

ISSN: 2540-8755



PROCEEDINGS

International Seminar LANGUAGE MAINTENANCE AND SHIFT (LAMAS) 6

“Empowering Families, Schools, and Media
for Maintaining Indigenous Languages”

August 9—10, 2016



Compiled by
Agus Subiyanto, Suharno, M. Suryadi,
Wuri Sayekti, and Tohom Marthin Donius Pasaribu

Master Program in Linguistics, Diponegoro University
in Collaboration with
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Semarang, Indonesia

e-ISSN (Electronic ISSN): 977-2540-8750-66
p-ISSN (Print ISSN): 977-2088-6790-63



Published by:
Master Program in Linguistics, Diponegoro University
in Collaboration with:
Balai Bahasa Jawa Tengah

Address

Jalan Imam Bardjo, S.H. No.5, Semarang, Indonesia, 50241
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 6 (LAMAS 6 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 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 107 papers and abstracts presented at the seminar. Some of the papers have been selected to be published in *Parole: Journal of Linguistics and Education*, and for these papers only the abstracts are published in the proceeding.

Of the papers, 4 papers were presented by invited keynote speakers. They are Peter Suwarno, Ph.D. (Arizona University, USA), Mukhlis Abu Bakar, M.A., Ph.D., (National Institute of Education, Singapore), Dr. Agus Subiyanto, M.A. (Diponegoro University, Indonesia), Hywel Coleman, M.A., OBE (University of Leeds, UK).

The topic areas of the papers cover Sociolinguistics (16 papers), Discourse Analysis (14 papers), Language Acquisition (1 paper), Language & Culture (5 papers), Linguistics in Education (10 papers), Language in Politics (1 paper), Pragmatics (21 papers), Psycholinguistics (3 papers), Semantics (12 papers), Phonology (2 papers), Morphology (1 paper), and Syntax (11 papers).

SCHEDULE OF THE INTERNATIONAL SEMINAR ON LANGUAGE MAINTENANCE AND SHIFT (LAMAS) 6

August 9—10, 2016 in Pascasarjana, Diponegoro University (Imam Bardjo, S.H. No.3-5 Street, Semarang, Indonesia)

TUESDAY, AUGUST 9, 2016 (FIRST DAY)				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.00 – 08.00	REGISTRATION		LOBI HALL, TTB A, 6th FLOOR	COMMITTEE
08.00 – 08.05	INDONESIA RAYA ANTHEM		CONVENTION HALL, TTB A, 6th FLOOR	NAILA (COMMITTEE)
	SPEECH FROM THE COMMITTEE			KETUA COMMITTEE
08.05 – 08.15	OPENING			DEKAN FIB UNDIP
08.15 – 11.15	PLENARY SESSION 1			CLASS ROOM, TTB B, 3rd FLOOR
	Hywel Coleman, M.A., OBE	<i>FLUCTUATIONS IN LANGUAGE-IN-EDUCATION POLICY AND PRACTICE IN INDONESIA, 1901-2015</i>		
	Mukhlis Abu Bakar, Ph.D.	<i>BILINGUALISM AND THE MAINTENANCE OF THE MOTHER TONGUE IN MULTILINGUAL SINGAPORE</i>		
PARALLEL SESSION 1			CLASS ROOM, TTB B, 3rd FLOOR	COMMITTEE
11.15 – 12.45	Nurhayati	<i>DISCOURSE AGAINST LGBT</i>	CLASS B301	COMMITTEE
	Yasir Mubarak	ANALISIS WACANA KRITIS REPRESENTASI PEREMPUAN KORBAN PEMERKOSAAN DI SITUS BERITA ONLINE		
	Ajeng Dianing Kartika	CITRA PENGUNGSI DAN PENCARI SUAKA DI JERMAN; KAJIAN WACANA KRITIS PADA KOMENTAR PEMBACA SURAT KABAR ONLINE ZEIT		
	Norfaizah Abdul Jobar & Anida Sarudin	REPRESENTASI 'PROSES' DALAM WACANA UNIT PENDAHULUAN PENULISAN KARANGAN		
11.15 – 12.45	Sa'adiyah Ma'alip & Rahilah Omar	PEMILIHAN BAHASA MASYARAKAT CHETTI DI MELAKA NAME/NAMA	CLASS B302	COMMITTEE
	Pardi Suratno	BAHASA SEBAGAI REPRESENTASI KEKUASAN KOLONIAL TERHADAP MASYARAKAT PRIBUMI (STUDI PADA NOVEL JAWA PRAKEMERDEKAAN TERBITAN BALAI PUSTAKA)		
	Riza Sukma	SITUASI PSIKOLOGIS DALAM PEMILIHAN BAHASA OLEH PENUTUR BAHASA BETAWI DI JAKARTA: KAJIAN SOSIOLINGUISTIK		
	Yulia Mutmainnah	<i>'WARTEG' FOOD SELLERS' LANGUAGE ATTITUDES TOWARD TEGAL DIALECT OF JAVANESE LANGUAGE IN SEMARANG</i>		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.15 – 12.45	Sri Rejeki Urip & Ayudhia Ratna Wijaya	EVALUASI BUKU PANDUAN DEBAT “DEBATING” DAN “PANDUAN DEBAT KOMPETITIF” DALAM RANGKA PENGEMBANGAN BUKU PANDUAN DEBAT DALAM BAHASA PRANCIS	CLASS B303	COMMITTEE
	Tubagus Chaeru Nugraha	PERISTILAHAN POLITIK ARAB DALAM BAHASA SUNDA: KAJIAN SEMIOTIK BAHASA BIDANG POLITIK		
	Wening Sahayu	SEKARANG ANDY GOES TO SCHOOL BESOK ANDY GEHT IN DIE SCHULE: FENOMENA PERKEMBANGAN BAHASA DAN BUDAYA NAMA DIRI DI INDONESIA		
	Trisnowati Tanto	THE POWER OF LANGUAGE OF AN INTERNET WEBSITE IN INFLUENCING PEOPLE’S PERCEPTION: A		
11.15 – 12.45	Suwandi & Sri Wahyuni & Th. Cicik Sophia B	<i>THE NON-ENGLISH LECTURERS’ READING COMPETENCE IN READING ENGLISH TEXT AT HIGHER EDUCATION IN CENTRAL JAVA</i>	CLASS B304	COMMITTEE
	Uswatunnisa	<i>THE INFLUENCE OF BAHASA MANDAR TOWARDS STUDENTS’ ENGLISH PRONUNCIATION (CASE STUDY ON STUDENTS OF JUNIOR HIGH SCHOOL 1 TINAMBUNG, POLEWALI MANDAR)</i>		
	Yohana Ika Harnita Sari	<i>LETTER NAME (ALPHABET) AND LETTER SOUND (A FIELD STUDY AT KINDERSTATION PRESCHOOL (TK CAHAYA BANGSA UTAMA) YOGYAKARTA)</i>		
	Nia Kurniawati	<i>THE PRE-SCHOOL TEACHERS’ UNDERSTANDING ON EARLY LITERACY: IMPLEMENTATION AND OBSTACLES IN TEACHING-LEARNING ACTIVITIES</i>		
11.15 – 12.45	Hubbi Saufan Hilmi & Fabio Testy Ariance Loren	BENTUK DAN PENGGUNAAN PRONOMINA PERSONA PADA BAHASA SASAK DIALEK NGENO-NGENE DI DUSUN MONTONG MEONG DESA LABUHAN HAJI KABUPATEN LOMBOK TIMUR	CLASS B308	COMMITTEE
	Husni Syukri Khotami & Ageng Sutrisno	<i>BANJARHARJO IS TRULY SUNDANESE</i>		
	Prihantoro	<i>THE DYNAMICS OF LOANWORD PROSODY: A CASE STUDY OF ‘JAMAAH’ IN INDONESIAN</i>		
	Agni Kusti Kinasih	<i>LINGUISTIC FEATURES OF SINGAPORE COLLOQUIAL ENGLISH FOUND IN A LOCAL ENGLISH-LANGUAGE MOVIE ENTITLED SINGAPORE DREAMING</i>		
12.45 – 13.45	LUNCH BREAK (ISHOMA)		TTB B, 3rd FLOOR	COMMITTEE
PARALLEL SESSION 2			CLASS ROOM, TTB B, 3rd FLOOR	COMMITTEE
13.45 – 15.15	Sulis Triyono	<i>MEANINGS OF OBJEKTIVE UND SUBJEKTIVE MODALVERBEN CONSTRUCTIONS IN GERMAN SENTENCES AND THEIR EQUIVALENCES IN INDONESIAN</i>	CLASS B301	COMMITTEE
	Trisnowati Tanto	THE POWER OF LANGUAGE OF AN INTERNET WEBSITE IN INFLUENCING PEOPLE’S PERCEPTION: A		
	Anisa Larassati & Nina Setyaningsih	THE KEYBOARD WARRIORS: EXPRESSING HATRED AND JUDGEMENT ON “ANOTHER” WOMAN THROUGH HATERS’ INSTAGRAM ACCOUNT		
	Anisa Zuhria Sugeha & Ika Nurfarida	PERBANDINGAN KOLOKASI KATA IBU DAN BUNDA DALAM KORPUS BAHASA INDONESIA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.45 – 15.15	Agnesia Arum S. & Intan Mustika & Sarah Sumponogati & Uswatunnisa	<i>COMMISSIVE ILLOCUTIONARY ACT ACROSS LANGUAGES: JAVANESE AND MANDARESE</i>	CLASS B302	COMMITTEE
	Almira Fidela Artha & Fina Syahadatina & Okta Enggiana Pradevi	“SENYUM CEMERLANG, SENYUM PEP SODENT” ANALISIS DIAKRONIK BENTUK BAHASA IKLAN PEP SODENT DALAM 4 DEKADE: KAJIAN SOSIOPRAGMATIK		
	Azzahra Egeng & Ferina Kumala Dewi & Riza Sukma	MAKNA KATEGORI PARTIKEL DALAM IMPLIKATUR KONVENSIONAL DI TIGA BAHASA DAERAH: SEBUAH KAJIAN TEORI RELEVANSI		
	Bayu Aryanto	STRATEGI PENOLAKAN AJAKAN BAHASA JEPANG (STUDI KASUS MAHASISWA SASTRA JEPANG UNIVERSITAS DIAN NUSWANTORO DAN PENUTUR ASLI JEPANG)		
13.45 – 15.15	Agus Ridwan	GRAMATIKALISASI SATUAN BAHASA BIS ‘SAMP AI’ DALAM BAHASA JERMAN	CLASS B303	COMMITTEE
	Farikah	<i>ANALYSIS OF NOMINAL GROUP CONSTRUCTION OF THE STUDENTS’ WRITTEN TEXTS</i>		
	Indah Melisa & Ratna Juwitasari Emha	PERUBAHAN FONOLOGIS PADA DIALEK BAHASA INDRAMAYU SEBAGAI PRINSIP LEAST EFFORT DALAM BERTUTUR		
	Heny Sulistyowati & M. Syaifuddin S.	<i>SYNTAX STRUCTURE OF ADJECTIVE PHRASE COMPARISON IN JAVANESE LANGUAGE</i>		
13.45 – 15.15	Mahdi Ahmad	PEMBENTUKAN VERBA MELALUI AFIKSASI DALAM BAHASA TERNATE	CLASS B304	COMMITTEE
	Rohendi Ali Muhamad	<i>THE GENERAL STATEMENTS OF ANTECEDENT IN ENGLISH SENTENCE STRUCTURE</i>		
	M. Suryadi	BENTUK KESANTUNAN DENGAN MEMANFAATKAN KEKUATAN LEKSIKON EMOTIF-KULTURAL YANG DIMILIKI MASYARAKAT JAWA PESISIR: PEKALONGAN, SEMARANG, DEMAK		
13.45 – 15.15	Jeanyfer Tanusy	THE ANALYSIS OF LEXIS IN SUNDANESE PUPUH ‘KINANTI’	CLASS B308	COMMITTEE
	Ariya Jati	POETIC LANGUAGE IN NAZARETH’S “LOVE HURTS”		
	Fauzia	ANALYZING LANGUAGE STYLE OF VOCATIONAL HIGH SCHOOL ACCREDITATION ‘SUGGESTION AND RECOMMENDATION’ TEXT		
	Dewi Puspitasari	“MOMMY, LET’S SING THE SONG WITH ME, PLEASE...” A NARRATIVE STUDY OF A YOUNG LEARNER IN THE JAVANESE LANGUAGE INQUIRY		
PARALLEL SESSION 3			CLASS ROOM, TTB B, 3rd FLOOR	COMMITTEE
15.15 – 16.45	Leonita Maharani	TRANSITIVITAS DALAM CERITA RAKYAT PAPUA (SEBUAH KAJIAN LINGUISTIK SISTEMIK FUNGSIONAL PADA TEKS CERITA RAKYAT SUKU MEE PAPUA)	CLASS B301	COMMITTEE
	Novian Denny Nugraha & Asih Prihandini	ANALISIS ALIH WAHANA MEDIUM PADA GAMES CLASH ROYALE SEBAGAI UPAYA PELESTARIAN BERBAHASA PADA KELUARGA PERKOTAAN UNTUK KEBUTUHAN BERCEKITA (STORY TELLING)		
	Anggy Denok Sukmawati	PROBLEMATIKA PENERAPAN MULOK BAHASA JAWA DI KABUPATEN PEMALANG		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.15 – 16.45	Anida Binti Sarudin	PENGUASAAN BIDANG BAHASA DI KALANGAN KANAK-KANAK PRASEKOLAH	CLASS B302	COMMITTEE
	Ika Inayati	KEBERPIHAKAN MEDIA PADA KASUS RAZIA WARTEG DI SERANG (STUDI KASUS PADA ARTIKEL LIPUTAN6.COM: MENTERI AGAMA TEGUR CARA SATPOL PP RAZIA WARTEG DI SERANG)		
	Halimah	PERKEMBANGAN BAHASA ANAK PERIODE PRELINGUAL (STUDY KASUS PADA BAYI USIA 8 BULAN)		
	Hazairin Eko Prasetyo	DEVELOPING AN INDONESIAN HIGH SCHOOL CURRICULUM OF ELT THROUGH LITERATURE		
15.15 – 16.45	Chendy AP. Sulisty & Dede & Wiwid Nofa Suciaty	STRATEGI KESANTUNAN LINTAS BAHASA DI INDONESIA (SUNDA, BREBES, MELAYU) SEBUAH KAJIAN PRAGMATIK	CLASS B303	COMMITTEE
	Della Nathania & Muhammad Amin Ritonga & Romiyati	VARIASI TINDAK TUTUR EKSPRESIF LINTAS BAHASA (JAWA DAN MADAILING)		
	Freda Dyah Ayu Kusumaning Yandi & Yuni Triastuti	ANALISIS DEIKSIS DALAM BAHASA JAWA DIALEK SEMARANG DAN DIALEK PEKALONGAN KAJIAN PRAGMATIK		
	Hendita Damayanti & Imam Santoso	GAYA TINDAK TUTUR TIDAK LANGSUNG DALAM BAHASA JAWA		
15.15 – 16.45	Bernadette Santosa	THE LANGUAGE OF YOUNG PEOPLE IN SOME INDONESIAN ADVERTISEMENTS	CLASS B304	COMMITTEE
	Chusni Hadiati	THE FUNCTIONS OF PHATIC EXPRESSIONS IN TRADITIONAL SELLING AND BUYING		
	Eli Asikin-Garmager	DIALECT VARIATION AS A WINDOW INTO LANGUAGE CHANGE – A SYNTACTIC EXAMPLE FROM SASAK (LOMBOK)		
15.15 – 16.45	Dhion Meitreya Vidhiasi	THE ANALYSIS OF SUMBER WARAS CASE IN SINDONEWS’ EDITORIAL :“Sumber Waras bukan Pertarungan Opini” DATED APRIL 15TH, 2016	CLASS B308	COMMITTEE
	Mohammad Andi Hakim	Mendobrak Konstruksi Islam Modern dalam Buku PAI dan Budi Pekerti SMA; Sebuah Praksis Kekerasan Verbal		
16.45 – 17.00	BREAK		TTB B, 3rd FLOOR	

WEDNESDAY, AUGUST 10, 2016 (SECOND DAY)				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.00 – 07.30	REGISTRATION		LOBI HALL, TTB A, 6th FLOOR	COMMITTEE
PLENARY 2				
07.30 – 10.30	Prof. Dr. Dadang Sunendar, M.Hum	Kebijakan Bahasa di Indonesia	CONVENTION HALL, TTB A, 6th FLOOR	Dr. Suharno, M.Ed./Drs. Pardi Suratno, M.Hum
	Peter Suwarno, Ph.D	Teaching Indonesian as a Diglossic Language: The Importance of Colloquial Indonesian for Pragmatic Competence and Local Languages Preservation		
	Dr. Agus Subiyanto, MA	Determining Language Typology based on Directed-Motion Lexicalization Patterns as a Language Documentation: a Case Study on Javanese		
10.30 – 11.00	BREAK		TTB B, 3rd FLOOR	COMMITTEE
PARALLEL 4				
11.00 – 12.30	Mualimin	DIRECTIVES IN JAVANESE OF TEGAL: A CASE STUDY OF DRAMA ON PERTIWI RADIO	CLASS B301	COMMITTEE
	Liya Umaroh	STRATEGI TINDAK TUTUR DALAM TRANSKSI JUAL BELI DI PASAR TRADISIONAL JOHAR SEMARANG		
	Lukman Isgianto	A SPEECH ACTS ANALYSIS OF DIRECT AND INDIRECT ON 'BIG CITY SMALL WORLD' CONVERSATION SCRIPT OF BRITISH COUNCIL LEARNING ENGLISH: A STUDY OF DISCOURSE ANALYSIS		
	Mutiara Karna Asih & Ika Inayati & Nor Cholifah	KEUNIKAN LEKSIKON PENANDA PRAANGGAPAN DALAM TIGA SUBDIALEK BAHASA JAWA (PURWOKERTO, BANTEN UTARA, DAN REMBANG)		
	Raheni Suhita & Djoko Sulaksono & Kenfitria Diah Wijayanti	CAMPUR KODE DALAM MANTRA KANURAGAN IMPLEMENTASI SEBUAH PANGAJAB		
	Sri Puji Astuti & M. Suryadi	REKONSTRUKSI POLA URUTAN FONEM PADA STRUKTUR LEKSIKON DIALEKTAL BAHASA JAWA PESISIRAN DI KOTA SEMARANG		
	Siyaswati	POLITENESS AND ITS USE THROUGH FOLKTALES: A SOCIO-PRAGMATICS STUDY		
11.00 – 12.30	Kahar Dwi P.	DARI EMPULOH MENUJU PYCNONOTIDAE: PERMUFAKATAN ANTAR PENUTUR BAHASA DAERAH DALAM PENYERAGAMAN KOSA KATA AVIARY	CLASS B303	COMMITTEE
	Noor Malihah	THE APPLICATIVE VOICE IN JAVANESE DIALECT OF KUDUS		
	Yesika M. Ocktarani & Heri Dwi Santoso	PERSONAL DEIXIS IN RADIO BROADCASTING: EXTINCTION SIGNAL OF 'KAMI' IN INDONESIAN		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.00 – 12.30	Kharisma Puspita Sari	METAPHORS AND DIRECTIVE SPEECH ACTS IN THE JAVANESE PROVERBS	CLASS B304	COMMITTEE
	Emah Rahardian	POLA PIKIR PENUTUR BAHASA JAWA DIALEK SEMARANG DALAM RUBRIK “RAME KONDHE” DI HARIAN SUARA MERDEKA		
	Romilda Arivina da Costa	PENGAMALAN AGAMA DAN PENGARUHNYA TERHADAP PERGESERAN BAHASA HATUHABA DI MALUKU TENGAH		
11.00 – 12.30	Noermanzah	CHILD LANGUAGE ACQUISITION 1.4 YEARS OF AGE (RESEARCH CASE STUDY ON FAMILY BILINGUAL)	CLASS B308	COMMITTEE
	Retno Purwani Sari	IDENTITY-FORMING POWER OF CHILDREN STORIES’ TRANSLATION: TRANSLATION STUDIES		
	Suharno	JUXTAPOSING FIRST AND SECOND CULTURES IN ELT MATERIALS		
12.30 – 13.30	LUNCH BREAK (ISHOMA)		TTB B, 3rd FLOOR	COMMITTEE
PARALLEL 5			CLASS ROOM, TTB B, 3rd FLOOR	
13.30 – 15.00	Pininta Veronika Silalahi	THE SEMIOTICS OF BATAK TOBA SOCIETY MARRIAGE TRADITION	CLASS B301	COMMITTEE
	Agus Sudono	PENAMAAN HALAMAN DAN RUBRIK DALAM SURAT KABAR SOLOPOS		
	Ratna Muthia	HUBUNGAN MAKNA VERBA PERBUATAN BERMAKNA ‘MENINGGALKAN SUATU TEMPAT’ DALAM BAHASA JAWA NGOKO (STUDI KASUS LUNGA, MANGKAT, BUDHAL, DAN MINGGAT): SEBUAH KAJIAN SEMANTIK		
13.30 – 15.00	Esther Hesline Palandi	KAJIAN METAFORA DALAM PUISI (HAIKU) BAHASA JEPANG	CLASS B302	COMMITTEE
	Festri Yudanika	AWARENESS AND PHONOLOGICAL WORKING MEMORY IN THE ADULT ACQUISITION OF SECOND LANGUAGE PRONUNCIATION: A CASE STUDY		
	Hindun	PEMERKAYAAN BAHASA MELALUI FILM “ADA APA DENGAN CINTA 2” DAN “AISYAH: BIARKAN KAMI BERSAUDARA” SEBAGAI PRODUK BUDAYA BANGSA INDONESIA		
	Hanny Fauziah	SYNTACTIC MISTAKES IN WRITING NEWS ON WEBSITE RESEARCH AND DEVELOPMENT CENTRE FOR MINERAL AND COAL TECHNOLOGY (A CASE STUDY ON WEBSITE: http://www.tekmira.esdm.go.id/newtek2/)		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
	Deli Nirmala	MIXED JAVANESE IN ENGLISH DEPARTMENT STUDENTS' UTTERANCES AS A SYMPTOM OF LANGUAGE SHIFT (POLITENESS AND EMBODIMENT PERSPECTIVES)		
	Nathaniel Davin P. & Calvin Candra & Aswita A. Ersa M. & Prihantoro	STUDENT'S ATTITUDE TOWARDS DICTIONARY AND ITS USAGE: A CASE OF STUDY FOR ENGLISH DEPARTMENT STUDENTS DIPONEGORO UNIVERSITY		
13.30 – 15.00	I Gede Arga Anggara	A STUDY OF DEIXIS USED IN TOP FIVE WALDJINAH'S POPULAR KERONCONG SONGS LYRICS	CLASS B304	COMMITTEE
	Irma Winingsih	PENGGUNAAN HEDGES ~ TO OMOIMASU SEBAGAI SALAH SATU USAHA PEMERTAHANAN KESANTUNAN BERTUTUR DALAM BAHASA JEPANG		
	Nunung Nurjati	POLITENESS ASPECTS OF ENGLISH COMMUNITY PRACTICE IN PARE: A THEORETICAL OVERVIEW		
13.30 – 15.00	Riza Sukma & Wiwid Nofa Suciaty & Yuni Triastuti	BAHASA DALAM SYAIR TARI SAMAN GAYO SEBAGAI PEMBENTUK POLA PIKIR DAN POLA TINDAK MASYARAKAT LOKAL: SEBUAH KAJIAN ANTROPOLINGUISTIK	CLASS B308	COMMITTEE
	Rosaria Mita Amalia & Yusuf Hamzah	THE ART OF RHETORIC USING STYLISTIC DEVICES IN WORLD UNIVERSITIES DEBATING CHAMPIONSHIP: A Study of Pragmatics		
	Wati Kurniawati	INDEKS VITALITAS BAHASA LOM BERDASARKAN JENIS KELAMIN DAN USIA (LOM LANGUAGE VITALITY INDEX BY GENDER AND AGE)		
15.00 – 15.30	CLOSING SPEECH		CONVENTION HALL, TTB A, 6th FLOOR	Drs. Pardi Suratno, M.Hum
15.30 – 16.00	BREAK (Certificate Handling)		LOBBY HALL, TTB A, 6th FLOOR	COMMITTEE

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THE LANGUAGE OF YOUNG PEOPLE IN SOME INDONESIAN ADVERTISEMENTS

Bernadette Santosa

English Department, Faculty of Letters,
Maranatha Christian University, Bandung
bernadette.santosa@gmail.com

Abstract

Advertisement has been a part of our everyday lives. Numerous things can be advertised, whether they are products or services. Food, health equipments, cosmetics, vehicles, etc. can be advertised. The target also spans from children, teenagers, adult, the elderly, the working class, executives, housewives, male, female, the middle class until the upper class.

Aiming at attracting people's attention, advertisers make use of various of means. One of the most effective means is language. Using the right kind of language in accordance with the target market will make it easier for the advertisement to be remembered. What is more, it will interest the target market.

By all means, in order that advertisers know how certain groups of people use language, they must observe the age groups, know their characteristics, habits and what is the trend.

Key words: *age, young people, gender, sociolinguistics, codeswitching*

1. INTRODUCTION

People need many things. Sometimes they can provide what they need by themselves, but most of the time they need someone else's help to get them. It is a common practice that whoever provides the service or goods will get something in return from the receiver for the service or goods they have given. Usually, it is in the form of money. This is actually the starting point of business.

In order that more people know what goods or services a person is able to provide, promotion is needed. The act of promoting something – goods or services – is what advertising is.

Advertisements are not something new for the modern society. In fact, according to Mediaknowall.com advertisements have been used as far as the seventeenth century. So, it is clear that since a long time ago people are used to introducing and offering anything using advertisements. The only difference is today people can choose any of the various means of advertising from printing, audio, video, or online.

As we all know, there are millions of advertisements circulating around the world today, promoting countless different things, from food until penthouses, from pick-up and delivery services until big events such as concerts. This is only about the kinds of advertisements. To make things more interesting, the targets of the advertisements also varies from children to the elderly, business people to the retired, the middle-lower to the upper-middle class, etc.

The aim of advertisements is, of course, to interest the target, and in the end, to make them buy what is being offered. In order to do this, an advertiser needs to create a bond between what is being advertised and the target. When a bond is created, chances are the target will be convinced to accept the offer, and buy the thing or goods being advertised. Such a bond can be created when there is a common ground between what is being advertised and the target. Language is one of the things which can help create such a bond.

This research is about how advertisers use language to appeal to the different target markets so that they are interested in knowing more about the product or service being advertised and in the end will buy it. The advertisements chosen for this particular research are four advertisements: one intended for teens, one for young adult female and another two for young adult male.

The reason for choosing this research topic is that I am intrigued to see how advertisers use language to attract and persuade their target markets, to gain their sympathy and trust, and ultimately

convince them to buy the product they are advertising. As far as the data and target markets are concerned, they are chosen for the reason that more advertisements are intended for those age groups, i.e. teens and adult.

It is hoped that by reading this research report, people will be aware of the importance of using the correct type of language. The ultimate goal is to help people realise that language is not something to be taken for granted; on the contrary, it is something very important which can affect a person's choices.

2. METHODOLOGY

This research is included in library research. The data used are advertisements taken from the Internet. The language used in the advertisements is analysed using theories in the Sociolinguistics area, which are language and age, and language and gender. Conclusion is drawn after the analysis is done.

3. DISCUSSION

From the explanation in the previous section it is clear one of the aspects which determines a person's language use is the target. This research focuses on that. The aim is to see if the advertisements which are intended to different age groups and genders display any differences in terms of language use.

Advertisement 1



<http://gadissampul.files.wordpress.com/2008/11/reyna.jpg>

Note the following utterances:

- “Aakhirnya ‘lulus’ dari jerawat nekat!” (Finally “passed” the daring pimples!)
- Bikin jerawat ciut dengan... (Pimples are shrunk using...)
- dan bersihin pake... (and clean with...)
- Confidence to 2B me

From the language use in the utterances above it can be seen that this advertisement is intended for teenagers or young adults.

In their article, Nye and Winterman (2011) say that teenagers “...create their own language and are proud of it.” Stahn (1) compiles a list of characteristics he believes to be possessed by

teenagers. Some of them are “self conscious..., in transition from child to adult, insecure, rarely like own appearance, individual identity, experimentation with boundaries, experimentation with values”. What is stated by Nye and Winterman as well as Stahn about teenagers can be seen in the use of the words “lulus”, “nekat”, “bikin”, “ciut”, “bersihin” and “pake”, as well as in the sentence “Confidence 2B me”.

In the Indonesian language, the word “lulus” or “pass” in English can only be used in conjunction with “an exam”. In this advertisement, however, the word “lulus” is followed by the word “jerawat nekat” or “daring acne”. Surely, it is impossible to pass an acne. This is the same with the case of the word “ciut”. According to the Indonesian Language Dictionary online (KBBI Daring), “ciut” means “**1** sempit; picik; **2** menjadi sempit; menyusut; mengerut: *ruang gerak perusahaannya semakin --*; **3** ki tawar; takut (tt hati, perasaan): *mendengar itu hatiku bertambah --*.” In English, “ciut” means “narrow or narrow minded, shrink or becomes narrow in terms of spaces.” As can be seen, there is no mention about an acne being shrunk.

This behaviour is typically juvenile, which is in Stahn’s list: “experimentation with boundaries”. The boundaries in this case is grammatical rules, collocation to be precise. Without doubt, the advertiser is aware of the rules. However, they have deliberately violated the Indonesian collocation.

The other words are “bikin”, “bersihin”, “pake”, all of which are informal Indonesian. It is true that most Indonesians use the informal Indonesian language. However, teens are known to use the colloquial language more often without caring about where they are or who they are talking to. Again, this is typical juvenile.

The sentence “Confidence 2B me” is another interesting to discuss. As we can see, the main language of the advertisement is Bahasa Indonesia. Therefore, it is undisputable that this advertisement is intended for Indonesian teens. Nonetheless, there is an English sentence at the end of the advertisement.

We are all aware that the English language is widely used and has been used even more nowadays, especially by the young generation. The Indonesian young people are fond of switching between Indonesian and English when they are talking. In Sociolinguistics, this is termed *codeswitching*. By using codeswitching in this advertisement, the advertiser is again, identifying themselves with teenagers who like using English in interacting with one another.

There is another interesting thing in the English sentence is “2B”. In her article “The Secret Language of Teens: 100 Common Text and Social Media Acronyms”, Morin states that teenagers use acronyms in their interactions, especially in texting. The acronyms are like codes. The “2B” in the sentence “Confidence 2B me” is an example of the acronym used a lot by teenagers.

If we pay more attention to the same sentence, we will notice that there is actually a grammatical error. It is in the use of the word “confidence”. The correct one would be “confident”, as the correct part of speech to use there is adjective instead of noun. This can be a result of the advertiser’s lack of mastery in the English grammar, but it can also be done deliberately. There still being an error even though the sentence maker is aware of it shows ignorance. Ignorance is another characteristic of teenagers, so is experimenting with boundaries.

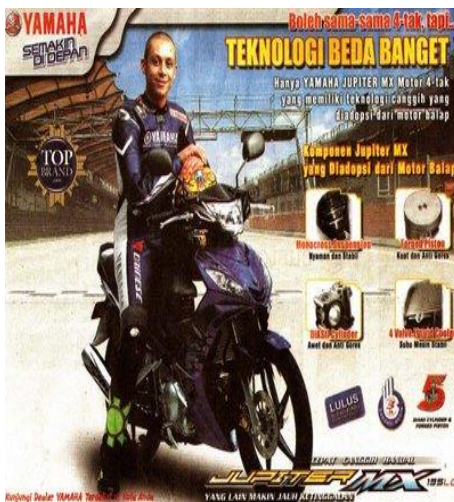
The advertiser really understands the typical young people’s characteristics, even their ignorance. They make use of this. The purpose is, clearly, to identify themselves and the advertisement with the target market, which is teenagers.

Advertisement 2

<http://www.avatara88.com/wp-content/uploads/2011/02/dove.jpg>

From the words “sister” and “beauty” we will immediately understand that this advertisement is intended for female. The sentence “Nikmati aja hidupmu biar Dove yang merawat rambutmu!” shows that this advertisement is not for teenage female but for adult female. The reason is that the language is more formal. This is not a characteristic of teenagers. However, there is still one informal word there, which is “aja”. It comes from the word “saja” in the formal Indonesian. However, compared with the previous advertisement, the use of informal language is significantly lower than that of advertisement 1. This shows stability. The intended market is no longer experimenting with values, not awkward, and no longer out of control.”

The codeswitching is still there, because, as stated earlier, most Indonesians, especially those living in big cities, use Indonesian and English interchangeably in their social interactions. Thus, this is also the effort from the advertiser to identify themselves with the target market so that they become attracted to the product being advertised.

Advertisement 3

http://1.bp.blogspot.com/_exTd3FLS5hw/TSwkOiHAGRI/AAAAAAAAAA0/dr2aOTEwbr8/s1600/Iklan+Rossi3.jpg

Different from advertisements 1 and 2, this advertisement uses a different type of language. Many technical terms are used in this advertisement. They are “4 tak”, “monocross suspensions”, “piston”, “cylinder”, “valve”. This is done because of the gender of the main target market, which is

male. The age group can be seen also in the English terms used for the specifications of the motorcycle.

In talking about the two opposite genders, Holmes states that the popular topic among male, besides women, is motorcycles and anything related to technology.

Another interesting fact is the word “balap” or “racing”. The word “racing” or “race” is a masculine word. Most male will be drawn to this word because competitiveness in male is innate. Thus, it confirms the presumption that this advertisement is intended for male.

The discussion on the next advertisement will strengthen the fact that the motorcycle advertisements are more intended for male.

4. CONCLUSION

As mentioned in the beginning, advertising is an act to introduce and promote something and to make the target react in a certain way. The way the advertisers have created the three advertisements can be said pretty effective. I strongly believe that upon seeing the advertisements, the target market will be attracted, and, as an effect, they will continue reading what is written on them. This is exactly what the advertiser is counting on. This is, in fact, the kind of reaction that the advertisers are expecting that the target market will give.

In the beginning it is also explained that in order to make a good and effective advertisement, and advertiser must firstly observe the target market to understand them. The advertiser needs to know the target market's likes and dislikes, habits, trends, etc. Then, having made notes on this, the advertiser will try to create an advertisement which will appeal to the target market by identifying the advertisement with the target market.

The use of the specific type of language (code) which is almost exclusively used by a certain group of people is certainly effective in drawing their attention to the advertisement. It can also enable the target market to understand the information better. The use of technical terms in the English language, in addition to making the advertisement appear more convincing, also makes it easier for the target market to understand what is being referred to.

Codeswitching is another feature of the young people's language use. All of the advertisements use codeswitching to some extent. It is believed that this is done deliberately to attract young people. It is also used to show the target market that the product being advertised understands them. Therefore, it is meant to arise the sympathy in the target market's part.

By identifying themselves with the target market, advertisers will be able to inject the product being advertised in the target market's mind. As a result, uncsciously the target market will be attracted to the advertisement, want to know more about it, and in the end will be convinced to buy it. This is, of course, the ultimate intention of an advertisement.

It is clear that the discussion does not address the people and other objects in the advertisement at all. This is done because this discussion is about the use of language in the advertisements. The picture presented in the advertisements can be discussed further if anyone wishes to use semiotics to unveil the messages behind the advertisements. This, by all means, will also be very interesting.

The discussion of the language of young people in some advertisements makes me realise how powerful language is. If one can use language well, one will be able to benefit a lot from it.

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

