

LOCAL LANGUAGES IN SOCIAL MEDIA

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Abstract

The use of Indonesia language and the presence of the foreign language make intercultural communication easier but also resulted in a devastating practice of the use of local languages. Mass media and social media have an important role in the representation of cultural identity within the community. In this case the media act as agents of socialization through which messages it conveys. Delivering messages in the local languages, media building construction that the regional languages are still alive and thriving in a multicultural society. In the era of digital media, where the use of social media is very high, there are social media accounts that are anti mainstream instead of using local languages as an introduction. One of them is @d_kadoor who post instagram account videos comedy with East Java language. This paper uses qualitative methods, explains how social media account @d_kadoor be a representation of the local languages in social media also showcased a cultural identity that is owned by the people of Indonesia, as can be seen from the topics taken by Kadoor in his videos. Social media account @d_kadoor has become the media in intercultural communication where we can learn about other cultures. In intercultural communication is important to accept cultural differences, avoid the stereotype, being sensitive to the prevailing rules and context in other cultures, and to avoid negative evaluation to the difference.

Keywords: *communication, intercultural communication, language, social media*

INTRODUCTION

Indonesia is archipelago state which has large number of ethnics. Each ethnics has its cultural identity as its language, clothing, tradition and others. Even in any ethnics may be discovered different type of local language. With the diversity of local language owned by ethnics in Indonesia, it will be communication difficulty between people in different cultural background. Language is medium to delivery the meaning in communication, hence, when such the language used can not be understood by the other person, the communication becomes ineffective. So to produce an effective communication and the message can be conveyed according to purpose, it is required same language for communication.

The founding fathers had set Indonesia language as a unifying language and as formal language in Indonesia which may be discovered at text of Youth Pledge in and Constitution 1945. Hence, Indonesia language to be intermediate language since from schools, governmental institution, private institutions and others. As result of become such formal/intermediate language, then, Indonesia language has higher position compared to local language and Indonesia language should be studied by all Indonesia citizens.

Migration from any rural area to urban area (urbanization) occurred either as result of social and economic factor by which community will obtain a better job in city, to get higher education which may not be obtained in his/her rural area because such facility had not been available yet or even other factors, practically, it had resulted in change of local language application, of course in urban area (city) the used language is Indonesia language, because not all people there understand local language. Hence, the immigrants from any rural area to urban area should apply Indonesia language for their daily life. Transmigration program which had been conducted since Dutch Colonial Government in which population from Java Island migrated to Sumatera Island for clearing plantation area, to build roads and others, it had

resulted in new community mixed with local community. Such transmigration program continued in Orde Baru era and also to the present.

Generally, urbanization, transmigration and globalization is factor participating in resulting in multiculturalism growth in Indonesia community. Any region is not only occupied by local population but also by immigrants so, it results in intercultural communication between them in which Indonesia language to be their intermediate language. Of course, existence of Indonesia language as intermediate language in intercultural communication will make easier communication between communicators with different culture and background. In other side, practically, there is degradation of local language application in community. Local language applied for daily life previously, now, it is changed by Indonesia language. As well as in family, infrequently, parents teach local language to their children. They prefer teach foreign language such English to their children in order that their children may be survive in global competition. Lack of local language application, it had resulted in more and more local language will be vanished from Indonesia. From 617 local language identified by Language Division of Ministry of National Education some 15 local languages had been vanished and other 139 local language in Indonesia will be vanished possibly (Ivan JDD, 2016). The vanished of language as result of no longer population apply them. From those numbers may be added provided building and development of local language may not be cared seriously.

Presently, globalization era had arrived to us and it had given easiness to access information from worldwide. But also it had changed our interaction model in community, especially among young people. Language application in their interaction to be central point of cultural changes. Betawi/Jakarta language by term 'elu-gue', 'kagak' or other lexicons may be find easily in other region in Indonesia, in community interaction, in radio, local television and others. The mindset still follows Jakarta-centric more replace local language position in local community. Likewise English has become very popular in our society.

Mass media and social media play important role in representing cultural identity in community. In this case, media had played role as socialization agent through the messages conveyed. With wide spread and audience coverage, both mass media and social media owned capability to disseminating local language. By delivering messages in the local language, media had built construction that local language is still live and thrive in a multicultural society. That local culture still has a place among the foreign cultures entering this country. Such case has been seen in several social media types. On Facebook, we can find accounts applying local language in their dialog. In social media, individuals have freedom to apply their local language although not all facebook users understand it. In other social media such as Twitter, we can find account @OjoNesu which applying Javanese language. Twitter account as dictionary translating Indonesia language to local language otherwise like @belajarbatak, @bahasamakassar, dan @bahasa_aceh.

Case Description

The rise of local language application in social media indicates its own progress in efforts to develop local language as part of any cultural identity. Among the various social media accounts applying local language, the author researches case studies from instagram account of @d_kadoor. This account owner named Abdul Kadir Bachmid, usually, people call him Abang Kadoor, was born on 22 June 1995. He is from Malang having profession as *henna artist* and instagram celebrity (selebgram). Presently, account of @d_kadoor had owned followers of 1.3 persons totally. With the total number of posts totalling 1,153 items (per May 16, 2017), the average per video posting has been as many as 400,000 times. By such height of netizens enthusiasm, Kadir had become selebgram having popularity as other selebgrams, Awkarin, Ria Ricis, etc.

In the beginning, instagram account of @d_kadoor shows a dubsplash video that is a video in where people can combine audio taken from song, film or other recording. Then, Kadoor changed by making video appearing his self by showing woman with some activities. In those videos Kadoor used some women attributes such as veil, lipstick, towel on head and others with sound effects had been modified resembling women voice, but, appeared with his mustache. Although his original appearance is handsome man but woman style in video may be conducted elegantly complete with emotion explosive sometimes. By watching his appearance, it had entertained people. Indeed, Kadoor made these videos in order to entertain people, especially his followers. This account uses Jawa Timuran language as intermediate language for most of his instagram video posting. It is interesting to

be observed how Kadoor packages his short duration comedy show (length of video duration in instagram is one minute maximally), with a humorous local language that being able to draw viewer attention.

Conceptual Framework

Representation, Culture and Language

Media has a role in representing the cultural reality that exists in society. Semantically, Giaccardi Chiara defining representation as to depict, to be a picture of, atau to act or speak for (in the place, in the name of) somebody. Representation may be defined as *to stand for*, as a sign for anything or anybody. Representation bases itself on the reality of its references. While Tim O’Sullivan et.al, distinguish term representation as ‘social process’ from *representing*, and representation as ‘product’ from social process of *representing* (Yusuf, 2005).

Representation means to use language for saying full meaning anything or illustrating full meaning world to other people. Representation is important part from process in which the meaning produced and exchanged among member of cultural group. (Hall, 1997b :15). The meaning constructed by representation system and produced by language system which of phenomena is not only sent by verbal expressions but also by visual. The meaning is always changed from any culture to other culture from any period to other period. The meaning of any object or any culture had not been same with same object meaning in other culture yet. However, it is very important for us to understand that cultural difference should be anything right and should be received kindly. James Lull, put that cultural identity representation implemented by mass media when people use symbolic appearance including ideological and cultural associations. Underlying authority and regulation structure existing in cultural authority. How in conditioned daily life individuals or groups build and declare identity and their cultural activities and how such expression and behavior influence other people (Yusuf, 2005).

Language is one form of cultural practices, local language application will indicate such cultural existence to other people. Cultural practices are part of a culture giving meaning to people, object and event. We give meaning to people, object and event based on interpretation frame we create. In other side, we give meaning based on how we use anything and how we integrate those in daily life. (Hall, 1997b :3).

Language as Culture Identity

Language is set of symbol or sign divided between a people group based on mutual agreement to create meaning. Occasionally, such symbol and meaning changed (Samovar, et.al. 2010: 225). It may occur as result of context difference in which language applied. Stuart Hall put that language coverage is very large covering what had been said, written, electronic language, digital language, language communicated by music, mimic, expression, body move, clothing and others which may contain meaning (Hall, 1997a: 11). With language, individuals share idea, information or self feeling each other.

In studying cultural communication, cultural identity may be defined as characteristic details or cultural characters owned by a people group which limit may be known compared to cultural characteristics of other people (Liliweri, 2003: 72). Continuously, process of cultural identity formation take place as result of individual or groups will identify and seek out its cultural identity model. Then, when model assumed right had been discovered, group member will keep and maintain such cultural identity they own. Cultural identity also covers sense of belonging as part of certain group members and experience shared in such group (Martin & Nakayama, 175). In order to get such sense of belonging, individual should learn and receive all aspects existing in any culture among them: tradition, heritage, language, social structure, mindset, originality and religion. Individual trend to place cultural identity in self concept and implement it in his/her life.

Language is important part from any cultural identity, by communication through language exchange, we may know cultural and historical roots. Also language may representing cultural distinguisher between any and other culture. Language and culture are also mutually reinforcing

anding together. In order to make easier to interact with different culture, it is important for us to improve intercultural communication skills by learning language of other culture. One of learning methods is by reading and watching.

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Approach Method

The approach used in this study is qualitative approach by interpretative paradigm. It is used because this study want to know individual perception or any phenomenon/case based on his/her point of view. Qualitative approach is only one method to understand how people to see, understand, interpret the world (Patton (2002: 112).

Data collecting method used in this writing is interviewe technique and observation. It is conducted to instagram account of @d_kadoor by watching and observing uploaded videos. Interview technique conducted in view of the author want to know deeply informant understanding on instagram account of @d_kadoor. Interview conducted to two informant who become followers of instagram account of @d_kadoor. First informant initialized as ZU is woman, 36 years old, ethnic of Ambon-Kupang, who had lived in Jakarta for ten years, she follows instagram account of @d_kadoor for a long time, according to her the attractiveness of such account is jocosity of Kadir in imitating women style in his video.

Second informant is AN, woman, 25 years old, ethnic of Java. For 8 years she had leaven her original rural area and presently she lives in Jakarta. She follows instagram account of @d_kadoor for a long time, and according to her, such account contains humor videos and also it display video with Java language, hence she had self proximity. AF also likes media content has ethnic element has cultural component such as: song, film from other ethnic, for example Batakness, Padangness and Sundaness and others.

Case Analysis

In this case the cultural practice is local language, unless it may be practiced in daily life by verbal conversation also it had expanded to digital world in which individual may practice local language freely. Accounts of social media with cultural identity adhering there will grow a develop. Any account of social media with cultural identity is account of instagram @d_kadoor applying East Java language. The local language it uses in additon to showing that cultural identity may exist in social media also shows cultural representation ythrough the media.

By social media of account instagram @d_kadoor, Kadoor had applied East Java language in order to represent his owned meaning. Local language having been applied by his also had invited people who come or having background Java language join at social media by forming any virtual community. In this case Kadoor had been able to be motivator of people who apply Java language in order to always use their cultural identity.

Representation of East Java language conducted by Kadoor is not only for them who have identity as people apply Java language indeed, but also for them who come from other ethnic. Actually, any content which has cultural identity is not only directed to member of the culture but also to other ethnics. Indonesia language with its diversity is any asset to be proud of community. As had been said by informant who had not come from Java ethnic, she likes video broadcasted by Kadoor, except humor factor but also she may learn a little Javanese language from such account. The followers of social media account of Kadoor is not only come from Javanese ethnic, but also from some ethnics. For them who had not understood language sent by Kadoor, they remain enjoy Kadoor's video show, and by watching it continuously, they may learn Javanese language.

The ever-expanding digital technology can be utilized to spread the culture. So, many social media accounts uploading local language based songs, film or video at Youtube, and distribute it by Facebook account, or by instagram as had been conducted by Kadoor. With so much contents show cultural identity with attractive packaging, social media users will be interested and consume it. Also as had been said by informant who come from Javanese ethnic, she enjoys local song contents from social media of Youtube. At social media, frequently, they communicate and interact apply local language. Social media has contribution to distribute and grow cultural identity. Such informal social

media character it had given space to individual for showing cultural identity they own. They have discretion to distribute cultural contents applying local language for communication or even appear with cultural identity. By growth of local language application at social media, except to indicate such culture existence, it will save local language from extinction.

In its video, Kadoor had appeared in women style wearing veil, lipstick in bright color but has mustache. By some settings he shows. Kadoor play role as Yayuk mother (Yayuk's Mom), ie, finical mom, frequently, such mom nag her daughter Yayuk, "ikut arisan" and gossip. Such characters are identic with Indonesia community. Hence, followers of such account associate what had been sent by Yayuk's mom (played by Kadoor) with their meet in daily activities. Frequently, Kadoor make caption containing messages to followers among them: don't wake too late, buy 'arisan' on time, don't make gossip, don't jealous and other. What had been conveyed by Kadoor is moral messages related with cultural identity owned by Indonesia community.

Conflict potency occurring in interaction between instagram account of @d_kadoor with his followers may happen when any individual feel Kadoor imitate individual excessively, specially, if individual having been imitated by Kadoor is public figure or celebrate. Usually, haters attack Kadoor with hate comments. Kadoor respond those comments by confirming that his postings just for fun not for deteriorating whomever. In this case Kadoor negotiate it by respecting other individual having attitude or opinion being not same as his. To indicate his original gender or sex, frequently, Kadoor uploads his self photograph as man when he had not played role as woman or even when he read Al-Quran. It indicate that in his daily life, Kadoor is a man, whereas his videos as women is only for entertainment.

CONCLUSION AND IMPLICATION

Language and culture are a unity which strengthen one each other. As well as between culture and technology. Reasonably, the developing and growing technology may support existence of any culture. The dissemination content having cultural identity by social media is an effort of cultural representation. In this case cultural identity representation, Javanese language conducted by Kadoor indicates social media benefit for local culture development. The practice of using local language in social media in addition to showing the existence of the culture itself will also save the local language from extinction.

One of the implication arising from cultural identity content existing at social media is that we should understand it is part of intercultural communication. In intercultural communication it is important to accept cultural differences, avoid stereotypes, be sensitive to prevailing rules and context from other culture as well as avoiding negative evaluations of differences. One method to increase competency in intercultural communication is by learning other culture by reading or watching film.

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