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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

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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 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	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		PAKOEJUWONO

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 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	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 TOWARD KID 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	PEDAGOGIS 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	
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 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	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 TEREKSEKSI 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

LANGUAGE MAINTENANCE AND SHIFT: HOW JAVANESE PRESERVED AND SHIFTED IN INDUSTRIAL AREA (CASE STUDY IN NIKOMAS COMPANY)

Siti Suharsih

*Sultan Ageng Tirtayasa University
siti.suharsih@yahoo.co.id*

Abstract

As one of some big companies, Nikomas has more than 30 thousands population for its workers and it is spread within 26 companies. Most of the workers come from central and east Java, whereas the rest come from some districts in Banten Province: Serang, Pandeglang, and Tangerang For its large population, Javanese is used in daily communication among them. The fact is that, they are now living and working in Banten, the place where the language and culture are different from them. Deal with this phenomenon; it is interesting to find out how Javanese people preserved their own language and how they treat other languages, such as Sundanese and Javanese Banten.

To reveal the fact, questionnaire is distributed to almost 200 workers. A number of workers are only taken from one division in Nike Company, i.e. production division. The questionnaire is intended to describe Javanese people preserve their mother tongue (Javanese).

The questionnaire shows that they use their mother tongue (Javanese) when they are in informal setting. Most of the respondents say that they are still able to speak Javanese with their minor community in informal situation. They admit that they know local languages (Sundanese and Javanese Banten) but they seldom use the language (Javanese Banten). They choose to speak in Bahasa Indonesia in formal situation or when they are communicating with Sundanese and Bantenist people.

1. Introduction

Language shift occurs for migration, economic, political and social change within community. From those factors, economic is considered as the main factor contributing in shifting language. People may shift the language, primarily in order to get the job. They move from their home town since they must stay or live in different area with different language. They need it both for their job success and for their social well-being, to make a friend (Holmes, 2001p.55).

In fact, there always two faces in dealing with this phenomenon. Shifting language gives another side that is maintaining the language. Language shift tends to be slower among communities where the minority language is highly valued. When the language is seen as an important symbol of ethnic identity, it is generally maintained longer.

As a minority migrant, some workers of Nikomas group themselves in order to maintenance their mother tongue. This minority migrant came from some cities in central and East Java: Solo, Purwodadi, Jogjakarta, Semarang , Madiun and Tuban. As for economical factor, they are now living in Serang for working in the company. Living for long time asks them to have strategy in engaging in new community, including how they communicate with Bantenist.

Bantenist's language is also Javanese, even some parts of places using sundanese. However, Javanese Bantenist is different from Javanese in central or east Java. The difference is about ending sound which influences to the accent and pronunciation of the language. Most of the vocabulary is similar, but Javanese Bantenist has more casual than Javanese from Central Java or East Java. In line with that, it is interesting to know how workers preserve their mother tongue (Javanese from Central or East Java) from Javanese Bantenist. Do they maintain their language, or do they shift the language use the new one?.

2. Language Shift and Maintenance

2.1. Factors Contributing to Language Shift

The most obvious factor in language shift is that the community sees as an important reason for learning second language. Holmes mentioned some reasons why people shift their language: economic, political, and social factor. Further she stated that obtaining work is the most obvious economic reason for learning another language (2001 p.58). The result of the situation leads to the bilingualism, which always as a necessary precursor of language shift. (Holmes, 2001 p.59)

Social factor describes the community doesn't have a desire to take active step for keeping their ethnic language. Holmes explained that they may not see it as offering any advantages to their children, or they may not realize that it is in any danger of disappearing (2001 p.60). She added that both economic and social factor goals of individual in a community are very important in accounting for the speed of shift. Rapid shift can occur when people are anxious to 'get on' in a society where knowledge of second language is a prerequisite for success. While the last factor, that is political factor, happens when a country invades other countries. The invasion give large influence since their language often become dominant. (2001p. 55)

Language shift tends to be slower when minority language is highly valued. The people see the language as a symbol of the ethnicity will keep the language longer. This positive attitude support effort to use the minority language in a variety of domains, and it helps people resist the pressure from the majority group switch to their language (Holmes p. 61). In line with that, Sumarsono (2013 p.213) pointed out that shifting language is moving away a language in order to use new language, and it can be reduced by positive attitude to keep the first language.

"pergeseran bahasa berarti suatu komunitas meninggalkan bahasa sepenuhnya untuk menggunakan bahasa yang lain. Jika sudah terjadi pergeseran, komunitas tersebut secara kolektif memilih bahasa baru. Dalam pemertahanan bahasa, komunitas secara kolektif menentukan untuk melanjutkan memakai bahasa yang sudah biasa dipakai..."

Sumarsono mentioned some contributing factors in shifting language. Some are explained by Holmes, and the rest are bilingualism, migration and education. Migration with minor community causes the language is not used within major community. This leads to the shifting language. While education, some said that it is also influential factor for shifting language since school teach foreign language to the students. Learning language can be one way to make students bilingual. (2013 p.237).

2.2. Factors contributing in Language Maintenance

As Holmes said before, positive attitude of a language is shown by preserving the language from the new one. When minority groups still use their language in major community, this shows the effort on preserving and maintaining the language.

"Where language is considered an important symbol of a minority group's identity, for example, the language is likely to be maintained longer" (2001 p.63)

Holmes gave the illustration of this condition. In her book, she gave the best example when Polish people have regarded language as very important for preserving their identity in the many countries they migrated to, and they have consequently maintained Polish for three to four generations. (2001 p.63). The illustration of how Polish preserved their language gave assumption that language maintenance can be built from the family. If a family from a minority group lives near each other and see each other frequently, this also helps them maintain their language. Another factor which may contribute to language maintenance is the degree or frequency of contact with the homeland. A regular stream of new migrants or even visitors will keep the need for using the language alive (2001 p.63). This contribution can make a minority community can take active steps to protect its language although the pressures to shift are strong (Holmes, 2013,p. 65).

Sumarsono conducted a research of language maintenance in Melayu Loloan. He did it in 1990, which focused on supporting factors in maintaining Melayu Loloan Language. Melayu Loloan used as first language of minority community of Loloan. The people preserved the language. The result of the research showed that the minority had positive attitude toward their first language. They used it for communication among themselves. Meanwhile, they tended to use Indonesian language in formal domain, such as education and also religion (2013, p.276).

3. Methodology

3.1. Research Method

In this research, the researcher used qualitative approach with descriptive method to analyze the data. As Punch (2009, p. 3) had stated that qualitative data is empirical research where the data are not in the form of numbers (mostly in words). Therefore, qualitative research is presented in descriptive form.

Furthermore, Sukmadinata (2007, p. 60) proposed two main purposes of qualitative research: first, to describe and to explore and second, to describe and to explain.

3.2. Subject of the Research

Merriam (2002, p. 5) stated that one of the characteristics of qualitative research is "the researcher is the primary instrument" for data collection and data analysis. It means qualitative research uses human instrument where the human instrument is the researcher itself. The researcher collected and summarized the data by using several techniques, which were observation, interview, questionnaire, and documentation. Therefore, the researcher was considered as the subject of the research because she was the main key in this qualitative research that collected, analyzed, clarified, and summarized the data.

3.3. Source of the Data

There are three kinds of selection types the data source in qualitative research: purposive sampling, quota sampling, and snowball sampling. For this research, the sampling technique used was purposive sampling technique. According to Ritchie and Lewis (2003, p. 107-108) purposive sampling, also known as criterion based sampling is a key feature of which is sample criteria are prescribed. Sample units are selected on the basis of known characteristics, which might be relate to factors such as experience, behavior, roles, etc. relevant to the research topic. In other words, it means the sample consists of participants who are intentionally or purposefully selected because they have certain characteristics related to the purpose of the research.

3.4. Research Instrument

The main instrument used in this qualitative research was the researcher itself as the human instrument who was supported by questionnaire.

3.5. Data Collecting Technique and Data Analysis Technique

Sugiyono (2007, p. 135) described "questionnaire is a technique to collect the data in which consist of list of written questions for the correspondents." Data analysis technique is the process on how the researcher manages and organizes the data that is going to be analyzed. Sugiyono (2007, p. 142) described that data analysis in qualitative research in an ongoing activity that occurs throughout the investigative process rather than after process. In analyzing the data of this research, the researcher used the process which proposed by Miles and Huberman (1994, p.10). There are three kinds of activities in qualitative data analysis: data reduction, data display, and conclusion drawing/verification. Every step explained as follow.

4. Discussion

Questionnaire was distributed to 102 workers of Production Division in Nike Company who worked in Nikomas. Nikomas has 26 sites with more than 30 thousands workers. Since it was not easy to take whole respondents in a very limited time, data was only taken from one of sub divisions in Nike, a shoes company.

From the result of questionnaire, there are some points on how they maintain the language and shift the language. To make it easier, the result of questionnaire is divided into three groups. The division of group is based on how long they have lived in Serang.

A. 0-5 years

In this group, there are 51 workers. They came from some different regions of central and east java. Some of them are Solo, Blora, Tegal, Rembang, Boyolali, Sragen, etc; while those who came from east java are from tuban, and Madiun. There are 9 persons who have lived in Serang for 3 years, 5 persons who have lived for 4 years, 14 persons who have lived for 2 years, 15 persons who have lived for 1 year, and there were 8 persons who have lived less than 1 year (around 5-6 months).

From 51 persons in this group, there were 25 persons who couldn't speak Banten language and there were 26 could speak it. The reason why they couldn't speak was that they prefer choosing Indonesian language to Banten language. They agreed that the difference between Javanese Banten and their own language was about the initial and final sound of the words. For example, word 'ono' which the last sound is 'o', is pronounced 'ane'. It happens also for word, 'opo', it is pronounced 'ape'. This group had reason why they kept speaking in their mother tongue. Some answers for environment, habit, and also family. They have many friends who came from place where the language was same with them. They also felt that they use of the language since they lived with their family in Serang and it became their habitual

activity. When they used their mother tongue, 70% used it when they were at home, 50% used it both at home and at work, and 30% used it at home, at work, and also at the public area.

Twenty six from this group could speak Banten Language. The reason why they were able to speak was because they felt both of the languages had many similarities. They didn't consider the ending sound or initial sound as the obstacles in learning Banten language. Interestingly, even they could speak Banten Language, they chose to use Indonesian language or their mother tongue rather than Banten Language when they communicated with Bantenist. Some of them 60% use their mother tongue both at home and at work, 50% used their mother tongue at home, at work and at public area. Only 30% who used it for family reason (at home).

B. 5-10 years

This second group was those who have lived in Serang for 5-10 years. There were 14 persons who have lived in Serang for 5 years, four persons who have lived for 6 years, three persons who have lived for 7 years, and 3 persons who lived for 8 years.

From 25 persons in this group, there were 19 persons who could speak Banten Language, and only 6 of them couldn't speak it. The six persons mentioned their reasons why they couldn't speak Banten language. They said that both of the languages were quite different. Some reasons for its pronunciation, its words and its accent. One person thought that Banten language was not easy to understand. All of them used Indonesian language when they communicated with Bantenist and 4 from 6 persons used their mother tongue when they were at home. 2 persons more used their mother tongue in three places: at home, at work and at public area.

19 persons of this group confessed that they were able to speak Banten Language. However, only 5 of them used it when they were communicating with Bantenist while the others used Indonesian language. For those who kept speaking their mother tongue mention some reasons: environment and habit. It was supported by the choice of language; 7 persons used it at home, 6 persons used it at work and 5 persons used it at home, at work and at public area. They didn't have problem in using Bantenist language since they thought that it was similar to their mother tongue.

C. 10-26 years

There were 27 persons who have lived ten years and more. 25 of them stated that they could speak Bantenist language, even one person said that she could only understand the meaning of the sentence. The rest was 2 persons. They told that they couldn't speak using Bantenist language. The two of them gave the reason why they couldn't speak Bantenist language for the difference in accent. For that, they argued that their mother tongue was used to communicate with their friends. Even they were at work, they kept speaking their mother tongue. Meanwhile for most of them, 25 persons thought that Bantenist language didn't give many difficulties in learning it. They mentioned that some vocabulary had same meaning with their mother tongue. That's why; they treated Bantenist language as similar as Javanese language. The 25 persons said that they were able to use Javanese language since the environment in their workplace was Javanese people. They thought that by having such kind of condition, they preserved their mother tongue.

V. Conclusion

Data discussion showed that the migrant- minority group gives efforts in maintaining their mother tongue that is Javanese language. From the three of group, they tend to communicate using Javanese since the work mates and also their environment are Javanese. Moreover, they use Javanese language not only when they are at home, but also when they are at workplace and at public area. They don't feel ashamed for using their mother tongue around majority group. This expresses their identity and ethnicity as a symbol of their community. Those who have lived more than 10 years claimed themselves speak Javanese Bantenist language and they used it when they have to communicate with the Bantenist.

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

**Jalan Imam Bardjo, S.H. No.5 Semarang
Telp/Fax +62-24-8448717
Email: seminarlinguistics@gmail.com
Website: www.mli.undip.ac.id**

