

ISSN: 2088-6799



PROCEEDINGS

International Seminar

LANGUAGE MAINTENANCE AND SHIFT V

September 2–3, 2015



Revised Edition

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



Proceedings International Seminar Language Maintenance and Shift V

“The Role of Indigenous Languages in Constructing Identity”

September 2—3, 2015

xviii+433 hlm. 21 x 29,7 cm

ISSN: 2088-6799

Revised Edition

Compiled by:

Herudjati Purwoko (Indonesia)

Agus Subiyanto (Indonesia)

Wuri Sayekti (Indonesia)

Tohom Marthin Donius Pasaribu (Indonesia)

Yudha Thianto (United States of America)

Priyankoo Sarmah (India)

Zane Goebel (Australia)

**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

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	PENGGUNAAN 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				
	Annisa Herdini	STRUKTUR SILABEL BAHASA INDONESIA: KAJIAN TEORI OPTIMALITAS	224 - 228	KRYPTON II	Committee
	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				
	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	KRYPTON III	Committee
	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				
	Kahar Dwi Prihantono	PEMERTAHANAN DAN REVITALISASI BAHASA DAERAH DALAM PENERJEMAHAN TEATRICAL	304 - 307	MATRIX	Committee
	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

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 INTERFERENCE IN 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
KONSUKSI 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

LET'S "HAVE A LISTEN" TO A RADIO TALK

Herudjati Purwoko

Master Program in Linguistics, UNDIP

herudjati_p@yahoo.com

Abstract

This paper deals with a traditional program in the radio broadcast in Semarang. It analyzes a short piece of radio talks, which contains Javanese knowledge performed by the radio announcers in Indonesian. The traditional values, used to be reflected in Javanese, are now presented in the modern and national language of the country. The sociocultural issues in the program will be analysed in line with sociolinguistic and ethnographic approaches.

Keywords: radio talks, sociolinguistics, ethnography, traditional program

INTRODUCTION

"To have a listen to" is an odd English expression though analogous to "to have a look at". My reason for using it as the title of this paper is that a piece of radio talks is worth listening to, though impossible to have a look at. Goffman regards radio talks as good spoken data because: (1) "it is everywhere available", (2) "particularly easy to record", and (3) "because publicly transmitted words are involved", (4) "no permission for scholarly use seems necessary" (1981:197).

On this very occasion, I focus on a short program, *Jampi Sayah*, broadcast by the *JFM* Radio, Semarang, in Central Java. It is an extension program for young listeners on dealing with traditional knowledge or health care. I reckon that it is very interesting to observe because its content is pertaining to Javanese wisdom replete with socio-cultural issues, but it has been broadcast in the national language (Indonesian), so that it makes me have presuppositions to focus on: (1) sociolinguistic issues that involve how two or more different languages are made use of by the announcers in their way to perform the program, and (2) socio-cultural issues that are publicly transmitted in words by the announcers in their way to re-create "Javanese wisdom" as interestingly as possible to satisfy the ears of listeners, using Indonesian language.

To collect the data, I listened to many programs of *Jampi Sayah* broadcast by the *JFM* Radio. After learning the duration and the pattern of the program, I recorded and transcribed three different episodes. Then, I fully realized that all episodes were organized in a similar pattern; therefore, I decided to select one transcript, which I consider as the most interesting, to be analyzed in this paper.

This paper will answer three research questions. First, in line with the notion of frame analysis, how do the radio announcers creatively use varieties of language(s) in their efforts in performing the programs? Secondly, in line with the format of the program, do they perform the program based on written texts or on their own creativity without any texts? Thirdly, in line with their performance and competence, how do they make use of referential and/or stylistic meaning in their efforts in attracting the listeners?

DISCUSSION

The "sociolinguistic performance" of the announcers becomes the central point worth zeroing-in on in this paper. It means that, in analyzing the data in the form of the transcripts, I have to make use of two kinds of theoretical approaches, namely: sociolinguistics and ethnography of communication. In the hope that I can not only describe the linguistic data in the transcripts but also reveal the underlying socio-cultural issues of the program.

According to sociolinguistics, a radio program, like *Jampi Sayah*, is related to the "domain of press". If we refer to the original concept of "linguistic domain" to identify the language use of native speakers, we have ten different kinds of domain, namely: (1) family*, (2) playground or street*, (3) school, (4) religion, (5) literature, (6) press, (7) military, (8) courts, (9) government/administration, (10) work sphere? (Fishman 1972, 1984).²⁸

²⁸ I intentionally put an asterisk (*) in order to identify the use of Javanese by its native speakers in the abovementioned domains (see nos. 1 & 2) while I also put a question mark (?) to indicate that Javanese is

Nowadays, the language in the domain of press, including radio, is Indonesian. Therefore, the program of *Jampi Sayah* is notably rich in sociolinguistic issues, whose content is very traditional and preserved in Javanese but it has to be delivered or, better say, performed in Indonesian. The reason for making the program is, I firmly believe, based on more political than linguistic considerations, which means that the program makers try to aim at young listeners, residing in Semarang area, who are most accustomed to listening to radio programs in Indonesian. Consequently, their linguistic preference is due to the following reasons: (a) the decreasing productive competence of Javanese youths (cf. Purwoko 2005), (b) the policy on national language (cf. Purwoko & Hendrarti 2005), and (c) unpopular use of Javanese in the domain of press in Semarang (Purwoko 2004).

In terms of sociolinguistic competence, the announcers of *Jampi Sayah* have to be able to combine Indonesian linguistic constituents with Javanese idiomatic expressions. The obvious fact, as displayed in the transcript, is that the announcers have made use of Indonesian as "the matrix language" and Javanese as "the embedded language" respectively (Myers-Scotton 1998:220-1), in addition to the sociolinguistic phenomena of "borrowings", "code switching" and "interference".

Besides sociolinguistic approach, I also make use of the theoretical approach usually done in the study of ethnography of communication although I have to admit that I never conducted participant observation. What I did was only to record the programs, to make transcripts, and to make report on the analysis of the transcript based on communicative components, SPEAKING, suggested by Hymes (1980). However, according to Saville-Troike (1986), there are at least three/four, but I would say five, most important components (SPEAK) out of all eight (SPEAKING), which she specifies them as "setting", "participants", "end/purpose", "act/topic" and "key/tone". At least, the three (out of five) components, PEA, are in accordance with the notion of "domain" as suggested by Fishman (1972) and are in correlation with Hymes' terms of "competence and performance" (1984/72).

In response to the first research question, I have to start with the term of "frame" as coined by Goffman (1974). The term results from the concept developed by Bateson as presented in this quotation.

And of course much use will be made of Bateson's use of the term "frame". I assume that *definitions of a situation are built up in accordance with principles of organization which govern events---and our subjective involvement in them*; frame is the word I use to refer to such of these basic elements as I am able to identify. That is my definition of frame. My phrase "frame analysis" is a slogan to refer to the examination in these terms of the organization of experience (Goffman 1974:10-11, *italic fonts* by HDP).

Thus, I can infer that "frame" is similar to "the organization of subjective experience" of any speaker in a communicative event. It becomes obvious whenever we listen to some radio announcers who try to organize their subjective experience and perform a piece of discourse in the radio, which cannot escape from their perspectives influenced by both natural cause (linguistic matters) and social manner. Some evidences indicating the frame of the announcers will be obviously seen in the transcript below. That radio announcers have organized a program, based on their frame, prior to the performance on air, is technically inevitable. To support this statement, I had better present a transcript of *Jampi Sayah*, whose format has been modified in order to be easily identified. All lines in Part One (from line 1 to line 7) indicate how the announcers organize their performance in Indonesian, as the matrix language, and Javanese, as the embedded language, in order to accommodate sociolinguistic phenomena, such as: (i) "borrowing", (ii) "code-switching" atau "style-switching", dan (iii) "language interference". Let us have a look at the transcript below.

(A) Music 1:	<i>Gamelan & voice of Sinden, S: "jampi sayah jurus ampuh mengatasi rasa payah, jampi sayah"</i>
(B) Part One:	
(1)	M: Huaajing ... <i>ndlèdèèk</i> ha ha ha ha ²⁹
(2)	W: <i>Simbah</i> kalo lagi <i>wahing</i> ... <i>aneh</i> ... ya
(3)	M: <i>iki jenengé wahing</i> ... orang yang optimis <i>ndhuk</i> ... <i>huaemmm</i>
(4)	W: tapi <i>biasané</i> ndak ada kata-kata ... <i>ndlèdèèk</i> ...

probably used in the domain (see no 10). Domains without any mark mean that Javanese will be almost never used by its native speakers. In other words, I dare to say that Javanese native speakers in Semarang will most likely use their language as the medium of communication in the domain of family (cf. Purwoko 1996, 2005).

²⁹ The *italic fonts* are used to mark the Javanese utterances whereas the Indonesian counterparts, which are considered as the matrix language in the transcript, are written in *regular fonts*.

	(5)	oh oh oh kalo ada kata-kata <i>ndlèdèk</i> ... itu artinya <i>simbah</i> terkena influenza ... huaahemm ... seperti sekarang ini... <i>kana gawakké ramuané, ndhuk, mèn ndang</i> sehat ... <i>mbahmu</i> ...
	(6)	W: resepnya flu apa ya mbah... Nanik <i>kok</i> lupa
	(7)	M: <i>wis ...wis ... bocah-bocah ... wis jan nok</i>
(C)	Music 2:	<i>tret-tet-tet-tet-tet</i> (sound of trumpet)
(D) Part Two:	(8)	M: Sobat JFM untuk mengatasi influenza caranya mudah ... siapkan satu batang daun <i>meniran</i> , satu genggam daun <i>sambirata</i> ...dan satu ruas jari <i>temulawak</i> ... kemudian dicuci <i>sampe</i> bersiiih lalu dipotong tipis-tipis ... haaa... setelah itu semua bahan tadi direbus dalam empat gelas air hingga tersisa tiga gelas ... ramuan ini sangat baik untuk penderita influenza yang disertai panaaas...
	(9)	W: Ya sekali lagi untuk mengatasi influenza caranya mudah ... siapkan satu batang daun <i>meniran</i> , satu genggam daun <i>sambirata</i> ...dan satu ruas jari <i>temulawak</i> ... kemudian dicuci <i>sampe</i> bersiiih lalu potong tipis-tipis ... setelah itu semua bahan tadi direbus dalam empat gelas air hingga tersisa tiga gelas... ramuan ini sangat baik untuk penderita influenza yang disertai panaaas...
	(10)	M&W: Naaah selamat mencoba ...
(E)	Music 3:	<i>creng-creng- cring-kring</i> (sound of <i>kecapi</i>) & voice of <i>Sinden</i> , S: " <i>Jampi sayah</i> jurus ampuh mengatasi rasa payah...voice of Radio Announcer , RA:....pengetahuan tradisional yang mungkin belum pernah anda tahu ... <i>jampi sayah</i> dipersembahkan oleh ..."

Transcript: *Jampi Sayah*, in the JFM Radio

Thus, referring to the transcript, I can easily indicate that all words/phrases in italic fonts are the evidence of "code/style switching" (in Part One) and of "borrowing" (in Part Two); whereas, those in underlined italic fonts are the evidence of "language interference" (in lines 4, 5, 6 & 8).

In line with the answer to the second research question, I will also make use of Goffman's work on the "production format" in the radio talks. There are only three different kinds of production format to be performed by radio announcers before the microphone, namely: (i) *recitation*, (ii) *reading aloud*, (iii) *fresh talk* (Goffman 1981:227).

Referring to the transcript above, I can specify that radio announcers may perform utterances based on *recitation*. See line (10) in Part Two, uttered by both M (man) and W (woman), in the form of a short expression. The expression of *Sinden* (Javanese singer), in the form of song lyrics, in both Music 1 and Music 3, "*Jampi sayah* jurus ampuh mengatasi rasa payah" is also a recitation. They may also perform utterances by *reading aloud* written texts. See Part Two (line 8, spoken by M, and line 9, spoken by W) as well as the closing statement uttered by RA (Radio Announcer), "...pengetahuan tradisional yang mungkin belum pernah anda tahu ... *jampi sayah* dipersembahkan oleh ..." (...traditional knowledge you might have never known...*fatigue herbs* presented by ...). It is a message presented by the commercial makers. Radio announcers can also use *fresh talks* when performing a radio program, based on sociolinguistic competence, cultural creativity and personal improvisation. See Part One, lines 1 to 6, spoken by either M or W.

Finally, to answer the third research question on the performance and competence of the announcers when creating referential and/or stylistic meaning of the program, I rely on the theoretical approach in the ethnography of communication applicable for analyzing the content and socio-cultural loads, as covered by the terms of (a) competence & performance, and (b) domain & communicative components.

According to Hymes (1984/72), not only does competence, but also performance, play an important role in the production of utterances. The reason is not only a matter of whether a speaker is "able or unable" to perform utterances based on correct grammar (*tatabahasa*) but also whether he/she is "permissible" or "not permissible" to deviate from linguistic courtesy (*tatakrama*) and interaction rules (*tata-interaksi*) of the given linguistic community (cf. Purwoko 2009). On the one hand, the term 'competence' of Hymes (1980, 1984/72) is not different from that of 'competency', used by Goffman in dealing with the radio talks, in which he believes that, at least, announcers must have carefully modified their utterances and have been fully aware of what they are speaking to the public (1981:197-8). On the other hand, when describing the performance, Hymes prescribes four key terms for performing any utterance, namely: "possible", "feasible", "appropriate", and "performed/done" (1984/72:284-6). Thus, in the radio talks, any announcers have to consider if their utterances are

"possible" (in terms of grammar), "feasible" and "appropriate" (in terms of linguistic courtesy and interaction rules) before they decide the utterances to be "performed". Thus, whatever is performed best reflects the competence of its speaker.

According to Fishman (1971:585), the concept of "domain" should be related to, at least, three things, namely: (i) topic, (ii) role relation, (iii) local. In other words, (i) the topic of utterances, (ii) the role relation of participants, and (iii) the place and time of the utterances. Those three things are not far different from three crucial communicative components, obviously stated by Saville-Troike (1986:53-4), namely: (i) topic, (ii) participants, (iii) setting, which are similar to SPE (Setting, Participants, and End) plus AK (Acts and Keys). Now let us discuss some crucial components of SPEAK, namely: "setting", "participants", "end/purpose", "act/topic", and "key", as displayed in the transcript.

Setting: The time or place of utterances is not quite crucial in this case because it refers to a certain radio talk which can be broadcast by the JFM Radio at any time.

Participants: The generic terms of "radio announcers" can be broken down into several different participants, namely: (1) *Sinden* (a Javanese female singer in *Gamelan* orchestra), (2) M (an old male speaker), (3) W (a young female speaker), and (4) RA (a male radio announcer on behalf of the commercial company). Goffman (1981:226) identifies that participants in radio talks can play a role as either: (a) "animator", (b) "author", or (3) "principal". The role of participant as animator is played by *Sinden*, who recites a song lyric in Music 1 & 3, and of male and female speakers in Part Two, who read aloud written texts. The role of participant as author is played by male and female speakers in Part One, who create fresh talks without written texts. The role of participant as principal is played by a male radio announcer who speaks on behalf of a certain commercial company or, at least, the *JFM* Radio.

Ends: The purpose of the program is to disseminate traditional knowledge, commonly performed by the Javanese elders, which might not be unthinkable for young listeners living in the Semarang region, as it is mentioned by **RA**: ...*pengetahuan tradisional yang mungkin belum pernah anda tahu ...* (...traditional knowledge you might have never known...) at the end of the transcript (see Music 3).

Acts: The topic of the program is how to cure influenza using traditional herbs. The traditional prescription is spoken by *Simbah* (grandpa = the symbol of traditional wise man) and then repeated by Nanik (grand daughter = *nduk* = the symbol of modern generation).

Key: The tone of the program is so informal, funny and pleasant that it may attract the young listeners' attention. It is, therefore, both the speakers (M & W in Part One) produce utterances in the form of Indonesian fresh talks, replete with Javanese expressions, codeswitchings and interference in order to accentuate Javanese socio-cultural loads.

Other components are **ING** ("instruments", "norms", "genre"), which are less crucial in this case. Musical instruments in this program may refer to the "components of instrument", namely: *Gamelan* orchestra, trumpet and *kecapi* (lute). Each can play a role as the symbolic sign having a kind of 'indexicality' (Duranti 2000:18). First, *Gamelan* orchestra and the voice of *Sinden* (in Music 1) obviously signify traditional wisdom performed by *Simbah*, who creatively produces fresh talks to Nanik, the symbol of modern young generation (in Part One). Secondly, the sound of trumpet is a sign to initiate an important notice as it is used in the life of modern military troops, compared to the sound of horn in the life of primitive warriors. Thirdly, the sound of lute (*kecapi*) signifies popular culture, which may please all listeners of any generation, who listen to the program.

There are two other components: "norms" and "genre", which are not quite overt in characteristics. If we carefully scrutinize the texts in the transcript of *Jampi Sayah*, we can distinguish at least two different genres, namely: conversation and instruction or, to use Goffman's terms, fresh talk and reading texts. Fresh talks occur only in Part One, whereas reading texts can be found in Music 1, Part One, and Music 3, which can either be read or recited by the speakers. The reading texts, however, are best indicated by the speakers (both M and W) in Part Two. The utterance of M (in line 8) is almost similar, in words, to that of W (in line 9) so that I can firmly believe that line 9 is only a repetition of texts read by M in line 8.

The Javanese norms in the program can be related to some sociolinguistic phenomena, embedded in the speakers' utterances. The code/style-switchings are present in all lines 1 to 7, in Part One, but absent, except for some borrowings, in Part Two. The fact shows that the speakers, in Part Two, only produce utterances based on reading texts, while the same speakers may creatively perform utterances based on fresh talks. Another phenomenon is language interference. Some Indonesian utterances in Part One are influenced by Javanese grammatical norms. Just only in line 1, does the speaker M have to

produce *ndlèdèèk*, which is a Javanese expression, signifying more stylistic than literal meaning, not to say 'meaningless' in Indonesian. It refers to "an extremely slow drop of sticky liquid", which is derogatory in connotation, instead of denoting a referential meaning of "melting".

CONCLUSION

Any tiny program of radio talks represents some sociolinguistic phenomena, which reflect socio-cultural values embedded in the language(s) used in the program. If the radio program is performed in the matrix language, the embedded language will cause any linguistic interference, which represents the stylistic meaning made by the speakers whose cultural background is not preserved in the matrix language (Indonesian) but in the embedded language (Javanese).

REFERENCES

- Duranti, A. (2000). *Linguistic Anthropology*. Cambridge: Cambridge University Press.
- Fishman, J. (1972). "The relationship between micro-and macro-sociolinguistics in the study of who speaks what language to whom and when" *Directions in Sociolinguistics*, edited by J. Gumperz & D. Hymes, New York: Holt, Rinehart & Winston, pp.435-453.
- Fishman, J. (1984). "The relationship between micro-and macro-sociolinguistics in the study of who speaks what language to whom and when", *Sociolinguistics Selected Readings*, edited by J. Pride & Janet Holmes. London: Penguin, pp. 15-33.
- Goffman, E. (1974). *Frame Analysis*. New York: Harper & Row.
- Goffman, E. (1981). *Forms of Talk*. Philadelphia: Pennsylvania University Press.
- Hymes, Dell. 1980. *Language in Education: Ethnolinguistic Essays*. Washington D.C.: Center for Applied Linguistics.
- Hymes, D, (1984/72). "On Communicative Competence" dalam *Sociolinguistics*, edited by J.B Pride & J. Holmes, Harmondsworth: Penguin, pp. 269 – 293.
- Myers-Scotton, C. 1998. "Code-Switching", *The Handbook of Sociolinguistics*, edited by F. Coulmas, Oxford: Blackwell.
- Myers-Scotton, C. 1999. "A Way to Duty Death: The Matrix Language Turnover Hypothesis", *Endangered Languages: Current Issues and Future Prospect*, diedit oleh L. Grenoble & L. Whaley, Cambridge: Cambridge University Press.
- Purwoko, H. 1996. "Penggunaan Bahasa Jawa di Ranah Keluarga", *PELLBA* 11, Jakarta: Atma Jaya, pp. 51-63.
- Purwoko, H. & Hendrarti, I.M. (2005). *Rekayasa Bahasa dan Sastra Nasional*, Semarang: Masscom Media.
- Purwoko, H. 2005. "Perubahan Kompetensi Produktif dalam Bahasa Jawa" in *Renai*, V:2., ISSN 1411-7924, Salatiga: Percik Foundation.
- Purwoko, H. (2014). *Muatan Budaya, Sosial dan Politik dalam Bahasa dan Komunikasi*, Yogyakarta: Graha Ilmu.
- Saville-Troike, M. (1986). *The Ethnography of Communication: An Introduction*, New York: Basic Blackwell.



**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**

