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PROCEEDINGS

International Seminar

LANGUAGE MAINTENANCE AND SHIFT III

July 2–3, 2013

Revised Edition

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

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Editors:
Jee Sun Nam
Agus Subiyanto
Nurhayati

Master Program in Linguistics, Diponegoro University
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Editors' Note

In the international seminar on Language Maintenance and Shift III, there are some new issues. First, the committee changes the previous theme into "Investigating Local Wisdom through Indigenous Language". Through the new theme, the committee invites language practitioners to discuss the problems concerning the importance of maintaining indigenous languages because the languages function as a means of expressing local wisdom. Second, the seminar uses the new label, LAMAS, the acronym which was proposed by Prof. Dr. Bambang Kaswanti Purwo in the previous seminar, to make the particiants easily remember it. Third, most of the keynote speakers come from various institutions. Those are Dr. Johnny Tjia (Summer Institute of Linguistics, Indonesia-International), Prof. Jee Sun Nam, Ph.D (Hankuk University of Foreign Studies, Korea), Prof. Dr. Mahsun, M.S. (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Prof. Dr. Bambang Kaswanti Purwo (Atma Jaya Catholic University, Jakarta-Indonesia), Prof. Dr. I Dewa Putu Wijana (Gadjah Mada University, Yogjakarta, Indonesia), Prof. Drs. Ketut Artawa, M.A., Ph.D (Udayana University, Denpasar, Indonesia), and Dr. Suharno, M.Ed. (Diponegoro University, Semarang, Indonesia).

There are 113 participants who present the papers covering various topic areas. Those are 38 papers on sociolinguistics, 14 papers on morphology, 13 papers on applied linguistics, 8 papers on antropholinguistics, 8 papers on discourse analysis, 8 papers on cognitive linguistics, 7 papers on ethnography of communication, and 7 papers on computational linguistics.

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.

Editors' Note for Revised Edition

There are some changes in this revised edition. First, we enclose the article by Prof. Jee Sun Nam, Ph.D entitled "Retrieving Local Wisdom in Korean with the Support of Corpus Processing Software" on page 555. Second, we delete the article by Yusup Irawan 'Tiga Syarat Menuju Fonetik Modern' as he cancelled his status as a participant. These changes have an impact on the change of table of contents.

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SCHEDULE OF THE INTERNATIONAL SEMINAR
"LANGUAGE MAINTENANCE AND SHIFT III (LAMAS III)"

DAY 1 (July 2, 2013)

TIME	ACTIVITIES		ROOM
	NAME	TITLE	
09.30 – 10.45 WIB	**REGISTRATION**		PAKOEBUWONO
10.45 – 11.00 WIB	**OPENING**		PAKOEBUWONO
11.00 – 11.30 WIB	**KEYNOTE SPEECH**		PAKOEBUWONO
	Prof. Dr. Mahsun, M.S.		
11.30 – 12.30 WIB	**LUNCH AND PRAY**		PAKOEBUWONO
12.30 – 14.00 WIB	**PLENNARY SESSION 1**		PAKOEBUWONO
	Prof. Jee Sun Nam, Ph.D.	RETRIEVING LOCAL WISDOM IN KOREAN WITH THE SUPPORT OF CORPUS PROCESSING SOFTWARE	
	Dr. Johnny Tjia	ISU KEBERTAHANAN DALAM USAHA PENCAGARAN BAHASA	
	Dr. Suharno, M.Ed.	INCORPORATING LOCAL WISDOM INTO ENGLISH LANGUAGE TEACHING (ELT)	
	Moderator : J. Herudjati Purwoko, Ph.D		
14.00 – 15.30 WIB	**PARRALEL SESSION 1 A**		PAKOEBUWONO
	Kahar Dwi Prihantono	PENATAAN ULANG KAMUS DIALEK BANYUMASAN; SEBUAH SUMBANGAN LEKSIKOGRAFIS BAGI UPAYA PEMERTAHANAN DIALEK (RE-ORGANISATION OF BANYUMAS DIALECT DICTIONARY; LEXICOGRAPHIC CONTRIBUTION TO DIALECT PRESERVATION)	
	Mualimin	*KO* AND *RIKA* IN JAVANESE OF TEGAL	
	Rukni Setyawati	PEMERTAHANAN BAHASA DAERAH SEBAGAI UPAYA MENINGKATKAN KETAHANAN BUDAYA	
	Retno Wulandari Setyaningsih	PENGASINGAN RAMBU PETUNJUK DI PUSAT-PUSAT PERBELANJAAN DI SURABAYA	
14.00 – 15.30 WIB	**PARRALEL SESSION 1 B**		PAKOEBUWONO
	Herudjati Purwoko	MUATAN SOSIO-KULTURAL DAN POLITIS DALAM BAHASA DARI SEGI ETNOGRAFI	
	Syahron Lubis	LOSS OF WORDS IN MANDAILINGNESE	
	M. Suryadi	GENERASI MUDA JAWA PERKOTAAN KAGOK DENGAN BAHASA JAWANYA SENDIRI	
	Fatchul Mu'in	PENGGUNAAN BAHASA DALAM RANAH JUAL BELI DI PASAR TERAPUNG LOK BAINTAN KABUPATEN BANJAR KALIMANTAN SELATAN	

TIME	NAME	TITLE	ROOM
14.00 – 15.30 WIB	**PARRALEL SESSION 1 C**		CEMPAKA
	Neli Purwani	PENGGUNAAN BAHASA INGGRIS DALAM IKLAN MAKANAN DAN MINUMAN: PELUANG ATAUKAH ANCAMAN?	
	Ikmi nur Oktavianti	SEMANTIC SHIFT ON MALAY WORDS IN CLASSICAL MALAY TEXT HIKAYAT HANG TUAH COMPARE TO MODERN MALAY (INDONESIAN LANGUAGE) AND THE RELATION TO CULTURAL CONTEXT	
	Nunung Supriadi	PENGARUH DIALEK LOKAL TERHADAP BAHASA MANDARIN YANG DIGUNAKAN MASYARAKAT TIONGHUA DI PURWOKERTO	
	Agustina Lestary	DO BANJARESE WOMEN AND MEN SPEAK DIFFERENTLY?	
14.00 – 15.30 WIB	**PARRALEL SESSION 1 D**		MELATI
	Esther Hesline Palandi	KATA SERAPAN DALAM BAHASA JEPANG: UPAYA BANGSA JEPANG DALAM PEMELIHARAAN BAHASA DAN TERJADINYA PERGESERAN BAHASA SESUAI BUDAYA LOKAL	
	Maria Yosephin Widarti Lestari	THE FEATURES OF JAVANESE WOMEN SPEECH: A SOCIOLINGUISTICS STUDY BASED ON LAKOFF'S THEORY	
	Meti Istimurti	PEMERTAHANAN DAN REVITALISASI BAHASA JAWA DIALEK BANTEN	
	Retno Purwani Sari Dan Tatan Tawami	THE STRATEGY OF THE TEXT AND THE STRUCTURAL RELATIONS TO EXERCISE SUNDANESE CRITICS' IDEOLOGICAL HEGEMONY	
14.00 – 15.30 WIB	**PARRALEL SESSION 1 E**		BOUGENVILLE
	Layli Hamida	SOSIALISASI DAN KEBIJAKAN ATAS KEBERAGAMAN BAHASA PADA MASYARAKAT TENGGER JAWA TIMUR: SEBUAH FENOMENA KEARIFAN LOKAL	
	Dwi Wulandari dan Wiwik Sundari	SANTRI'S LANGUAGE ATTITUDE TOWARD JAVANESE LANGUAGE ON PESANTREN TEACHING WITHIN THE CONTEXT OF JAVANESE LANGUAGE MAINTENANCE	
	Kharisma Puspita Sari	STYLE AND REGISTER USED AT PONDOK PESANTREN (A DIMENSION OF SOSIOLINGUISTICS)	
	Anandha	FENOMENA SOSIOLINGUISTIK BAHASA JAWA PESISIR SEBAGAI CERMIN KEARIFAN LOKAL	
15.30 – 16.00 WIB	**BREAK AND PRAY**		PAKOEBUWONO

TIME	NAME	TITLE	ROOM
16.00 – 17.30 WIB	**PARRALEL SESSION 2 A**		PAKOEBUWONO
	Surono	SOLIDARITAS (*TU*) DAN KESOPANAN (*VOUS*) DALAM BAHASA JAWA SEBAGAI WUJUD KEARIFAN LOKAL	
	Riadi Darwis	SIKAP BERBAHASA PARA SISWA SEKOLAH DASAR ISLAM TERPADU KABUPATEN BANDUNG DALAM KONTEKS MULTIBAHASA	
	Fandy Prasetya Kusuma	PERGESERAN BAHASA HOKKIAN DALAM UPACARA TE PAI DI INDONESIA	
	Elisa Carolina Marion	PERGESERAN PENGGUNAAN KEIGO KHUSUSNYA PADA PENGGUNAAN HONORIFIC TITLE (呼称) DAN PERUBAHAN HUBUNGAN ATASAN DAN BAWAHAN YANG TERJADI PADA PERUSAHAAN JEPANG	
16.00 – 17.30 WIB	**PARRALEL SESSION 2 B**		PAKOEBUWONO
	Dian Swastika	JAVANESE EXPRESSIONS AS LOCAL WISDOM MANIFESTATION	
	Meka Nitrit Kawasari	PENGGUNAAN BAHASA JAWA PADA UPACARA TUMURUNING KEMBARMAYANG SEBAGAI CERMINAN KEARIFAN BUDAYA JAWA	
	Endang Setyowati	CONTRASTIVE ANALYSIS OF PROVERBS IN INDONESIAN AND ENGLISH: AN ANTHROPOLOGICAL LINGUISTIC STUDY	
	Prayudha	METAFORA SEBAGAI NASIHAT DALAM HOROSKOP JAWA: STUDI LINGUISTIK ANTROPOLOGIS	
16.00 – 17.30 WIB	**PARRALEL SESSION 2 C**		CEMPAKA
	Sri Sulihingtyas D.	PANTUN BUKA PALANG PINTU: KEARIFAN LOKAL DALAM PERNIKAHAN ADAT BETAWI	
	Hatmiati	TUTURAN PAMALI DALAM TRADISI LISAN MASYARAKAT BANJAR	
	Atin Kurniawati	JAVANESE VIEW ON EDUCATION: AN ETNOLINGUISTIC STUDY	
	Muhammad	A SOCIAL CONTEXT OF SASAK PERSONAL PRONOUNS	
16.00 – 17.30 WIB	**PARRALEL SESSION 2 D**		MELATI
	Habiba Al Umami	PRESUPPOSITION ANALYSIS OF THE QUESTION IN MATA NAJWA "POLITIK SELEBRITI" EPISODE	
	Muhammad Rohmadi	TINDAK TUTUR PERSUASIF DAN PROVOKATIF DALAM WACANA SPANDUK KAMPANYE PILKADA JAWA TENGAH TAHUN 2013	
	Endro nugroho wasono aji	PERUBAHAN KATA GANTI ORANG KEDUA DALAM BAHASA JAWA	
	Yenny budhi listianingrum	PEMILIHAN BAHASA KELUARGA MUDA DI DESA KLOPODUWUR CERMIN PEMERTAHANAN IDENTITAS DAN EKSISTENSI BAHASA	

TIME	NAME	TITLE	ROOM
16.00 – 17.30 WIB	**PARRALEL SESSION 2 E**		BOUGENVILLE
	Sri wahyuni	PERUNDUNGAN BAHASA DAERAH MELALUI PENGGUNAAN LOGAT DIALEK DALAM TAYANGAN SINETRON DI TELEVISI	
	Lalu erwan husnan	LINGUISTIC ADAPTATION OF BAJO IN SUMBAWA ISLAND: A PRELIMINARY STUDY FOR SOCIAL MOTIVATION OF LANGUAGE CHANGE	
	Tubiyono	COMPANY'S PARTICIPATION IN THE LOCAL LANGUAGE RETENTION	
	Endang sri wahyuni dan khrishandini	VARIASI BAHASA DALAM SINETRON TUKANG BUBUR NAIK HAJI (TBNH) KAJIAN ETNOGRAFI KOMUNIKASI	
17.30 – 18.30 WIB	**BREAK AND PRAY**		PAKOEBUWONO
18.30 – 19.30 WIB	**PARALLEL SESSION 2 F-1**		PAKOEBUWONO A
	Rini Esti Utami	BAHASA JAWA DALAM SLOGAN-SLOGAN CALON GUBERNUR DAN WAKIL GUBERNUR JAWA TENGAH TAHUN 2013	
	Miza Rahmatika Aini	KESENIAN JARANAN SEBAGAI BENTUK PEMERTAHANAN BAHASA JAWA	
	Putu Sutama	PELESTARIAN BAHASA BALI DALAM PENDIDIKAN FORMAL: PERSPEKTIF POLITIK DAN REGULASI	
	Leksito Rini	TARLING MUSIC AS A MEANS OF MAINTAINING INDIGENOUS JAVANESE LANGUAGE AT NORTHERN COAST (PANTURA) IN THE PROVINCES OF WEST JAVA AND CENTRAL JAVA	
	Enita Istriwati	PENGENALAN UNGKAPAN-UNGKAPAN BAHASA JAWA: SUATU UPAYA PEMERTAHANAN BANGSA	
	Icuk Prayogi	PERGESERAN PEMAKAIAN PRONOMINA PERSONA DALAM BAHASA INDONESIA INFORMAL REMAJA: STUDI KASUS FILM TANGKAPLAH DAKU KAU KUJITAK (1987) DAN BANGUN LAGI DONG, LUPUS (2013)	

TIME	NAME	TITLE	ROOM
18.30 – 19.30 WIB	**PARALLEL SESSION 2 F-2**		PAKOEBUWONO B
	Ikha Adhi Wijaya	PRANOTOCORO AS ONE OF THE SYMBOL OF JAVANESE CULTURE THAT BECOMES DIMINISH FROM DAY TO DAY	
	Siti Suharsih	LANGUAGE MAINTENANCE AND SHIFT: HOW JAVANESE PRESERVED AND SHIFTED IN INDUSTRIAL AREA CASE STUDY IN NIKOMAS COMPANY	
	Sang Ayu Isnu Maharani dan I Komang Sumaryana Putra	LANGUAGE MAINTENANCE OF BALINESE MOTHER TONGUE THROUGH THE TRADITIONAL STORY TELLING (MESATUA) IN BATU BULAN VILLAGE, GIANYAR	
	Sutarsih	LANGUAGE AND SAFETY	
	Anang Febri Priambada	ALIH KODE DAN CAMPUR KODE PADA CERAMAH BUDAYA EMHA AINUN NAJIB	
	Didik Santoso	PEKALONGAN DIALECT IN RAPROX BAND LYRICS	
	Maria Christiani sugiarto	A REFLECTION OF LANGUAGE ATTITUDE TOWARDKID CARTOONS: A CASE STUDY OF FIRST GRADERS IN MARSUDIRINI ELEMENTARY SCHOOL	
18.30 – 19.30 WIB	**PARALLEL SESSION 2 F-3**		PAKOEBUWONO C
	Asih Prihandini dan N. Denny Nugraha	KEARIFAN LOKAL MITIGASI BENCANA DALAM TRADISI SASTRA LISAN NUSANTARA	
	Yozar Firdaus Amrullah	MOTHER'S TONGUE INFLUENCE TOWARDS NAMING IN KEBONADEM VILLAGE	
	Muhammad Zulkarnain Ashya hifa	THE USE OF PERSONAL NAMES IN NAMING PRODUCTS	
	Ida Hendriyani	THE ETHNOGRAPHY OF COMMUNICATION APPROACH TOWARDS THE MOTIVATORS' SPEECH IN ORIFLAME	
	Bambang Hariyanto	THE IDENTITY OF JAVANESE PEOPLE (A STUDY ON SELAMATAN IN EAST JAVA, ETHNOLINGUISTICS PERSPECTIVE)	
	Abadi Supriatin	BAHASA PERMOHONAN DI DALAM TRADISI KLIWONAN DI "SUMUR BERKAH" DESA WONOYOSO KABUPATEN PEKALONGAN	
	Mastuti Ajeng Subianti	THE ANALYSIS OF FACE WANTS AS SELF IMAGE USED BY AGNES MONICA IN KICK ANDY SHOW	

TIME	NAME	TITLE	ROOM
18.30 – 19.30 WIB	**PARALLEL SESSION 2 F-4**		PAKOEBUWONO D
	Wuwuh Andayani	DISCOURSE CONNECTORS IN ARGUMENTATIVE WRITINGS PRODUCED BY INDONESIAN EFL UNIVERSITY STUDENTS	
	Muhammad Nanang Qosim	PEDAGOFONOLOGIS SEBUAH KAJIAN FONOLOGI DAN ILMU PENDIDIKAN	
	Juanda dan M. Rayhan Bustam	THE CREATION OF LANGUAGE THROUGH MOTTO (THE STUDY OF LANGUAGE AND ENTREPRENEURSHIP IN A MOTTO OF ACADEMIC INSTITUTION)	
	Fitriansyah	PENDEKATAN EMIK-ETIK TERHADAP UPACARA PASAK INDONG SUKU TIDUNG DI DESA SALIMBATU, KECAMATAN TANJUNG PALAS TENGAH, KALIMANTAN UTARA KAJIAN LINGUISTIK ANTROPOLOGI	
	Sogimin	METAFORA YANG DIGUNAKAN OLEH DALANG DALAM MELAKONKAN WAYANG KULIT	
18.30 – 19.30 WIB	**PARALLEL SESSION 2 F-5**		PAKOEBUWONO E
	Henny Krishnawati dan Defina	KESALAHAN DALAM PENENTUAN JENIS KALIMAT DALAM BAHASA INDONESIA: STUDI KASUS MAHASISWA TPB IPB	
	Emilia Ninik Aydawati	STUDENTS' DERIVATION MASTERY AND THEIR ABILITY IN ANSWERING READING QUESTIONS	
	Masitha Achmad Syukri	STRATEGI INTERAKSI EKSTRA-TEKSTUAL GURU UNTUK MENINGKATKAN PEMAHAMAN TEKSTUAL SISWA TUNA GRAHITA	
	Titi Rokhayati	A STUDY ON STUDENTS' ABILITY IN CONDUCTING CONVERSATION WITH NATIVE SPEAKERS: CROSS CULTURAL ASPECT AND ADJUSTMENT	
	Sari Kusumaningrum	THE USE OF COHESIVE DEVICES IN RELATION TO THE QUALITY OF THE STUDENTS' ARGUMENTATIVE WRITING	
	Almira Irwaniyanti Utami	STUDENTS' MOTIVES IN SWITCHING FROM ENGLISH TO INDONESIAN OR JAVANESE IN A FOREIGN LANGUAGE SETTING	
19.30 – 21.00 WIB	**PARRALEL SESSION 3 A**		PAKOEBUWONO
	P. Ari Subagyo	NAFAS BAHASA JAWA DI JAGAT MAYA	
	Sri Andika Putri	REFLEKSI KEDUDUKAN PEREMPUAN MINANG DALAM PITARUAH AYAH	
	Erlita Rusnaningtias	BENTUK DAN FUNGSI KALIMAT TANYA DALAM TALK SHOW "INDONESIA LAWYERS CLUB"	
	Ninuk Krismanti	BANJARESE IDEOLOGIES PORTRAYED IN SI PALUI	

TIME	NAME	TITLE	ROOM
19.30 – 21.00 WIB	**PARRALEL SESSION 3 B**		PAKOEBUWONO
	Nungki Heriyati	WOMEN, LANGUAGE AND CULTURAL CHANGE	
	Nurhayati	(RE)-READING A KARTINI'S LETTER USING CRITICAL DISCOURSE ANALYSIS	
	Wiwik Wijayanti	ANALISIS WACANA PERCAKAPAN SIARAN "ON AIR" RADIO DANGDUT INDONESIA: PENDEKATAN PRAGMATIK	
	Yenny Hartanto	RHETORICAL STRATEGIES IN FLOUTING GRICE'S MAXIMS AS FOUND IN "PYGMALION".	
19.30 – 21.00 WIB	**PARRALEL SESSION 3 C**		CEMPAKA
	Deli Nirmala	LOCAL WISDOM IN JAVANESE PROVERBS (A COGNITIVE LINGUISTIC APPROACH)	
	Ratih Kusumaningsari	TINJAUAN RELATIVITAS BAHASA DALAM LAGU KERONCONG	
	Aan Setyawan	THE WEALTH CONCEPT OF JAVANESE SOCIETY: ANTHROPOLOGICAL LINGUISTICS APPROACH IN CUBLAK-CUBLAK SUWENG FOLKSONG	
	Tatie Soedewo	THE LOSS OF IDENTITY OF SOME SUNDANESE CHILDREN IN BOGOR CITY DUE TO LACK OF EXPOSURE TO SUNDANESE LANGUAGE	
19.30 – 21.00 WIB	**PARRALEL SESSION 3 D**		MELATI
	Ridha Fadillah	IMPLEMENTATION OF ENGLISH LEARNING MODEL BASED ON NEGATIVE ANXIETY REDUCTION THROUGH CONSTRUCTIVISM THEORY IN BANJARBARU SENIOR HIGH SCHOOLS	
	Kundharu Saddhono	MODEL PEMBELAJARAN KOOPERATIF TEKNIK STUDENT TEAMS ACHIEVEMENT DIVISIONS (STAD) UNTUK MENINGKATKAN KETERAMPILAN MENULIS NARASI MAHASISWA ASING DI UNIVERSITAS SEBELAS MARET	
	Farikah	USING THEMATIC PROGRESSION PATTERNS WITH COOPERATIVE LEARNING METHOD (TP-CL) TO IMPROVE THE WRITING SKILL OF THE ENGLISH DEPARTMENT STUDENTS OF UTM IN THE ACADEMIC YEAR2011/2012	
	Amrih Bekti Utami	THE IMPORTANCE OF NOTICING IN IMPROVING EFL STUDENTS' WRITING SKILLS	

TIME	NAME	TITLE	ROOM
19.30 – 21.00 WIB	**PARRALEL SESSION 3 E**		BOUGENVILLE
	Yudha Thianto	THE EVOLUTION OF A CHRISTIAN TEXT FROM SEVENTEENTH-CENTURY MALAY TO MODERN-DAY INDONESIAN: A HISTORICAL LINGUISTICS STUDY FROM THE PERSPECTIVE OF TRANSFORMATIONAL-GENERATIVE MODEL	
	Suparto	INDONESIAN NOUN PHRASE=NOUN+NOUN: A SEMANTIC PERSPECTIVE	
	Won-Fill Jung, Eunchae Son, Jaemog Song Dan Jeesun Nam	SYNTACTICO-SEMANTIC CLASSIFICATION OF SENTIMENT WORDS IN THE ELECTRONIC DICTIONARY DECO	
	Sai-Rom Kim, Jeesun Nam Dan Hae-Yun Lee	ANALYSIS OF IDIOMATIC EMOTION EXPRESSIONS DETECTED FROM ONLINE MOVIE REVIEWS	

DAY 2 (July 3, 2013)

TIME	ACTIVITIES		ROOM
	NAME	TITLE	
08.00 – 09.30 WIB	**PARRALEL SESSION 4 A**		ANGGREK 1
	Diyah Fitri Wulandari	THEMATIC STRUCTURE SHIFT FOUND IN ENGLISH - INDONESIAN TRANSLATION OF OBAMA'S SPEECH IN INDONESIA UNIVERSITY	
	Retno Hendrastuti	KAJIAN PENERJEMAHAN IDEOLOGI DENGAN PENDEKATAN APPRAISAL	
	Dyka Santi Des Anditya	THE TRANSLATION OF SHALL IN THE INDONESIAN VERSION OF ASEAN CHARTER: A PRELIMINARY RESEARCH ON PATTERNS AND CONSEQUENCES OF MODAL TRANSLATION	
	Baharuddin	TRANSLATION UNIT IN THE TRANSLATION OF AL-QURAN INTO INDONESIA	
08.00 – 09.30 WIB	**PARRALEL SESSION 4 B**		ANGGREK 2
	Mulyadi	VERBA "MIRIP TAKUT" DALAM BAHASA MELAYU ASAHAN	
	Agus Subiyanto	MOTION-DIRECTION SERIAL VERB CONSTRUCTIONS IN JAVANESE: A LEXICAL FUNCTIONAL APPROACH	
	Siti Jamzaroh	TIPOLOGI SINTAKSIS: URUTAN KATA DAN FRASA BAHASA BANJAR DAN IMPLIKASINYA	
	Mulyono	GEJALA INKORPORASI PADA BAHASA MEDIA CETAK	

TIME	NAME	TITLE	ROOM
08.00 – 09.30 WIB	**PARRALEL SESSION 4 C**		ANGGREK 3
	Mytha Candria	A FEMINIST STYLISTIC READING OF TRIYANTO TRIWIKROMO'S "TUJUH BELAS AGUSTUS TANPA TAHUN"	
	Ariya Jati	A LYRIC'S WORTH IN GESANG'S "CAPING GUNUNG"	
	Agus Edy Laksono	TINDAK ILOKUSI PROPAGANDA CAGUB-CAWAGUB JAWA TENGAH PERIODE 2013-2018	
	Ade Husnul Mawadah	PENGGUNAAN BAHASA DAERAH DALAM IKLAN LAYANAN MASYARAKAT SEBAGAI ALAT PEMERTAHANAN BUDAYA BANGSA (STUDI KASUS DI KOTA SERANG PROVINSI BANTEN)	
TIME	**NAME**	**TITLE**	**ROOM**
08.00 – 09.30 WIB	**PARRALEL SESSION 4 D**		MELATI
	Christina	THE INFLUENCE OF TRADITIONAL MAIDS' JAVANESE TO CHILDREN'S LANGUAGE (A CASE STUDY AT KAMPUNG KENTENG, KEJIWAN, WONOSOBO)	
	Bernadetta Yuniati Akbariah	METAPHORICAL SWITCHING: A LINGUISTIC REPERTOIRE OF MUSLIM JAVANESE PRIESTS	
	Swany Chiakrawati	CONFORMITY TOWARDS LOCAL WISDOM AMONG THE SAME INDIGENOUS LANGUAGE SPEAKERS	
	Syaifur Rochman	A SURVEY ON MOTIVATIONAL ORIENTATION IN LEARNING EFL OF PUBLIC ADMINISTRATION POST GRADUATE STUDENTS OF JENDERAL SORDIRMAN UNIVERSITY	
	Syamsurizal	ANALISIS KESANTUNAN BERBAHASA PADA KASET PASAMBAHAN ADAT ALEK MARAPULAI BALERONG GRUP JAKARTA: SEBUAH KARAKTERISTIK KEARIFAN LOKAL ETNIS MINANGKABAU	
08.00 – 09.30 WIB	**PARRALEL SESSION 4 E**		BOUGENVILLE
	Agnes Widyaningrum	MULTICULTURAL ENGLISH CURRICULUM ACCOMODATATING LOCAL WISDOM	
	Ruth Hastutiningsih	ICT (WEB. DESIGN) AND JAVANESE LANGUAGE LEARNING IN INDONESIA: REVITALIZATION INDIGENOUS LANGUAGES	
	Prihantoro	ANNOTATION MODEL FOR LOANWORDS IN INDONESIAN CORPUS: A LOCAL GRAMMAR FRAMEWORK	
	Sirajul Munir	DEVELOPING ISLAMIC-CONTENT BASED READING COMPREHENSION MATERIALS FOR ISLAMIC HIGHER EDUCATION	
09.30 – 10.00 WIB	**BREAK**		ANGGREK

TIME	NAME	TITLE	ROOM
10.00 – 11.30 WIB	**PLENNARY 2**		ANGGREK
	Prof. Dr. Bambang Kaswanti Purwo	ON UNDERSTANDING LOCAL WISDOM THROUGH RIDDLES IN JAVANESE, SUNDANESE, AND WOISIKA LANGUAGE	
	Prof. Dr. I Dewa Putu Wijana, S.U., M.A.	KEBANGGAN BERBAHASA SEBAGAIMANA YANG TEREFLEKSI DALAM WACANA TEKA-TEKI	
	Prof. Drs. Ketut Artawa, MA., Ph.D.	KEARIFAN LOKAL: PERTARUNGAN ANTARA TEKS IDEAL DAN TEKS SOSIAL	
	Moderator : Dr. Agus Subyanto, M.A.		
11.30 – 12.00 WIB	**CLOSING**		ANGGREK

PRESUPPOSITION ANALYSIS OF THE QUESTION IN MATA NAJWA "POLITIK SELEBRITI" EPISODE

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Abstract

Television program has been the media not only for giving new information but also molding up the society's perception. Moreover in the talk show program, the sharing information is not only done among the conversant but also the audience or the society who watch it. In communication, every stakeholder, whether they are the interviewer, interviewee or the hearer, takes some facts for granted for the efficiency of the communication. This is what is known as the presupposed information. This paper aims to figure out the presuppositions raised in the question in Mata Najwa "Politik Selebriti" episode and see how the responses of the hearer by understanding the presupposition in the given question. I downloaded the source of the data through www.youtube.com and scripted the conversation into the text. The result shows that there are three kinds of presupposition in the question given; existential, structural and factive. It also shows that the hearers understand the presupposition indicated by their responses toward the question. The hearers' responses are not merely giving the answer of the explicit question but also recognizing the implicit question.

Key words: *presupposition, media, question, discourse*

1. Introduction

Communication is a way for the speaker and his audience to rise up their ideas. In doing so, both of the conversant have a background or belief that is shared and they recognize that sharing process well. The common ground is taken for granted by both conversant consciously. The efficiency of the communication depends on the common ground taken for granted. The more they take the facts for granted the more efficient the communication will be (Stalnaker: 1999). Levinson (2001) calls this common ground taken for granted set in utterances as presupposition.

There are two concept of presupposition, one belongs to semantic concept and another belongs to the pragmatic concept. Semantically, a presupposition is a semantic relation by which the presupposition remains same even if the proposition is negated. Based on pragmatic concept, presupposition is deemed as a propositional attitude by which people not sentence makes presupposition. Any participant in a linguistic context may be the subject of the presupposition and any proposition may be either the object or the content. A semantic presupposition in a given context will be a pragmatic presupposition of the people in the context. Meanwhile, a pragmatic presupposition is taking the facts for granted and assuming other people in the context do the same since it is necessary for each conversant in the context has the same set of presupposition in order to avoid misunderstanding. The presupposition made by the speaker determines a possible set of category of the worlds which is consistent with the presupposition meaning that it imposes constraints on what can appropriately be said in that context. One has presuppositions in virtue of the statements he makes, the questions he asks, the commands he issues. Presuppositions are propositions implicitly *supposed* before the relevant linguistic business is transacted. (Stalnaker: 1999).

Yule (1996) defines presupposition triggers or types into six categories; existential, factive, non-factive, lexical, structural and counterfactual.

Type	Example	Presupposition
Existential	The X	>> X exists
Factive	I regret leaving	>> I left
Non-factive	He pretended to be happy	>> He wasn't happy
Lexical	He managed to escape	>> He tried to escape
Structural	When did she die?	>> She died
Counterfactual	If I weren't ill	>> I am ill

Table 1: Yule, Pragmatics (1996) p. 30

Yule (1996) explained that existential presupposition is assumed to be present in any definite noun phrase and possessive pronouns. The presupposed information following verb which indicates a fact

is known as factive presupposition while non-factive presupposition is indicated from a verb that is assumed not to be true. Counterfactual have a deeper layer than factive and non-factive presupposition, it is not only "not true" but also also as the contrary of the facts. Lexical presupposition is analyzed based on the use of one form with its asserted meaning that is conventionally interpreted with the presupposition another, non-asserted, meaning is understood. Structural presupposition can be seen through certain structures by which part of the structure is assumed to be true.

Since media has a significant role in molding the society's ideology moreover in the talk show broadcasted in the television which the hearer is not only the interviewee but also the audiences at home. Analyzing presupposition in media and television is quite interesting to find out how the linguistic features used to claim some conditions as fact that is taken for granted. More surprisingly the condition that is taken for granted as a fact is unstated information but it is asserted. With this background, this paper would analyze the presupposition triggers or types used in question in Mata Najwa talk show and the responses of the interviewees toward the question given.

2. Method of Collecting Data

The data is the script of Mata Najwa at April 3rd 2013. Mata Najwa is one of the talk show in Metro TV that often presents the stakeholder of the trending issues in Indonesia. The topic of the show at the time was "Politik Selebriti". The topic is chosen due to the reason that in Indonesia nowadays, the actresses who become politicians are such a popular trend. I downloaded the data material at April 18th 2013 from www.youtube.com then I scripted the conversation into the text. The host, Najwa Shihab, turning as the speaker who gives question is signed "N" whereas the hearers, Vena Melinda and Gita KDI are signed "V" and "G". I use the term speaker, interviewer and host interchangeably to represent Najwa. I also use the term hearer and interviewee interchangeably standing for Vena and Gita.

3. Findings and Discussion

> N (1): *Mbak gita kalo misalnya sekarang kita melihat ee begitu buruknya persepsi orang ee kita ada satu survey yang ketika itu di lakukan oleh ee charta politica ee kita akan lihat surveynya. Itu disebutkan ee ada 62% tidak ingin memilih artis sebagai calon legislatif, yang setuju itu hanya 16% yang tidak tahu dan tidak mejawab bahkan lebih besar dibandingkan yang setuju. Jadi 62% tidak mau ah memilih artis sebagai caleg. Anda berdua berencana untuk mencalonkan diri lagi kan? Bagaimana mbak Gita, anda akan maju lagi sebagai caleg?*
>
> N (1):Mbak Gita, if we see how bad people's judgment, we do have a survey result held by charta politica. We are going to see the survey. It is known that 62% of the participant does not want to choose actress as a parliamentary member, only 16% of them agree to have actress as a parliamentary member and the rests who say no and even do not care of it are bigger than those who agree. So 62% do not want to choose actress as parliamentary member. You both plan to be the candidate in the parliament again, won't you? How mbak Gita, Do you still want to be the candidate of parliament in the next governance?

Kempson (1977) stated that the original Strawsonian account of presupposition was restricted to definite noun phrases. Thus, there are several things exist that can be drawn through many definite noun phrases in the utterances. The first utterance "*Mbak gita kalo misalnya sekarang kita melihat ee begitu buruknya persepsi orang ee kita ada satu survey yang ketika itu di lakukan oleh ee charta politica ee kita akan lihat surveynya.*" indicates that the people who stand for the society have a judgment toward the politician who used to be an actress. This judgment is later to be shown in the charta politica's survey which means that there is a survey and there is a charta politica. The next utterance "*Itu disebutkan ee ada 62% tidak ingin memilih artis sebagai calon legislatif, yang setuju itu hanya 16% yang tidak tahu dan tidak mejawab bahkan lebih besar dibandingkan yang setuju. Jadi 62% tidak mau ah memilih artis sebagai caleg.*" Shows not only there is an existential presupposition exists but also factive presupposition does. The word "*disebutkan*" belongs to the factive verb which makes the object of the predicate is true or exist. Through the factive verbs, two presuppositions are appearing and have truth conditions. First, there is a group of people who want to have actress as parliamentary member which shown by the word "*ingin*" and implied the fact that this group of people also votes for them. Second,

there is also a group of people who cares who their politicians are indicated by the word "*tidak tahu dan tidak menjawab*". The presupposition is drawn even when the statement is negated because its constancy under negation (Stalnaker: 1999) .The asserted information that can be drawn through the utterances above is that the number of the people who objects the presence of actress politician is quite high but however it reliefs the fact that despite the objection that comes up, there are several people in a small number want them to be there which definitely gives their vote for this actress politician. The asserted information from the utterances above shows the negative indications toward the presence of the actress politician but the presupposed information shows both positive and negative indications toward them because the presupposed information reveals that the society support for actress politician is exist even in a small number.

The question raised by Najwa has presupposed a set of knowledge indicating that Vena and Gita want to be the candidate of the parliament even if she already said the survey result which seems to oppose them. The presupposition of the question above belong to the structural presupposition by which part of the structure is assumed to be true for example in wh-question, the presupposed information after wh-form is accepted to be the case (Yule: 1996). Through tag question, Najwa ensures and seeks for an agreement her belief. After having presuppositions above and showing the fact that opposes Vena and Gita, Najwa does not ask their opinion about the survey result. The tag question and yes-no question used by Najwa is functioned as a confirmation of Najwa's belief (Vena and Gita will candidate in the next government era) and it indicates that she is almost sure that Vena and Gita would say yes rather than changing their decision in political career. The indication of saying "yes" could be seen through Najwa's tag question which uses positive sentence as the stem and negation as the tag. Therefore, the use of tag question and yes-no question also implies that Najwa knows that Vena and Gita would not care about the survey result and keep their decision as well.

Since presupposition also considers that the fact taken for granted is not assumed by the speaker but also the hearer, I would analyze the responses from the hearers to check whether the presupposition made by the speaker is understood by the hearers and to find out the fact that is assumed to be true.

> *G (2): Insha Allah. Soalnya begini, kalo masalah artis ato bukan bagi saya bukan masalah karna artis disini mungkin orang berfikir dia kan artis yang ee apa ya jauhlah dari hal-hal yang sifatnya politik, tapi bagi saya mau artis ataupun tidak itu tergantung pada diri kita sendiri ya. Ada juga artis yang hanya ingin dimanfaatkan atau artis yang betul-betul …*
> *N (3): Dimanfaatkan untuk meraih suara*
> *G (4): He eh…*
> *V (5): Vote-targetter*
> *N (6): Anda tidak merasa dijadikan vote-targetter oleh PKB?*
> *G (7): Kalo masalah dimanfaatkan itu pasti ya*
> *V (8): Yak*
> *G(9): Yang namanya artis, hanya disini peran kita itu bagaimana gitu kan di masyarakat, apa kita hanya ingin sebatas dimanfaatkan atau memang kita juga berperan penting gitu di politik gitu. Nah bagi saya tidak bisa menyalahkan juga survey seperti ini ya, hanya saya secara pribadi mau itu artis ataupun bukan, berhak berhak sekali.*
> *V (10): Kalo menurut saya kalo melihat survey tadi, menurut saya satu hal yang perlu dipahami adalah saya justru bersyukur menjadi politisi yang berlatar belakang artis. Karna pertama saya tidak perlu menjadi orang yang hutang kiri kanan untuk mencalegkan diri. Karana saya sudah punya modal popularitas*
> *N (11): Jadi anda tidak punya uang banyak ya ketika itu*
> *V (12): Saya Cuma 250 juta dan saya bener-bener kampanye saya out of the box. Mbak Najwa percaya saya itu senam, karena kemampuan saya itu senam. Saya malah tidak mau orasi. Insha Allah 2014 nanti saya nyaleg, saya menghindari orasi.*

> G (2): Insha Allah. Because being actress or not is not a problem for me. Maybe people think hat being actress does not have any political involvement, but for me the matter depends on us. There is also an actress who is utilized by the party or the actress who really…
> N (3): Utilized to get people's vote
> G (4): He eh…

V (5): Vote-targeter
N (6): You don't think that you are a PKB's vote-targeter?
G (7): Being utilized is absolutely yes
V (8): Yak
G (9): Because I am an actress. The point is how our contribution for the society, whether we (actress) want to be just as a vote-targeter or truly give contribution to them through politics. It does not mean that this kind of survey is wrong but for me personally, whether she is actress or not, everyone deserves.
V (10): For me, seeing the result of the survey, one thing that needs to be grateful as a politician who used to be an actress is I already had popularity when I was still being the candidate because I did not need to make a loan to be the candidate.
N (11): So you did not have much money at that time?
V (12): I only had 250 billion and my campaign was out of the box. I did gymnastics because it was my ability. I did not want to make an oration. Insha Allah in 2014, I candidate as a parliament member, I would avoid oration for my promotion.

As a moslem, Gita's answer "*Insha Allah*" indicates that her answer of the Najwa's question is yes. By saying so, Gita already accepts the presupposition of Najwa's question and it is taken for granted without any objection. As well as Gita, Vena also does the same. Through her answer "*Insha Allah 2014 nanti saya nyaleg, saya menghindari orasi*", Vena has accepts Najwa's presupposition as a fact. That indicates that both Vena and Gita will be willing to be the candidate of 2014 parliamentary member. The answer form the interviewees are the signs whether the presupposition has been understood or even accepted as a fact.

The answer given by the interviewees are not simply the answer of yes or no but beyond that. They give some arguments toward the survey result that objects them as the actress politician. To figure out why the interviewees do so, I would like to analyze Najwa's utterance and question (1) first. Najwa's utterance about the survey result is opposing their position as politician who has a background as an actress. Take a look on Vena Melinda's track record first. She used to be a model, an actress, a fitness trainer, an actress, a *None Jakarta 1993* (Miss Jakarta), a *Putri Indonesia* 1994 (Indonesian Princess)and once a singer. As well as Vena, Gita is almost the same. She was once a winner of singing contest in 2005. Six years after she got famous through her singing and acting career, she is invited to be one of the parliamentary members. Both of them have no background of any political sphere. All that they have had was getting famous before invited in parliamentary member. Thus, when Najwa says the survey result that most of the participant of the survey does not want an actress sits in parliamentary member, Vena and Gita feel opposed by this fact since they have none of political background to be there. This feeling is strengthened by a condition that society gives their bad judgment toward this actress politician and by the fact that they want to be the next parliamentary member again. It clearly shows that Najwa's explanation about the survey result shows the negative attitude toward the actress politician.

In Gita's argument regarding to the negative attitude, she argues that everyone deserves to sit in the parliamentary while Vena's argument is about the popularity matter that boosts her up in campaigning herself. Due to the fact that a question with structural presupposition, inside in the utterance (1), is showing the interviewees' stance conversely with the negative attitudes toward them, the host (Najwa) is debouching the interviewees' argument toward the survey result. Since both of Vena and Gita have the willingness to be the parliamentary member in the next government era, the negative attitudes shown to them give them no choice but raise a set of argument as a defender. Thus, even if the question about the interviewees' opinion regarding to the survey result is not asked but it is implied through the presupposition shown in the utterances and the question given by the host (1). Understanding the presupposition make the interviewees accept the positive attitudes and recognize the negative attitudes toward them and raise the argument as their rebuttal and defender.

4. Conclusion

There are three kinds of presupposition used by the host in digging out the information from her interviewees. As the host, Najwa uses existential , factive and structural information. The presupposition is known through the definite noun phrases, factive verbs and question forms. Presupposed information has shown the positive and negative indications toward the presence of the actress politician while the

assertion merely shows the negative indications. Since in pragmatic concept the hearer's acceptance toward the speaker's presupposition is considered to be a matter in analyzing the fact that is taken for granted, it is important to see how the interviewees' responses toward the host utterances and question. The analysis shows that the hearers or the interviewees understand the presupposed information and create some responses onto it. Through understanding the presupposition, the hearers are recognizing both positive and the negative attitudes toward them. They also realize that the negative attitude expressed through the speaker's question is vice versa with the fact that is acknowledged in the presupposed information in the utterance (1). Thus by implicitly debouching the interviewees' argument, the question of asking the interviewees opinion or Najwa's curiosity toward the responses of the interviewees regarding to the survey result is implied due to the condition that the presupposed information in Najwa's utterance (1) is well understood by the conversant.

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