

The Use of Indigenous Language to Promote Public Policy in Indonesia

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ABSTRACT

This article aims at establishing hypothesis-based suggestions in promoting government public policy toward Indonesian using indigenous language. This research was conducted descriptively to describe the phenomena found. The data were also obtained from libraries and related sources. The results of the study indicate that the rapid development of the Bahasa Indonesia does not necessarily eliminate the role of regional languages. This is because regional languages still have a vital function. The existence of regional languages makes it easy for the government to convey their policies, especially for people who still use regional languages. Therefore, it is important to always preserve regional languages.

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1. INTRODUCTION

Indigenous language plays a significant role to connect everyone on this planet. The term indigenous languages only existed if certain country has several languages beside national and official language [1]. The indigenous languages usually recognized by some countries, while some are not.

Language can be said to be one of the most important things for every human being [2]. Of course this can be shown especially through the use of language in everyday life as a means of communication. By using good and correct language, information conveyed

verbally can be received well and easily understood. Bahasa Indonesia is the national language in Indonesia and the unifying language of the Indonesian nation [3]. Indonesian citizens must use Bahasa Indonesia in communicating in everyday life such as in schools and other public places in order to communicate smoothly.

The difficulty in using standard Bahasa Indonesia, resulting in differences in language levels between each generation, especially for elderly parents. In the 21st century, many formal vocabularies have been changed into new language terms that have significant differences from the original vocabulary. The lack of understanding to adapt to digesting the language used today

makes the information conveyed not conveyed properly.

Indonesia is famous for its cultural and linguistic diversity. Focusing on the languages in Indonesia, besides Bahasa Indonesia as the national language, there are many regional languages in Indonesia. The use of local languages is often first found in the family environment, so you can use the local language when meeting people of the same ethnicity, such as Balinese. As the younger generation, you have an important role in maintaining the diversity of languages in Indonesia by each tribe itself. The many contemporary languages or more precisely the influence of globalization.

This article aims at establishing hypothesis-based suggestions in promoting government public policy toward Indonesian using indigenous language.

2. LITERATURE REVIEW

Regional languages are a valuable heritage for a nation [3], [4]. However, in this social order, the paradigm in the 21st century compares that foreign languages have a higher position than Bahasa Indonesia and regional languages. In its use, foreign languages are considered to have higher dignity in terms of social strata and education. When communicating in a multilingual society, it is no longer based on local culture. So that the use of regional languages is not a priority in communication.

Today, teenagers often ignore the use of regional languages because of the rapid development of technology today. The importance of using regional languages in order to preserve the regional language itself [5]. The delivery of information can be expected not only to use Bahasa Indonesia considering that parents and the frontier, left behind, and outermost communities are still bound by local culture. So that the interior community and parents who do not participate in following the changes will find it very difficult to process the information conveyed either verbally or in writing.

One example of its preservation is the use of regional languages at every airport in Indonesia in delivering or conveying information is very useful. This is due to the diversity of ages at each airport so that the intent and purpose of conveying information can be conveyed properly and correctly. It is hoped that in the future the government can continue to pay attention to the use of regional languages in public places in order to convey information among people with different age ranges from young too old to be able to understand the information conveyed.

One step to maintain regional languages can be done through education. Education is the first and most important gateway to preparing the next generation. Preserving language itself is a strategic step that can be taken by a region as a national cultural asset [6].

3. METHODS

This research was conducted descriptively to describe the phenomena found. The data were also obtained from libraries and related sources. The results were then also described descriptively through words.

4. RESULTS AND DISCUSSION

The results found that the hypothesis can be supported based on the following thesis.

4.1 Indigenous Language Shows Cultural Identity and Family Ties

Regional languages as mother tongues, according to Nadiem, can bring the message conveyed more emotionally to the speakers.

Maintaining indigenous language not only benefits personal social spheres, but also personal career opportunities, and thereby the economy at large. Mehisto and Marsh [7], educators central to the content and language integrated learning educational approach, conducted research into the economic implications of bilingualism. Central to their

discussion was the idea that “monolingualism acts as a barrier to trade and communication” (p. 26). Thus, bilingualism holds an intrinsic communicative value that benefits the economy. Although they discovered that the profits of bilingualism can change depending on the region, they referred to the Fradd/Boswell 1999 report, that showed Spanish and English-speaking Hispanics living in the United States earned more than Hispanics who had lost their Spanish fluency [7]. Mehisto and Marsh [7] also found that bilingualism makes many contributions to economic growth, specifically “education, government, [and] culture...” (p. 25). Bilingualism is valuable in a society in which numerous services are demanded by speakers of non-English languages. The United States is a prime example of a country in which this is the case.

4.2 Indigenous Language Builds Trust

When you know how to speak the indigenous language, people are more likely to trust you. As most travelers say, local residents feel that they are closer to a visitor who knows their language because they feel that you are also an indigenous instead of a foreigner who expects other people to understand them. Locals are very appreciative of foreign visitors who try to learn their language.

4.3 Case with the Indigenous Language

Along with the development of this increasingly sophisticated era or in the era of modernization, regional languages are slowly fading away by themselves, people will be lulled by life in the era of globalization which has a negative impact on the use of regional languages that reflect national identity because of the entry of foreign languages through social media, even UNESCO itself states that Indonesian regional languages are becoming extinct every 15 days.

As an empirical fact, it proves that regional languages are still widely spoken in rural areas and are starting to isolate

themselves in urban areas [8]. In this case, it is not the language itself that isolates itself but the rise of the next generation who are starting to be reluctant to assume regional-based languages as their respective regional languages and will most likely fade in urban areas which can cause the extinction of regional languages.

This is because they assume that regional languages are ancient and old school languages, they prefer and are proud to use strange and trendy languages which are considered more modern languages so that there is no longer awareness that regional languages are a noble cultural heritage that must be preserved. In addition to globalization which makes regional languages fade.

Language shift occurs when the community of speakers of regional languages chooses a new language to replace the previous language [9]. In other words, language shift occurs because a particular language community switches to using another language. After that, the language is used in domains with old usage. Preservation of regional languages is very necessary in order to maintain the language so that it continues to be used in a society so that a language does not become extinct.

The role of the younger generation in preserving the nation's culture is very important. The younger generation is an agent of change or a bringer of change in every aspect of life that exists in today's era. Over time, today's young generation is often referred to as the millennial generation, a generation that is easy with access to information from anywhere. However, now, the use of regional languages is starting to disappear among millennials, and the phenomenon of villages that usually maintain regional languages is starting to occur [10]. When two or more languages are used side by side in a society, the result is a balanced coexistence of two languages, or one language becomes more dominant, becomes the majority language, and gets a higher position.

It is important for parents to adopt the use of regional languages so that the current

generation can respect their elders. Here, it is important for parents to be involved in interpersonal communication to ensure that the millennial generation understands the use of regional languages and the current generation does not underestimate regional languages. Currently, regional languages are rarely found, except when visiting villages. Many parents now teach their children Bahasa Indonesia first. Even at home, children are encouraged to speak Bahasa Indonesia by their parents. As a result, children do not understand or do not know their mother tongue.

The development of today's technology very easily influences the behavior and habits of today's teenagers. The influence of this rapidly developing globalization has unknowingly mushroomed in society. This is evidenced by the use of Bahasa Indonesia which has been replaced by the use of foreign languages [11]. The development of technology through modern communication tools is one of the important things in communicating in the era of globalization. The use of these communication tools is usually utilized in everyday life, both by parents and children.

This interrelationship of interests does not only occur between Bahasa Indonesia and English, but also between Bahasa Indonesia and regional languages. In the current situation, the function of regional languages is gradually being replaced by Bahasa Indonesia. Informal situations that should use regional languages are replaced with Bahasa Indonesia. For example, currently many young Javanese families communicate with their children in Bahasa Indonesia rather than Javanese. Likewise, English tends to replace the role of Bahasa Indonesia both in informal communication (home environment) and formal communication. Currently, many schools that are not actually international schools use English as the language of instruction and do not use Bahasa Indonesia in the teaching and learning process.

Saving regional languages is one of the reasons we can use to make them a tool to

convey information to the public who are sometimes still fixated on using regional languages [12]. In this case, regional languages are something that keeps us united in a regional scope that is sometimes very focused on its own region. Bahasa Indonesia is the national language used to unite regions so that people can communicate with each other between regions, and many Bahasa Indonesia use vocabulary that comes from regional languages. Therefore, regional languages are actually the parent of Bahasa Indonesia. In this case, Bahasa Indonesia and regional languages have the same position but differ in the scope of their use. Regional languages have become a habit in the regional scope so that most people in the regions use their regional languages as a medium of communication. Actually, there are several ways that the government has done to make Bahasa Indonesia the main language for all people in the unitary state of the Republic of Indonesia. However, people have made regional languages their daily language so that their use has become a habit in the environment in the region. Currently, Bahasa Indonesia is being echoed for all people to become the main language in this country. In fact, regional languages are very often used by them not only in the regional scope, but the use of regional languages has long been used in a wider scope, for example in the scope of work and organizational scope. Regional languages do not actually need to be made a second language after Bahasa Indonesia, but make regional languages as languages to provide space for local communities to make them a cultural heritage of the region. So that regional languages can continue to be preserved. Regional languages can actually be developed by young people as languages to provide an attraction to outsiders, especially those from abroad, so that they can learn about the cultural diversity in Indonesia. Technology is currently developing very rapidly, so that young people can use this as a promotional media in promoting our cultural diversity, one of which is worthy of being preserved is this regional language. Many of our regional languages have been studied by

researchers from abroad, they themselves are proud of the regional languages owned by Indonesia and they also participate in preserving the language. One of the regional languages that is still commonly used today is Javanese, because Javanese is used by the Javanese people who are the largest ethnic group in Indonesia today.

The use of regional languages is currently starting to decrease, because many people already use Bahasa Indonesia as their daily language. However, it cannot be denied that regional languages are the languages inherited from our ancestors, so their preservation must be maintained. The Republic of Indonesia has never prohibited the use of regional languages in the scope of socializing and socializing the community, but their use is only limited in the scope of administration because it concerns public matters that not everyone knows about the regional language. Actually, regional languages and Bahasa Indonesia are at the same level in terms of equality. The difference is that currently regional languages have begun to be abandoned by their users because all Indonesian people have used Bahasa Indonesia in their daily socialization. Actually, this regional language can be used by the local government as a sign/instruction in the public environment in order to maintain it and also as one of the media for preserving the regional language. It can also be a medium so that people in the area who still use the regional language can clearly understand the meaning of the sign/instruction. The effectiveness of using regional languages is actually very effective in making the regional language continue to be maintained by the area. And also the use of regional languages can be one of the media in conveying information related to public policies that sometimes use loan languages from foreign languages that actually confuse the people in the area. Not only that, the use of regional languages is sometimes more effective than Bahasa Indonesia because there are several areas in Indonesia that still hold fast to maintaining their regional languages as everyday languages. Regional languages have

also been rooted in the social life of the community. Bahasa Indonesia was only declared in 1928 at the Youth Pledge Congress, while regional languages have been used by the community for hundreds of years, so the use of regional languages is deeply rooted in the social life of our society. There is no need to ask again about the effectiveness of the use of regional languages in the social life of the community in the area, because their use has been around since the ancestors of Indonesia. There are even many institutions that were established based on their efforts in preserving regional languages. One of the institutions that was established to preserve regional languages is from the Minang language and Malay language. These institutions were established based on their desire to preserve this regional language so that it remains a language that exists in the social life of their society which is starting to fade due to globalization and westernization which are increasingly rampant in Indonesia. The institution is a non-profit institution that was established based on their desire to preserve their own regional language. Interestingly, the institution is funded and financed through their personal pockets so that their intention is clear, not only to make the institution a business field but also a pure intention to preserve their regional language. In fact, this institution is very helpful in preserving regional languages that are starting to fade in the social environment of society. In the past, this regional language was used by freedom fighters in communicating with the community to help them in the battle against the colonizers. However, the use of regional languages was limited to fighters from other regions. However, regional languages have played an important role in that era which made regional languages one of the factors that helped fighters in communicating with fellow fighters. Although its use used to be very limited, one of the factors that can help communication is the regional language. Bahasa Indonesia has become an important language in the role of national independence, but don't forget the role of regional languages which have become

the initial milestone of communication in society in fighting for independence.

Currently, there are still many families who use regional languages in their daily communication, making the regional language the main language in the family. However, there are also many families who have used Bahasa Indonesia to communicate with their families. However, there are still many families in Indonesia who use regional languages as the main language in communicating. Currently, even when the child has left home to live their own life, they still use the regional language as the main language in communication in the family because of the spiritual closeness to the family that makes them communicate using the regional language. Indonesia consists of various ethnic groups that have their own regional languages, so it is not surprising when there are families who still use regional languages in communication with other family members. Do not forget the role of parents who teach regional languages as their first language to their children so that the children also use regional languages more often in their daily lives until they are adults, but they do not forget to continue to use Bahasa Indonesia as a medium of communication with fellow people from other regions. Therefore, a person's selfishness in using regional languages is not too high when we can find out about the culture of other people so that they continue to use Bahasa Indonesia in communication between people in the general sphere. However, currently many families have used Bahasa Indonesia as their main language in communicating, but still do not forget their own regional language.

Information is currently developing very rapidly, not only in Bahasa Indonesia but also in regional languages. Because local people also have the right to know about news developments out there so that incoming news can be known by many people. Therefore, currently many people can understand the news out there due to the large amount of information spread using regional languages. This regional language

also sometimes has a high level of flexibility in its translation so that it is easily understood by people in the regions. There are several news websites that are owned by the private sector and use their own regional languages, this is one factor that makes the spread of information faster to all groups in the social environment of society in Indonesia. Not only that, the spread of news through local television broadcasts sometimes still uses regional languages so this is also a factor in the very rapid spread of news in the social environment of society in the regions. Not only that, there are print media that also still use regional languages in conveying the contents of their news which are easy to understand by readers in the area. Not only that, there are still several other factors that cause the spread of news very quickly using the regional language. Therefore, information is widely spread among the community with the factors that have been mentioned previously that use regional languages in their delivery media. One solution in preserving the use of regional languages is to use regional languages in small circles such as in the family. Making this regional language as the daily language in communication in the family is a small step to preserve the regional language so that it can be preserved in the future. Not only that, regional languages can also strengthen the bonds of brotherhood in the family circle which are still very strong related to the use of the regional language. The use of regional languages in the family circle does not mean forgetting our national language, namely Bahasa Indonesia, but we still hold fast to Bahasa Indonesia as the national language and we also preserve regional languages as a form of cultural diversity in Indonesia. When this can be done, then we have supported the action to preserve regional languages so that they do not fade or even fade due to the use of Bahasa Indonesia.

Regional languages are currently under threat of use because not everyone knows about their regional language so they tend to use Bahasa Indonesia and some even use foreign languages in their communication media. The younger generation should be

able to understand this threat because the younger generation is the next generation who can continue the milestones of cultural diversity in Indonesia. In the future, we as the Indonesian nation have a sense of worry when we can no longer see the cultural diversity that exists in our social society. Start from yourself in preserving existing regional languages, start using them as a substitute communication medium after Bahasa Indonesia and make regional languages the identity or characteristic of an ethnic group in Indonesia. And for the preservation of this regional language, assistance is also needed from the generation before the youth who can provide views if we succeed in preserving the regional language and if we fail to preserve the regional language. Sabang to Merauke is a picture of how vast the area is in Indonesia, which consists of thousands of islands and hundreds of tribes located in various regions in Indonesia. There are several tribes that have lost their identity due to the influence of globalization so that they have lost what is their characteristic or characteristic. Currently, we must focus on preserving the remaining ethnic groups so that they do not suffer the same fate as other ethnic groups who have experienced an identity crisis regarding their characteristics. The next generation of the nation as intended is the current generation of young people who should learn a lot about this preservation so that the characteristics of the ethnic group remain. Globalization and/or westernization

is a movement that we cannot reject and cannot fully accept because it can damage our culture, but if we reject it, it is the same as rejecting the existing progress. Actually, this has a great influence on the use of regional languages which is getting less because of this influence, there are several concrete steps that have been taken by people who care about diversity in Indonesia. However, not all of them are supported by the surrounding environment so that the steps they take do not have a big impact because of the lack of support from the surrounding environment, which is what makes the impact produced less big.

5. CONCLUSION

Given the rapid development of the Bahasa Indonesia, it does not necessarily eliminate the role of regional languages. This is because regional languages still have a vital function. The existence of regional languages makes it easier for the government to convey their policies, especially for people who still use regional languages. Therefore, it is important to always preserve regional languages. In addition, regional languages must also be passed down to the next generation so that regional languages continue to exist and are maintained.

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