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Editors:

Zane Goebel

J. Herudjati Purwoko

Suharno

M. Suryadi

Yusuf Al Arief

**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/lamas

EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).

SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
07.30 - 08.15		Registration		Lobby	Commettee
08.15 - 08.30		Opening		Krypton	Dean of FIB Undjp
08.30 - 09.00		Keynote Speakers Dr. Sugiyono		Krypton	Commettee
		Plenary			
	Dr. Deli Nirmala, M.Hum.	REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA	1-17		
09.00 - 10.30	Prof. Yudha Thianto, Ph.D.	PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES	18-28	Krypton	Dr. Nurhayati, M.Hum.
	Dr. Zane Goebel	UNDERSTANDING SHIFTING LANGUAGES ON INDONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM	29-42		
10.30 - 10.45		Coffee Break		Resto	
		Parallel Session 1 A			
10:45 – 11:45	Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	TEACHERS' COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL	43-49		
	I Nyoman Aryawibawa	THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT	50-55	Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Jurianto	LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY	56-61		
		Parallel Session 1 B			
10:45 – 11:45	Ahmad Mubarak	KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR	157-162		
	Febrina Nadelia	MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG	169-173	Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nengah Sudipa	MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI	174-176		
		Parallel Session 1 C			
10:45 – 11:45	Ageng Sutrisno & Cindy Intan Audya Putri	REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB	260-264		
	Ahdi Riyono	LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK	265-269	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Emilia Nimik Ayardawati	THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY	270-273		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
11:45 – 12:45	Agus Suryana	Parallel Session 2 A WACANA DEMOKRASI DALAM PERSFEKTIF TABLOID MEDIA UMAT		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Akmal & Maria Yosephin WI & Sri Wahyuni	THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG			
	Ch. Ewy Tri Widyahening	DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE			
11:45 – 12:45	Koeswandi	Parallel Session 2 B DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	Agus Subiyanto	DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY			
	Nyoman Karina Wedhanti	MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY			
11:45 – 12:45	I Nyoman Muliana	Parallel Session 2 C MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI		Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Iqbal Nurul Azhar	PETA SOSIODIALEKTOLOGIS MADURA			
	Kenfitria Diah Wijayanti	BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK			
12:45 - 13:45		BREAK		Resto	
13:45 – 14:45	Gede Primahadi-Wijaya-R.	Parallel Session 3 A VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nyoman Udayana	INCHOATIVE VERBS IN INDOONESIAN			
	Tom Connors & Jozina Vander Kloek	LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES			
13:45 – 14:45	Mohd. Rasdi Saamah & Abu Hassan Abdul	Parallel Session 3 B METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	P. Ari Subagyo	PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG			
	Sugeng Irianto	"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NII) GROUP, INDONESIAIAN GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST"			

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
13:45 – 14:45	Parallel Session 3 C				
	Sumarlam & Sri Pamungkas	KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK)	72-77	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Wening Sahayu	KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING	78-82		
Yenny Hartanto	FOREIGNERS' PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU	83-87			
14.45 - 15.30	Session A				
	Maulana Teguh Perdana	ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES	88-92	Matrix	Commettee
	Moh. Aniq Kh. B.	FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF "TUHAN" MEANING	93-96		
	Nafisa Ghanima Shanty	SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE	97-102		
	Nurvita Anjarsari	STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK 'KISAH PETUALANGAN TINTIN: CERUTU SANG FARA'OH'	103-108		
	Resti Wahyuni & F. X. Paula Eralina Hadomi	UTILIZING EXPERIENTIAL MEANING FOR ANALYZING TEACHERS' LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR	109-113		
	Retno Wulandari & Siti Fauiyah	WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE	114-117		
	Rica S. Wuryaningrum	INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS	118-124		
	Rukni Setyawati	PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBuhkan MINAT MENULIS SISWA	125-129		
	Sumarwati	SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK	130-135		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session B				
	Sutarsih	PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA	136-139		
	Syaifur Rochman	RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY	140-144		
	Titin Lestari	COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA	145-149		
	Cicik Tri Jayanti	HUBUNGAN SIMBOL-SIMBOL "KESUCIAN" DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFI TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG	204-209		
	Erfan Gazali	ALIH AKSARA 'C' DALAM NAMA INDONESIA KE BAHASA ARAB	210-213	Matrix	Commettee
	Erna Sunarti	CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG	214-219		
	Ihda Rosdiana & Ekfindar Diliiana	TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE	220-224		
	La Ino	KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF)	225-230		
	M. Suryadi	KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN	231-236		
14.45 - 15.30	Session C				
	Muhammad Rayhan Bustam	ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOCIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK)	237-242		
	Saidatun Nafisah	CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS	243-246		
	Udin Kamiluddin	GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY	247-252		
	Ajar Pradika Ananta Tur	MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION	287-292	Matrix	Commettee
	Asri Wijayanti	LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS)	293-298		
	Ida Bagus Putrayasa	PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR	299-302		
	Lalu Erwan Husnan & Damhujin	KALIMAT BAHASA SAMAWA-MATEMGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU	303-307		
	Ningrum Tresnasari	GOROAWASE DALAM BAHASA JEPANG	308-313		
	Prihantoro	KORESPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP)	314-318		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session D				
	Sulis Triyono	SUBSTANTIVWÖRTER IN GERMAN	319-323	Matrix	Commettee
	Achmad Dicky Romadhan	FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE.KOMPAS.COM	364-367		
	Asih Prihandini dan Juanda	BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS	368-372		
	Farikah	ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS	373-376		
	Fida Pangesti	FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN	377-382		
	Lisdiana Anita	THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION	383-387		
	Martvermad & Adha Ritnasih Griyani	METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI	388-393		
	Nugraheni Eko Wardani	A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL	394-399		
	Nuken Taadzkiroh Lekso	ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7	400-405		
14.45 - 15.30	Session E				
	Sabila Rosdiana	NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI'	406-411	Matrix	Commettee
	Surono	PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK	412-418		
	Ivan Chabibillah	THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE	419-421		
	Jurianto & Salimah	USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS	422-427		
	Mahabbatul Camalia	KOMPARASI PENAFSIRAN KEPERIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI	428-433		
	Dyah Tjaturrini	PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING)	434-437		
	Laksananing Mukti	REGISTERS AND ACRONYMS IN BOARDING SCHOOL	438-441		
	Nunung Supriadi	PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO	442-445		
	Sartika Hijriati & Anisa Arifiyani	TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG	446-449		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session F				
	Wuri Sayekti	METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA	450-460	Matrix	Commettee
	Nurhayati	CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDOONESIAN LANGUAGE STUDENTS	461-465		
	Suharno	IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS	466-470		
Oktiva Herry Chandra	COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE	476-481			
15:30 – 16:30	Parallel Session 4 A				
	Misnah Mannahali	BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR)	184-188	Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Mukhlash Abrar	MAINTAINING FIRST LANGUAGE: BILINGUALS' VOICES	189-194		
	Wati Kurniawati	VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG	195-199		
15:30 – 16:30	Parallel Session 4 B				
	Wisman Hadi	NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT	282-286	Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	Yoseph Yapi Taum	BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S	360-363		
	Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING	343-348		
15:30 – 16:30	Parallel Session 4 C				
	Erlita Rusnangtias	THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA	156-161	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Yetty Morelent & Syofiani	PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA	200-203		
	Herudjati Purwoko	RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDOONESIAN	456-460		
16:30 – 16:45	Closing				
				Krypton	Head of Balai Bahasa Provinsi Jawa Tengah

TABLE OF CONTENT OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES Dr. Deli Nirmala, M.Hum.	1
REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA Prof. Yudha Thianto, Ph. D.	18
UNDERSTANDING SHIFTING LANGUAGES ON INDONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM Zane Goebel	29
TEACHERS’ COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	43
THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT I Nyoman Aryawibawa	50
LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY Jurianto	56
DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS Koeswandi	62
MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY Nyoman Karina Wedhanti	68
KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK) Sumarlam & Sri Pamungkas	72
KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING Wening Sahayu	78
FOREIGNERS’ PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU Yenny Hartanto	83
ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES Maulana Teguh Perdana	88

FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF “TUHAN” MEANING Moh. Aniq Kh.B.	93
SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE Nafisa Ghanima Shanty	97
STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK ‘KISAH PETUALANGAN TINTIN: CERUTU SANG FARAOH’ Nurvita Anjarsari	103
UTILIZING EXPERIENTIAL MEANING FOR ANALYZING TEACHERS’ LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR Resti Wahyuni & F.X. Paula Eralina Hadomi	109
WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE Retno Wulandari	114
INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS Rica S. Wuryaningrum	118
PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBUHKAN MINAT MENULIS SISWA Rukni Setyawati	125
SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK Sumarwati	130
PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA Sutarsih	136
RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY Syaifur Rochman	140
COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA Titin Lestari	145
KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR Ahmad Mubarok	150
THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA Erlita Rusnaningtias	156
MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG Febrina Nadelia	162

MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI I Nengah Sudipa	167
MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI I Nyoman Muliana	170
PETA SOSIODIALEKTOLOGIS MADURA Iqbal Nurul Azhar	174
BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK Kenfitria Diah Wijayanti	180
BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR) Misnah Mannahali	184
MAINTAINING FIRST LANGUAGE: BILINGUALS’ VOICES Mukhlash Abrar	189
VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG Wati Kurniawati	195
PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA Yetty Morelent & Syofiani	200
HUBUNGAN SIMBOL-SIMBOL “KESUCIAN” DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFIS TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG Cicik Tri Jayanti	204
ALIH AKSARA ‘C’ DALAM NAMA INDONESIA KE BAHASA ARAB Erfan Gazali	210
CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG Erna Sunarti	214
TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE Ihda Rosdiana & Ekfindar Diliana	220
KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF) La Ino	225
KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN M. Suryadi	231

ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOSIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK) Muhammad Rayhan Bustam	237
CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS Saidatun Nafisah	243
GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY Udin Kamiluddin	247
REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB Ageng Sutrisno & Cindy Intan Audya Putri	253
LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK Ahdi Riyono	258
THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY Emilia Ninik Aydawati	263
VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART Gede Primahadi-Wijaya-R.	267
INCHOATIVE VERBS IN INDONESIAN I Nyoman Udayana	271
LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES Tom Connors & Jozina Vander Kloek	276
NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT Wisman Hadi	282
MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION Ajar Pradika Ananta Tur	287
LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS) Asri Wijayanti	293
PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR Ida Bagus Putrayasa	299
KALIMAT BAHASA SAMAWA-MATEMEGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU Lalu Erwan Husnan & Damhujin	303
GOROAWASE DALAM BAHASA JEPANG Ningrum Tresnasari	308

KORESPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP) Prihantoro	314
SUBSTANTIVWÖRTER IN GERMAN Sulis Triyono	319
WACANA DEMOKRASI DALAM PERSPEKTIF TABLOID MEDIA UMAT Agus Suryana	324
THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG Akmal & Maria Yosephin WL & Sri Wahyuni	329
DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE Ch. Evy Tri Widyahening	334
METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK Mohd. Rasdi Saamah & Abu Hassan Abdul	338
METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	343
PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG P. Ari Subagyo	349
"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NII) GROUP, INDONESIAN GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST" Sugeng Irianto	355
BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S Yoseph Yapi Taum	360
FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE KOMPAS.COM Achmad Dicky Romadhan	364
BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS Asih Prihandini dan Juanda	368
ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS Farikah	373
FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN Fida Pangesti	377

THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION Lisdiana Anita	383
METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI Martvernad & Adha Ritnasih Griyani	388
A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL Nugraheni Eko Wardani	394
ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7 Nuken Tadzkiroh Lekso	400
NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI' Sabila Rosdiana	406
PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK Suroono	412
THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE Ivan Chabibilah	419
USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS Jurianto & Salimah	422
KOMPARASI PENAFSIRAN KEPRIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI Mahabbatul Camalia	428
PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING) Dyah Tjaturrini	434
REGISTERS AND ACRONYMS IN BOARDING SCHOOL Laksananing Mukti	438
PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO Nunung Supriadi	442
TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG Sartika Hijriati & Anisa Arifiyani	446
METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA Wuri Sayekti	450

RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDONESIAN Herudjati Purwoko	456
CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDONESIAN LANGUAGE STUDENTS Nurhayati	461
IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS Suharno	466
DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY Agus Subiyanto	471
COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE Oktiva Herry Chandra	476

CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS

Saidatun Nafisah

Universitas Indraprasta PGRI Jakarta

ibnati_arifka@yahoo.com

Abstract

This study is a preliminary study which is conducted with the aim of figuring out the phenomenon of language choice in titling jobs in multilingual communities based on the paradigm of sociolinguistics. The samples of this study are job titles which were advertised on the vacancy advertisements taken from a newspaper Saturday edition. This study uses both qualitative and quantitative methods. The result shows that there is a trend that vacancy advertisers are more likely to choose English language than bahasa Indonesia. This trend indicates that there is a positive attitude towards the English language and negative attitude towards bahasa Indonesia.

Keywords: *Language Choice, Job Titles, Vacancy Advertisement*

1. Introduction

Indonesian society is a multilingual society where the local language is used as a first language, bahasa Indonesia as the national language, and English (also other international languages) as a foreign language.

In the era of globalization, English language has become wider used by Indonesian people. In the context of education, English is the first foreign language that must be learned and mastered by the Indonesian students. Rapid developments in the field of industry and business also reinforce the use of English in this country. In business context, for example, the use of English is found in titling job. Indonesian people have been familiar with many English terms of job titles. When reading job advertisements in newspapers, there will be a lot of job titles written in English such as *drafter, surveyor, account officer, driver, etc.* This study is conducted to picture the phenomena of language used in naming or titling job in vacancy advertisements.

2. Literary Review

2.1 Language Situation in Indonesia

Indonesian society is known as a multilingual speech community caused by a number of spoken languages such as Indonesian, the local language, even foreign language. In general, there is no kind of language in this world that is not influenced by other language, especially in a multilingual country like Indonesia.

Language situation in Indonesia, slowly but surely, will change from diglossia (local language and bahasa Indonesia) to triglossia (local language, bahasa Indonesia, English), and to pluriglossia (local language, bahasa Indonesia, English, and another foreign language) (Wijana and Rohmadi 2006:56). In line with that statement, Sugono (1997:3) reveals that the language can change along with the times, culture, science and technology development. Today, foreign language, especially English, is used to meet a variety of needs such as the demands of the profession, education, relationships, prestige, business, etc.

2.2 Language Attitude

Language attitude is a mental position or feeling toward his own language or language of others (Kridalaksana, 2001:197). A positive attitude towards a language may encourage people to maintain their language. Other hand, negative language attitude occurs when a person or group of people do not have more pride in their language.

Garvin and Mathiot (1968) framed language attitude into three characteristics: (a) language loyalty, (b) language pride, and (c) awareness of language norms. While, Ciscel et.al as cited by Wulandari (2013:141) stated that language attitude is shaped by the language value attached from its socio-personal and socio-economic context. The socio-personal refers to sentimental attachment – as language is attached as part of speaker’s identity or cultural legacy, while socio-economic refers to instrument attachment – as language is chosen to influence economic condition.

2.3 Language Contact

Most languages have been influenced at one time or another by contact, resulting in varying degrees of transfer of features from one to the other. Bahasa Indonesia, for instance, has borrowed a great deal of vocabulary from English, Arabic, Javanese, and many other languages in the course of its history. Contact between people speaking different languages can have a wide variety of outcomes. In some cases only a few words are borrowed; in others whole new languages may be formed (Winford 2014).

When languages interact with other they adopt features from the other language or vice versa. At the lexical level at least the is lexical borrowing. There are two types of borrowing: those with no counterparts in the language (e.g. “*akunting*”) and those that already have an equivalent (e.g. English “driver”/ Indonesia “*sopir*”).

3. Research Method

This study uses both qualitative and quantitative methods. The samples of this study are taken from vacancy advertisements of a newspaper Saturday edition. This edition is chosen because it takes a lot of vacancy postings. The job titles in the advertisements are indexed based on language used. Table 4.1 is a table used to index the postings of job titles and their frequency of occurrence in the advertisements. After that the data are calculated. The data then are analyzed to know the implications of language choice in titling job in the advertisements.

Table 3.1 Job Titles in Vacancy Advertisement

Data	Job Titles	Language		
		Indonesian	English	Indonesia - English
1	Account Officer		3	
2	Accounting Staff		3	
3	Tenaga Pengajar	1		
4	Worker Gudang			1
5	Etc.			
Total				
Percentage				

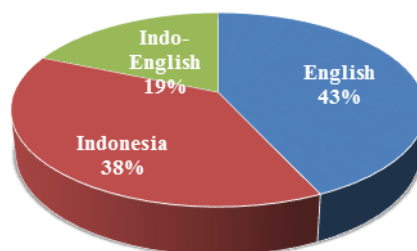
4. Findings and Discussions

4.1 Job Titles in Vacancy Advertisement

There are 494 job titles found in the advertisements. I do not only find job titles in bahasa Indonesia and English, but also in Indonesia-English. What I mean with Indonesia-English is the job title is formed by both languages as in *worker gudang*. *Worker* belongs to English while *gudang* belongs to bahasa Indonesia.

From all these ads, I find that there are 213 titles or 43.11% of the job titles are in English and 189 titles or 38.25% are in bahasa Indonesia. The rests (92 titles or 18.62%) are in Indonesia-English. The percentage of language of job titles is shown in the diagram below.

Diagram 4.1 Language of Job titles in Vacancy Advertisements



4.2 Job Titles in Bahasa Indonesia

In the vacancy advertisements, Bahasa Indonesia is ranked second after English. The comparison is not too far from the percentage of English, which is only about 5%. Nevertheless this fact shows that the advertisers are more interested in using English language than bahasa Indonesia.

In socio-economic context, high or low status of certain occupation does not influence the use of bahasa Indonesia. Here are some examples of job titles in Indonesian terms: *perawat*, *penerjemah*, *arsitek*, *tukang listrik*, *pramuniaga*, *tenagacucimobil*.

The job titles can be purely in the form of Indonesian words (e.g. *perawat*, *penerjemah*) and loan words. There are two kinds of loan words found in the advertisements: loan words which are purely taken from English vocabulary (e.g. sales, distributor) and loan words which are integrated with Indonesian system (e.g. *arsitek*, *staf*).

4.3 Job Titles in English

English terms for job titles get the largest portion in the advertisements. The use of English terms are often found in professions related to banking (e.g. teller, account officer, debt collector), companies (e.g. project manager, inventory, HRD manager), salon (e.g. beautician, therapist, hairdresser), Information and Technology (e.g. graphic designer, programmer, web designer), etc. In the context of socio-economic status, those jobs are stereotyped as occupations in “the higher level status”. The English terms for job titles are also found in “lower level” occupations (e.g. driver, porter, carpenter).

The use of English in business, moreover for the “higher level” profession, is considered more “profitable” and “prestigious”. In this reason, the advertisers prefer to choose English in their ads. In another case, some job titles in the area of “higher level” professions do not have any counterparts in bahasa Indonesia. Therefore, they loan some English terms to fill the lack of Indonesian vocabularies. In another hand, the equivalent words of job titles for the “lower level” are all available in bahasa Indonesia (e.g. driver = *sopir*, porter = *kuli*, carpenter = *tukang kayu/ukir*). In this case, the advertisers want to uplift the image of those lower occupations into higher status. They use language as a tool for manipulating stereotype of certain occupations.

4.4 Job Titles in Indonesia-English

Some mixed-Indonesia-English words are used by the advertisers for job titles for about 19%. The examples of those words are found in “*worker gudang*”, “*driver bus*”, etc.

As it is known that in business field we can find a lot of English terms. The use of English features in bahasa Indonesia on one hand can enrich the lexicon of the language, but on the other hand, it can damage the system language when it is used improperly.

The error of mixed word of Indonesia-English can be seen in a nominal phrase “*worker gudang*”. This phrase is shaped by an English word “worker” and an Indonesian word “*gudang*”. Syntactically it follows Indonesian nominal phrase system that is the head is placed in front then followed by modifier. The error is in the use of English feature “worker” which does not match with “*gudang*”. The equivalent word of “worker” in bahasa Indonesia is “*pekerja*”. If the advertiser

chose bahasa Indonesia, he should have written “pekerjagudang”. If he would like to choose English, he just simply translate the two words into English (“warehouse worker”).

In the case of “driver bus”, the error is on the placement of modifier and head. “Bus” is already categorized as an Indonesian word loaned from English. If the advertiser uses bahasa Indonesia, he simply writes them “*sopir bus*”; but if he chooses English, he should write them “bus driver”.

5. Conclusions

There is a trend of using English in titling job advertised at vacancy advertisements. The advertisers prefer using English to bahasa Indonesia. They also use loan words from English even though the job titles have their counterparts in bahasa Indonesia. In addition, the advertisers also use mixed-Indo-English-words which do not follow the Indonesian system, so that it can potentially damage the Indonesian language system. This indicates that there is a negative attitude towards bahasa Indonesia and a positive attitude towards English.

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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/lamas

