LANGUAGE EXISTENCE ON COMMUNITY MEDIA

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Abstract

Language is the result of culture that cannot be separated from human life. Language has a role as a tool for the formation of both individual identity and social identity inherent in a community group. The speech and the variety of languages used can show the identity of a community group that is visible when interacting both within the group and with other individuals outside the community. The development of information and communication technology has an impact on the shift of cultural values as well as affect the existence of language. Ease of interaction access between individuals with other individuals of different cultural and linguistic backgrounds is one of the causes of cultural shifts, especially language. Various ways are done by community groups to perform language defense, especially mother Language one of them through community media. The study in this paper is how the existence of language is shown through the use of language in community media. Community media ynag the object of study is Radio Community Of Jawa Serang (Jaseng FM). Jawa Serang is one of the regional languages used by the people of Banten Province, especially those residing in Kota Serang, Kabupaten Serang and Kota Cilegon. Jaseng FM is a radio community that serves the information and entertainment of the people who live in the Walantaka of Kota Serang. Qualitative descriptive approach to production process, distribution and media consumption is used by writer as research approach. The results of the study show that community media can be a media of culture and cultural exisistency, especially language in community groups.

Keywords: Language Defense, Community Media, Community Radio

INTRODUCTION

L anguage is a communication tool that is the result of culture that can not be separated from human life. As a language communication tool used to convey messages, ideas, and information in the process of interaction between humans. Cultural diversity produces a variety of languages used by every individual and group of users. Variety of language owned and used a community group then become the identity that accompanies the identity of its users both individually and social groups.

The development of information and communication technology enables every group of society to interact openly and enable also cultural penetration which then result in cultural shift including the extinction of mother language/ regional language. If left unlikely the mother language will disappear along with the cultural shift experienced by the community. So there must be an effort to maintain the use of the mother tongue as a real step in maintaining the culture of the community.

Javanese dialect Banten.atau or later known as Jawa Serang(Jaseng) is a regional language used by some people of Banten Province in daily interaction, especially for those who reside in the region of Kota Serang and Cilegon City. But Jaseng does not mean that Jaseng really used as a language of instruction when interacting by the people because Jaseng coincide there are other regional languages that most Banten provinces use, namely Sundanese dialect Banten, Priangan Sundanese , Javanese, and Betawi. In addition Banten Province community, especially younger generation has more tendency to use Indonesian than local language when interacting with their age and with different age in everyday activities. The main cause is none other than the existence of cultural diversity in the

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community of Banten Province itself and the development of communication technology and cultural shift.

Various efforts were made by Jawa Serangusers to maintain language while maintaining their cultural identity. The fear of the extinction of regional languages that became the mother tongue became a big capital for some people who still want the continuity of their language stretcher as a mother tongue. This research tries to explain how effort of defense of Jawa Seranglanguage through existence of language in community media. Media Community that became the object of exposure and research in the form of audio media ie Community Radio.

THEORY & METHODOLOGY

Language

Daily language is used by humans around the world. Without language, humans can not communicate. Language plays an important role as a form of expression and exchange of ideas or opinions about others. Use of language plays a role in regulating humanity in accordance with age, sex and even socio-economic factors. Language is a number of symbols or signs approved for use by a group of people to produce a meaning or meaning (Samovar, 2010: 268).

Language is a medium for expressing awareness in a social context. Language can be learned through two dimensions, namely dimensions of use and dimensions of structure. The dimensions of the use are as pious as the various fields of study, one of which is communication. In the study of the use of this dimension that is meant by what they say. Language is a special way of selecting words and being combined into the characteristic of a person, a group or a particular society. While the dimensions of the structure, the language is defined and depends on the approach taken. In cultural studies, language is placed as an essential element of knowledge systems, livelihoods, customs, arts, living equipment systems, and so forth.

Language Deployment

Language maintenance is related to attitude or assessment of language, to keep the language in the middle of other languages.

There are three characteristics of language attitudes formulated by Garvin and Mathiot (1986) as follows.

1. Loyalty of language that encourages the language of a language to defend its language, and when it is necessary to prevent the influence of other languages;
2. Language pride that encourages people to develop their language and use them as a symbol of identity and community unity;
3. Awareness of the language norm that encourages people to use their language carefully and decently; and is a huge factor affecting the act of using language.

These three features are characterized by positive attitude toward language. Conversely, if the three characteristics of the language attitude have disappeared or weakened from a person or a group of members of the public speaking and the lack of passion or encouragement to maintain his language's independence is one of the markers that his language fidelity began to weaken and could continue to disappear altogether. A negative attitude toward a language can occur when a person or group of people does not have a sense of pride in their own language and diverts that sense of pride to another language that is not his. Many factors can lead to loss of pride in their own language, and to grow in other languages, namely political, racial, ethnic, and prestige.

Community Radio

The community comes from a community term meaning everyone who lives somewhere, as well as a group of people with the same interests or interests. Community broadcasting institutions (LPKs) are broadcast agencies in the form of Indonesian legal entities, set up by certain communities, independent, and non-commercial, with low power resources, to serve the interests of their communities (Regional Broadcasting Commission, 2009: 19).

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As radio live from, by, and for the community, community radio has the opportunity to be more free of expression than private radio. Community radio is a community empowerment medium, aimed at education and community capacity building. Therefore, the opportunity to be close to the listener is very wide open. Theoretically, the community is formed by two things: the first locality formed on certain geographical boundaries. Second, identical identity, or interest / interest / concern for the same thing (Rachmiatie, 2007: 72).

METHODOLOGY

The method used in this research is qualitative research. This research is done by processing and interpreting data sources taken from production, distribution and consumption of community radio program (Jaseng FM). The source of this research data is the whole process of production, distribution and consumption of Community Radio programs. This study is expected to contribute to research on media benefits and to be the basis of further research.

Discovery & Discussion

Jawa language dialect Banten or later known as the Jawa Serang (Jaseng) scattered in several areas of Banten Province. Among the districts, cities in Banten province, Kota Serang is a region dominated by people who use Jawa SerangLanguage. Even local governments use this local language as a language of delivery in public service advertisements in outdoor media as well as in print and electronic media.

Jaseng used Kota Serang community as the language of instruction in the speech when interacting in various speech events both in public spaces such as Puskesmas, Pasar, offices and other places where the occurrence of speech transactions take place. If mapped from 6 districts located in Kota Serang ie Kec. Serang, Kec. Cipocokjaya, Kec. Walantaka, Kec. Curug. Kec. Taktakan, and Kec. Kasemen, only two Kecamatans whose society is multilingual ie Kec. Serang and Kec. Cipocokjaya this is due to the large number of immigrant communities in these two Kecamatans. But no doubt the immigrant community in Kota Serang gradually mastered the language of Jaseng because often interact with indigenous people who use the language of Jaseng in various speech events. Therefore Jaseng then used as a representation of the identity of the people of Kota Serang. The identity generated by community groups using Jawa Seranglanguage is the Communal identity and Social Identity where the community group shows the identity of the form of cultural ownership of the community group in the form of language used so that other people outside the group can identify the community group.

Various efforts to preserve, defend and introduce Jawa Serang as the regional language and identity of Kota Serang community and the main regional language in Banten Province are mostly done by local government in the form of using the language in social advertisement and include it in the school curriculum as local content as well as efforts made by the community through community media. One of the community media used by the community of Jawa Serang users as media of language defense is the community radio Jaseng FM.

Jaseng FM is a community radio domiciled in Kecamatan Walantaka, Kota Serang. Based on Undang –undang Penyiaran nomor 32 tahun 2002 that gives the limit of 2.5 KM broadcast distance then this Radio only serve information on the people who live in the region of Walantaka Kecamatan who mostly use Jawa Seranglanguage. The name Jaseng is an abbreviation of Jawa Serangfollowing the philosophy of Jaseng which is the cultural identity of the listener community. As a community radio program held by Jaseng FM in accordance with the demands and needs of the community that is the District Walantaka Community. The support provided by the community on the sustainability of this community radio is shown through the active participation of its listeners in every broadcast program, whether by phone, text or broad attention given by the radio crew to the audience.

Based on the findings of the field through interviews and interviews researchers can provide a description of the defense of Jawa Serang language on community media based on the production process, distribution and consumption of broadcast programs as follows:

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Program Production

The program broadcast by the Jaseng FM community radio is in line with the Undang-Undang Penyiaran Nomor 32 tahun 2002 Pasal 20 bab 2 (b) that is a community broadcasting program aimed at educating and advancing the community in achieving prosperity, by implementing events that include culture, education , and information describing the identity of the community and nation, Jaseng FM radio broadcast format is multi contemporary (youth, youth and adult audience) whose program format is differentiated in 4 (four) categories of event format:

1. Program of events that has a contribution to understanding, education, culture and religion.
2. Program events that have contributed news of the information
3. Entertainment and art events program
4. Program events that have Public Service Ads

The Jaseng FM production program designs a program that is tailored to the needs of community information, especially the community in Walantaka Subdistrict as its community. The language used by the broadcaster during the broadcasting program took place more in Jawa Serang language this radio hearer is a community group using Language of Jawa Serang with a greeting for the listener is "Dulur Sedanteun". Public service advertisements broadcast on the radio are advertisements coming from the surrounding community with a paradigm in the form of promotion of food stalls, coffee shops or other services.

Program Distribution and Consumption

Broadcasting programs are enjoyed by people living in the region of Kecamatan Walantaka Kota Serang. Limitations of broadcasting that are only Region coverage of community radio coverage is 2.5 km with a maximum of 50 watts not degrading the radio to continue producing programs.

The information provided is not limited to factual information about the community but also to entertain the community through the songs and cultures of the community itself. This is reflected in the Jaseng FM community radio broadcasting program format that contributes to enhancing understanding, education, culture, religion, information and entertainment and arts entertainment programs as well as programs for public service advertising.

The format of the broadcast program is reflected in the four programs broadcast by Jaseng FM Refresh. STAN, Begadang, and PDKT. The relevance of broadcast material to the needs of the community can be seen through activities and active participation of the community as the audience. Community support through sms, phone, and comments on social media is a Facebook account. Community radio makes radio a medium for disseminating community information. The use of Jawa Serang language by broadcasters is the main reason why listeners are still interested in listening to this community radio because it feels closer and more familiar than songs and information based on community-based advertising.

CONCLUSION

Based on the above exposure can be concluded that community media, especially Community Radio can be used as media language defense. Language preservation efforts are shown through the use of the language the broadcaster uses to deliver the broadcast program. The use of language by broadcasters can be a lure and arouse community interest as a community to participate when broadcast programs take place. The sense of belonging and proximity that arises in the language community as a community of community radio is a contributing factor to the sustainability of the community radio itself. So with the carrying capacity of the community towards programs that go unnoticed it is an effort to maintain the culture and language in it. Through community-based information and the use of local languages in accordance with the language used by community language groups who become communities, community radio into media that has a role as an effective language defense media because the language used gets the most important position in the process of interacting between broadcasters with listeners . So the language used by community groups can still be maintained as the identity of the user community of the language itself.

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