

ISSN: 2088-6799



PROCEEDINGS

International Seminar

LANGUAGE MAINTENANCE AND SHIFT IV

November 18, 2014



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



Proceedings International Seminar Language Maintenance and Shift IV

November 18, 2014

xviii+488 hlm. 21 x 29,7 cm

ISSN: 2088-6799

Editors:

Zane Goebel

J. Herudjati Purwoko

Suharno

M. Suryadi

Yusuf Al Arief

**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

EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection 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 all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).

SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
07.30 - 08.15		Registration		Lobby	Commettee
08.15 - 08.30		Opening		Krypton	Dean of FIB Undip
08.30 - 09.00		Keynote Speakers Dr. Sugiyono		Krypton	Commettee
		Plenary			
	Dr. Deli Nirmala, M.Hum.	REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA	1-17		
09.00 - 10.30	Prof. Yudha Thianto, Ph.D.	PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES	18-28	Krypton	Dr. Nurhayati, M.Hum.
	Dr. Zane Goebel	UNDERSTANDING SHIFTING LANGUAGES ON INDONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM	29-42		
10.30 - 10.45		Coffee Break		Resto	
		Parallel Session 1 A			
10:45 – 11:45	Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	TEACHERS' COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL	43-49		
	I Nyoman Aryawibawa	THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT	50-55	Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Jurianto	LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY	56-61		
		Parallel Session 1 B			
10:45 – 11:45	Ahmad Mubarak	KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR	157-162		
	Febrina Nadelia	MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG	169-173	Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nengah Sudipa	MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI	174-176		
		Parallel Session 1 C			
10:45 – 11:45	Ageng Sutrisno & Cindy Intan Audya Putri	REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB	260-264		
	Ahdi Riyono	LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK	265-269	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Emilia Nimik Ayardawati	THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY	270-273		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
11:45 – 12:45	Agus Suryana	Parallel Session 2 A WACANA DEMOKRASI DALAM PERSFEKTIF TABLOID MEDIA UMAT		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	Akmal & Maria Yosephin WI & Sri Wahyuni	THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG			
	Ch. Ewy Tri Widyahening	DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE			
11:45 – 12:45	Koeswandi	Parallel Session 2 B DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	Agus Subiyanto	DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY			
	Nyoman Karina Wedhanti	MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY			
11:45 – 12:45	I Nyoman Muliana	Parallel Session 2 C MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI		Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Iqbal Nurul Azhar	PETA SOSIODIALEKTOLOGIS MADURA			
	Kenfitria Diah Wijayanti	BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK			
12:45 - 13:45		BREAK		Resto	
13:45 – 14:45	Gede Primahadi-Wijaya-R.	Parallel Session 3 A VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART		Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
	I Nyoman Udayana	INCHOATIVE VERBS IN INDOONESIAN			
	Tom Connors & Jozina Vander Klok	LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES			
13:45 – 14:45	Mohd. Rasdi Saamah & Abu Hassan Abdul	Parallel Session 3 B METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK		Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
	P. Ari Subagyo	PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG			
	Sugeng Irianto	"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NIJ) GROUP, INDONESIAIAN GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST"			

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
13:45 – 14:45	Parallel Session 3 C				
	Sumarlam & Sri Pamungkas	KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK)	72-77	Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
	Wening Sahayu	KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING	78-82		
Yenny Hartanto	FOREIGNERS' PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU	83-87			
14.45 - 15.30	Session A				
	Maulana Teguh Perdana	ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES	88-92	Matrix	Commettee
	Moh. Aniq Kh. B.	FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF "TUHAN" MEANING	93-96		
	Nafisa Ghanima Shanty	SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE	97-102		
	Nurvita Anjarsari	STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK 'KISAH PETUALANGAN TINTIN: CERUTU SANG FARA'OH'	103-108		
	Resti Wahyuni & F. X. Paula Eralina Hadomi	UTILIZING EXPERIENTIAL MEANING FOR ANALYZING TEACHERS' LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR	109-113		
	Retno Wulandari & Siti Fauiyah	WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE	114-117		
	Rica S. Wuryaningrum	INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS	118-124		
	Rukni Setyawati	PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBuhkan MINAT MENULIS SISWA	125-129		
	Sumarwati	SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK	130-135		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session B				
	Sutarsih	PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA	136-139		
	Syaifur Rochman	RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY	140-144		
	Titin Lestari	COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA	145-149		
	Cicik Tri Jayanti	HUBUNGAN SIMBOL-SIMBOL "KESUCIAN" DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFI TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG	204-209		
	Erfan Gazali	ALIH AKSARA 'C' DALAM NAMA INDONESIA KE BAHASA ARAB	210-213	Matrix	Commettee
	Erna Sunarti	CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG	214-219		
	Ihda Rosdiana & Ekfindar Diliiana	TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE	220-224		
	La Ino	KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF)	225-230		
	M. Suryadi	KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN	231-236		
14.45 - 15.30	Session C				
	Muhammad Rayhan Bustam	ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOCIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK)	237-242		
	Saidatun Nafisah	CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS	243-246		
	Udin Kamiluddin	GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY	247-252		
	Ajar Pradika Ananta Tur	MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION	287-292	Matrix	Commettee
	Asri Wijayanti	LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS)	293-298		
	Ida Bagus Putrayasa	PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR	299-302		
	Lalu Erwan Husnan & Damhujin	KALIMAT BAHASA SAMAWA-MATEMGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU	303-307		
	Ningrum Tresnasari	GOROAWASE DALAM BAHASA JEPANG	308-313		
	Prihantoro	KORSPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP)	314-318		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON
14.45 - 15.30	Session D				
	Sulis Triyono	SUBSTANTIVWÖRTER IN GERMAN	319-323	Matrix	Commettee
	Achmad Dicky Romadhan	FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE.KOMPAS.COM	364-367		
	Asih Prihandini dan Juanda	BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS	368-372		
	Farikah	ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS	373-376		
	Fida Pangesti	FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN	377-382		
	Lisdiana Anita	THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION	383-387		
	Martvermad & Adha Ritnasih Griyani	METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI	388-393		
	Nugraheni Eko Wardani	A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL	394-399		
	Nuken Tadzkiroh Lekso	ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7	400-405		
14.45 - 15.30	Session E				
	Sabila Rosdiana	NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI'	406-411	Matrix	Commettee
	Surono	PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK	412-418		
	Ivan Chabibillah	THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE	419-421		
	Jurianto & Salimah	USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS	422-427		
	Mahabbatul Camalia	KOMPARASI PENAFSIRAN KEPERIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI	428-433		
	Dyah Tjaturrini	PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING)	434-437		
	Laksananing Mukti	REGISTERS AND ACRONYMS IN BOARDING SCHOOL	438-441		
	Nunung Supriadi	PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO	442-445		
	Sartika Hijriati & Anisa Arifiyani	TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG	446-449		

TIME	NAME	TITLE	PAGE	ROOM	CHAIR PERSON	
14.45 - 15.30		Session F			Matrix	Commettee
		Wuri Sayekti	METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA	450-460		
		Nurhayati	CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDOONESIAN LANGUAGE STUDENTS	461-465		
		Suharno	IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS	466-470		
15:30 – 16:30		Parallel Session 4 A			Krypton I	Moderator bergantian antar Pemakalah dalam satu ruang
		Oktiva Herry Chandra	COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE	476-481		
		Misnah Mannahali	BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR)	184-188		
		Mukhlash Abrar	MAINTAINING FIRST LANGUAGE: BILINGUALS' VOICES	189-194		
	Wati Kurniawati	VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG	195-199			
15:30 – 16:30		Parallel Session 4 B			Krypton II	Moderator bergantian antar Pemakalah dalam satu ruang
		Wisman Hadi	NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT	282-286		
		Yoseph Yapi Taum	BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S	360-363		
		Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING	343-348		
15:30 – 16:30		Parallel Session 4 C			Krypton III	Moderator bergantian antar Pemakalah dalam satu ruang
		Erlita Rusnangtias	THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA	156-161		
		Yetty Morelent & Syofiani	PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA	200-203		
		Herudjati Purwoko	RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDOONESIAN	456-460		
16:30 – 16:45		Closing			Krypton	Head of Balai Bahasa Provinsi Jawa Tengah

TABLE OF CONTENT OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

PRONOUNS IN SEVENTEENTH-CENTURY MALAY: A HISTORICAL LINGUISTICS STUDY OF EDUCATIONAL TEXTS PUBLISHED BY THE VOC FOR CHILDREN IN THE EAST INDIES Dr. Deli Nirmala, M.Hum.	1
REPRESENTATION OF JAVANESE LANGUAGE MAINTENANCE IN LOCAL NEWSPAPERS IN CENTRAL JAVA Prof. Yudha Thianto, Ph. D.	18
UNDERSTANDING SHIFTING LANGUAGES ON INDONESIAN TELEVISION: UNDERSTANDING SOCIAL VALUE IN LATE CAPITALISM Zane Goebel	29
TEACHERS' COMPETENCES IN TEACHING ENGLISH TO YOUNG LEARNERS IN ELEMENTARY SCHOOL Hepy Sri Rahayu Pujiastuti & Nia Kurniawati	43
THE ACQUISITION OF UNIVERSAL QUANTIFIERS IN INDONESIAN (ISO 639-3: IND): A PRELIMINARY REPORT I Nyoman Aryawibawa	50
LEXICAL ERRORS IN THE ARGUMENTATIVE ESSAYS WRITTEN BY ENGLISH DEPARTMENT STUDENTS OF AIRLANGGA UNIVERSITY Jurianto	56
DEVELOPING AN ENGLISH INSTRUCTIONAL MODEL OF READING COMPREHENSION USING QTM FOR JHS Koeswandi	62
MULTICULTURAL FOLKTALES IN ENGLISH LANGUAGE TEACHING: PROMOTING COMMONALITY IN DIVERSITY Nyoman Karina Wedhanti	68
KARAKTERISTIK BAHASA ANAK-ANAK DOWN SYNDROME DI KAMPUNG DOWN SYNDROME KABUPATEN PONOROGO (SUATU TINJAUAN PSIKOLINGUISTIK) Sumarlam & Sri Pamungkas	72
KONSTRUKSI NAMA DIRI JAWA DAN JERMAN: KAJIAN CROSS CULTURE UNDERSTANDING Wening Sahayu	78
FOREIGNERS' PERCEPTIONS TOWARDS INDONESIAN CULTURE: A PIECE OF STUDY ON CCU Yenny Hartanto	83
ANALISIS METODE PENERJEMAHAN DALAM MENERJEMAHKAN NOVEL THE HUNGER GAMES Maulana Teguh Perdana	88

FROM LITERACY TO IDEOLOGY: SEMANTIC SHIFT ON THE REPRESENTATION OF “TUHAN” MEANING Moh. Aniq Kh.B.	93
SHAPING COMPUTER MEDIATED COMMUNICATION (CMC) ON YOUTUBE VIDEO COMMENTS TOWARD JAVANESE BOSSANOVA AS THE MEDIA TO PRESERVE JAVANESE COLLOQUIAL LANGUAGE Nafisa Ghanima Shanty	97
STRATEGI PENERJEMAHAN ISTILAH BUDAYA DALAM KOMIK ‘KISAH PETUALANGAN TINTIN: CERUTU SANG FARAOH’ Nurvita Anjarsari	103
UTILIZING EXPERIENTIAL MEANING FOR ANALYZING TEACHERS’ LESSON PLANS: A METAFUNCTIONS OF SYSTEMIC FUNCTIONAL GRAMMAR Resti Wahyuni & F.X. Paula Eralina Hadomi	109
WAYS TO TRANSLATE ADDRESS TERMS FROM INDONESIAN INTO ENGLISH: A CASE STUDY IN KETIKA CINTA BERTASBIH II MOVIE Retno Wulandari	114
INTEGRATING CULTURE, SONG LYRICS AND TECHNOLOGY IN TRANSLATION CLASS Rica S. Wuryaningrum	118
PENANAMAN NILAI-NILAI PENDIDIKAN KARAKTER MELALUI MEDIA GAMBAR SEBAGAI UPAYA UNTUK MENUMBUHKAN MINAT MENULIS SISWA Rukni Setyawati	125
SOAL CERITA MATEMATIKA UNTUK SISWA KELAS RENDAH SEKOLAH DASAR DI KAWASAN PEDESAAN: ANALISIS STRUKTUR SEMANTIK Sumarwati	130
PEMBELAJARAN BAHASA INDONESIA BIDANG POLITIK DI MEDIA MASSA Sutarsih	136
RESEARCHING THE USE OF DICTIONARY BY STUDENTS OF ENGLISH LITERATURE DEPARTMENT AT JENDERAL SOEDIRMAN UNIVERSITY Syaifur Rochman	140
COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA Titin Lestari	145
KONSEP BERKEHIDUPAN DALAM PAPADAH BANJAR Ahmad Mubarok	150
THE LANGUAGE USED IN THE LINGUISTIC LANDSCAPE FOUND IN THE WESTERN PART OF SURABAYA Erlita Rusnaningtias	156
MENGUNGKAP NILAI KEARIFAN LOKAL DAN EKSISTENSI NAMA-NAMA MAKANAN TRADISIONAL SUNDA BERBAHAN DASAR SINGKONG: KAJIAN ANTROPOLINGUISTIK DI KOTA BANDUNG Febrina Nadelia	162

MAINTAINING BALINESE LANGUAGE THROUGH WRITING SHORT STORIES IN BALI ORTI I Nengah Sudipa	167
MAINTAINING BALINESE LANGUAGE THROUGH SCHOOL PROGRAMS IN BALI I Nyoman Muliana	170
PETA SOSIODIALEKTOLOGIS MADURA Iqbal Nurul Azhar	174
BENTUK DAN FUNGSI PISUHAN BAHASA JAWA: SUATU KAJIAN SOSIOPRAGMATIK Kenfitria Diah Wijayanti	180
BAHASA SIMBOL DALAM KOMUNIKASI BUDAYA (SUATU KAJIAN MAKNA BUDAYA DALAM PERKAWINAN ADAT BUGIS MAKASAR) Misnah Mannahali	184
MAINTAINING FIRST LANGUAGE: BILINGUALS’ VOICES Mukhlash Abrar	189
VARIASI BAHASA LAMPUNG BERDASARKAN PERBEDAAN ETIMON DI PROVINSI LAMPUNG Wati Kurniawati	195
PENGARUH INTERFERENSI KOSA KATA ASING DALAM LIRIK LAGU INDONESIA Yetty Morelent & Syofiani	200
HUBUNGAN SIMBOL-SIMBOL “KESUCIAN” DALAM PENAMAAN TEMPAT DI KABUPATEN LUMAJANG: STUDI ETNOGRAFIS TERHADAP LEGENDA PENAMAAN WILAYAH KABUPATEN LUMAJANG Cicik Tri Jayanti	204
ALIH AKSARA ‘C’ DALAM NAMA INDONESIA KE BAHASA ARAB Erfan Gazali	210
CODE SWITCHING AND CODE MIXING IN MULTILANGUAGE COMMUNITY CASE STUDY IN BALAI LPPU-UNDIP SEMARANG Erna Sunarti	214
TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE Ihda Rosdiana & Ekfindar Dilia	220
KEKERABATAN BAHASA WAWONII, MORONENE, DAN KULISUSU (KAJIAN LINGUSTIK HISTORIS KOMPARATIF) La Ino	225
KEHEBATAN DAN KEUNIKAN BASA SEMARANGAN M. Suryadi	231

ALIH DAN CAMPUR KODE MAHASISWA PEMBELAJAR BAHASA INGGRIS DI MEDIA SOSIAL FACEBOOK: TREN ATAU KEBUTUHAN? (STUDI KASUS KAJIAN SOSIOLINGUISTIK PADA GROUP MAHASISWA SASTRA INGGRIS UNIVERSITAS KOMPUTER INDONESIA (UNIKOM) BANDUNG DI FACEBOOK) Muhammad Rayhan Bustam	237
CHOICE OF LANGUAGE IN JOB TITLES AT VACANCY ADVERTISEMENTS Saidatun Nafisah	243
GROUNDING IN FACE-TO-FACE CONVERSATION: AN ETHNOGRAPHY STUDY Udin Kamiluddin	247
REEXAMINING LEXICAL VARIATION IN DATAR VILLAGE: THE CASE OF VERB Ageng Sutrisno & Cindy Intan Audya Putri	253
LEKSIKON PERTANIAN DALAM BAHASA JAWA DI KABUPATEN KUDUS: KAJIAN ETNOLINGUISTIK Ahdi Riyono	258
THE KNOWLEDGE OF PROSODY IN HELPING STUDENTS RESPONSE UTTERANCES APPROPRIATELY Emilia Ninik Aydawati	263
VISUALISATION OF DIACHRONIC CONSTRUCTIONAL CHANGE USING MOTION CHART Gede Primahadi-Wijaya-R.	267
INCHOATIVE VERBS IN INDONESIAN I Nyoman Udayana	271
LANGUAGE DOCUMENTATION ON JAVANESE: A SHIFT TOWARDS RECOGNIZING AND CELEBRATING COLLOQUIAL VARIETIES Tom Connors & Jozina Vander Klok	276
NETRALISASI VOKAL PADA REDUPLIKASI BAHASA MELAYU LANGKAT Wisman Hadi	282
MBOK: ITS DISTRIBUTION, MEANING, AND FUNCTION Ajar Pradika Ananta Tur	287
LEKSIKON BUSANA MUSLIMAH INDONESIA (KAJIAN LINGUISTIK ANTROPOLOGIS) Asri Wijayanti	293
PENYUSUNAN KAMUS HOMONIM UNTUK PELAJAR Ida Bagus Putrayasa	299
KALIMAT BAHASA SAMAWA-MATEMEGA: CATATAN PENELITIAN DAERAH TERPENCIL SEBAGAI UPAYA PEMERTAHANAN BAHASA IBU Lalu Erwan Husnan & Damhujin	303
GOROAWASE DALAM BAHASA JEPANG Ningrum Tresnasari	308

KORESPONDENSI PERUBAHAN LINGKUNGAN DAN CAREGIVER TERHADAP KOMPETENSI LINGUISTIK DAN KOMUNIKASI ANAK (STUDI KASUS PADA AP) Prihantoro	314
SUBSTANTIVWÖRTER IN GERMAN Sulis Triyono	319
WACANA DEMOKRASI DALAM PERSPEKTIF TABLOID MEDIA UMAT Agus Suryana	324
THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG Akmal & Maria Yosephin WL & Sri Wahyuni	329
DICTION IN A DRAMA ENTITLED 'ROMEO AND JULIET' BY WILLIAM SHAKESPEARE Ch. Evy Tri Widyahening	334
METROLOGI DALAM PERIBAHASA SUKU KAUM SEMAI: SATU KAJIAN SEMANTIK Mohd. Rasdi Saamah & Abu Hassan Abdul	338
METAFORA 'KEPALA' DALAM PEMIKIRAN MELAYU: ANALISIS TEORI BLENDING Nor Asiah Ismail & Norliza Jamaluddin & Anida Sarudin	343
PEMAHAMAN DAN PENGGUNAAN CANGKRIMAN OLEH MASYARAKAT JAWA SEKARANG P. Ari Subagyo	349
"CRITICAL DISCOURSE ANALYSIS ON IDEOLOGY OF NEGARA ISLAM INDONESIA (NII) GROUP, INDONESIAN GOVERNMENT, AND THE JAKARTA POST REPRESENTED THROUGH EDITORIALS AND HEADLINES OF THE JAKARTA POST" Sugeng Irianto	355
BAHASA, WACANA, DAN KEKUASAAN DALAM KONSTRUKSI G30S Yoseph Yapi Taum	360
FUNGSI TINDAK TUTUR WACANA RUBRIK KONSULTASI SEKS PADA MEDIA ONLINE KOMPAS.COM Achmad Dicky Romadhan	364
BRIDGING SEBAGAI ALAT PAGAR KESANTUNAN BERBAHASA DALAM MEDIA SMS Asih Prihandini dan Juanda	368
ANALYSIS OF THE SCHEMATIC STRUCTURES OF THE STUDENTS' WRITTEN REPORT TEXTS Farikah	373
FENOMENA SENYAPAN: STUDI KONTRASTIF TERHADAP TUTURAN TERENCANA DAN TUTURAN SPONTAN Fida Pangesti	377

THE EXISTENCE OF CINEMA TERMS IN TARAKAN TEENAGERS' DAILY COMMUNICATION Lisdiana Anita	383
METAFORA DALAM KOMUNIKASI BUDAYA MASYARAKAT DAYAK KAYAN GA'AI Martvernad & Adha Ritnasih Griyani	388
A STYLISTIC ANALYSIS OF THE POEMS OF WIJI THUKUL Nugraheni Eko Wardani	394
ANALISIS WACANA PELANGGARAN PRINSIP KERJA SAMA DALAM ACARA DISKUSI INDONESIA LAWAK KLUB (ILK) EPISODE 4 JUNI 2014 DI STASIUN TELEVISI TRANS7 Nuken Tadzkiroh Lekso	400
NEGATIVE POLITENESS EMPLOYED BY NAJWA SHIHAB IN MATA NAJWA 'HABIBIE HARI INI' Sabila Rosdiana	406
PENERAPAN PRINSIP KERJASAMA DAN PEMENUHAN PRINSIP KESANTUNAN DALAM TINDAK TUTUR GURU-GURU TAMAN KANAK-KANAK Suroono	412
THE IMPORTANCE OF INTERGENERATIONAL TRANSMISSION OF LANGUAGE Ivan Chabibilah	419
USING VARIOUS WRITING RESOURCES TO PROMOTE COLLABORATIVE ATMOSPHERE IN LEARNING WRITING SKILLS Jurianto & Salimah	422
KOMPARASI PENAFSIRAN KEPERIBADIAN BUDAYA JAWA BERDASARKAN KELOMPOK USIA DALAM TUTURAN PENGHUNI LAPAS II B LAMONGAN KAJIAN ETNOGRAFI KOMUNIKASI Mahabbatul Camalia	428
PENGARUH BUDAYA DALAM PEMBELAJARAN BAHASA (ASING) Dyah Tjaturrini	434
REGISTERS AND ACRONYMS IN BOARDING SCHOOL Laksananing Mukti	438
PEMERTAHANAN BAHASA 'DIALEK MANDARIN' PADA MASYARAKAT TIONG HUA DI PURWOKERTO Nunung Supriadi	442
TEACHER'S ROLE OF JAVANESE LANGUAGE MAINTENANCE AMONG INDERGARTEN STUDENTS IN RA AL-MUNA SEMARANG Sartika Hijriati & Anisa Arifiyani	446
METAFORA SIMBOLIS DAN VERBAL TUTURAN PRANATA CARA DALAM UPACARA PANGGIH PENGANTIN CARA JAWA-SURABAYA Wuri Sayekti	450

RETRIEVING THE SOCIO-POLITICAL HISTORY OF INDONESIAN Herudjati Purwoko	456
CONTESTING REGIONAL, NATIONAL, AND GLOBAL IDENTITIES THROUGH THE ATTITUDE OF INDONESIAN LANGUAGE STUDENTS Nurhayati	461
IMPROVING THE LANGUAGE ACCURACY IN WRITING SKILL THROUGH GROUP DISCUSSION AND ERROR ANALYSIS Suharno	466
DETERMINER PHRASES IN NINETEENTH-CENTURY MALAY Agus Subiyanto	471
COMPLIMENT-RESPONDING IN JAVANESE LANGUAGE Oktiva Herry Chandra	476

TEGALNESE YOUTH ATTITUDE TOWARDS BAHASA JAWA NGOKO REFLECTED IN SOCIAL MEDIA USAGE AND CLOTHING INDUSTRY AS AN EFFORT OF LANGUAGE MAINTENANCE

Ihda Rosdiana

Ekfindar Diliانا

Diponegoro University, Semarang

ranavirgie@gmail.com

ekfindar.cute@gmail.com

Abstract

This present study explores language attitudes shown by 30 Tegalnese youth towards vernacular Bahasa JawaNgoko. The data were collected through questionnaire, interview and observation. Moreover, the data were analyzed by applying direct (Gal, 1978) and indirect method (Fishman, 1971). Finally, findings showed that Tegalnese youth have positive attitudes towards vernacular Bahasa JawaNgoko or it can be defined as covert prestige. In addition, this covert prestige showed through social media usage (i.e., twitter and facebook) to gather and share either formal or informal information. Besides, they also collect any Bahasa JawaNgoko vocabularies and use a blog as an online dictionary. They also promote Bahasa JawaNgoko through creative industry, namely KaosGalgil clothing line. Covert prestige which expresses group identity and pride of culture, further, leads to language maintenance.

Keywords: *language attitude, bahasaJawaNgoko, social media, clothing line, language maintenance*

Introduction

The study of language attitudes is one of the subjects social psychologists are most interested in (Ihemere, 2006:194). People's linguistic position, perceptions and actions towards the language and the varieties, as well as towards the people using them is called language attitudes (Jendra, 2010: 106). Besides, languages are not only used to convey meaning socially, but are linked up with identities of social or ethnic group has consequences for the social of, and attitudes towards language.

In general, there are two underpinning theories about study of language attitudes. First is the *behaviorist* approach and second is the *mentalist* approach. According to Fasold (1984: 147), attitudes are to be found simply in the responses people make to social situation, which implies overt behavior. He added that this kind of behavior is much easier to observe and analyze, but it cannot be used to predict other kinds of behavior. On the other hand, the mentalist view is the most represented one and has three components. They are *cognitive* which refers to individual's belief system, *affective* deals with emotional reactions and feeling, and *conative* refers to behavioral intentions and interest.

Furthermore, there are some factors involved in language attitudes. Jendra (2010: 109-111) described four factors influencing language attitudes: a). Theprestige and power of the language, b). Historical background of nations, c). The social and traditional factors, and d). The language internal system.

Moreover, a language attitude can be positive or negative. Holmes (2001:344-348) stated that there are two kinds of language attitude—overt and covert prestige. The standard variety in a community has over prestige (i.e., people attitude towards *Bahasa Indonesia* as a standard language). Speakers who use the standard variety are rated highly on scales of educational and occupational status, and these ratings reflect the associations of their speech variety, which is generally held up as the 'best' way of speaking in the community. *Bahasa Indonesia*, further, is overtly admired and generally identified as a model of 'good' speech by all sections of the community, regardless of the way they themselves speak.

By comparison, covert prestige refers to positive attitude towards vernacular or non-standard speech varieties (Holmes, 2001:345). A language which its status is unofficial and has not been

standardized, as Holmes (2001, 74-75) points out is called vernacular language. This sort of language commonly links with the most variety of the language used in the daily communication (i.e. colloquial). Vernacular language is unofficially used for communication such as in the home and with close friends. It is the language ones use to show their solidarity to their community that comes from the same ethnic group. It is not particular language in a particular context. In brief, the term vernacular is sometimes used to indicate that a language is used for everyday interaction. Moreover, covert prestige expresses group identity and solidarity. The term of covert prestige was therefore introduced to explain the fact that, despite their ‘official’ protestations, people clearly do in fact value vernacular variety.

This covert prestige, therefore, causes language maintenance. Holmes (2001, 61) said that when the language is seen as an important symbol of ethnic identity, it is generally maintained longer. Jendra (2010: 144), then, explained that language maintenance is a situation when a speech-community can maintain or continue using their language from generation to generation although there are conditions that could affect them to shift to another language. In this case, the use of social media such as facebook, twitter, and blog can cause language shift among Tegalneseyouth since social media connects people globally and in interacting with others, they prefer using *Bahasa Indonesia* or English to their vernacular language.

A previous study was conducted by Sachdev and Hanlon (2000) about language attitudes, perceptions and identity. Self-reported language use, attitudes, vitally perceptions, contact, and identifications from 155 adult and teenagers in two Aboriginal communities were used as the data. The findings showed that high levels of ethnolinguistic identification, high value of ingroup language to identity, and high perceived illegitimacy of the current status of the ingroup language. This study also suggested providing the necessary platform for language revitalization in both communities.

In addition, Yusufoff (2013) also conducted a study about language use and language attitudes of bilingual Turks in Bulgaria. He explained that urbanization, Bulgaria’s acceptance into the European Union, and the inevitable shift towards Burgarian put the Turkish Language and ethnic identity at risk in the long term. Turkish, further, was increasingly seen as a useless language and many people tended to prefer Burgarian for instrumental purposes.

This current study, however, examines Tegalneseyouth attitude towards *Bahasa JawaNgoko* reflected in social media usage (i.e., twitter and facebook) and clothing industry as an effort of language maintenance. Some questions are proposed in this paper—“what is Tegalnese youth’s attitude toward Bahasa *JawaNgoko*?”; “How do they show their attitude?” and “What is the implication of such attitude towards *Bahasa JawaNgoko*?”.

Above all, the theories used for describing their attitude towards *Bahasa JawaNgoko* are code-crossing theory. Code-crossing is a term applied by scholars in studying people’s attitude towards language uses (Jendra, 2011:121). In a conversation a code-crossing is like an exchange that involves on one hand, the feeling of the listening whether the speaker is regarded to be a member of his/her social group and on the other hand, whether the speaker intends to claim as the member of the listener’s group. Among the young speakers code-crossing is a signal of redefining identities. Besides, another theory is also used in this study. The Communication Accommodation Theory (CAT) is theory which describes a positive or negative language attitude found between communicants in their communication (Jendra, 2011:123). There are two important sociolinguistic concepts in the theory, namely convergence and divergence. Convergence refers to positive attitude shown by a speaker towards the listeners by adjusting the features of his (her) language (the pronunciation, accent, vocabulary, structure) so that he/she is understood and accepted. A monolingual speaker may show convergence by shifting to the variety that their listeners are familiar with. By comparison, divergence refers to a separation shown by a speaker from the listeners’ language.

Research Method

The data were obtained from 30 Tegalnese youth ranging from 17 up to 29 years old during four weeks interview and observation. To measure someone’s attitude towards a language and/or its speakers, there are two methods to be applied, namely direct and indirect methods. Direct method is a method used in measuring language attitudes by asking questions in an interview or by giving a questionnaire to fill in by some respondents. In this method an interviewer asks questions to which the responses will directly state the interviewee’s language attitude (Jendra, 2010:106). On the other hand,

an indirect method is a method to measure someone's language attitude. This method is applied in the way that the participants are not aware that their attitudes are being measured. Besides, an observation upon the way people use their languages, may be also used to help judging people's language attitude (Jendra, 2010:107).

Furthermore, the data were collected in three ways. First, data were collected through questionnaire and (direct method). We used both close and open-ended questionnaire to rate statement to show an agreement or disagreement on the issue presented. Second, indept interviewing (direct method) using elicitation technique is also used to collect the data. Elicitation refers to a strategy for directing the informantsto provide real information (Spolsky, 1998:09). Third, we also did an observation (indirect method). The writers, in this case, were as non participantobservation. It means that we do not participate directly in the activities or processes being observed. Besides, in combining both methods, a large pool of comparable data is obtained and it is easier to see if both sets of data corroborate each other (Ihemere, 2006:195).

In addition, to analyze the collected data, this study applied the model of interactive analysis. It consists of three concurrent flows activities; data reduction, data display and conclusion drawing/verification (Milles & Huberman, 1994:10). Moreover, there are two triangulations used in this research. They are source and method triangulations as a technique to check validity of the data.

Finding and Discussion

Covert Prestige towards Bahasa Jawa Ngoko

As alluded to earlier, we used both direct and indirect method to find out Tegalnese youth attitude towards *Bahasa JawaNgoko*. From questionnaire and indept interviewing (direct method), the result showed that 30 Tegalnese youth has covert prestige toward *Bahasa JawaNgoko*. They showed their positive attitude in using *Bahasa JawaNgoko* as their vernacular as captured on the twitter and facebook usage. The summarized result of the questionnaire and interview showed that Tegalnese youth are proud of their vernacular *Bahasa JawaNgoko* as seen in the diagram below.

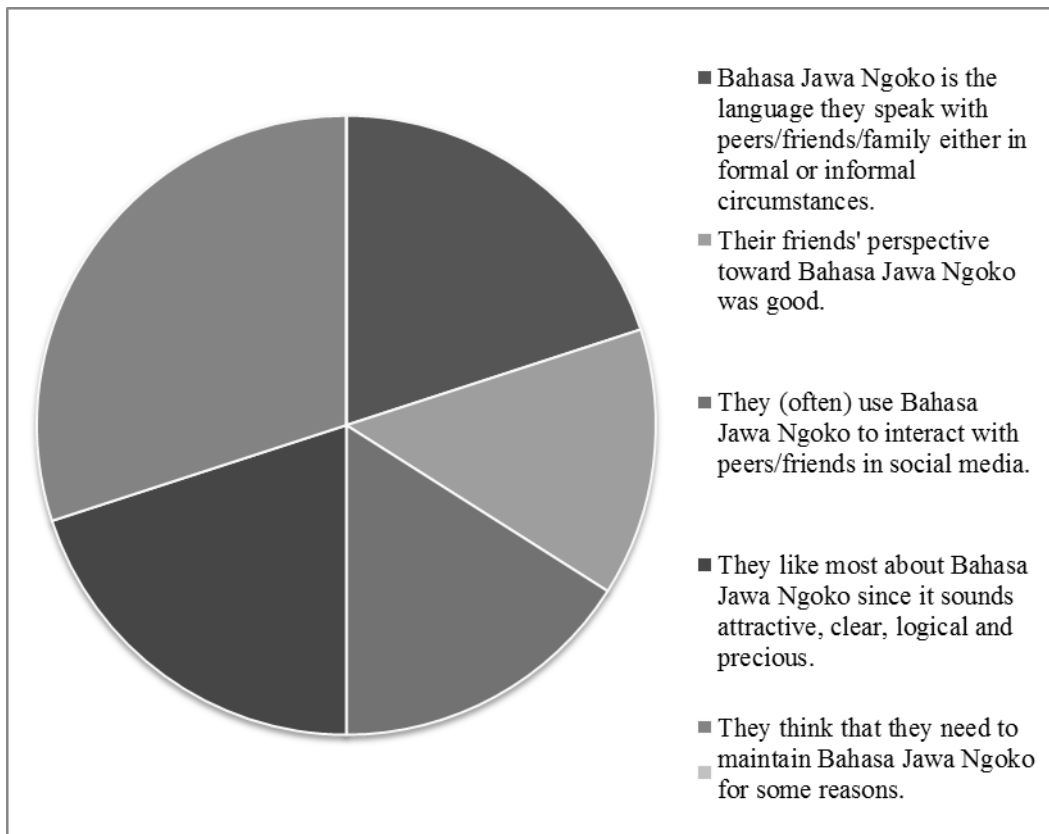


Diagram 01. Summarized result of the questionnaire and interview

It is in line with the cross-crossing theory that code-crossing which happens among youth generation is a signal of redefining identities. Tegalnese youth, in this case, is redefining identities by showing their covert prestige towards *Bahasa JawaNgoko*.

Showing Their Language Attitude through Social Media and Clothing Line

A twitter account, namely @infotegal is a media used by Tegalnese youth to show their covert prestige as seen on some examples below.

@infotegal

Olih tulisan2 ttgSejarahTegal sing urungpernahdipublikasikan, nganti 10 bab.Delattakwacandisit, ben bsdadikultwitmaning

Dapat tulisan-tulisantentang SejarahTegal yang belumpernahdipublikasikansampai 10 bab. (saya) bacasebentar agar dapat di kultwitlagi.

@infotegal

Insya Allah mengkobengisktr jam 20:00an RT @phebby27 min kapanana#sejarahTegalmaning ? Enyongpenginmaca

Insya Allah nantimalamsekitarpukul 20.00 RT @phebby27 min, kapanada #sejarahTegallagi? Sayainginmembaca.

@infotegal

#eventTGL RT @elokcigustin Aja klalengkobeng "DzikirKebangsaanberasamaHabib.Lutfi&H.UmarMuthohar" ning AAS

#eventTGL RT @elokcigustinJanganlupanantimalam "DzikirKebangsaanBersama Habib. Lutfi& H. Umar Muthohar" di Alun-alunSlawi (AAS).

Convergence occurs in those examples. Tegalnese youth have positive attitude by adjusting the features of their partners' language (mainly in vocabulary and structure) so that their partners understood and accepted. In addition, through 'kamus online Bahasa Tegal' (<http://kamus.infotegal.com/>) they collect any *Bahasa JawaNgoko* vocabulary. They also show covert prestige through clothing line, namely *KaosGalgil*. 'KaosGalgil' run by several Tegalnese Youth. Some *Bahasa JawaNgoko* words or sentences are printed on the T-shirt. They, further, sold those T-shirts in stores and via online (facebook and twitter). Furthermore, not only in store or through social media, they also promote 'KaosGalgil' through radio and newspaper advertisement. The governor of Central Java, Mr. GanjarPranowo was interested in *KaosGalgil*. He, then, bought some of 'KaosGalgil' T-shirts.



Figure 01. An example of 'Kaos Galgil'

Covert Prestige Leads to Language Maintenance

As Jendra (2010: 145) mentioned that one of the factors of language maintenance is identity and pride of culture. He also said that when the language and the culture are related, the speakers often believe that the language is an important cultural identity. Covert prestige shown by Tegalese youth proved that *Bahasa JawaNgoko* is part of their cultural identity. They regard *Bahasa JawaNgoko* since it expresses group identity and solidarity. Moreover, Tegalese youth has a good proficiency in *Bahasa JawaNgoko*. They select this language as their preferred choice for interaction with their community (friends and family) since they do not want to be regarded as outsiders.

Furthermore, Jendra (2010: 141) said that the language shift is found mostly in the young generation. However, from this study, we assume that the young generation, particularly Tegalese youth, do not shift their vernacular language. They still maintain it through their own ways. They maintain their language through the use of social media and clothing industry (creative industry). We capture these phenomena as their effort in maintaining *Bahasa JawaNgoko* as their cultural identity.

Conclusion

Tegalese youth have covert prestige through *Bahasa JawaNgoko* as their group identity. It is valued as a marker of identity by its users. In addition, positive attitude towards *Bahasa JawaNgoko*, further, shown by the use of social media and clothing industry. Moreover, this covert prestige will lead to language maintenance. In other words, the use of *Bahasa JawaNgoko* reflected in social media usage and clothing industry is an effort of language maintenance.

References

- Fasold, R. 1984. *The Sociolinguistics of Society*. Oxford: Blackwell.
- Holmes, Janet. 2001. *An Introduction to Sociolinguistic*. New York. Longman.
- Ihemere, KelechukwuUchechukwu. 2006. "An integrated Approach to the Study of Language Attitudes and Change in Nigeria: The Case of the Ikerre of Port Harcourt City" in *Proceedings of the 36th Annual Conference on African Linguistic, 194-207*.
- Jendra, Made IwanIndrawan. 2010. *Sociolinguistics: The Study of Societies' Language*. Yogyakarta: GrahaIlmu.
- Miles, Matthew B., Huberman, A. Michael. 1994. *Qualitative Data Analysis: Second Edition*. London: SAGE Publications.
- Sachdev, Itesh., Hanlon, David. 2000. "Language Attitudes, Perceptions, and Identity: Some Haida and Cree Data" in *London Journal of Canadian Studies 16*.
- Spolsky, Bernard. 1998. *Sociolinguistics*. Oxford: Oxford University Press.
- Yusufoff, Yasemin. 2013. "Language Use and Language Attitudes of Bilingual Turks in Bulgaria" in *European Scientific Journal December 2013 Edition Vol 2*.



**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**

