGUNGKAPAN IDEOLOGI PATRIARKI PADA TEKS TATA WICARA PERNIKAHAN DALAM BUDAYA JAWA	298 - 302
<i>Indah Arvianti</i>	
PEPINDHAN: BENTUK UNGKAPAN ETIKA MASYARAKAT JAWA	303 - 310
<i>Mas Sukardi</i>	
BAGAIMANA BAGIAN PENDAHULUAN ARTIKEL PENELITIAN DISUSUN?	311 - 316
<i>Jurianto</i>	
STYLISTIC IN JAVANESE URBAN LEGEND STORIES: A CASE STUDY IN RUBRIC ALAMING LELEMBUT IN PANJEBAR SEMANGAT MAGAZINE	317 - 320
<i>Valentina Widya Suryaningtyas</i>	
MAINTAINING SOURCE LANGUAGE IN TRANSLATING HOLY BOOK: A CASE OF TRANLSTAING AL-QUR"AN INTO INDONESIAN	321 - 325
<i>Baharuddin</i>	
TRANSLATING A MOTHER TONGUE	326 - 329
<i>Nurenzia Yannuar</i>	
TRANSLATION IGNORANCE: A CASE STUDY OF BILINGUAL SIGNS	330 - 334
<i>Retno Wulandari Setyaningsih</i>	
TERJEMAHAN UNGKAPAN IDIOMATIS DALAM PERGESERAN KOHESIF DAN KOHERENSI	335 - 338
<i>Frans I Made Brata</i>	
VARIASI FONOLOGIS DAN MORFOLOGIS BAHASA JAWA DI KABUPATEN PATI	339 - 342
<i>Ahdi Riyono</i>	
VARIASI FONOLOGIS DAN MORFOLOGIS BAHASA JAWA DI KABUPATEN PATI	343 - 347
<i>Ahdi Riyono</i>	

PROSES FONOLOGIS BAHASA KAUR YANG DIPICU FAKTOR EKSTERNAL LINGUISTIK	348 - 352
<i>Wisman Hadi</i>	
WORLD PLAY IN CALAOUNN OF CATATAN PLESETAN KELIK (CAPEK)	353 - 357
<i>Oktiva Herry Chandra</i>	
ANALYTIC CAUSATIVE IN JAVANESE : A LEXICAL-FUNCTIONAL APPROACH	358 - 362
<i>Agus Subiyanto</i>	
A SYSTEMIC FUNCTIONAL ANALYSIS ON JAVANESE POLITENESS: TAKING SPEECH LEVEL INTO MOOD STRUCTURE	363 - 367
<i>Hero Patrianto</i>	
PERGESERAN PENEMPATAN LEKSIKAL DASAR DALAM DERET SINTAGMATIK PADA TUTURAN JAWA PESISIR	368 - 372
<i>M. Suryadi</i>	
JAVANESE LANGUAGE MODALITY IN BLENCONG ARTICLES OF SUARA MERDEKA NEWSPAPER	373 - 377
<i>Nina Setyaningsih</i>	
POLISEMI DALAM TERMINOLOGI KOMPUTER (SEBUAH UPAYA APLIKASI PENGEMBANGAN DAN PEMELIHARAAN BAHASA)	378 - 384
<i>Juanda Nungki Heriyati</i>	
STRUKTUR FRASE NAMA-NAMA MENU MAKANAN BERBAHASA INGGRIS DI TABLOID CEMPAKA MINGGU INI (CMI)	385 - 389
<i>Wiwiek Sundari</i>	

REGISTERS OF CHEFS' SPOKEN LANGUAGE IN TELEVISION COOKING SHOWS: A PHENOMENON OF LANGUAGE SHIFTING

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Abstrak

Register bahasa lisan yang biasa digunakan oleh para koki dalam acara-acara memasak di televisi sangat menarik untuk dikaji. Istilah-istilah kuliner sepertinya mengalami perkembangan secara drastis dari waktu ke waktu. Istilah-istilah yang biasanya digunakan dan dimengerti secara umum telah berubah ke arah yang lebih ke barat-baratan dan terdengar asing. Peristilahan di dalam bidang kuliner yang saat ini lebih banyak menggunakan kosakata asing telah mengalami pergeseran sehingga secara langsung maupun tidak turut memengaruhi tatanan bahasa Indonesia. Berdasarkan hal tersebut di atas, penulis tertarik untuk mendeskripsikan permasalahan yang terjadi di dalam penggunaan register bahasa lisan yang digunakan para koki pada acara memasak di stasiun televisi yang berdampak pada terjadinya fenomena pergeseran bahasa, selain itu bahasa yang digunakan oleh para koki tersebut merupakan ragam bahasa register yang menarik untuk diteliti karena ragam bahasa register dalam acara tersebut tidak terdapat dalam acara-acara yang lain. Register bahasa lisan yang diteliti dibatasi pada penggunaan kata dan kalimat yang digunakan dalam bahasa lisan. Guna mendukung kajian ini penulis menggunakan metodologi deskriptif kualitatif dengan melakukan pengamatan dan observasi pada acara-acara memasak di stasiun TV. Perekaman juga dilakukan untuk lebih mendukung data penelitian. Hasil dari penelitian menunjukkan bahwa penggunaan kosa kata asing dalam konteks leksikal secara langsung maupun tidak, perlahan tapi pasti, mengakibatkan pergeseran terhadap bahasa Indonesia. Penamaan nama masakan dan istilah-istilah kuliner dalam bahasa asing sangat mendominasi dunia kuliner di masa kini.

Kata Kunci: Register, bahasa lisan, pergeseran bahasa, istilah kuliner.

1. Background of Study

Language is closely linked to communities live in a region. Language has an important role for human life. Language is not only necessary in everyday life but also necessary in carrying out all activities of human life, such as: research, outreach, news, radio broadcasts, and so forth. In general, the language used has the characteristics in every sectors. For example, the language used by young people of course different from the language used in academic side. Many factors affect such as, namely, age, gender, situation of communication, interaction and social interaction. Bottomline, people can communicate everything with language.

Language is dynamic, so this is not far from various possible changes that can occur at any time. Nowadays there may be a new vocabulary term emerged, but there is also a term / vocabulary old drowned, that is not used. The dynamism of language in the grammatical level as well as many leads to changes in the rules. There's an old rule applies, and then it is no longer valid.

Language is developed according to the circumstances that occur when language is being used. As a politician, doctor, law practitioners, news readers, and radio announcer, using different languages. A newsreader on television may often use the word "pemirsa", breaking news, "berjumpa lagi dengan saya", and so forth. Similarly, a cook / chef usually use the word / term garnish, chop, "cincang", "tumis", and so forth. Variety or register language used by the chefs on television cooking shows are different from other events. For example "Ok pemirsa, kita chop-chop bawang putihnya kemudian kita tumis hingga harum". In this sentence there is a typical use of the word, that is, chop-chop and tumis. These terms are of course only be used in any culinary field.

Differences terms of language usage as diversity caused the emergence of language or registers. Variety or register language used by chefs in a cooking show on television is very interesting to study because the development of vocabulary / terms of culinary grown rapidly from time to time. Culinary term that is used by every chef from time to time also develop even shifts. Of course culinary terms used by chef Siska Soewitomo and chef Farah Quinn or Edwin Lau are different. When Siska uses culinary terms in the Indonesian language which is easier to understand, then the term is different with Edwin or Farah whose use culinary terms in foreign languages that is rather difficult to be understood by the public.

In the past we can easily understand a term / vocabulary in Indonesian culinary field described by a chef. But now we are somewhat frowned when hearing a word / new vocabulary and sound unfamiliar to mention or explain something that is related to the taste of food or maturity level of the food.

Along with the development of the term or foreign vocabulary in the culinary field, slowly but sure it causes a language shifting. This paper intends to analyze spoken language register of the chef on a cooking show on tv stations. To what extent is language shift that has occurred and its impact into the order of the national language of Indonesia, as well as the influences brought. The results of this study intended to find a register of spoken language used by the chefs from time to time and its impact on Indonesian language (language shift). This study uses a qualitative approach, and the method used is the author conducted observations of cooking shows on tv stations. Recording is also used to gather the data that can later be clarified from the previous observations.

2. Literature Review

General Overview of Language Shifting

The study of language shift and retention are something interesting because the study shows the relationship between the changes and stability of language use on the one hand and the psychological, social, and cultural on the other in different community languages. Suhardi cites the idea of Harms (1996:43) states that language can be used as a marker of a speaker's ethnic background. An ethnical speaker can be known only from the language and style of language which they used. Language shift and retention concern about language as a code that is dynamic. Because the codes were never separated from each other then the language can be changed. Language shift comes to the use of language by a speaker or group of speakers that occurs due to transfer from one public speech into another speech community. While the matter of language preservation attitude or assessment of a language to continue to use that language in the midst of other languages (Chaer: 1995).

Language shift generally refers to the process of replacing one language with another language in the linguistic repertoire of a society. Language shift refers to the outcome of this process (Ibrahim, 2003). Shift in language could be interpreted as a shift in the use of language by a speaker or group of speakers due to transfer from one public speech into another speech community or population mobility. The factors that cause a shift in language are:

a. Economic, Social and Political Factors

Public think learn a second language is necessary and they do not consider to maintain ethnic language. All for these reasons purpose to improving the economic, social status, or political interests. One economic factor is industrialization. Economic progress is sometimes held up the position of a language into a language that has high economic value (Sumarsono and Partana, 2002:237). This case can be observed in English. Long before the English came, the language was first used at the international level is Latin. Latin is an official language chosen by the community, especially the student communities. However, by the times, then the society abandoned the Latin language. It is said that this language be abandoned because it was too complicated (i.e. the structure). Because of the complexity, most of the people have turned to the French. This language has a position as Latin. However, as Latin, this language was later abandoned. Because the more advanced economies in the UK which is characterized by the presence of the industrial revolution and then switched to English. This language eventually became the international language, the Latin beat and French.

Now people drives to learn English. Even for English, people willing to leave his first language. The position of English was strengthened by the existence of both private companies and state that has had English as one of the requirements that must be met by the applicants. At the college level, passing the TOEFL is one of the requirements for scholars to follow the trial. Why does this happen? The answer, of course, because Europe is the ruler of the world of economy.

b. Demographic Factors

Location of new areas far from the place of origin could contribute to accelerate the shift in language. This is due to immigrant groups will hold its assimilation with the local population to be easily accepted into the local community. Language shift usually occurs in countries, regions, or areas that could give hope to social and economic life better, it attracts the residents of other regions to come. Location of new areas far from the place of origin could be a contribution to accelerate the shift in language. This is due to immigrant groups will hold its assimilation with the local population to be easily accepted into the local community. The existence of a shift in language can lead to extinction of a language since

abandoned by its speakers. This event occurs when a language shift occurs in regions of origin of a language is being used.

Language can indeed be analogous to the organism and therefore every language has a life span of the "natural". This idea can explain that all languages will die naturally, in addition there is a language that died for the murder of the language (linguicide) (Holmes, 1995). Language has a certain age, and this is influenced by the owners or speakers. Those who determine whether their language can survive or not survive, and they also fancier of the language have to survive the pressure. Language is also subject to the law of natural selection, which the evolutionists are formulated into a phrase the survival of the fittest, which in essence is that the organisms most capable and able to adjust themselves in the struggle against natural selection to be alive. Based on current views, the life and death depend on the speakers discussed, the decision to let the language shift or endure it solely depends on the attitude of the language community itself. Nothing can be cultivated by experts wherever and by whatever it takes to restore the language shift if society itself already has a decision to let the language die.

There are many factors that cause a shift of a language. Based on research results that have been conducted in various places in the world, factors such as language loyalty, the concentration of residential areas, speakers, use of language in the traditional sphere of everyday life, continuity of maternal intergenerational-transfer language, bilingual patterns, social mobility, attitude, language and others. According to Romaine (1989) these factors also can be a strength of the majority against minority groups, social class, religious background and education, the relationship with ancestral land or origin, level of similarity between the majority language by minority language, majority group attitudes toward minority groups, mixed marriages, the government policy towards minority languages and education, and language usage patterns. Various causes of shifting use of Indonesian, not only due to a foreign language but also the interference caused by the presence of regional languages and the influence of slang. Today the foreign language more often used than Indonesian in almost all sectors of life. For example, Indonesian society is more often attached to the phrase "No Smoking" instead of "dilarang merokok", "Stop" to "berhenti", "Exit" to "keluar", "Open House" for a reception at the home at the time of Eid, and still identified many other examples assume that the people of Indonesia think foreign languages have more value than Bahasa Indonesia.

Registers Language

Register is another complicating factor in any study of language varieties. Registers are sets of vocabulary items associated with discrete occupational or social groups (Wardhaugh, 1992:49). Surgeons, airplane pilots, bank managers, sales, clerks, jazz fans, and pimps use different vocabularies. Of course, one person may control a variety of registers: you can be a stockbroker and an archeologist, or a mountain climber and an economist. Bottomline, Registers are the languages that are used in the pursuance of one's job. They are stylistic, functional varieties of a dialect or a language. They may be narrowly defined by reference to subject matter (field of discourse), to medium (mode of discourse) and level of formality, that is style (manner of discourse). Registers are, therefore, situationally conditioned discourse oriented varieties of a language. According to the role of the speaker, a young lecturer, will speak in different ways when communicating with his wife, his children, his father, his colleagues, his students, when shopping and so on. Each of these varieties will be a register. According to the subject matter or field of discourse, registeral varieties are scientific, religious, legal, commercial, of airport announcers, of telephone operators, etc.

A register is also determined by the medium or mode of discourse. The main distinction is between speech and writing, but in speech also one may find such distinctions as conversation, discussion, debate, lecture, talk, etc. In the same way personal letters, a biography, a memoir, a poem to be read or a play to be staged, etc. are the distinction in writing. Registers may be classified on the basis of style. This refers to the relation among the participating people who may talk of religion in a temple, or at a seminar with scholars or in a restaurant with friends. In a religious gathering people may be serious, in a seminar analytic while in a restaurant casual. The following type of stylistic varieties may be noticed - archaic, colloquial, humorous, formal and ironical.

3. Description of Chefs' Registers Language in Television Cooking Shows and its Relation with Language Shifting

This paper focuses on lexical analysis, or the choice of words. In their utterance, the chefs tend to use the elements of lexical (word) in foreign language. Here's stated foreign lexical elements by the chef at A la Chef Cooking Show hosted by Farah Quinn.

- (1). Ikannya *nice*, *crispy*, dan *crunchy*.
- (2). Saya pengen saosnya agak *caramelized*.
- (3). Kalau *duck egg*, kolesterolnya lebih banyak.
- (4). *This is it*, Ikan Goreng with *Lemon and Caramel Sauce* A la Chef Farah Quinn.

The sentences above contain English words that actually has a counterpart in the Indonesian language. The words *nice*, *crispy*, and *crunchy* spoken by Farah Quinn, we can replace the word with *enak*, *garing*, and *renyah*. Similarly with 'caramelized' term, which refers to the crystallized sugar (gula yang dikristalkan). Duck egg, we can match with "telur bebek". However the host would prefer to use foreign languages in their spoken language. Sentence (4) shows that the host presents the cuisine with typical sentence "this is it". And the striking is the naming of the cuisines. The host is more often named the dishes with English names, like the example above; Ikan Goreng with Lemon and Caramel Sauce, which when mentioned in language in Indonesia, Ikan Goreng dengan saus Lemon dan Karamel. Here we can see clearly that the host more likely use a foreign language in reference to the name of cuisine, and culinary terms. If we compare the other chefs, such as chef Rudi Choiruddin and Siska Soewitomo, they more frequently using the Indonesian language in a cooking show that was brought, it was obvious that there has been a phenomenon of language shifting from Indonesian to foreign language (English).

For more details we can see the using of register of oral language at the Indonesian MasterChef event to determine the extent to which the phenomenon occurred on language shift. Here are examples of speech of chef Vindex Tangker, chef Marinka, and chef Juna in the event of Masterchef Indonesia.

- (1). Ikannya enak, ada *herbsnya* dari daun kemangi (Chef Tangker)
- (2). waktu tinggal 3 menit, saatnya untuk *plating*. (Chef Marinka)
- (3). saya suka komposisi *ingredientnya*, saosnya *really good*. (Chef Marinka)
- (4). Rotinya kurang matang, *vinegarnya* terlalu banyak. (Chef Juna)
- (5). *dessertnya* biasa aja, itu bukan kue lumpur. (Chef Juna)
- (6). *Main coursena* enak, kamu pantas dapat pujian. (Chef Tangker)
- (7). Kamu pilih campur *custard* atau bolunya saja. (Chef Marinka)
- (8). Daging kelinci ini *taste like chicken*. (Chef Juna)

The sentences above are the comments of the juries which is also the chef at the cooking competition show on RCTI. The juries are the famous chefs and have the educational background of cooking, and has had experiences working premises best chefs in the country. Because of the background most of the judges tend to use foreign terms in submitting comments. It can be seen from the selection of terms that they convey.

In sentence (1) Chef Tangker prefers to use the word 'herbs' from which refers to the word 'daun kemangi' and this is sounds modern and chic. While in sentence (2) 'plating' word which means to prepare food on a plate complete with the garnish sounds more simple than if we mention the "waktu tinggal 3menit untuk menyajikan makanan di piring". However it can be seen clearly there is a language phenomenon that has shifted. Similarly, in sentence (3) and (4) actually has the word 'ingredient' means "bahan or ramuan" in Indonesia. The word 'vinegar' means 'cuka' in Indonesia. In sentence (5), chef Juna prefers to use the word dessert than 'makanan pencuci mulut'. While the word 'main course' is preferred than the word 'makanan utama' in the sentence (6). While in sentence (7) chef Marinka prefers to mention the term 'custard' than 'puding'. And in the sentence (8), "daging kelinci ini taste like chicken", containing elements of mixed code. Though it can be just the word "rasanya seperti daging ayam" is replaced with the word "tastes like chicken". From the description above to the author conclude that the use of foreign terms in the culinary field has been growing rapidly. A term used mostly come from foreign language (English). Here can be seen clearly there is a phenomenon of language shift. Indonesian language, directly or not its function has been replaced by English. Besides the mention of culinary terms, the names of dishes have named in English, although that is local cooked food. Perhaps the reason is involved with economic factors and more selling. And if we further observe the use of foreign vocabulary is more permanent, because it is used continuously and simultaneously. That language shift can change the order of the Indonesian language.

4. Conclusions and Recommendations

It can be concluded that the registers of spoken language in the television cooking show in terms of lexical use a lot of English vocabulary. The results of this research indicates that the use of foreign vocabulary in the context of lexical directly or not, slowly but surely, resulting in a shift towards the Indonesian language. Naming of cuisine and culinary terms in a foreign language are dominating the

world in culinary factor. There will be many other and more specific studies can be conducted based on this topic.

This research was possible only as an opening of similar studies. This research would not be relevant five or ten years into the future because of the language and terminology in the culinary field is constantly changing (dynamic), so hopefully there are other studies in order to trace the development of language registers or other profession that will certainly give the "surprises" to the community and Indonesian languages in the future.

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