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Balai Bahasa Provinsi Jawa Tengah



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“The Role of Indigenous Languages in Constructing Identity”

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NOTE

This international seminar on Language Maintenance and Shift V (LAMAS V for short) is a continuation of the previous LAMAS seminars conducted annually by the Master Program in Linguistics, Diponegoro University in cooperation with *Balai Bahasa Provinsi Jawa Tengah*.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this compilation 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 92 papers presented at the seminar. Of these papers, 5 papers are presented by invited keynote speakers. They are Prof. Aron Reppmann, Ph.D. (Trinity Christian College, USA), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, USA), Dr. Priyankoo Sarmah, Ph.D. (Indian Institute of Technology Guwahati, India), Helena I.R. Agustien, Ph.D. (Semarang State University, Indonesia), and Dr. M. Suryadi, M.Hum. (Diponegoro University, Indonesia).

In terms of the topic areas, the papers are in sociolinguistics, psycholinguistics, theoretical linguistics, antropolinguistics, pragmatics, applied linguistics, and discourse analysis.

NOTE FOR REVISED EDITION

There is a little change in this revised edition, which as the shifting of some parts of the article by Tatan Tawami and Retno Purwani Sari entitled “Sundanese Identity Represented by the Talents of *Ini Talkshow* A Study of Pragmatics” on page 166 to 167. This has an impact on the change of table of contents.

**SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT V
"The Role of Indigenous Languages in Constructing Identity"**

WEDNESDAY, SEPTEMBER 2, 2015					
TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
07.00 - 08.00	REGISTRATION			LOBBY	Committee
08.00 - 08.15	SPEECH FROM THE COMMITTEE			KRYPTON	Head of Committee
08.15 - 08.30	OPENING			KRYPTON	Dean of FIB Undip
08.30 - 10.30	PLENARY SESSION 1			KRYPTON	Dr. Nurhayati, M.Hum.
	Prof. Aron Reppmann, Ph.D.	CODE SWITCHING IN CARTHAGE: AUGUSTINE'S USE OF THE PUNIC LANGUAGE AS AN INSTRUMENT OF CULTURAL UNITY	1 - 7		
	Prof. Yudha Thianto, Ph.D.	LOAN WORDS AS SHAPERS OF IDENTITY IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF CHRISTIAN SONGS INTRODUCED BY THE VOC	19 - 27		
	Dr. Priyankoo Sarmah, Ph.D.	LANGUAGE MAINTENANCE AND SHIFT: THE ASSAM SORA PERSPECTIVE	8 - 18		
10.30 - 11.00	COFFEE BREAK			RESTO	
11.00 - 12.30	PARALLEL 1 A			KRYPTON I	Committee
	Nasariah Mansor, Nooriza Wahab	ANALISIS KESALAHAN BAHASA: PERBANDINGAN ANTARA PELAJAR KELAS CEMERLANG DAN PELAJAR KELAS KURANG CEMERLANG	328 - 331		
	Deli Nirmala	ATTITUDES TOWARDS JAVANESE LANGUAGE AND ITS MAINTENANCE BY THE ENGLISH DEPARTMENT STUDENTS OF DIPONEGORO UNIVERSITY	58 - 62		
	Pradnya Permanasari	WILL JAVANESE LANGUAGE BECOME EXTINCT?	114 - 118		
	Siti Suharsih	PENGUNAAN BAHASA JAWA DIALEK BANTEN DI KALANGAN MAHASISWA (STUDI KASUS PADA DUA PTN DI PROPINSI BANTEN)	378 - 381		
	PARALLEL 1 B			KRYPTON II	Committee
	Ahmad Jazuly	IMPLEMENTASI PENGEMBANGAN BAHASA PADA ANAK USIA DINI	201 - 205		
	Eric Kunto Aribowo	SELAMATKAN PERKAWINANMU, SELAMATKAN BAHASAMU: CATATAN MENGENAI DAMPAK POSITIF PERKAWINAN ENDOGAMI TERHADAP BAHASA MASYARAKAT KETURUNAN ARAB DI PASAR KLIWON SURAKARTA	271 - 275		
	Sudirman Wilian	PELESTARIAN BAHASA DAERAH MELALUI PENULISAN DAN PENERBITAN BUKU	387 - 391		
Ika Inayati	PEMERTAHANAN BAHASA DAERAH DALAM PUISI TERJEMAHAN	296 - 299			

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
11.00 - 12.30	PARALLEL 1 C			KRYPTON III	Committee
	Jumharia Djamereng	INFLUENTIAL FACTORS IN THE MAINTENANCE OF TAMIL LANGUAGE AMONG INDIAN SOCIETIES IN MEDAN, NORTH SUMATERA	77 - 80		
	Masruddin	WOTU LANGUAGE IN ENDANGERED PHASE : SOLUTION FOR REVITALIZING WOTU LANGUAGE	91 - 94		
	Siti Fitriati	GAYA BAHASA DALAM SASTRA LISAN LAMPUNG PEPANCOGH	374 - 377		
	Sofi Aulia Rahmania	RAGAM DIALEK PADA MASYARAKAT TUTUR KABUPATEN DEMAK	382 - 386		
	PARALLEL 1 D			MATRIX	Committee
	Ribut Surjowati	NEWSPAPER IDEOLOGY: CRITICAL DISCOURSE ANALYSIS ON 2002 BALI BOMBING AND PAPUA CONFLICT REPORTED BY SYDNEY MORNING HERALD	129 - 133		
	Risha Devina Rahzanie	KEBERPIHAKAN BAHASA JURNALISTIK MEDIA MASSA DALAM KERAJAAN JOKOWI	365 - 368		
	Nurhayati	POLITICAL DISCOURSE ANALYSIS OF MEGAWATI'S SPEEC IN THE OPENING OF THE FOURTH CONGRESS OF THE PDIP	105 - 109		
P. Ari Subagyo	JEJAK KUASA DALAM SABDA RAJA DAN DHAWUH RAJA: TINJAUAN ANALISIS WACANA KRITIS	350 - 354			
12.30 - 13.30	LUNCH BREAK			RESTO	
13.30 - 15.00	PARALLEL 2 A			KRYPTON I	Committee
	Rosida Tiurma Manurung	ANALISIS DIMENSI SOSIAL, BUDAYA, DAN EKONOMI DALAM FENOMENA ALIH KODE DI RUSUNAWA	369 - 373		
	Antonius Suratno, Cecilia T Murniati, Emilia N Aydawati	A STUDY OF THE PERCPtual BELIEFS AND THE USE OF INFORMAION AND COMMUNICATION TECHNOLOGY FOR LANGUAGE LEARNING	39 - 43		
	Pradiptia Wulan Utami	ALIH KODE DAN CAMPUR KODE DALAM ACARA "BUKAN SEKEDAR WAYANG" DI NET TV: SUATU KAJIAN SOSIOLINGUISTIK	355 - 359		
	Rin Surtantini, Teguh Imam Subarkah	LANGUAGE INFERIORITY OF NON-MAINSTREAM VERNACULAR: A CASE OF NGAPAK AND BANDHEK DIALECTS	124 - 128		
	PARALLEL 2 B			KRYPTON II	Committee
	Agus Hari Wibowo	PERMASALAHAN PENGUCAPAN BUNYI VOKAL BAHASA INGGRIS	197 - 200		
	Apriliya Dwi Prihatiningtyas	PENGARUH SISTEM FONOLOGI BAHASA PERTAMA TERHADAP PEMBELAJARAN BAHASA KEDUA: STUDI KASUS PADA PENUTUR BAHASA CINA DAN JEPANG	229 - 232		
	Eko Widiyanto	INTERFERENSI BAHASA ARAB DAN BAHASA JAWA PADA TUTURAN MASYARAKAT PONDOK PESANTREN SEBAGAI GEJALA PERGESERAN BAHASA	262 - 266		
Taufik Suadiyatno	MOTHER-TONGUE (L1) PHONOLOGICAL INTERFERENCEIN THE SPOKEN ENGLISH OF SOUVENIR SELLERS IN LOMBOK	170 - 174			

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
13.30 - 15.00	PARALLEL 2 C			KRYPTON III	Committee
	Amy Sabila	SEBAMBANGAN CULTURAL SOCIETY IN THE DISTRICT OF LAMPUNG PEPADUN KIBANG BUDI JAYA UNIT 6 TULANG BAWANG LAMPUNG	210 - 214		
	Pininta Veronika Silalahi	LANGUAGE AND IDENTITY IN THE WEDDING CEREMONY OF BATAK TOBA	110 - 113		
	Raheni Suhita, Djoko Sulaksono, Kenfitria Diah Wijayanti	DAYA PRAGMATIK DAN FUNGSI MANTRA PENGLARISAN BAGI MASYARAKAT JAWA	360 - 364		
	Adam Damanhuri	MADURESE PROVERBS (A SOCIOLINGUISTICS COGNITIVE PERSPECTIVE OF MADURESE MEANING OF LIFE)	28 - 29		
	PARALLEL 2 D			MATRIX	Committee
	Angga Cahyaning Utami	REALISASI TUTURAN EKSPRESIF TENAGA KERJA WANITA DALAM FILM MINGGU PAGI DI VICTORIA PARK	215 - 219		
	Rosaria Mita Amalia, Rani Sitifitriani	APPLICATION OF PERFORMATIVE CONCEPT ON ENGLISH LEGAL DOCUMENTS: A STUDY OF PRAGMATICS	134 - 138		
	Athiyah Salwa	THE INFLUENCE OF MULTICULTURAL SOCIETY IN INDONESIAN SONG LYRICS	248 - 252		
	Cahyo Ramadani, Aris Munandar	PRESERVING VERNACULARS IN INDONESIA: A BILINGUAL VERNACULAR-ENGLISH DICTIONARY APPROACH	49 - 53		
15.00 - 16.30	PARALLEL 3 A			KRYPTON I	Committee
	Titi Puji Lestari	PERILAKU SOSIAL MASYARAKAT INDONESIA AKIBAT KOSA KATA SERAPAN BAHASA ASING DALAM BIDANG TEKNOLOGI DAN KULINER	399 - 403		
	Eny Setyowati, Sri Pamungkas	PERSINGGUNGAN ANTARBAHASA MASYARAKAT NELAYAN DI PESISIR PANTAI SELATAN PACITAN	267 - 270		
	Clara Herlina Karjo	IMPACTS OF SOCIAL MEDIA TOWARDS LANGUAGE SHIFT AMONG UNIVERSITY STUDENTS	54 - 57		
	Melor Fauzita Binti Md. Yusoff	AMALAN KESANTUNAN BERBAHASA BAHASA ARAHAN GOLONGAN MAHASISWA	308 - 312	KRYPTON II	Committee
	PARALLEL 3 B				
	Nursyifa Azzahro	MAKNA SIMBOLIK PERMAINAN CINGCIRIPIT SERTA MANFAATNYA BAGI PENDIDIKAN KARAKTER ANAK	345 - 349		
	I Nengah Suandi	PENYUSUNAN KAMUS SERAPAN SEBAGAI UPAYA PEMERTAHANAN BAHASA DAERAH DI INDONESIA	291 - 295		
	Favorita Kurwidaria	KEUNIKAN DAN KEESTETISAN PEMAKAIAN BAHASA RINENGA DALAM WACANA PANYANDRA UPACARA ADAT PERNIKAHAN MASYARAKAT JAWA	286 - 290		
	Lalu Ari Irawan, Susanto, Suharsono	THINK IN SASAK, SPEAK IN ENGLISH	86 - 90		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
15.00 - 16.30	PARALLEL 3 C			KRYPTON III	Committee
	Faizah Ahmad, Hishamudin Isam, Mashetoh Abd Mutalib	PERSEPSI GURU TERHADAP PENGGUNAAN DATA KORPUS DALAM PENGAJARAN TATA BAHASA BAHASA MELAYU	285 - 289		
	Suparto	ADJECTIVISH INDONESIAN VERBS: A COGNITIVE SEMANTICS PERSPECTIVE	161 - 165		
	Mulyadi	CATEGORIZATION OF EMOTION VERBS IN BAHASA INDONESIA	95 - 99		
	Siyaswati	POLITENESS STRATEGY IN AMERICAN FOLKTALES: "JACK AND THE BEANSTALK"	143 - 146	MATRIX	Committee
	PARALLEL 3 D				
	Prihantoro	PROPER WORDS TO COMMON WORDS CONVERSION: THE FAMOUS, THE INFAMOUS AND THE GROWTH OF INFORMAL LEXICON	119 - 123		
	Tri Wahyu Retno Ningsih	PERSEPSI HIGH FUNCTIONING AUTISM TERHADAP ASPEK FONEMIS	409 - 412		
	Netty Nurdiani	NAMA DIRI ANAK JAWA DI ERA GLOBAL	332 - 335		
Ani Rachmat	ISTILAH KEKERABATAN SEBAGAI FRAGMENT DARI NATIONAL WORLD-VIEW	220 - 223			
16.30 - 17.00	COFFEE BREAK			RESTO	
19.00 - 21.00	DINNER			KRYPTON	
THURSDAY, SEPTEMBER 3, 2015					
07.30 - 08.00	REGISTRATION			LOBBY	Committee
08.00 - 10.00	PLENARY SESSION 2			KRYPTON	Drs. Pardi, M.Hum. & Herudjati Purwoko, Ph.D.
	Prof. Dr. Mahsun, M.S.	-			
	Helena I.R. Agustien, Ph.D.	PENINGKATAN LITERASI SEKOLAH: APA IMPLIKASINYA BAGI PARA PENDIDIK?	187 - 191		
M. Suryadi	TRIPILAR PELURUSLERESAN BASA ALUS SEMARANGAN UPAYA TERHADAP PELESTARIAN BAHASA IBU	192 - 196			
10.00 - 10.30	COFFEE BREAK			RESTO	
10.30 - 12.30	PARALLEL 4 A			KRYPTON I	Committee
	Asrofah, Festi Himatu Karima, Larasati	FETISME BAHASA DALAM LAGU POPULER	243 - 247		
	Y.B. Agung Prasaja	REVISITING MODEL OF READING COMPREHENSION IN LANGUAGE ACQUISITION	180 - 182		
	Nungki Heriyati, M. Rayhan Bustam	PEMENANG VS "ORANG YANG KALAH": REFLEKSI IDENTITAS DAN BUDAYA BANGSA	336 - 340		
	Susi Machdalena	KEUNIKAN ANTROPONIM RUSIA KAJIAN ANTROPONIMIKA	396 - 398		
	Ali Badrudin	MENGUNGKAP PENGETAHUAN LOKAL MASYARAKAT JAWA DALAM BERINTERAKSI DENGAN LINGKUNGAN MELALUI SASMITA JAWA	206 - 209		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
10.30 - 12.30	PARALLEL 4 B			KRYPTON II	Committee
	Asih Prihandini, Novian Denny Nugraha	KONSUKSI BAHASA DALAM SLOGAN (TAGLINE) IDENTITAS TUJUAN WISATA (DESTINATION BRANDING) DI ENAM KOTA DI INDONESIA	238 - 242		
	Welsi Damayanti	FONOLOGI BAHASA MELAYU PROVINSI RIAU DAN BAHASA MINANG TANAH DATAR SUMATERA BARAT	426 - 429		
	Antonio Constantino Soares	PASSIVE-LIKE CONSTRUCTIONS IN MAKASAE LANGUAGE	35 - 38		
	Indrawati Pusparini	THE LANGUAGE STYLE ANALYSIS IN JOB ADVERTISEMENT FOUND IN KOMPAS NEWSPAPER	72 - 76		
	Mohd. Rasdi bin Saamah, Abu Hassan Abdul	PERSAMAAN LAMBANG DAN MAKNA DALAM PERIBAHASA SEMAI DAN PERIBAHASA MELAYU	313 - 317		
	PARALLEL 4 C			KRYPTON III	Committee
	Asep Burhan Nurdin, Dina Manda Putri, Dina Rosdiana, Prifita Alina Pergiwati	THE PRESERVATION OF SUNDANESE LANGUAGE IN MULTI-ETHNIC FAMILIES: THE RESEARCH OF SOCIOLINGUISTICS IN SAWARNA VILLAGE, BAYAH SUB-DISTRICT, LEBAK REGENCY	233 - 237		
	Veria Septianingtias	MORFOFONEMIK BAHASA INDONESIA DAN BAHASA LAMPUNG: KAJIAN MORFOLOGI KONTRASTIF	417 - 420		
	Trisnowati Tanto	LANGUAGE PLAY AND ITS FUNCTIONS IN CHILDREN'S FICTION	175 - 179		
	Herudjati Purwoko	LET'S "HAVE A LISTEN" TO A RADIO TALK	67 - 71		
	Juanda	"PUPUH" SEBUAH PROYEKSI PENGEMBANGAN KARAKTER SISWA	300 - 303		
	PARALLEL 4 D			MATRIX	Committee
	Kasno Pamungkas	WORD FORMATION AND PRODUCT NAMING STRATEGY: A STUDY OF MORPHOLOGY	81 - 85		
	Tubiyono	PENG-IKON-AN WANITA KARIR DALAM MEDIA CETAK	413 - 416		
Afritta Dwi Martyawati	SIKAP BAHASA ETNIS JAWA TERHADAP BAHASA JAWA DI LUAR HOMELANDNYA	193 - 196			
Nunung Supriadi	PERAN BAHASA JAWA DIALEK BANYUMAS TERHADAP PERKEMBANGAN BAHASA MANDARIN DI PURWOKERTO	341 - 344			
12.30 - 13.30	LUNCH BREAK			RESTO	
13.30 - 15.30	PARALLEL 5 A			KRYPTON I	Committee
	Andi Rizki Fauzi	PROMOTING OUTCOME BASED LEARNING (OBL) IN A LINGUISTICS COURSE	30 - 34		
	Baharuddin	NATURALNESS IN TRANSLATION OF ENGLISH NOVEL INTO INDONESIAN	44 - 48		
	Farikah	THE IMPLEMENTATION OF TALKING STICK TECHNIQUE IN TEACHING WRITING OF HORTATORY EXPOSITION TEXTS	63 - 66		
	Nani Sunarni	PEMAKNAAN LEKSIKON GERAKAN TARI TRADISI SEBAGAI IDENTITAS MASYARAKAT SUNDA (LC)	323 - 327		
	Euis Kurniasih	KATA SAPAAN DALAM SAWALA LUHUNG MASYARAKAT ADAT KARUHUN URANG	276 - 280		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON	
13.30 - 15.30	PARALLEL 5 B				KRYPTON II	Committee
	Annisa Herdini	STRUKTUR SILABEL BAHASA INDONESIA: KAJIAN TEORI OPTIMALITAS	224 - 228			
	Desie Natalia	SUNDANESE VOCABULARIES IN KAMUS URBAN INDONESIA: AN EFFORT TOWARD POSITIVE LANGUAGE ATTITUDE THROUGH LEXICOGRAPHIC TRANSLATION	253 - 256			
	Wati Kurniawati	AKOMODASI TUTURAN MASYARAKAT SAMBAU DI WILAYAH PERBATASAN	421 - 425			
	Suharno	TRANSLATION AND CROSS CULTURAL UNDERSTANDING (CCU)	156 - 160			
	Widyatmike Gede Mulawarman	PERAN INTEGRASI LEKSIKAL BAHASA MELAYU MALAYSIA KE DALAM BAHASA INDONESIA PADA MASYARAKAT DESA TANJUNG ARU KECAMATAN SEBATIK TIMUR	430 - 433			
	PARALLEL 5 C				KRYPTON III	Committee
	Subur Laksmono Wardoyo, Ririn Ambarini, Sri Suneki	DEVELOPMENT OF MORAL VALUES AND CONSTRUCTIVISM THROUGH THE BILINGUAL LEARNING MODEL WITH A BCCT APPROACH (BEYOND CENTER AND CIRCLE TIME) IN EARLY CHILDHOOD EDUCATION IN SEMARANG1	151 - 155			
	Sri Rejeki Urip	PRAGMATICS IN THE FRENCH CLASSROOM AS A FOREIGN LANGUAGE	147 - 150			
	Djarmika	KUALITAS KETERAMPILAN BERBAHASA JAWA PENUTUR BELIA DI SURAKARTA: SEBUAH FENOMENA PEMEROLEHAN BAHASA	257 - 261			
	Muhammad Iqbal Suhartomo, Riza Taufiq Rizki	BENTUK PERCAKAPAN WACANA HUMOR PADA ACARA PSBUKERS ANTV : SEBUAH KAJIAN PRAGMATIK	318 - 322			
	Tatan Tawami, Retno Purwani Sari	SUNDANESE IDENTITY REPRESENTED BY THE TALENTS OF INI TALKSHOW A STUDY OF PRAGMATICS	166 - 169			
	PARALLEL 5 D				MATRIX	Committee
	Kahar Dwi Prihantono	PEMERTAHANAN DAN REVITALISASI BAHASA DAERAH DALAM PENERJEMAHAN TEATRICAL	304 - 307			
	Titin Lestari	KONSEP PENGETAHUAN DALAM PUPUJIAN SUNDA KANGJENG NABI: KAJIAN ANTROPOLINGUISTIK DI DESA GIRI ASIH KAB. BANDUNG BARAT	404 - 408			
	Mytha Candria	THE ENGLISH DEPARTMENT STUDENTS' USE OF JAVANESE LANGUAGE	100 - 104			
	Rukni Setyawati	REALIZING THE GREAT NATION THROUGH CULTURAL LITERACY	139 - 142			
	Sumarlam, Djarmika, Sri Pamungkas	GANGGUAN EKSPRESI BERBAHASA PADA PENDERITA DEMENSIA DI KOTA SURAKARTA	392 - 395			
	15.30 - 16.00	CLOSING			KRYPTON	Head of Balai Bahasa Provinsi Jawa Tengah

TABLE OF CONTENTS

Note	iii
Note for Revised Edition	v
Schedule of the International Seminar Language Maintenance and Shift V	vii
Table of Contents	xiii
CODE SWITCHING IN CARTHAGE: AUGUSTINE'S USE OF THE PUNIC LANGUAGE AS AN INSTRUMENT OF CULTURAL UNITY	
Aron Reppmann	1
LANGUAGE MAINTENANCE AND SHIFT: THE ASSAM SORA PERSPECTIVE	
Priyankoo Sarmah	8
LOAN WORDS AS SHAPERS OF IDENTITY IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF CHRISTIAN SONGS INTRODUCED BY THE VOC	
Yudha Thianto	19
MADURESE PROVERBS (A SOCIOLINGUISTICS COGNITIVE PERSPECTIVE OF MADURESE MEANING OF LIFE)	
Adam Damanhuri	28
PROMOTING OUTCOME BASED LEARNING (OBL) IN A LINGUISTICS COURSE	
Andi Rizki Fauzi	30
PASSIVE-LIKE CONSTRUCTIONS IN MAKASAE LANGUAGE	
Antonio Constantino Soares	35
A STUDY OF THE PERCEPTUAL BELIEFS AND THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY FOR LANGUAGE LEARNING	
Antonius Suratno, Cecilia T Murniati, Emilia N Aydawati	39
NATURALNESS IN TRANSLATION OF ENGLISH NOVEL INTO INDONESIAN	
Baharuddin	44
PRESERVING VERNACULARS IN INDONESIA: A BILINGUAL VERNACULAR-ENGLISH DICTIONARY APPROACH	
Cahyo Ramadani, Aris Munandar	49
IMPACTS OF SOCIAL MEDIA TOWARDS LANGUAGE SHIFT AMONG UNIVERSITY STUDENTS	
Clara Herlina Karjo	54
ATTITUDES TOWARDS JAVANESE LANGUAGE AND ITS MAINTENANCE BY THE ENGLISH DEPARTMENT STUDENTS OF DIPONEGORO UNIVERSITY	
Deli Nirmala	58

THE IMPLEMENTATION OF TALKING STICK TECHNIQUE IN TEACHING WRITING OF HORTATORY EXPOSITION TEXTS	
Farikah	63
LET'S "HAVE A LISTEN" TO A RADIO TALK	
Herudjati Purwoko	67
THE LANGUAGE STYLE ANALYSIS IN JOB ADVERTISEMENT FOUND IN KOMPAS NEWSPAPER	
Indrawati Pusparini	72
INFLUENTIAL FACTORS IN THE MAINTENANCE OF TAMIL LANGUAGE AMONG INDIAN SOCIETIES IN MEDAN, NORTH SUMATERA	
Jumharia Djamereng	77
WORD FORMATION AND PRODUCT NAMING STRATEGY: A STUDY OF MORPHOLOGY	
Kasno Pamungkas	81
THINK IN SASAK, SPEAK IN ENGLISH	
Lalu Ari Irawan, Susanto, Suharsono	86
WOTU LANGUAGE IN ENDANGERED PHASE : SOLUTION FOR REVITALIZING WOTU LANGUAGE	
Masruddin	91
CATEGORIZATION OF EMOTION VERBS IN BAHASA INDONESIA	
Mulyadi	95
THE ENGLISH DEPARTMENT STUDENTS' USE OF JAVANESE LANGUAGE	
Mytha Candria	100
POLITICAL DISCOURSE ANALYSIS OF MEGAWATI'S SPEECH IN THE OPENING OF THE FOURTH CONGRESS OF THE PDIP	
Nurhayati	105
LANGUAGE AND IDENTITY IN THE WEDDING CEREMONY OF BATAK TOBA	
Pininta Veronika Silalahi	110
WILL JAVANESE LANGUAGE BECOME EXTINCT?	
Pradnya Permanasari	114
PROPER WORDS TO COMMON WORDS CONVERSION: THE FAMOUS, THE INFAMOUS AND THE GROWTH OF INFORMAL LEXICON	
Prihantoro	119
LANGUAGE INFERIORITY OF NON-MAINSTREAM VERNACULAR: A CASE OF NGAPAK AND BANDHEK DIALECTS	
Rin Surtantini, Teguh Imam Subarkah	124
NEWSPAPER IDEOLOGY: CRITICAL DISCOURSE ANALYSIS ON 2002 BALI BOMBING AND PAPUA CONFLICT REPORTED BY SYDNEY MORNING HERALD	
Ribut Surjowati	129

APPLICATION OF PERFORMATIVE CONCEPT ON ENGLISH LEGAL DOCUMENTS: A STUDY OF PRAGMATICS Rosaria Mita Amalia, Rani Sitifitriani	134
REALIZING THE GREAT NATION THROUGH CULTURAL LITERACY Rukni Setyawati	139
POLITENESS STRATEGY IN AMERICAN FOLKTALES: “JACK AND THE BEANSTALK” Siyaswati	143
PRAGMATICS IN THE FRENCH CLASSROOM AS A FOREIGN LANGUAGE Sri Rejeki Urip	147
DEVELOPMENT OF MORAL VALUES AND CONSTRUCTIVISM THROUGH THE BILINGUAL LEARNING MODEL WITH A BCCT APPROACH (BEYOND CENTER AND CIRCLE TIME) IN EARLY CHILDHOOD EDUCATION IN SEMARANG1 Subur Laksmono Wardoyo, Ririn Ambarini, Sri Suneki	151
TRANSLATION AND CROSS CULTURAL UNDERSTANDING (CCU) Suharno	156
ADJECTIVISH INDONESIAN VERBS: A COGNITIVE SEMANTICS PERSPECTIVE Suparto	161
SUNDANESE IDENTITY REPRESENTED BY THE TALENTS OF INI TALKSHOW A STUDY OF PRAGMATICS Tatan Tawami, Retno Purwani Sari	166
MOTHER-TONGUE (L1) PHONOLOGICAL INTERFERENCEIN THE SPOKEN ENGLISH OF SOUVENIR SELLERS IN LOMBOK Taufik Suadiyatno	170
LANGUAGE PLAY AND ITS FUNCTIONS IN CHILDREN’S FICTION Trisnowati Tanto	175
REVISITING MODEL OF READING COMPREHENSION IN LANGUAGE ACQUISITION Y.B. Agung Prasaja	180
PENINGKATAN LITERASI SEKOLAH: APA IMPLIKASINYA BAGI PARA PENDIDIK? Helena I.R. Agustien	183
TRIPILAR PELURUSLERESAN BASA ALUS SEMARANGAN UPAYA TERHADAP PELESTARIAN BAHASA IBU M. Suryadi	188
SIKAP BAHASA ETNIS JAWA TERHADAP BAHASA JAWA DI LUAR HOMELANDNYA Afritta Dwi Martyawati	193
PERMASALAHAN PENGUCAPAN BUNYI VOKAL BAHASA INGGRIS Agus Hari Wibowo	197

IMPLEMENTASI PENGEMBANGAN BAHASA PADA ANAK USIA DINI Ahmad Jazuly	201
MENGUNGKAP PENGETAHUAN LOKAL MASYARAKAT JAWA DALAM BERINTERAKSI DENGAN LINGKUNGAN MELALUI SASMITA JAWA Ali Badrudin	206
SEBAMBANGAN CULTURAL SOCIETY IN THE DISTRICT OF LAMPUNG PEPADUN KIBANG BUDI JAYA UNIT 6 TULANG BAWANG LAMPUNG Amy Sabila	210
REALISASI TUTURAN EKSPRESIF TENAGA KERJA WANITA DALAM FILM MINGGU PAGI DI VICTORIA PARK Angga Cahyaning Utami	215
ISTILAH KEKERABATAN SEBAGAI FRAGMENT DARI NATIONAL WORLD-VIEW Ani Rachmat	220
STRUKTUR SILABEL BAHASA INDONESIA: KAJIAN TEORI OPTIMALITAS Annisa Herdini	224
PENGARUH SISTEM FONOLOGI BAHASA PERTAMA TERHADAP PEMBELAJARAN BAHASA KEDUA: STUDI KASUS PADA PENUTUR BAHASA CINA DAN JEPANG Apriliya Dwi Prihatiningtyas	229
THE PRESERVATION OF SUNDANESE LANGUAGE IN MULTI-ETHNIC FAMILIES: THE RESEARCH OF SOCIOLINGUISTICS IN SAWARNA VILLAGE, BAYAH SUB-DISTRICT, LEBAK REGENCY Asep Burhan Nurdin, Dina Manda Putri, Dina Rosdiana, Prifta Alina Pergiwati	233
KONSTRUKSI BAHASA DALAM SLOGAN (TAGLINE) IDENTITAS TUJUAN WISATA (DESTINATION BRANDING) DI ENAM KOTA DI INDONESIA Asih Prihandini, Novian Denny Nugraha	238
FETISME BAHASA DALAM LAGU POPULER Asrofah, Festi Himatu Karima, Larasati	243
THE INFLUENCE OF MULTICULTURAL SOCIETY IN INDONESIAN SONG LYRICS Athiyah Salwa	248
SUNDANESE VOCABULARIES IN KAMUS URBAN INDONESIA: AN EFFORT TOWARD POSITIVE LANGUAGE ATTITUDE THROUGH LEXICOGRAPHIC TRANSLATION Desie Natalia	253
KUALITAS KETERAMPILAN BERBAHASA JAWA PENUTUR BELIA DI SURAKARTA: SEBUAH FENOMENA PEMEROLEHAN BAHASA Djarmika	257
INTERFERENSI BAHASA ARAB DAN BAHASA JAWA PADA TUTURAN MASYARAKAT PONDOK PESANTREN SEBAGAI GEJALA PERGESERAN BAHASA Eko Widiyanto	262

PERSINGGUNGAN ANTARBAHASA MASYARAKAT NELAYAN DI PESISIR PANTAI SELATAN PACITAN	
Eny Setyowati, Sri Pamungkas	267
SELAMATKAN PERKAWINANMU, SELAMATKAN BAHASAMU: CATATAN MENGENAI DAMPAK POSITIF PERKAWINAN ENDOGAMI TERHADAP BAHASA MASYARAKAT KETURUNAN ARAB DI PASAR KLIWON SURAKARTA	
Eric Kunto Aribowo	271
KATA SAPAAN DALAM SAWALA LUHUNG MASYARAKAT ADAT KARUHUN URANG	
Euis Kurniasih	276
PERSEPSI GURU TERHADAP PENGGUNAAN DATA KORPUS DALAM PENGAJARAN TATA BAHASA BAHASA MELAYU	
Faizah Ahmad, Hishamudin Isam, Mashetoh Abd Mutalib	281
KEUNIKAN DAN KEESTETISAN PEMAKAIAN BAHASA RINENGGGA DALAM WACANA PANYANDRA UPACARA ADAT PERNIKAHAN MASYARAKAT JAWA	
Favorita Kurwidaria	286
PENYUSUNAN KAMUS SERAPAN SEBAGAI UPAYA PEMERTAHANAN BAHASA DAERAH DI INDONESIA	
I Nengah Suandi	291
PEMERTAHANAN BAHASA DAERAH DALAM PUISI TERJEMAHAN	
Ika Inayati	296
"PUPUH" SEBUAH PROYEKSI PENGEMBANGAN KARAKTER SISWA	
Juanda	300
PEMERTAHANAN DAN REVITALISASI BAHASA DAERAH DALAM PENERJEMAHAN TEATRIKAL	
Kahar Dwi Prihantono	304
AMALAN KESANTUNAN BERBAHASA BAHASA ARAHAN GOLONGAN MAHASISWA	
Melor Fauzita Binti Md. Yusoff	308
PERSAMAAN LAMBANG DAN MAKNA DALAM PERIBAHASA SEMAI DAN PERIBAHASA MELAYU	
Mohd. Rasdi Bin Saamah, Abu Hassan Abdul	313
BENTUK PERCAKAPAN WACANA HUMOR PADA ACARA PSBUKERS ANTV : SEBUAH KAJIAN PRAGMATIK	
Muhammad Iqbal Suhartomo, Riza Taufiq Rizki	318
PEMAKNAAN LEKSIKON GERAKAN TARI TRADISI SEBAGAI IDENTITAS MASYARAKAT SUNDA (LC)	
Nani Sunarni	323
ANALISIS KESALAHAN BAHASA: PERBANDINGAN ANTARA PELAJAR KELAS CEMERLANG DAN PELAJAR KELAS KURANG CEMERLANG	
Nasariah Mansor, Nooriza Wahab	328

NAMA DIRI ANAK JAWA DI ERA GLOBAL Netty Nurdiyani	332
PEMENANG VS “ORANG YANG KALAH”: REFLEKSI IDENTITAS DAN BUDAYA BANGSA Nungki Heriyati, M. Rayhan Bustam	336
PERAN BAHASA JAWA DIALEK BANYUMAS TERHADAP PERKEMBANGAN BAHASA MANDARIN DI PURWOKERTO Nunung Supriadi	341
MAKNA SIMBOLIK PERMAINAN CINGCIRIPIT SERTA MANFAATNYA BAGI PENDIDIKAN KARAKTER ANAK Nursyifa Azzahro	345
JEJAK KUASA DALAM SABDA RAJA DAN DHAWUH RAJA: TINJAUAN ANALISIS WACANA KRITIS P. Ari Subagyo	350
ALIH KODE DAN CAMPUR KODE DALAM ACARA “BUKAN SEKEDAR WAYANG” DI NET TV: SUATU KAJIAN SOSIOLINGUISTIK Pradiptia Wulan Utami	355
DAYA PRAGMATIK DAN FUNGSI MANTRA PENGLARISAN BAGI MASYARAKAT JAWA Raheni Suhita, Djoko Sulaksono, Kenfitria Diah Wijayanti	360
KEBERPIHAKAN BAHASA JURNALISTIK MEDIA MASSA DALAM KERAJAAN JOKOWI Risha Devina Rahzanie	365
ANALISIS DIMENSI SOSIAL, BUDAYA, DAN EKONOMI DALAM FENOMENA ALIH KODE DI RUSUNAWA Rosida Tiurma Manurung	369
GAYA BAHASA DALAM SASTRA LISAN LAMPUNG PEPANCOGH Siti Fitriati	374
PENGGUNAAN BAHASA JAWA DIALEK BANTEN DI KALANGAN MAHASISWA (STUDI KASUS PADA DUA PTN DI PROPINSI BANTEN) Siti Suharsih	378
RAGAM DIALEK PADA MASYARAKAT TUTUR KABUPATEN DEMAK Sofi Aulia Rahmania	382
PELESTARIAN BAHASA DAERAH MELALUI PENULISAN DAN PENERBITAN BUKU Sudirman Wilian	387
GANGGUAN EKSPRESI BERBAHASA PADA PENDERITA DEMENSIA DI KOTA SURAKARTA Sumarlam, Djatmika, Sri Pamungkas	392
KEUNIKAN ANTROPONIM RUSIA KAJIAN ANTROPONIMIKA Susi Machdalena	396

PERILAKU SOSIAL MASYARAKAT INDONESIA AKIBAT KOSA KATA SERAPAN BAHASA ASING DALAM BIDANG TEKNOLOGI DAN KULINER	
Titi Puji Lestari	399
KONSEP PENGETAHUAN DALAM PUPUJIAN SUNDA KANGJENG NABI: KAJIAN ANTROPOLINGUISTIK DI DESA GIRI ASIH KAB. BANDUNG BARAT	
Titin Lestari	404
PERSEPSI HIGH FUNCTIONING AUTISM TERHADAP ASPEK FONEMIS	
Tri Wahyu Retno Ningsih	409
PENG-IKON-AN WANITA KARIR DALAM MEDIA CETAK	
Tubiyono	413
MORFOFONEMIK BAHASA INDONESIA DAN BAHASA LAMPUNG: KAJIAN MORFOLOGI KONTRASTIF	
Veria Septianingtias	417
AKOMODASI TUTURAN MASYARAKAT SAMBAU DI WILAYAH PERBATASAN	
Wati Kurniawati	421
FONOLOGI BAHASA MELAYU PROVINSI RIAU DAN BAHASA MINANG TANAH DATAR SUMATERA BARAT	
Welsi Damayanti	426
PERAN INTEGRASI LEKSIKAL BAHASA MELAYU MALAYSIA KE DALAM BAHASA INDONESIA PADA MASYARAKAT DESA TANJUNG ARU KECAMATAN SEBATIK TIMUR	
Widyatmike Gede Mulawarman	430

IMPACTS OF SOCIAL MEDIA TOWARDS LANGUAGE SHIFT AMONG UNIVERSITY STUDENTS

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Abstract

Social Media Applications are inevitable in today's people's lives, especially for university students who cannot be separated with their gadgets. It is undeniable that the use of social media changes the way people communicate with each other, from oral communication to written text communication. This study tries to find out whether social media usage influences the language used in communication, especially among university students. Another question addressed by this study is whether students with ethnic language background still maintain their ethnic languages when communicating using social media. Forty (40) English Department students of Bina Nusantara University were conveniently selected as participants for this study. They were given a questionnaire consisting of two parts, the first relating to the language use in daily communication and the second relating to the language use in social media communication. Research revealed that social media affect the way students communicate to each other. There is a shift in the use of language from ethnic language to Indonesian. Yet, a shift from Indonesian to English will not happen in a short time.

Keyword: language shift, language maintenance, social media, language use, ethnic language

INTRODUCTION

Social media have become an integrated part of people's life nowadays. Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and picture/videos in virtual communities and network (Kaplan & Haenlein, 2010). They divided social media into three kinds based on the context of use: blogs and social networking sites (such as Facebook), collaborative projects (such as Wikipedia) and content communities (such as YouTube). On the other hand, Uidhilin (2013) classified social media based on the purpose of use, i.e. for personal networking (facebook, google+, twitter), for media sharing (YouTube, Instagram), and for social bookmarking (Delicious, Pinterest).

Whatever reason people have for using social media, social media have drastically changed the way people communicate. Not long ago, people communicate through the mail, on a land-line telephone and in person, but now these are changed into texts message, voice message, instant messenger, send emails, and interaction through the internet (Solari, 2014). Social media have also changed people's mode of communication. In the past, people mostly communicate in oral mode while through social media, written communication (e.g. texting) more prevails.

No one can deny that most of these social media applications are developed in English speaking country (e.g. United States of America), thus the basic language for these applications is mainly English. Thus, people who use social media should be able to understand and use English in social media communication. Though it seems promising for students learning English, there is also a concern that English will slowly replace their native language in social media communication. This process is called language shift.

Language shift happens when one language perceived as having "higher status" spreads at the expense of other language perceived by their own speakers to be "lower status". For Indonesian students, English is perceived as having higher status than Indonesian.

This paper will explore whether social media communication change the way students use their language. For example, do they communicate in their ethnic language, in Indonesian or in English in social media. In other words, does language shift happen when students are using social media?

RESEARCH METHOD

Participants

A survey was administered to 40 English Department students of Bina Nusantara University. They participated in this study as part of the requirements for Sociolinguistic course. The descriptive characteristic of the participants are presented in the following table.

Table 1. Participants' demographics

Characteristics	Respondents	Percentage
Gender		
Male	14	35 %
Female	26	65 %
Age	20.17 year old average	
Origin		
Jakarta	21	52.5 %
Outside Jakarta	19	47.5 %
Length of Residence	12.3 years average	

Instrument

The instrument for this research was questionnaire. The questionnaire contained both closed and open-ended questions. Respondents were required to (a) mark their responses; and (b) fill in where requested. The first part of the questionnaires provided the participants' profile such as gender, age, place of origin and length of residence in Jakarta. The second set asked about the language they are using for daily communication and the last set asked about the social media and the language used social media.

RESULTS AND DISCUSSION

Language Use

As students in English Department, participants are expected to understand English well and also able to use English in daily communication. However not all participants can communicate well in English, as can be seen in their responses for the first and second questions.

Table 2. Language understood and used

Question	Response	Percentage
Which language do you understand?		
Indonesian	39	97.5 %
English	38	95 %
Others	19	22.5 %
Which language do you use for daily communication ?		
Indonesian	39	97.5 %
English	10	25 %
Others	6	15 %

Indonesian becomes the language that is understood and used by almost all the participants. One student did not understand and use Indonesian because she is a foreigner from China. English is claimed to be understood by 38 students but only 10 persons use English for daily communication. It shows that students still prefer to use their native language to communicate. Similarly, only 6 out of 19 students who understand other languages can use those languages in communication. Other languages here include ethnic languages such as Javanese, Sundanese, Baturajanese, Bangkanese, Bataknese, and Minang; Chinese dialects such as Hakka, Khe, and Mandarin; and even other foreign languages such as Thai, Malay, Korean and French. It seems that the students' language is shifting from the ethnic languages toward Indonesian.

The next question asked the addressee for each language. The participants' responses can be seen in the following table.

Table 3. Addressee of each language

Addressee	Indonesian	English	others
Family	7	1	10
Friend	6	6	6
Family and Friend	23	7	3
Friend and Lecturer	0	12	0
All 3 addressees	1	1	0
Other	1	1	1

Social Media

The questions in this part of the questionnaire include the social media used and the language used in that social media. The first question asked the name of social media used by the participant and the frequency of usage. The responses can be seen in the following table.

Table 5. Usage and frequency of social media

Questions	Response	Percentage
Which social media do you use?		
Facebook	32	80 %
Twitter	27	67.5 %
Instagram	29	72.5 %
Whatsapp	28	70 %
Others : Line, BBM, We Chat, etc.	33	82.5 %
How often do you use your social media in a day?		
a. 1-5 times	6	15 %
b. 6-10 times	13	32.5 %
c. 11-15 times	9	22.5 %
d. more than 15 times	12	30 %
Which social media do you mostly use?		
Facebook	14	35 %
Twitter	14	35 %
Instagram	10	25 %
Whatsapp	8	20 %
Others	16	40 %

The table above indicates that Facebook is the social media application that is mostly used by the respondents. Only 8 persons do not have Facebook account. In the same manner, other applications such as Twitter, Instagram, and Whatsapp are also commonly used. Others include Line, BBM, WeChat, Tumblr, and a Chinese based social media QQ. In this case, each respondent may use one up to six social media applications. This result shows that social media apps have become inseparable part of the students' life. This indication can also be seen from the frequency of using social media in one day. The majority of the students (32.5 %) open their social media 6-10 times a day, followed by those who open them more than 15 times a day (30 %). At the average a respondent uses their social media 8 times in one day. The term 'use' here means actually writing something in their social media apps, not only checking them. As for the most frequently used social media, Facebook and Twitter both had 35 %, Instagram had 25 % and Whatsapp 20 %. The remaining apps got the total of 40 %.

The type of social media application used by the participants in one way or another relates to the language they are using in the social media. For example, in Facebook, they can write their status or make comment to their friends' status. The procedure is basically the same for all social media applications, only that each app has certain features which are not found in other apps. Relating to the language used in social media, here is the participants' responses.



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