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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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## International Seminar LANGUAGE MAINTENANCE AND SHIFT III

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**Editors:**  
Jee Sun Nam  
Agus Subiyanto  
Nurhayati

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

## **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 participants 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, Yogyakarta, 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 anthropological linguistics, 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 BAIN TAN KABUPATEN BANJAR KALIMANTAN SELATAN	



TIME	NAME	TITLE	ROOM
14.00 – 15.30 WIB	<b>PARRALEL SESSION 1 C</b>		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	<b>PARRALEL SESSION 1 D</b>		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	<b>PARRALEL SESSION 1 E</b>		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 SOCIOLINGUISTICS)	
	Anandha	FENOMENA SOSIOLINGUISTIK BAHASA JAWA PESISIR SEBAGAI CERMIN KEARIFAN LOKAL	
15.30 – 16.00 WIB	<b>BREAK AND PRAY</b>		PAKOEJUWONO

TIME	NAME	TITLE	ROOM
16.00 – 17.30 WIB	<b>PARRALEL SESSION 2 A</b>		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	<b>PARRALEL SESSION 2 B</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	<b>PARRALEL SESSION 2 C</b>		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	<b>PARRALEL SESSION 2 D</b>		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	<b>PARRALEL SESSION 2 E</b>		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	<b>BREAK AND PRAY</b>		PAKOEBUWONO
18.30 – 19.30 WIB	<b>PARALLEL SESSION 2 F-1</b>		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 Utama	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	<b>PARALLEL SESSION 2 F-2</b>		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 TOWARD KID CARTOONS: A CASE STUDY OF FIRST GRADERS IN MARSUDIRINI ELEMENTARY SCHOOL	
18.30 – 19.30 WIB	<b>PARALLEL SESSION 2 F-3</b>		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	<b>PARALLEL SESSION 2 F-4</b>		PAKOEBUWONO D
	Wuwuh Andayani	DISCOURSE CONNECTORS IN ARGUMENTATIVE WRITINGS PRODUCED BY INDONESIAN EFL UNIVERSITY STUDENTS	
	Muhammad Nanang Qosim	PEDAGOGONOLOGIS 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	<b>PARALLEL SESSION 2 F-5</b>		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	
19.30 – 21.00 WIB	<b>PARRALEL SESSION 3 A</b>		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	<b>PARRALEL SESSION 3 B</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	<b>PARRALEL SESSION 3 C</b>		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	<b>PARRALEL SESSION 3 D</b>		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 YEAR 2011/2012	
	Amrih Bkti Utami	THE IMPORTANCE OF NOTICING IN IMPROVING EFL STUDENTS' WRITING SKILLS	

TIME	NAME	TITLE	ROOM
19.30 – 21.00 WIB	<b>PARRALEL SESSION 3 E</b>		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	<b>PARRALEL SESSION 4 A</b>		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	<b>PARRALEL SESSION 4 B</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	<b>PARRALEL SESSION 4 C</b>			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	<b>PARRALEL SESSION 4 D</b>			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	<b>PARRALEL SESSION 4 E</b>			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	<b>BREAK</b>			ANGGREK



<b>TIME</b>	<b>NAME</b>	<b>TITLE</b>	<b>ROOM</b>
10.00 – 11.30 WIB	<b>PLENNARY 2</b>		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 TEREKSEKSI DALAM WACANA TEKA-TEKI	
	Prof. Drs. Ketut Artawa, MA., Ph.D.	KEARIFAN LOKAL: PERTARUNGAN ANTARA TEKS IDEAL DAN TEKS SOSIAL	
	<b>Moderator</b> : Dr. Agus Subyanto, M.A.		
11.30 – 12.00 WIB	<b>CLOSING</b>		ANGGREK

## THE ETHNOGRAPHY OF COMMUNICATION APPROACH TOWARDSTHE MOTIVATORS' SPEECH IN ORIFLAME SEMINAR

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### **Abstract**

*Language often serves to maintain the separate identity of speech communities within larger communities. Culture is set of learning core values, belief, standard, knowledge, moral, law, and behavior shared by individual and societies that determines how an individual acts, feels and views one and others. The society's culture which is passed from generation to generation, and aspects such as language, religion, custom, moral and ethics will eventually manifest how an individual does business, negotiates a contract or deal with potential business relationship. The study analyzes business motivator's speech acts and verbal creativities of communicative event in Oriflame Motivational Seminar through approaching ethnography of communication. This study also explains how the business motivators or the leaders can motivate Oriflame consultants to run the business well, although the consultants are from different age, social class, region, status, and occupation, they can communicate and do team-work well.*

*The purpose of the study is to describe speech events of Oriflame Seminar. The purpose of the study are; 1) to explain speech events and acts observed in the Oriflame Motivational Seminar; 2) to explain components of speaking observed in the Oriflame Motivational Seminar; 3) to identify the Oriflame consultants' performance levels, ages, regions, and occupations.*

*This journal is considered comprehensive field with numerous theoretical approaches, the writer chooses to focus on the following approaches such as speech act of communication, and the elements of ethnography of communication.*

**Key words:** *Ethnography of communication, Pragmatics, English business, Oriflame seminar*

### **1. Introduction**

At societal level, language serves many functions. Language selection often relates to certain goals or boundaries in order to unify speakers as members of speech community and exclude outsiders from intergroup communication. Many languages serve social identification function and provide linguistic indicators to reinforce social stratification and maintain differential relationship between society groups. Communication patterns are according to particular groups within society such as age, social status, educational background and occupation. Ways of speaking also are according to educational level, rural or urban residence, geographic region, and other features of social organization. The ethnography of communication takes language and foremost as a socially situated cultural form, which is indeed constitutive of culture.

The journal analyzes business motivator's speech acts and speaking factors in Oriflame Motivational Seminar through approaching ethnography of communication. This study also explains how the business motivators or the leaders can motivate Oriflame consultants to run the business well, although the consultants are from different age, social class, region, status, and occupation, they can communicate and do team-work well. Motivation plays critical role in achieving goals and business objectives. I make sure each consultant's workplace, goals, and values are aligned with the organizations' mission and vision because they are important for creating and maintaining high levels of performance.

### **2. Review Of Related Literature**

#### **2.1 Ethnography of Communication**

Hymes (1972: 31) offers the mnemonic device of speaking factors; such factors are 'setting', 'participants', 'ends', 'act sequences', 'key', 'instrumentalities', and 'genre'. The set of components is referred to as the 'speaking grid' and its purpose is to help the analysts to put their analysis in some kind of order as follows:

'S' for *Setting and Scene*, setting refers to the time and place which is the concrete physical circumstances in which speech takes place including location, time of day, season of year, and physical aspects of the situation (e.g. size of room, arrangement of furniture). Scene refers to the abstract

psychological setting, or the cultural definition of the occasion. Particular speech may actually serve to define a scene, whereas another speech may be deemed to be quite inappropriate in certain circumstances. Within particular setting, of course, participants are free to change scenes as they change the level of formality, or as they change the kind of activity in which they are involved. 'P' for *Participants*, includes various combinations of speaker-listener, addressor-addressee or sender-receiver. They generally fill certain socially specified roles; including their age, ethnicity, social, or other relevant categories, and their relationship to each other. 'E' for *Ends*, refers to the conventionally recognized and expected outcomes of an exchange as well as to the personal goals that participations seek to accomplish in particular occasions. 'A' for *Act sequence*, refers to the actual form and content of what is said; the precise words used, how they are used. Psychologists and communication theorists concerned about content of analysis shown similar interest. Defining content could be problematic due to the fact that different disciplines may vary in their assessment of the content. 'K' is for *Key* or emotional tone of the event (e.g. serious, sarcastic, jocular, etc.) in the course of social interaction; participant offers each other cues as how to interpret the message content. It refers to the tone, manner, or spirit in which a particular message is conveyed: lighthearted, serious, precise, pedantic, mocking, sarcastic, pompous, and so on. The key may also be marked nonverbally by certain kind of behavior, gesture, posture, or even deportment. 'I' for *Instrumentalities*, refers to the choice of channel such as oral, written, or telegraphic, and to the actual form of speech employed; such as the language, dialect, code, or register that are chosen. 'N' for *Norms of interaction*; Hymes assumed that speech is a rule-governed behavior and that the researcher's task is to infer such rules from systematic observation and recording of spontaneous verbal interaction. It refers to the common knowledge, the relevant cultural presuppositions, or shared understandings, etc. 'G' for *Genre*, refers to clearly demarcated types of utterance; such things as poems, proverbs, riddles, sermons, prayers, lecture, seminar, and editorials. These are all 'marked' in specific ways in contrast to casual speech, particular genres seem more appropriate on certain occasions than others.

## 2.2 Speech Act

Speech act is part of speech event. Speech act is defined as the basic or minimal unit of linguistic communication. In general classification system lists five types of general functions performed by speech acts (Searle, 1976:53-54); declaration, representative, expressive, directive, and commissive.

**Declaration** is kind of speech act that change the world via their utterance. It is **speech** act that changes the reality in accord with the proposition of the declaration, such as baptism, pronouncing someone guilty or pronouncing someone husband and wife.. In Searle's words (1976: 54) "*Declaration brings about some alternation in status or condition of the referred to object or objects solely by virtue of the fact that the declaration has been successfully performed.*" According to Vander Veken (1990: 169-219) the main declarative verbs such as; declare, renounce, disclaim, disown, resign, repudiate, disavow, retract, abdicate, abjure, deny, disinherit, yield, surrender, capitulate, approve, confirm, sanction, ratify, bless, dedicate, consecrate, etc.

**Representative**, the speaker asserts a proposition to be true, using such verbs as: affirm, believe, conclude, deny, and report (Searle, 1976: 54). According to Yule (1996: 53), declaration is kind of speech act that states what the *speaker* believes to be the case or not such as statements of fact, assertions, conclusions, and descriptions. According to Vander Veken (1990: 169- 219) the main assertive or representative verbs such as; assert, reassert, negate, deny, correct, claim, affirm, state, disclaim, declare, tell, suggest, guess, criticize, praise, blame, accuse, complain, lament, etc.

**Directive**, the speaker tries to make the hearer do something, with such words as: ask, beg, challenge, command, dare, invite, insist, and request (Searle, 1976: 54). According to Yule (1996: 54), directive is kind of speech act that the speaker use to get someone else to do something. It expresses what the speaker wants; such as command, order, request, suggestion. According to Vander Veken (1990: 169-219) the main directive verbs such as; direct, request, ask, question, inquire, interrogate, urge, encourage, discourage, solicit, appeal, petition, invite, beg, supplicate, beseech, implore, entreat, insist, instruct, demand, require, claim, order, command, etc.

**Commissive** is speech act that the speaker commits himself (or herself) to a (future) course of action, with verbs such as: guarantee, pledge, and promise, swear, vow, and undertake (Searle, 1976: 54). Yule (1996: 54) stated that commissive is kind of speech act that the speaker use to commit himself to several future actions; such as promise, threat, refusal, pledge, etc. According to Vander Veken (1990: 169- 219) the main commissive verbs such as; commit, pledge, undertake, engage, promise, guarantee, threaten, vow, avow, swear, assure, certify, accept, agree, etc.

**Expressive** is speech act that express on the speaker's attitudes and emotions towards the proposition, such verbs as: apologize, appreciate, congratulate, deplore, detest, regret, thank, greeting, welcome. The speech act that expresses an inner state of the speaker, the expression is essentially subjective and tells us nothing about the world (Searle, 1976: 54). According to Yule (1996: 54), expressive is kind of speech act that states what the speaker feels. He expresses psychological states; such as statement of pleasure, pain, likes, dislikes, joy, sorrow, etc. According to Vander Veken (1990: 169-219) the main expressive verbs such as: approve, compliment, praise, laud, extol, plaudit, applaud, acclaim, brag, boast, complain, disapprove, blame, reprove, deplore, protest, grieve, rejoice, cheer, congratulate, thank, apologize, greet, welcome, gratitude.

### 2.3 Oriflame

Oriflame is one of International network businesses and the kind of business that is preferred by many people. Network business is different from the other kinds of business because the interpersonal communication capability is very essential. Oriflame is a cosmetic company that sells *high-quality natural skin care* and cosmetics products through Home Beauty Demonstrations or Catalogues. Oriflame was built in Stockholm, Swedia in 1967 by Jonas and Robert af Johnick. Oriflame entered Indonesia in 1986, and was under licensed by PT. Orindo Alam Ayu Jakarta. The vision is to create cosmetic company that offers sequences of skin cares different from the other cosmetics.

The management approach of Oriflame company reflects on how they operate internally, how the power is distributed throughout the company and it also reflects the culture of business. Culture is software of the mind, which dictates patterns of group behavior and communication. Culture is a set of learning core values, belief, standard, knowledge, moral, law, and behavior shared by individual and societies that determines how an individual acts, feels and views one and others. The society's culture which is passed from generation to generation, and aspects such as language, religion, custom, moral and ethics will eventually manifest how an individual does business, negotiates a contract or deal with potential business relationship. Oriflame corporate culture was formed in the beginning of establishment as a business, where the market had strong competition and financial difficulties. Oriflame culture was shaped under great pressure and hard competitive market. Oriflame has good and clear business culture. Oriflame business culture is built on mutual trust, respect, spirit, focus, quality demands as well as social responsibility. Ethics and morality are very important in Oriflame business culture. Oriflame has been a fast growing company by the constant interests to attract new customers and add new market. It has over 3 million consultants all over the world; every consultant has different religion, age, gender, educational background, occupation. The foundation of Oriflame is corporate culture; it is basis of holding this company together since every consultant has to cooperate with other consultants.

### 3. Method Of Analysing The Data

This study uses qualitative- descriptive research. The qualitative research focuses on specific situations or people, emphasis on words rather than numbers. Qualitative research is aimed at gaining deep understanding of a specific organization or event, rather than surface description of a large sample of population. It aims to provide an explicit rendering of the structure, order, and broad patterns found among group of participants. It is also called ethno- methodology or field research. It generates data about human groups in social settings.

### 4. Discussion

#### 4.1 Speaking Factors

There are several speaking factors that I got when I did observation in Oriflame Seminar. The **setting** of the speech event was in Sate House. It was on Imam Bonjol Street No. 184 Semarang. The VVIP business seminar took place in the first floor. The Seminar was held in the business hall. The **scene** of the seminar was on Sunday, December 11<sup>th</sup>, 2011. The seminar was always held once a year. It was one of annual VVIP meetings. It started at 10 a.m. and lasted at 3 p.m. The consultants had to pay for IDR 17,000 per ticket. The **participants** of VVIP seminar were one hundred Oriflame consultants from different cities in Java Island. The Oriflame members were from Semarang, Surabaya, Tegal, Pekalongan, Pematang, Yogyakarta, and other cities in Java Island. They were Oriflame members from different marketing levels. They were an Executive Director, a Diamond Director, a Senior Gold Directors, four Gold Directors, several Directors, several Senior Managers, several Managers, and many Consultants and non members. The Executive Director was one who was a VVIP motivator. The seminar was **purposed (ends)** not only to give recognitions or awards to Oriflame consultants who got incremental levels in that

month but also to give motivation and sharing how to be successful people in running Oriflame business by showing graph of *Business Planning Session* (BPS) or steps of marketing levels to the consultants. The **act of sequences** were the seminar started at 10 am and lasted at 3 pm. Firstly, the seminar was opened by the Master of Ceremony (MC) at 10.15 am. Secondly, Oriflame management officers gave welcome and promoted new Oriflame products to Oriflame members. Thirdly, the VVIP motivator gave a speech and motivation to Oriflame consultants. Forthly, the new manager from Semarang gave testimonial when she ran the business. Fifthly, It was sharing time, testing new products and make over. There are two **keys** in which most conversation was conducted. The business key is official and formal conversation. The tone is serious speech, because the motivator, Executive Director talked about business and motivation seriously and enthusiastically. But the last session of speech are jokes and entertainment. The motivator gave a motivational gameto entertain the Oriflame consultants, in order not to look like tense. The **channel of speech (instrumentality)** is totally oral and the register is formal and informal speech. The motivator could speak in casual register with many dialect features or could use more formal register and careful grammatical standard forms. There are several **norms** within this board meeting or Seminar. One stated norm was to "be on time." However, there was a competing norm; the community was engaged in activities. Discipline is necessary to be entrepreneurs and successful business owners. The **genre** of this speech event is formal seminar or formal speech.

#### 4.2 Motivator's Speech Acts

There are five types of Motivator's speech acts, they are declaration, representative, directive, commissive, expressive. There are several **declarative** verbs, such as declare, confirm, and bequeath. For example: "*Dan untung ini tidak pernah terjadi pada Anda, Anda beruntung ya. Karena Anda masuk ke dalam bisnis yang luar biasa ini*"

The utterances are kind of declaration and the type of utterances are declare. The utterances are kind of direct speech because the motivator told the consultants directly. The speaker declared that Oriflame business into extraordinary business, because it was one of International businesses. There are several **representative** verbs that I got in this research. They are tell, assure, describe, inform, assert, reassert, criticize, affirm, deny, predict, conclude. For example; "*Kita adalah partner dari Oriflame. Kita adalah pemilik dari bisnis Oriflame. Visi kita adalah membentuk leader, menjadi leader dengan karakter yang terbaik.*"

The utterances are kind of representative and the type of utterances are affirm. The utterance is kind of direct speech because the motivator told the consultants directly. The speaker affirmed that the consultants were Oriflame's partners and business owners. Being business owners, they had to run Oriflame business well. The speaker affirmed the consultants that the team's vision was to make leaders, being the best leaders who had good behavior, character, and mentality. And the team focused the consultants on being successful, rich, and worth.

There are several **directive** verbs, such as request, ask, advise, recommend, command, invite. For example; "*Tepuk tangan buat manager saya di Oriflame*"

The utterance is kind of directive and the type of utterance is request. The utterance is kind of direct speech because the motivator told the consultants directly. The speaker requested the consultants to give applause to the new manager in Semarang because she ran the business for only three months and got manager level or position.. So the speaker gave applause and reward because of her achievement.

There are several **commissive** verbs, such as pledge, guarantee, and undertake.

For example; "*Di Oriflame semua orang bisa sukses*"

The utterance is kind of commissive and the type of utterance is **guarantee**. The utterance is kind of direct speech because the motivator told the consultants directly. The speaker guaranteed that the consultants who joined Oriflame business could be successful as long as they followed Oriflame rule and run the business well.

There are several **expressive** verbs that I got in this research. They are welcome, greet, praise, complain, regret, plaudit, cheer, applaud, and gratitude.

For example; "*Apa Kabar Semua? Luar Biasa.*"

The utterance is kind of expressive and the type of utterance is greeting. The utterance is kind of direct speech because the motivator told the consultants directly. The speaker said greeting expression and asked the consultants' condition at the time. As usual, Oriflame consultants replied 'Luar Biasa'. It was included Oriflame greeting.

## 5. Conclusion

The result of the this study is the fact that the language is relation between cultural and social community. The study also indicated that social status as well as occupational status influenced by the language or mode of speaking, and variability of communication or perceptibility of communication depend on social or culture. Communication sometimes controls the individual and the social community. Speech events usually start with greetings, go on, and finish with some concluding remarks in natural daily speech. . Oriflame corporate culture was formed in the beginning of establishment as a business, where the market had strong competition and financial difficulties. Oriflame culture was shaped under great pressure and hard competitive market. Oriflame has good and clear business culture. Oriflame business culture is built on mutual trust, respect, spirit, focus, quality demands as well as social responsibility. Ethics and morality are very important in Oriflame business culture. Oriflame has been a fast growing company by the constant interests to attract new customers and add new market. It has over one hundred consultants in the seminar; each consultant has different religion, age, gender, educational background, occupation. The foundation of Oriflame is corporate culture; it is basis of holding this company together since every consultant has to cooperate with other consultants.

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