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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
13.30 - 14.30 WIB	Luqman Hakim	STRATEGIES OF CONSTRUCTING APPEALS IN OBAMA'S VICTORY SPEECH	ROOM B
	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

EMBODIED EXPERIENCES IN METAPHORS IN BAHASA INDONESIA

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Abstrak

Metafora merupakan sistem konsep yang memiliki dua aspek, yaitu: ranah target dan sumber. Ranah sumber yang cenderung menunjukkan kategori konkrit digunakan untuk menjelaskan ranah target yang cenderung abstrak. Tulisan ini dimaksudkan untuk menunjukkan faktor yang memotivasi konsep dalam ranah sumber yang memperjelas konsep ranah target. Data yang berupa ungkapan metaforis diambil dengan menggunakan purposive sampling techniques, dari wacana surat pembaca koran harian berbahasa Indonesia yang dipilih secara acak. Metode referencial, distributional, abductive inferencial, dan reflective introspective digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa metafora merefleksikan pengalaman yang dirasakan oleh tubuh dan panca indera yang dapat dikelompokkan menjadi pengalaman visual, fisik, indera pengecapan (lidah), dan indera penciuman. Ini mengimplikasikan bahwa bahasa digunakan untuk menunjukkan pengalaman yang terekam dalam manah yang diperoleh dari kehidupan sehari-hari ketika melakukan interaksi dan komunikasi dengan orang lain.

***Kata Kunci**: metafora, pengalaman visual, pengalaman fisik, pengalaman pengecapan, pengalaman penciuman*

INTRODUCTION

Metaphor has been studied from various disciplines such as philosophy, psychology, anthropology, linguistics, and it is approached from different perspectives. Cognitive linguistics views metaphors in different ways from those proposed by the initiator, Aristotles, stating that metaphor is a sign of a distinctive language ability of a person which characterizes certain language capacity (Punter, 2007:12). Metaphor in Aristotles' view is different from that discussed in this paper. Metaphor is viewed not only as a part of language but also an evidence that language is used for conceptualizing a certain entity. Language is acquired and used in human interaction and communication, it is not a frozen form in a certain type of discourse. It is used daily for fulfilling needs.

Metaphors is formulated based on the expressions indicating conceptualization. They represent what people think, feel, and act or experience which occur due to human communication and interaction. The experiences are stored in their mind and build frames which can be used when needed. Since metaphorical expressions indicating conceptualization, they have forces different from the literal meanings. Neisser (2003:31) says that due to its force, metaphorical expression requires people to understand further from its literal meaning. Croft and Cruse (2004) added that to comprehend metaphors requires two different interpretation, i.e. violation and anomaly of the literal meaning. In this paper, the basis of interpretation is not from violation and anomaly but from conceptualization process conveyed in the metaphors. According to Mey (1993:60), metaphors are considered as a life view, since metaphors represent thought and experience in daily life, showing a way of thinking influenced by the environment where people live. To show conceptualization, semantic analysis is used in order to elaborate the references used to uncover the reality represented.

Metaphor is believed as a system consisting of basic components i.e. a target domain, a source domain, and their relationship. The basis of analysis is the idea given by Lakoff and Johnson (2003) saying that metaphors are used actively by humans in their daily communication. The metaphorical expressions used indicate experiences, ideas, and feeling encountered in life. Fauconnier (1997) and Turner (1991) in Evans and Green (2006:8) say that language only gives prompts in conceptualization process which requires meaning to be constructed. Meaning is not labelled but constructed. Meaning construction can be explained based on the experiences encountered by human. According to the theory

of embodiment (Evans and Green (2006:157), in cognitive linguistics, the most fundamental point is the connection between the structure of the concept and the experiences felt in the body and senses. The experience builds image schemas. The image schemas are derived from the experience of the senses, the body, and perception as the result of the interaction and activities (Evans dan Green, 2006:178). In relation with metaphors, the experiences embodied can be identified from the metaphorical expressions used. This agrees with Lakoff in Kess (1992:231) saying that thought is a stored experience, perception, physical movement, and physical and social experiences. Through metaphor, humans organize their physical experiences reflected in image schemas. Image schemas are believed that they are embodied (Lakoff in Croft dan Cruse, 2004) and grounded (Lakoff and Turner in Croft and Cruse, 2004:44). In one hand, image schemas are abstract, but on the other hand, image schemas are schematic since they are embodied—stored in the body and recorded in the mind.

This paper is trying to discover the experiences embodied in Indonesian society through the metaphors found in the letters to the editors. What experiences and how they are encountered will be discussed in this paper to show how language can represent what Indonesian people think, feel, and experience in connection with what happened in their surrounding.

RESEARCH METHOD

This research is descriptive-qualitative since it depicts the facts concerning metaphors formulated from the metaphorical expressions used by the writer in the letters to the editors. The data are the metaphorical expressions chosen purposively in the letters to the editors of the daily newspaper written in *bahasa Indonesia*. They are collected by nonparticipant observation with note-taking and page-filing techniques. To analyze the data, the writer used some methods namely referencial, distributional, reflective-introspective (Sudaryanto, 1993), and abductive inferencial (Krippendorff, 2004) methods. The methods are used to show how experiences are embodied structurally in the metaphors. Referencial method is used in initial analysis for showing the concepts referred to by the expressions used as the data. It is then continued with distributional, reflective introspective and abductive inferencial methods for showing conceptualization conveyed. Reflective-introspective method is also used to elaborate how the experiences encountered sensically and bodily.

RESULTS AND DISCUSSION

From the analysis, it is found that metaphors formulated from the expressions used in the letters to the editors can be categorized according to the concept of the source domain. This is based on the idea that language is not only as a means of communication but also as a window of human thought. Therefore, metaphors represent verbal language that can be grouped according to the conceptual correspondence, i.e experiences, natural, directional, temporal, spacial, and technological. However, this paper only focuses on the experience-based metaphors which can be divided into visual experiences, bodily experiences, the sense of the smell, and the sense of the taste.

Visual Experiences

Visual metaphors are those having connection with the experiences of seeing. Ability of seeing can help people get knowledge of the world or surrounding. The knowledge may be related with the characteristics of the nature, in terms of its feature, volume or size, movement, number, and function. The experiences can be identified from the source domain of the metaphors, that is used to explain the target domain. The embodied experiences can make the target domain which is usually abstract or difficult concept easy to understand since visual experiences can be easily proven.

The visual experiences are represented by the expressions such as *digelontorkan* (flushed), *dikucurkan* (disbursed), *diraup / meraup* (obtained), *mencaplok* (annex), *merebut* (seize), *bengkaknya* (swelling), *menggiurkan* (tantalizing), *membludaknya* (booming), *gempuran* (onslaught), *dibombardir* (bombarded). The word *digelontorkan* (flushed), for example, indicates a liquid in big amount moving very quickly. People can see how a liquid in big amount moves very quickly, for example, flood. The word *dikucurkan* (disbursed) implies how people can see or observe a liquid flows. The word *diraup* (obtained) implies an experience looking at a floating object which is grasped. See some examples below.

(1) *tagihan TelkomselFlash saya begitu bengkaknya*
'my Telkomselflash bill was swelling'

From the example (1), a construction can be formulated as follows. +*TAGIHAN ADALAH LUKA BENGKAK*+ (BILL IS A SWOLLEN INJURY). The entity *luka bengkak* 'swollen injury is a concept used to explain the concept of *dana* 'fund' represented by *tagihan internet* **'**internet bill**',** which is rising suddenly**.** The quickness of the rising is conceptualized as the injury which is suddenly swelling. The rising in the injury is to illustrate how the bill is getting costlier. The experience of seeing how something is rising is stored in the mind through visual experience happening in everyday life.

The following example is related with the govenrment program in dealing with poverty. Poverty is one of the most difficult problems in Indonesia. There have been a lot of programs run to solve it. However, it still exists until at present. In order to minize it, the government has a special program focused on. To illustrate how the program is conducted, the writer researched used the following expression.

(2) *program penanggulangan kemiskinan yang digulirkan*

'poverty protection program which is moved'

From the expression in (2), it can be constructed +*PROGRAM PENANGGULANGAN KEMISKINAN ADALAH RODA*+ (POVERTY PROTECTION PROGRAM IS A WHEEL). The entity of wheel is used for explaining the concept of the program for protecting poverty due to its characteristics, namely ability to run or move. How a wheel is moving can be proven visually, then such experience is stored in the mind. When there is a similar event, it is expressed through a combination of words which can be identified. Another problem is indicated by the following expression.

(3) *angka kemiskinan begitu sulit ditekan*

'the poverty rate is difficult to be pressed'.

The expression in (3) can be the basis of formulating +*ANGKA KEMISKINAN ADALAH BALON DI ATAS AIR*+ (+A POVERTY RATE IS A FLOATING BALLOON+), conceptualizing the poverty rate like a balloon floating on the water. This can be seen when there is a balloon floating on the water and sunk; what happens is that the balloon is always floating. The conceptualization explains how difficult it is to decrease the poverty rate. The entity of the floating balloon is used for explaining the concept of the poverty rate due to its characteristics, namely being difficult to decrease.

(4) *pandangan-pandangan miring yang tercipta*.

'sloping views created'

From the expression in (4), it can be formulated +PANDANGAN-PANDANGAN ADALAH TIANG+ (VIEW IS A PILAR).The entity *tiang* (pilar) is used to explain the concept of views due to its characteristic: it can slop or stand firm. The characteristic of the pilar that can slop or stand firm can be proven visually. The experience of witnessing is stored in the mind, then it can build a schema that becomes a frame.

Bodily Experiences

Bodily experiences can be the bases of the uses of the metaphorical expression. Since experiences are embodied, body can feel when there is something happened to it. The experiences are stored in the mind and used when there is an event similar happening. The expressions indicating bodily experiences are among other things *bersahabatlah* (be a close friend), *rangkullah* (embrace), *terlilit* (entangled), *digenjot* (encouraged), *kejaran / mengejar* (chase), *dihimpit* (pressed), *teracuni* (poisoned), *beban di pundak* (load on the shoulder), *menghajar* (beat up /chasten). The following examples show how bodily experiences can be the bases of explaining the concept of the target domain with that of the source domain.

The words *bersahabatlah* (be a close friend) and *rangkullah* (embrace) in

(5) *bersahabatlah dengan alam, singkirkan ego, rangkullah alam*

'be a close friend with the nature, disregard your ego, embrace the nature'

indicate a concept of a close relation. The two words can be the bases of formulating +ALAM ADALAH SAHABAT+ (THE NATURE IS A CLOSE FRIEND), since a close friend is someone having close relationship with us, having commitment to protect each other. With close friend, someone will feel comfortable, be able to share, not hate each other, understand our strengths and weaknesses. The experience can be the basis of corresponding the concept of the source domain 'close friend' with the concept of the target domain 'nature'. The bodily experience is felt when we are close to a friend, what we are doing and our close friend is doing to us when we are close to them, i.e we protect each other for being sad and sorrow.

The word *terlilit* (entangled) in

(6) *terlilit utang*

'entangled / trapped in debt'

indicates a concept of being difficult. The word *terlilit* (entangled / trapped) can be the basis of formulating +UTANG ADALAH TALI YANG MELILIT+ (DEBT IS A ROPE TRAPPING / ENTANGLING). The conceptualization towards a rope trapping is similar to the conceptualization towards a debt due to the same characteristics that is causing trouble. The experience of feeling trapped may correspond to the concept of the source domain 'a rope trapping / entangling' with the word 'debt' can be proven physically. Body can feel it; it can feel difficult to breathe. Such experience is the same as when someone has a big debt.

Tasting Experiences

The experience of tasting can be the basis of correspondance between the concept of the source domain with the concept of the target domain. The experience can feel whether an entity is salty, delicious, tasteless, sweet, tasty, sour, or bitter. The experience of tasting the food is stored in the mind so that it can distinguish one type of taste with another. When there is an event that can be conceptualized with such experience, metaphorical exsperiences are used. From the experiences, a construction can be formed showing conceptual correspondence that can be inferred through the experience of tasting. The expression indicating such experience among other things *hambar* (tasteless), *kental* (thick).The word *hambar* (tasteless) in the following example,

(7) *kasus penyelesaian rasa keadilan di lembaga formal yang berasa hambar*

'The solution of the justice case in the formal institution feels tasteless'

indicates a concept of 'incompleteness' due to the ingredients used that are not complete or the proportion of the materials is not good. The word *hambar* (tasteless) in example (7) can be the basis of formulating *+KASUS PENYELESAIAN RASA KEADILAN ADALAH MASAKAN YANG HAMBAR+* (THE SOLUTION OF THE JUSTICE CASE IS A TASTELESS FOOD), since food or drinks is the only entity which can be tasteless due to incomplete ingredients or proportion. The correspondence connecting the concept of the source domain '*masakan yang hambar*' (tasteless food) and the target domain '*kasus penyelesaian rasa keadilan*'(the solution of the justice case) can be proven by the experience of tasting when the sense tastes the food with incomplete ingredient or proportion.

Smelling Experiences

Smelling experiences can tell us whether something is smelly or has nice fragrance. Such experiences can be identified from the metaphorical expressions used by the writer researched namely the concept of the words *berbau* (smelling / smelly), *aroma* (flavor), *tercium* (smelled), *merebak* (spread), *kebusukan* (decayed).

The word *tercium* (smelled) in the following example,

(8) *Kasus dugaan korupsi ... sudah tercium*

'suspected corruption case ... has been smelled'

indicates a concept of 'being stingy' or 'smelly'of something decayed. This word can be the basis of formulating *+KASUS DUGAAN KORUPSI ADALAH BANGKAI / ENTITAS YANG BERBAU TIDAK SEDAP+* (SUSPECTED CORRUPTION CASE IS AN ENTITY WHICH IS STINGY), since a stingy entity is easily smelled. The experience of smelling a bad odor can be the basis of corresponding the concept of the source domain 'decayed entity' to the concept of the target domain 'suspected corruption case'. Conceptualized the same as cadaver, corruption case is easily uncovered by the public, since it is an act which causes loss for the government and the society, that makes people concern about it.

CONCLUSION

The explanation above can be concluded that the embodied experiences in the metaphors can be used to show conceptualization in the source domain to explain the target domain. They can be used as evidences that people use language, in this case, metaphors for showing that language can represent what people experience in their life. Language is used for showing their thought, feeling, and act. Language is used for managing knowledge of the world. This implied that the embodied experiences discussed can be the resources of constructing meaning or conceptualization. They are closely related with the cognitive activities of humans in using language during communication and or interaction. The experiences can be the basis of making difficult concepts easily to understand.

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