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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
Balai Bahasa Jawa Tengah



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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 PEPSODENT” ANALISIS DIAKRONIK BENTUK BAHASA IKLAN PEPSODENT 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 ‘SAMPAI’ 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 JAVANESSE 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. Sulistyو & 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

TABLE OF CONTENTS

EDITOR'S NOTE	iii
SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT 6	v
TABLE OF CONTENTS	xiii

KEYNOTE SPEAKERS

BILINGUALISM AND THE MAINTENANCE OF THE MOTHER TONGUE IN MULTILINGUAL SINGAPORE Mukhlis Abu Bakar, M.A., Ph.D.	1
DETERMINING LANGUAGE TYPOLOGY BASED ON DIRECTED-MOTION LEXICALIZATION PATTERNS AS A LANGUAGE DOCUMENTATION: A CASE STUDY ON JAVANESE Dr. Agus Subiyanto, M.A.	10
TEACHING INDONESIAN AS A DIGLOSSIC LANGUAGE: THE IMPORTANCE OF COLLOQUIAL INDONESIAN FOR PRAGMATIC COMPETENCE Peter Suwarno, Ph.D.	16
FLUCTUATIONS IN LANGUAGE-IN-EDUCATION POLICY AND PRACTICE IN INDONESIA, 1901-2015 Hywel Coleman, M.A., OBE.	24

DISCOURSE ANALYSIS

THE REPRESENTATION OF IRAN-SAUDI CONFLICT IN THE NEWSPAPERS REGARDING MINA HAJJ STAMPEDE: A CRITICAL DISCOURSE ANALYSIS ON THE ARAB NEWS AND THE TEHRAN TIMES NEWSPAPERS Abdulkhaleq Ali Ahmed Al-Rawafi	30
LINGUISTIC FEATURES OF SINGAPORE COLLOQUIAL ENGLISH FOUND IN A LOCAL ENGLISH-LANGUAGE MOVIE ENTITLED SINGAPORE DREAMING Agni Kusti Kinasih	37
CITRA PENGUNGSU DAN PENCARI SUAKA DI JERMAN; KAJIAN WACANA KRITIS PADA KOMENTAR PEMBACA SURAT KABAR ONLINE ZEIT Ajeng Dianing Kartika	38
THE LANGUAGE OF YOUNG PEOPLE IN SOME INDONESIAN ADVERTISEMENTS Bernadette Santosa	45
ANALISIS KASUS SUMBER WARAS DALAM EDITORIAL SINDONEWS "SUMBER WARAS BUKAN PERTARUNGAN OPINI" Dhion Meitreya Vidhiasi	51
ANALYZING LANGUAGE STYLE OF VOCATIONAL HIGH SCHOOL ACCREDITATION 'SUGGESTION AND RECOMMENDATION' TEXT Fauzia	57

ANALISIS WACANA KRITIS BERITA SEPAK BOLA DI MEDIA OKEZONE.COM (PENDEKATAN VAN DIJK)	
Masithah Mahsa	63
MENAKAR KONSTRUKSI ISLAM MODERN DALAM BUKU PAI DAN BUDI PEKERTI SMA; SEBUAH PRAKISIS KEKERASAN VERBAL	
Mohammad Andi Hakim	71
REPRESENTASI 'PROSES' DALAM WACANA UNIT PENDAHULUAN PENULISAN KARANGAN	
Norfaizah Abdul Jobar & Anida Sarudin	79
DISCOURSES AGAINST LGBT ISSUES	
Nurhayati	86
ANALISIS WACANA KRITIS PIDATO BASUKI TJAHAJA PURNAMA (AHOK) TERHADAP PRAJURIT TNI POLRI (20 JANUARI 2016) (MODEL NORMAN FAIRCLOUGH)	
Roy Raja Sukmanta	92
EVALUASI BUKU PANDUAN DEBAT "DEBATING" DAN "PANDUAN DEBAT KOMPETITIF" DALAM RANGKA PENGEMBANGAN BUKU PANDUAN DEBAT DALAM BAHASA PRANCIS	
Sri Rejeki Urip & Ayudhia Ratna Wijaya	96
THE POWER OF LANGUAGE OF AN INTERNET WEBSITE IN INFLUENCING PEOPLE'S PERCEPTION: A TEXT ANALYSIS OF REPRESENTATION	
Trisnowati Tanto	103
ANALISIS WACANA KRITIS REPRESENTASI PEREMPUAN KORBAN PEMERKOSAAN DI SITUS BERITA ONLINE	
Yasir Mubarok	109
<u>LANGUAGE ACQUISITION</u>	
AWARENESS AND PHONOLOGICAL WORKING MEMORY IN THE ADULT ACQUISITION OF SECOND LANGUAGE PRONUNCIATION: A CASE STUDY	
Festri Yudanika	117
<u>LANGUAGE & CULTURE</u>	
"ADA APA DENGAN CINTA 2" DAN "AISYAH: BIARKAN KAMI BERSAUDARA" PEMERKAYAAN BAHASA MELALUI FILM SEBAGAI PRODUK BUDAYA BANGSA INDONESIA	
Hindun	118
TRANSITIVITAS DALAM CERITA RAKYAT PAPUA (SEBUAH KAJIAN LINGUISTIK SISTEMIK FUNGSIONAL PADA TEKS CERITA RAKYAT SUKU MEE PAPUA)	
Leonita Maharani	119
TRADISI REBO WEKASAN (TRADISI TOLAK BALAK) (STUDI KASUS PEMERTAHANAN BUDAYA DAN BAHASA JAWA DI PONDOK PESANTREN TREMAS PACITAN JAWA TIMUR)	
Sri Pamungkas & Eny Setyowati	125

Juxtaposing First and Second Cultures in ELT Materials Suharno	130
SEKARANG ANDY GOES TO SCHOOL BESOK ANDY GEHT IN DIE SCHULE: FENOMENA PERKEMBANGAN BAHASA DAN BUDAYA NAMA DIRI DI INDONESIA Wening Sahayu	135
<u>LINGUISTICS IN EDUCATION</u>	
PROBLEMATIKA PENERAPAN MULO BAHASA JAWA DI KABUPATEN PEMALANG Anggy Denok Sukmawati	140
PENGUASAAN BIDANG BAHASA DI KALANGAN KANAK-KANAK PRASEKOLAH Anida Binti Sarudin	150
PENGARUH BUDAYA BAHASA PERTAMA DALAM PERKEMBANGAN BELAJAR BAHASA INDONESIA SEBAGAI BAHASA ASING: STUDI KASUS PADA PENUTUR BAHASA JEPANG Apriliya Dwi Prihatiningtyas	157
DEVELOPING AN INDONESIAN HIGH SCHOOL CURRICULUM OF ELT THROUGH LITERATURE Hazairin Eko Prasetyo	163
STUDENT'S ATTITUDE TOWARDS DICTIONARY AND ITS USAGE "A CASE OF STUDY FOR ENGLISH DEPARTMENT STUDENTS DIPONEGORO UNIVERSITY" Nathaniel, Calvin, Aswita & Prihantoro	168
THE PRE-SCHOOL TEACHERS' UNDERSTANDING ON EARLY LITERACY: IMPLEMENTATION AND OBSTACLES IN TEACHING-LEARNING ACTIVITIES Nia Kurniawati	172
IDENTITY-FORMING POWER OF CHILDREN STORIES' TRANSLATION: TRANSLATION STUDIES Retno Purwani Sari	173
THE NON-ENGLISH LECTURERS' READING COMPETENCE IN READING ENGLISH TEXT AT HIGHER EDUCATION IN CENTRAL JAVA Suwandi, Sri Wahyuni & Th. Cicik Sophia B	174
THE INFLUENCE OF BAHASA MANDAR TOWARDS STUDENTS' ENGLISH PRONUNCIATION (CASE STUDY ON STUDENTS OF JUNIOR HIGH SCHOOL 1 TINAMBUNG, POLEWALI MANDAR) Uswatunnisa	175
LETTER NAME (ALPHABET) AND LETTER SOUND (A FIELD STUDY AT KINDERSTATION (TK CAHAYA BANGSA UTAMA) YOGYAKARTA) Yohana Ika Harnita Sari	183
<u>LANGUAGE IN POLITICS</u>	
BAHASA SEBAGAI REPRESENTASI KEKUASAN KOLONIAL TERHADAP MASYARAKAT PRIBUMI (STUDI PADA NOVEL JAWA PRAKEMERDEKAAN TERBITAN BALAI PUSTAKA) Pardi Suratno	184

MORPHOLOGY

PEMBENTUKAN VERBA MELALUI AFIKSASI DALAM BAHASA TERNATE

Mahdi Ahmad

219

PHONOLOGYPERUBAHAN FONOLOGIS PADA DIALEK BAHASA INDRAMAYU SEBAGAI PRINSIP LEAST EFFORT
DALAM BERTUTUR**Indah Melisa & Ratna Juwitasari Emha**

200

REKONSTRUKSI POLA URUTAN FONEM PADA STRUKTUR LEKSIKON DIALEKTAL BAHASA JAWA
PESISIRAN DI KOTA SEMARANG**Sri Puji Astuti & M. Suryadi**

205

PRAGMATICS

COMMISSIVE ILLOCUTIONARY ACT ACROSS LANGUAGES: JAVANESE AND MANDARESE

Agnesia Arum S., Intan Mustika, Sarah Sumponogati & Uswatunnisa

210

"SENYUM CEMERLANG, SENYUM PEPSODENT" ANALISIS DIAKRONIK BENTUK BAHASA IKLAN
PEPSODENT DALAM 4 DEKADE: KAJIAN SOSIOPRAGMATIK**Almira Fidela Artha, Fina Syahadatina & Okta Enggiana Pradevi**

217

THE KEYBOARD WARRIORS: EXPRESSING HATRED AND JUDGEMENT ON "ANOTHER" WOMAN
THROUGH HATERS' INSTAGRAM ACCOUNT**Anisa Larassati & Nina Setyaningsih**

218

MAKNA KATEGORI PARTIKEL DALAM IMPLIKATUR KONVENSIONAL DI TIGA BAHASA DAERAH:
SEBUAH KAJIAN TEORI RELEVANSI**Azzahra Egeng, Ferina Kumala Dewi & Riza Sukma**

224

STRATEGI PENOLAKAN AJAKAN BAHASA JEPANG (STUDI KASUS MAHASISWA SASTRA JEPANG
UNIVERSITAS DIAN NUSWANTORO DAN PENUTUR ASLI JEPANG)**Bayu Aryanto**

232

SPEECH AND ATTITUDE OF FISHERMAN IN TAWANG, KENDAL, CENTRAL JAVA

Catur Kepirianto

238

STRATEGI KESANTUNAN LINTAS BAHASA DI INDONESIA (SUNDA, BREBES, MELAYU) SEBUAH
KAJIAN PRAGMATIK**Chendy AP. Sulisty, Dede & Wiwid Nofa Suciati**

241

THE FUNCTIONS OF PHATIC EXPRESSIONS IN TRADITIONAL SELLING AND BUYING

Chusni Hadiati

246

VARIASI TINDAK TUTUR EKSPRESIF LINTAS BAHASA (JAWA DAN MADAILING)

Della Nathania, Muhammad Amin Ritonga & Romiyati

247

POLA PIKIR PENUTUR BAHASA JAWA DIALEK SEMARANG DALAM RUBRIK “RAME KONDHE” DI HARIAN SUARA MERDEKA Emah Rahardian	254
ANALISIS DEIKSIS DALAM BAHASA JAWA DIALEK SEMARANG DAN DIALEK PEKALONGAN KAJIAN PRAGMATIK Freda Dyah Ayu Kusumaning Yandi & Yuni Triastuti	259
GAYA TINDAK TUTUR TIDAK LANGSUNG DALAM BAHASA JAWA Hendita	267
BANJARHARJO IS TRULY SUNDANESE Husni Syukri Khotami & Ageng Sutrisno	276
KEBERPIHAKAN MEDIA PADA KASUS RAZIA WARTEG DI SERANG (STUDI KASUS PADA ARTIKEL LIPUTAN6.COM: MENTERI AGAMA TEGUR CARA SATPOL PP RAZIA WARTEG DI SERANG) Ika Inayati	283
PENGGUNAAN HEDGES ~ TO OMOIMASU SEBAGAI SALAH SATU USAHA PEMERTAHANAN KESANTUNAN BERTUTUR DALAM BAHASA JEPANG Irma Winingsih	288
METAPHORS AND DIRECTIVE SPEECH ACTS IN THE JAVANESE PROVERBS Kharisma Puspita Sari	294
STRATEGI TINDAK TUTUR DALAM TRANSKSI JUAL BELI DI PASAR TRADISIONAL JOHAR SEMARANG Liya Umaroh	300
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 Lukman Isgianto	305
DIRECTIVES IN JAVANESE OF TEGAL: A CASE STUDY OF DRAMA ON PERTIWI RADIO Mualimin	306
RHETORICAL STYLISTIC DEVICES IN WORLD UNIVERSITIES DEBATING CHAMPIONSHIP: A STUDY OF PRAGMATICS Rosaria Mita Amalia & Yusuf Hamzah	311
SUNDA ON INSTAGRAM: WHAT SUNDANESE USERS DO TO MAINTAIN THE LANGUAGE Titin Lestari	312
<u>PSYCHOLINGUISTICS</u>	
“MOMMY, LET’S SING THE SONG WITH ME, PLEASE...” A NARRATIVE STUDY OF A YOUNG LEARNER IN THE JAVANESE LANGUAGE INQUIRY Dewi Puspitasari	313

PERKEMBANGAN BAHASA ANAK PERIODE PRELINGUAL (STUDY KASUS PADA BAYI USIA 8 BULAN) Halimah	314
EKSPRESI VERBAL LAKI-LAKI BERPERILAKU LATAH DI KABUPATEN JOMBANG JAWA TIMUR (ANCANGAN PSIKOLINGUISTIK TERHADAP PERILAKU BERBAHASA YANG MENYIMPANG) Sri Pamungkas & Djatmika	321
<u>SEMANTICS</u>	
PENAMAAN HALAMAN DAN RUBRIK DALAM SURAT KABAR SOLOPOS Agus Sudono	328
PERBANDINGAN KOLOKASI KATA IBU DAN BUNDA DALAM KORPUS BAHASA INDONESIA Anisa Zuhria Sugeha & Ika Nurfarida	336
POETIC LANGUAGE IN NAZARETH'S "LOVE HURTS" Ariya Jati	344
KAJIAN METAFORA DALAM PUISI (HAIKU) BAHASA JEPANG Esther Hesline Palandi	347
THE ANALYSIS OF LEXIS IN SUNDANESE PUPUH 'KINANTI' Jeanyfer Tanusy	353
KEUNIKAN LEKSIKON PENANDA PRAANGGAPAN DALAM TIGA SUBDIALEK BAHASA JAWA (PURWOKERTO, BANTEN UTARA, DAN REMBANG) Mutiara Karna Asih, Ika Inayati & Nor Cholifah	358
METONIMI DALAM MOTIF RAGAM HIAS BATIK KASUMEDANGAN JAWA BARAT Nani Sunarni	365
PEMIKIRAN FUNDAMENTAL MELAYU DALAM SIMPULAN BAHASA "BESAR KEPALA" Nor Asiah Ismail & Anida Sarudin	371
THE SEMIOTICS OF BATAK TOBA SOCIETY MARRIAGE TRADITION Pininta Veronika Silalahi	377
HUBUNGAN MAKNA VERBA PERBUATAN BERMAKNA 'MENINGGALKAN SUATU TEMPAT' DALAM BAHASA JAWA NGOKO (STUDI KASUS LUNGA, MANGKAT, BUDHAL, DAN MINGGAT): SEBUAH KAJIAN SEMANTIK Ratna Muthia	378
PERISTILAHAN POLITIK ARAB DALAM BAHASA SUNDA: KAJIAN SEMIOTIK BAHASA BIDANG POLITIK Tubagus Chaeru Nugraha	386
INDEKS VITALITAS BAHASA LOM BERDASARKAN JENIS KELAMIN DAN USIA (LOM LANGUAGE VITALITY INDEX BY GENDER AND AGE) Wati Kurniawati	393

SOCIOLINGUISTICS

MIXED JAVANESE IN ENGLISH DEPARTMENT STUDENTS' UTTERANCES AS A SYMPTOM OF LANGUAGE SHIFT (POLITENESS AND EMBODIMENT PERSPECTIVES) Deli Nirmala	395
DARI EMPULOH MENUJU PYCNONOTIDAE: PERMUFAKATAN ANTAR PENUTUR BAHASA DAERAH DALAM PENYERAGAMAN KOSA KATA AVIARY Kahar Dwi P.	402
BENTUK KESANTUNAN DENGAN MEMANFAATKAN KEKUATAN LEKSIKON EMOTIF-KULTURAL YANG DIMILIKI MASYARAKAT JAWA PESISIR: PEKALONGAN, SEMARANG, DEMAK M. Suryadi	405
PEMEROLEHAN BAHASA ANAK USIA 1,4 TAHUN (PENELITIAN STUDI KASUS PADA KELUARGA BILINGUAL) Noermanzah	413
THE APPLICATIVE VOICE IN JAVANESE DIALECT OF KUDUS Noor Malihah	414
ALIH WAHANA MEDIUM BERCEKITA STORY TELLING, SEBAGAI UPAYA PELESTARIAN BERBAHASA PADA KELUARGA URBAN (STUDI KASUS GAMES CLASH OF CLAN /COC) Novian Denny Nugraha & Asih Prihandini	415
POLITENESS ASPECTS OF ENGLISH COMMUNITY PRACTICE IN PARE: A THEORETICAL OVERVIEW Nunung Nurjati	415
THE DYNAMICS OF LOANWORD PROSODY: A CASE STUDY OF 'JAMAAH' IN INDONESIAN Prihantoro	417
CAMPUR KODE DALAM MANTRA KANURAGAN IMPLEMENTASI SEBUAH PANGAJAB Raheni Suhita, Djoko Sulaksono & Kenfitria Diah Wijayanti	423
SITUASI PSIKOLOGIS DALAM PEMILIHAN BAHASA OLEH PENUTUR BAHASA BETAWI DI JAKARTA: KAJIAN SOSIOLINGUISTIK Riza Sukma	428
BAHASA DALAM SYAIR TARI SAMAN GAYO SEBAGAI PEMBENTUK POLA PIKIR DAN POLA TINDAK MASYARAKAT LOKAL: SEBUAH KAJIAN ANTROPOLINGUISTIK Riza Sukma, Wiwid Nofa Suciaty & Yuni Triastuti	435
PENGAMALAN AGAMA DAN PENGARUHNYA TERHADAP PERGESERAN BAHASA HATUHAHA DI MALUKU TENGAH Romilda Arivina da Costa	442
PEMILIHAN BAHASA MASYARAKAT CHETTI DI MELAKA Sa'adiyah Ma'alip & Rahilah Omar	443

POLITENESS AND ITS USE THROUGH FOLKTALES: A SOCIO-PRAGMATICS STUDY Siyaswati	450
'WARTEG' FOOD SELLERS' LANGUAGE ATTITUDES TOWARD TEGAL DIALECT OF JAVANESE LANGUAGE IN SEMARANG Yulia Mutmainnah	458
<u>SYNTAX</u>	
GRAMATIKALISASI SATUAN BAHASA BIS 'SAMPAI' DALAM BAHASA JERMAN Agus Ridwan	465
DIALECT VARIATION AS A WINDOW INTO LANGUAGE CHANGE – A SYNTACTIC EXAMPLE FROM SASAK (LOMBOK) Eli Asikin-Garmager	470
ANALYSIS OF NOMINAL GROUP CONSTRUCTION OF THE STUDENTS' WRITTEN TEXTS Farikah	478
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/) Hanny Fauziah	482
SYNTAX STRUCTURE OF ADJECTIVE PHRASE COMPARISON IN JAVANESE LANGUAGE Heny Sulistyowati & M. Syaifuddin S.	486
BENTUK DAN PENGGUNAAN PRONOMINA PERSONA PADA BAHASA SASAK DIALEK NGENO-NGENE DI DUSUN MONTONG MEONG DESA LABUHAN HAJI KABUPATEN LOMBOK TIMUR Hubbi Saufan Hilmi & Fabio Testy Ariance Loren	487
A STUDY OF DEIXIS USED IN TOP FIVE WALDJINAH'S POPULAR KERONCONG SONGS LYRICS I Gede Arga Anggara	493
DESKRIPSI STRUKTUR FRASA BAHASA MAKASSAR DIALEK LAKIUNG Mantasiah R	494
THE GENERAL STATEMENTS OF ANTECEDENT IN ENGLISH SENTENCE STRUCTURE Rohendi Ali Muhamad	500
MEANINGS OF OBJEKTIVE UND SUBJEKTIVE MODALVERBEN CONSTRUCTIONS IN GERMAN SENTENCES AND THEIR EQUIVALENCES IN INDONESIAN Sulis Triyono	501
PERSONAL DEIXIS IN RADIO BROADCASTING: EXTINCTION SIGNAL OF 'KAMI' IN INDONESIAN Yesika M. Ocktarani & Heri Dwi Santoso	508

THE KEYBOARD WARRIORS: EXPRESSING HATRED AND JUDGEMENT ON “ANOTHER” WOMAN THROUGH HATERS’ INSTAGRAM ACCOUNT

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Abstract

Nowadays, many celebrities use Instagram to connect with their fans. Unfortunately, for some celebrities, their popularity may not necessarily mean that they are liked by the public. The keyboard warriors, i.e. haters can freely hit the keyboard and leave hate comments as cyber communication does not require face-to-face interactions. Some of them even go so far by creating haters’ accounts of certain public figures, as can be found on @mulanjameelaqueen, created by the haters of Mulan Jameela, an Indonesian singer known for her affairs and unregistered marriage with her friend’s husband. This paper explores how being “another” woman is perceived in Indonesia. Mateo and Yus’ (2013) pragmatic taxonomy of insults was used as the framework of analysis. The data were taken from the captions and the comments of 10 of the most commented posts of @mulanjameelaqueen. They were processed by using AntConc to obtain the most frequently used words and their collocations, and the word clusters. The results show that the most commonly used lexicons to refer to Mulan are: cireng ‘traditional snack’, lonte ‘whore’, Jamilonte or Mulonte (coined from Mulan Jameela and lonte ‘prostitute’), and iblis ‘devil’. The malicious comments are mostly related to Mulan’s physical appearance, death threat to Mulan, divorce, and nikah siri ‘unregistered marriage’. The comments may also reflect most of the haters’ (mostly females) negative perception and judgement on unregistered marriage, divorced female, and “another” woman.

Keywords: *online hate comments, Instagram, unregistered marriage, gender*

1. INTRODUCTION

The way people communicate has been revolutionized in the era of information and technology (IT) and internet. Various kinds of social networking sites (henceforth SNSs) such as Facebook, Twitter, Path, and Instagram have been increasingly popular and they gain a lot of million users. The SNS users range from commoners to celebrities with different demography. Celebrities, politicians, businesses, and people in general usually use these SNSs as tools for different purposes.

The emergence of SNSs generates various impacts both positively and negatively (<http://www.techbead.com/positive-and-negative-effects-of-social-media-on-society/>). Some positive impacts include facilitating communication among speakers as they remove all the communication and interaction barriers, lowering marketing cost for businesses, opening the opportunity for writers and bloggers to share expertise and articles, and uniting people on a huge platform to achieve some objectives. On the other hand, SNS may lead to addiction and lower people’s motivational level. It also affects kids as the photos shared in the media contain sex and violence. In addition, many users share too much information which may pose threats to them.

Many celebrities have hundreds or thousands of fans that follow their SNS accounts to get updates about what they are up to. The followers of those accounts not only consist of fans but also haters. While SNSs are useful as a means of communication and good promotional tools to increase popularity, they also serve as a way to attack some celebrities. Fans and haters, or the keyboard warriors, can freely hit the keyboard and leave hate comments since cyber communication does not require face-to-face interactions. Besides following and commenting, many haters also create SNS accounts to discuss a particular celebrity’s scandals.

An example of celebrity haters’ SNS account is @mulanjameelaqueen, an Instagram account created by Mulan Jameela’s haters. This Indonesian female singer is known as the most hated female celebrities after her affairs and unregistered marriage with her friend’s husband, Ahmad Dhani, also a

famous Indonesian band Dewa front man, revealed. The Instagram account was created specifically to post pictures, videos, and news, all of which are the unpleasant ones, about Mulan Jameela. Some posts are not necessarily bad, but the captions and comments are always directed to assault the singer, as characterized by the malicious comments found in the posts.

Hate speech is an expanding social phenomenon in the era of Internet. Hate speech directed towards a famous person will usually lead to negative public perception of the person. This research attempts to analyze the hate speech found in the comments and captions of the posts of @mulanjameelaqueen Instagram account. Furthermore, it is aimed at investigating the pragmatic taxonomy of insult and the most common words used to insult and refer to Mulan Jameela.

2. LITERARY REVIEW

The use of language is influenced by various factors, such as features of the speakers, the addressee, the social context, the topic, the communicative goal, and so on. The era of internet also influences the use of language. When people go online, there are behaviour changes. What they say and do online are sometimes different from what they say and do in face to face interaction (Lindström and Fägersten, 2015). According to Suler (2004) there are two different opposing manifestations of the online disinhibition effect: benign and toxic. Benign disinhibition is when people share personal information, fears, emotions, wishes or when they show unusual acts of kindness or generosity, while toxic disinhibition is rude language, harsh criticism, anger, hate or threats.

Languages change and insults appear and disappear along with cultural changes. This means that words with no offending meanings acquire an insulting load, while others that were considered highly derogative in the past become inoffensive. Furthermore, the changes occur both within a culture group and cross-culturally (Mateo and Yus, 2013). Insults are usually derived from terms or expressions without an original scornful meaning through the addition of a connotative layer that conveys both insulting and non-insulting overtones resulting in the development of offensive metaphors: pig (literal = animal; connotative = dirty, untidy; metaphoric = dirty manners or behavior). Also, there are instances where insults have been created informally with that particular insulting intention.

Fraser and Nolen (in Culpeper et al, 2016) state that no sentence is inherently polite or impolite. Certain expressions are often taken to be impolite; however, it is not the expressions themselves but the conditions under which they are used that determine the judgment of politeness.

Mateo and Yus (2013) propose the pragmatic taxonomy of insults. In standard verbal interaction, an addresser has the intention to communicate a proposition to an addressee who, after a process of inference, reacts in a more or less foreseeable way. Nevertheless, insulting exchanges go beyond this basic pattern. It produces four different cases as follows:

- a. The addresser has the intention to insult and the addressee feels insulted and reacts or not
- b. The addresser has the intention to insult but the addressee does not feel insulted (and hence does not react).
- c. The addresser has no intention to insult, but the addressee feels insulted and reacts or not.
- d. The addresser has no intention to insult so the addressee does not feel insulted (and hence does not react).

Within these categories, the other variables that also play a role in the taxonomy, namely the quality of the hearer's understanding and his or her reaction (or lack of it), can be addressed:

- Category 1: Conventional utterance with an insulting intention
- Category 2: Conventional utterance with praising intention
- Category 3: Conventional utterance with a social-bonding intention
- Category 4: Innovative utterance with an insulting intention

3. RESEARCH METHOD

This research employed a qualitative descriptive approach. According to Moleong (2005), qualitative method is a research procedure resulting in descriptive data, either in written or oral. Hence, this research describes the data in explanation form without any statistical procedure involved. The data were collected from 10 most commented posts. Both the captions and comments were processed by using AntConc software to obtain the most commonly used words, their collocations, and the word clusters. This procedure enables the researchers to interpret whether the words have derogative meaning with insulting intention.

4. RESULT AND DISCUSSION

The first step of the analysis involves using AntConc software to find the most commonly used words in the corpus containing 217.855 words. The most frequently used content words which relate to the topic of this research are listed and classified as follows:

Table 1. Findings

Noun		Adjective		Verb	
Words	Freq	Words	Freq	Words	Freq
<i>suami</i> 'husband'	401	<i>hamil</i> 'pregnant'	622	<i>benci</i> 'hate'	118
<i>cireng</i> 'cireng, a traditional snack'	363	<i>salah</i> 'wrong, guilty'	176	<i>mati</i> 'dead, die'	108
Haters	222	<i>bunting</i> 'pregnant, derogative'	173	<i>bohong</i> 'lie'	71
<i>majikan</i> 'boss'	216	<i>nikah</i> 'married'	128	<i>selingkuh</i> 'having an affair'	55
<i>istri</i> 'wife'	202	<i>sirih</i> 'unregistered marriage'	109	<i>rebut</i> 'taking something away by force'	37
<i>wanita</i> 'woman'	184	<i>jahat</i> 'vicious'	102	<i>kawin</i> 'marry'	29
Wulan	183	<i>menjijikkan</i> 'disgusting'	96	<i>ngangkang</i> 'spreading one's leg'	28
<i>perempuan</i> 'woman'	162	<i>serem</i> 'scary'	96	<i>ngerebut</i> 'snatching something away, taking away by force'	27
<i>laki</i> 'man'	148	<i>illegal</i> 'illegal'	73		
<i>otak</i> 'brain'	147	<i>gila</i> 'crazy'	67		
<i>wulansari</i>	134	<i>siri</i> 'unregistered marriage'	67		
<i>pelakor</i> 'a woman who cheats and takes someone else's husband'	133	<i>betina</i> 'female'	57		
<i>syiluman</i> 'demon'	129	<i>munafik</i> 'hypocrite'	56		
<i>fitnah</i> 'false accusation'	117	<i>jelek</i> 'ugly'	51		
<i>oplas</i> 'plastic surgery'	101	<i>Serem</i> 'scary'	40		
<i>iblis</i> 'devil'	96	<i>busuk</i> 'rotten, spoiled'	39		
<i>kunti</i> 'ghost'	91	<i>keji</i> 'despicable'	38		
<i>karma</i> 'karma'	86	<i>buruk</i> 'bad, foul'	37		
<i>setan</i> 'satan'	80	<i>songong</i> 'cocky'	35		
<i>lonte</i> 'prostitute, bitch'	79	<i>bodoh</i> 'stupid'	31		
<i>kuntilanak</i> 'ghost'	71	<i>haram</i> 'forbidden by Islamic law'	28		
<i>dosa</i> 'sin'	57	<i>kejam</i> 'evil'	26		
<i>siluman</i> 'demon'	53				
<i>pelacur</i> 'prostitute'	50				
<i>pembantu</i> 'helper, housemaid'	49				
<i>hidung</i> 'nose'	41				
<i>maling</i> 'thief'	41				

<i>sampah</i> 'garbage, rubbish'	41			
<i>mulancur</i> 'Mulan & pelacur, Mulan & prostitute'	39			
<i>mayat</i> 'corpse'	38			
<i>tai</i> 'excrement'	37			
<i>anjing</i> 'dog'	32			
<i>muljembut</i> 'Mulan & jembut, Mulan & pubic hair'	30			
<i>mulonte</i> 'Mulan & lonte, Mulan & prostitute'	29			
<i>perebut</i> 'snatcher'	28			
<i>Babu</i> 'helper, maid'	28			

It can be seen that most of the words listed in the table above have negative sense. This result helps the researchers to draw an implication on how people see Mulan Jameela and what topics are frequently discussed by the haters.

People's Perception of Mulan Jameela and Unregistered Marriage 'Nikah Siri'

The Word List analysis shows that the noun appearing in the first rank is *suami* 'husband' with 401 occurrences. It collocates with words such as *orang* 'another person/others' with 43 occurrences, *majikan* 'boss, employer' with 40 occurrences, *teman* 'friend' with 26 occurrences, *perebut* 'snatcher' with 17 occurrences, *ngangkangin* 'spreading one's legs' 13 occurrences, and *sirih* 'unregistered marriage' with 11 occurrences. In addition, the word clusters analysis of *suami* 'husband' are seen in the following figure:

Rank	Freq	Cluster
1	10	perebut suami orang
2	6	suami orang!! HYPERLINK
3	5	ngerebut suami orang
4	5	perebut suami org
5	5	rebut suami orang
6	5	suami teman!! HYPERLINK
7	4	makan suami teman
8	4	ngangkangin suami majikan
9	4	ngangkangin suami teman
10	4	suami org yg
11	3	kangkangin suami majikan
12	3	mantan suami majikan
13	3	merebut suami org
14	3	nyolong suami majikan
15	3	perempuan perebut suami
16	3	rebut suami org
17	3	sama suami orang
18	3	suami!! HYPERLINK "https"

Figure 1 Word Clusters of *suami* 'husband'

Perebut suami orang 'a person who seduces or snatch someone's husband' is the mostly used phrase associated with the word *suami* found in the data. This finding implies that people believe that Mulan seduces Dhani and snatches him away from Maia (Dhani's first legal wife). Another phrases related with the word *suami* is *makan suami teman*, literally means 'eating friend's husband' which also indicates that Mulan is to blame for the divorce of Maia and Dhani. People hate her even more since Maia was her friend who made her a popular singer. In addition, *ngangkangin suami majikan* 'spreading her legs for the employer's husband' is also found in the data. This demonstrates that people consider Mulan as a low class woman compared to Maia. Maia, the founder and figurehead of the band *Ratu*, recruited Mulan to join her duo before Mulan cheated with her husband. Therefore, people often consider Maia as the *majikan* 'boss, employer' and Mulan as the *babu* 'maid'.

Other words haters used to describe Mulan are adjective such as *salah* 'wrong, guilty', *jahat* 'vicious', *menjijikkan* 'disgusting', *serem* 'scary', *gila* 'crazy', *munafik* 'hypocrite', *jelek* 'ugly', *keji* 'despicable', and *bodoh* 'stupid', all of which have negative sense and illustrate how they judge Mulan.

Aside from these adjectives, some nouns are used by the haters to refer to Mulan. They call her Wulan or Wulansari, her real name before debuting as a female singer. They mock her saying that she is from a low class family living in a small village before Maia brought her to fame, introduced her to celebrity life, and gave her a more commercial sounding name, Mulan. *Syiluman* or *siluman* 'demon', *iblis* 'devil', *kunti* or *kuntulanak* 'female ghost', and *setan* 'satan' are used to compare Mulan with other devilish creature as haters believe that she has the same despicable personality. Other names which refer to Mulan are *pelakor* (from *perebut lelaki orang* which means 'a woman who takes someone else's husband'), *cireng* 'cheap traditional snack', *lonte* 'prostitute, bitch', *pelacur* 'prostitute', *pembantu* 'helper, maid', *mulancur* (coined from Mulan and *pelacur* 'Mulan and prostitute'), *tai* 'fesses', *muljembut* (coined from Mulan and *jembut* 'Mulan and pubic hair'), and *mulonte* (Mulan and *lonte*, 'Mulan and prostitute'). These nicknames or referents reflect how haters see Mulan in general, i.e. a low class prostitute with despicable personality.

Mulan and Dhani denied their affairs for years, until they had a daughter and finally admit that they got married, although it is considered as an informal marriage as they performed it based only on Islamic Law (*nikah siri* 'unregistered marriage'). Thus, their marriage does not have administrative acknowledgement from the Kantor Urusan Agama (Office of Religious Affairs). The focus of the hateful comment on Instagram is not only Mulan personality or physical appearance, but also her marriage status. The analysis of keywords *nikah*, *sirih*, and *siri* shows that they appear 128,109, 67 times respectively. This reveals that *nikah siri* is the most popular topic. The word *illegal* also occurs frequently which implies that people still consider that Mulan and Dhani has illegal relationship.

Based on the pragmatic taxonomy of insults (Mateo and Yus, 2013), the results of the words and phrases analysis show that most of the haters delivered the insults conventionally, with the intention to offend the target. The following examples of hateful comments clearly show that they are intended to offend Mulan:

@[taufikpikopik](#) LONTE KEPARATTTT 'DAMN PROSTITUTE/BITCH'
 @[chubz el](#) Semoga anak lo cacat, yang tiganya hidup berantakan..mati stres deh lo iblis betina 'I hope your children would be physically defect, all of the three would have miserable life... you would die stressfully'

The target (Mulan) reacted by filing a lawsuit against haters and asked some IT professionals to find the owner of the haters account. This means that the insults are well understood by the target.

5. CONCLUSION

Simple corpus analysis using AntConc software helps the researchers to conclude that the topic mostly discussed by the haters is Mulan personality and *nikah siri*. In general, the words and phrases used by the haters demonstrate people's negative perception towards another woman in a relationship and unregistered marriage. Most of the insults are delivered conventionally by the haters and fully understood by the target.

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