

## THE ACCEPTANCE OF STANDARDIZING LANGUAGE IN SOCIETY

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### ABSTRACT

*This research dealt with the acceptance of standardizing Indonesian language in society. The objective of this study was to describe the application of the standardizing of Indonesian language in society. This research applied qualitative research design. It was conducted in Setia Budi Makmur I Residence. There were 20 participants in this study. The instrument used by the researcher in this research was a test, while a recorder also was used to record the participants' answer. The data were collected through observing, interviewing and testing the participants. The findings of this study have revealed that: the participants in society were more familiar to non-standardizing language (50.5%).*

**KEYWORDS:** Language Planning, Language Standardization, Society

### INTRODUCTION

Indonesia is the fourth most populous nation in the world, with an estimated population of nearly 250 million. It consists of over 13,000 islands, stretching along the equator between Southeast Asia and Australia. There are a significant number of distinct ethnic groups, speaking an estimated 600 languages. The size and diversity of Indonesia's population has presented challenges for uniting the nation and developing a national language. The selection of the language variety, which could provide the basis for the standard, is an intentional act that also involves political, demographic and economic factors. Therefore, the process of standardization, from a socio-political standpoint, according to Moreno Cabrera (2008: 50), involves the choice of the language varieties associated with high-prestige centres of power.

Moreover, only the most powerful social groups will be capable of imposing language codifications, promoting and ensuring the use and dissemination of the standard. Thus, standardization, as well as being a complex process in linguistic terms, is an ideology (Milroy

1991), the goal of which is to ensure that a given linguistic variety is codified via the selection of a series of grammatical, orthographic, lexical and phonetic rules in order to create a common language, intended to become the standard, and to expand its sphere of use.

But, most Indoensian people do not apply the standardization of language in formal or non formal situation, they mostlikely use non standardizing language. For example, local society in Setia Budi Makmur I Residence, most of them still use their own language than the standardizing language. This study was to answer how was the application of standardizing Indonesian language in society. This research was limited on standardizing language in society in Setia Budi Makmur I Residence. The specific investigation and discussion of this study were accordingly in line with the research problems.

However, as far as the researcher knows, the acceptance of standardizing language in society has not been studied earlier. This phenomenon was interesting to be explored more deeply. The objective of this study was to describe the application of the standardizing of Indonesian language in Setia Budi Makmur I Residence.

## **RIVIEW OF LITERATURE**

### ***Language Planning***

Kaplan (2013) state that language planning is an activity, most visibly undertaken by government (simply because it potentially involves such massive changes in a society), intended to promote systematic linguistic change in some community of speakers.

### ***Language Standardization***

Wolf (2000:332) stated language standardization is means in language development, selection and promotion of variants with a language. It is one of the major concern of language planning. it usually involves development of language related activities like grammars, spelling books, and dictionaries, and literature. It is also changing some spoken from of a particular language to be written down in an offial manner with the intention of making this particular veriety the preferred variety. Herbert (1995: 2) stated “standardization concerns the establishment and promulgation of language norms. the norms typically concern issues of ‘correctness’ in matters of orthography, word voices, and usage”. Language standardisation refers to the development of a given dialect or group of dialects as a norm for the language in question” Bamgbose (1991:109) “Standardization as an activity goes beyond mere selection or allocation of function to a variety or varieties, but it has to involve the actual fixing of the norm by elaborating and by implication prescribing rules of ‘correct’ usage”. Based on those it can be concluded that language standardization is one of the major concerns of language planning that concerns establishment and promulgation of language norms. In Addition, process by which conventional forms of a language are established and maintained.

### ***Process of Standardization***

According to Haugen (1996), the process of standardization of Indonesian language, they are:  
*Selecting*

Selecting means the language that will be standardizing is chosen from certain language or dialect. It also can be from a language that has already been used in the past and has been popular in trading and so on. Example, Indonesian language that is adopted from Malay language and Malay dialect.

#### *Codification*

The process of codification relates to make a role for a language that will be standardizing. It might be the pronunciation or utterance and grammar as well. The purpose is in order to the user has guidance in using that language appropriately. It is not only for the spoken language that is used in daily activity but also in literary and journalistic terms. In the process of standardizing of Bahasa Indonesia, codification is marked by *appearing Ejaan yang Disempurnakan (EYD)*. It is one of the guidance in using Bahasa Indonesia as nation language of Indonesia. It contains many things about Bahasa Indonesia. For example; the use of appropriate grammatical function. Another, the appearance of Kamus Besar Bahasa Indonesia of famous with KBBI is being one process of codification in Bahasa Indonesia. Since, KBBI contains groping of vocabulary that is usually used by Indonesians. Through KBBI, we may know any word about Bahasa Indonesia.

Further, many studies that gain aspect of language from Bahasa Indonesia in order to make a perfect language in usage. Even this is for academic importance.

#### *Elaboration*

In this process we have to know the appearance of new terms of language. In other hand, the original language is explore more; can be enrich by new words or terms. They may be taken from local language or foreign language. Moreover, in this process we will take a term called "borrowing". George Yule (1987) stated that borrowing is take new word for certain language from another language.

Further elaboration of Bahasa Indonesia is marked by appearing of literary works, such as in writing a letter, newspaper, religious books, and canonical literature. For this matter, Bahasa Indonesia appears as the creative and rich language. Since, appear many role and new terms in Bahasa Indonesia.

#### *Acceptance*

In the end of the standardization of a language there are process called acceptance. It is after all the process has been passed, the new language must be approved by the society as their nation language. If it has been in this stage, standard language has power to unite a nation, it can be a symbol of independency, and it must be an identity of a nation that differ a country to another. In short, Haugen (1966) also stated that acceptance is the standard language that can be approve by the community at large of the code as the standard form.

Based on Indonesia Language history in the first page, Bahasa Indonesia has started to be used by Indonesians since pra- independency. Further, it has become familiar since the Youth Oath day in

28 October 1928. It is in line with the three statement of the Youth oath, which says Bahasa Indonesia is as the national language of Indonesia.

### ***Society***

According to Talcott Parsons “society is a total complex of human relationships in so far as they grow out of the action in terms of means-end relationship intrinsic or symbolic”. Morris Ginsberg defines “society as a collection of individuals united by certain relations or mode of behavior which mark them off from others who do not enter into these relations or who differ from them in behavior.

### **RESEARCH QUESTIONS**

How was the application of standardizing Indonesian language in society?

### **METHODOLOGY**

This study was analyzed by using qualitative design which understanding the phenomenon based on the collection data and analysis of non-numerical data. According to Gay and Eurasian (2000), Qualitative approach is based on the collection data and analysis of non-numerical data such as observations, interviews, and other more discursive sources of information. Furthermore, Lexy J Moleong stated (2009) “Qualitative research is the research that’s means to understand the phenomenon about what is the subject research undergone by using natural method”. Based on the objective of research, this research was conducted by using descriptive qualitative to explore and clarify one phenomena or social reality by describing some variables related to the problem identified.

According to Gay and Peter (2000) “Descriptive research is a descriptive study determines and describes the way thing are”. Bogdan and Biklen (1982) stated “qualitative research is descriptive, the data collected are in the form of words. The written results contain quotations from data to illustrate and substantiate the presentation. The data include the interview transcripts, field notes, personal, documents, and official records”.

The researcher conducted purposive sampling as the sampling to determine the subjects. According to Riduan (2005) “purposive sampling is one of technical that can be used by researcher if researcher have some considerations take the certainly sampling to get the aim”. So, the researcher decide 20 persons of all of society in Setia Budi Makmur I Residence which have the different background of education as the subject and ask them to determine which one of standard and non standard words based on KBBI.

The technique of collecting data used in this research are:

### ***Observation***

According to Anne (2010) “observation is used to get information about phenomenon that occurs”. In this study, the researcher used direct observation which is assessment team collects

data on naturally occurring behavior within their usual context. This is achieved by observing conditions and specific features of an affected site from arrange of viewpoints and locations to provide an overall view of the affected area.

### Interview

According to Fontana (2005) “interviews are a widely used tool to acces people’s experiences and their inner perceptions, attitudes, and feeling of reality”. In collecting the data, the researcher applied an unstructured interview because there is no a specific set of predeterminded questions, unstructured interviews flow like an everyday conversation and tend to be more informal and open-ended, so the interviewee will answer the question effortlessly and accurately without feeling intimidating.

### Test

Brown (2004) defines “test as a method of measuring a person’s ability; knowledge or performance in a given domain”. In this study the researcher decided 20 words which consist of standard and non standard based on KBBI and asked 20 persons as subject to determine which one of standard or non standard words.

## RESULTS AND DISCUSSION

The data of standardizing language was taken from *Kamus Bahasa Indonesia* (Indonesian Dictionary) that released by *Pusat Bahasa Departemen Pendidikan Nasional* (Language Center of Ministry of National Education) in Jakarta on 2008. This dictionary contains around 91000 word of standardizing language. The table below shown the list of standardizing and non standardizing language as instrument for the correspondence in determining standardizing and non standardizing language.

Table 1: List of Standardizing and Non-Standardizing Language

No	Standardize Language	Non- StandardizeLanguage
1.	<i>Atlet</i>	<i>Atlit</i>
2.	<i>Atmosfer</i>	<i>Atmosfir</i>
3.	<i>Diferensial</i>	<i>Differensial</i>
4.	<i>Ekspor</i>	<i>Export</i>
5.	<i>Ekuivalen</i>	<i>Ekwivalen</i>
6.	<i>Ekstrem</i>	<i>Ekstrim</i>
7.	<i>Embus</i>	<i>Hembus</i>
8.	<i>Esai</i>	<i>Esay</i>
9.	<i>Frekuensi</i>	<i>Frekwensi</i>
10.	<i>Insaf</i>	<i>Insyaf</i>
11.	<i>Impor</i>	<i>Import</i>
12.	<i>Standardisasi</i>	<i>Standarisasi</i>
13.	<i>Jendral</i>	<i>Jenderal</i>
14.	<i>Khotbah</i>	<i>Khutbah</i>
15.	<i>Konkret</i>	<i>Konkrit</i>
16.	<i>Kualitas</i>	<i>Kwalitas</i>
17.	<i>Kuitansi</i>	<i>Kwitansi</i>
18.	<i>Menerjemahkan</i>	<i>Menterjemahkan</i>
19.	<i>Nasihat</i>	<i>Nasehat</i>
20.	<i>Risiko</i>	<i>Resiko</i>

\*For further explanation about standardizing language can be seen in appendix.

The researcher took 20 participants to determine which one was standardizing and non standardizing language in society around Setia Budi Makmur I Residence, Medan. All of the participants were from different background, such as university students, teacher, house wives, businessman and government employee. The table below had shown the participants' answer in determining standardizing and non- standardizing language

Table 2: Percentage of Standardizing and Non-Standardizing Language

No	Standardizing Language			Non – Standardizing language		
	Item word	The number of people	%	Item word	The number of people	%
1.	<i>Atlet</i>	15	3.75	<i>Atlit</i>	5	1.25
2.	<i>Atmosfer</i>	11	2.75	<i>Atmosfir</i>	9	2.25
3.	<i>Diferensial</i>	11	2.75	<i>Differensial</i>	9	2.25
4.	<i>Ekspor</i>	11	2.75	<i>Export</i>	9	2.25
5.	<i>Ekuivalen</i>	12	3	<i>Ekwivalen</i>	8	2
6.	<i>Ekstrem</i>	5	1.25	<i>Ekstrim</i>	15	3.75
7.	<i>Embus</i>	7	1.75	<i>Hembus</i>	13	3.25
8.	<i>Esai</i>	8	2	<i>Esay</i>	12	3
9.	<i>Frekuensi</i>	15	3.75	<i>Frekwensi</i>	5	1.25
10.	<i>Insaf</i>	10	2.5	<i>Insyaf</i>	10	2.5
11.	<i>Impor</i>	9	2.25	<i>Import</i>	11	2.75
12.	<i>Standardisasi</i>	9	2.25	<i>Standarisasi</i>	11	2.75
13.	<i>Jendral</i>	11	2.75	<i>Jenderal</i>	9	2.25
14.	<i>Khotbah</i>	7	1.75	<i>Khutbah</i>	13	3.25
15.	<i>Konkret</i>	10	2.5	<i>Konkrit</i>	10	2.5
16.	<i>Kualitas</i>	12	3	<i>Kwalitas</i>	8	2
17.	<i>Kuitansi</i>	10	2.5	<i>Kwitansi</i>	10	2.5
18.	<i>Menerjemahkan</i>	10	2.5	<i>Menterjemahkan</i>	10	2.5
19.	<i>Nasihat</i>	9	2.25	<i>Nasehat</i>	11	2.75
20.	<i>Risiko</i>	6	1.5	<i>Resiko</i>	14	3.5
<b>Total</b>		<b>198</b>	<b>49.5</b>		<b>202</b>	<b>50.5</b>

From the table above, it could be seen that the standardizing language of *atlet* (athlete) and *frekuensi* (frequency) were more popular or dominant in which around 15 people got correct answers (3.75 %), meanwhile non standardizing language of *ekstrim* (extreme) was familiar for them (3.75%). There were 15 people got the incorrect answers (3.75%), they just thought *ekstrim* (extreme) as the standardizing language. So it could be seen that society in Setia Budi Makmur 1 Residence were more familiar with non standardizing language (50.5%) based on the percentage above, meanwhile there were around 49.5 % people familiar with the standardizing language.

## CONCLUSION

After analyzing all the data based on the theory used, the study now can draw the following conclusions.

1. The standardizing language that most familiar used by the society are *atlet and frekuensi* around 3.75%.
2. The standardizing language that most unfamiliar used by the society is *ekstrem* around 1.25%.
3. The non standardizing language that most familiar used by the society is *ekstrim* around 3.75%.



4. The non-standardizing language that most unfamiliar used by the society are *atlit* and *frekwensi* around 1.25 %.

So it could be seen that society in Setia Budi Makmur 1 Residence more familiar with non standardizing language based on the percentage around 50.5 % meanwhile there were around 49.5% people familiar about the standardizing language. The findings of this research were expected to be useful as a means deploying and supporting the theories presented in the study of linguistics, especially in the field of language planning and language standardization. Finally, this study suggests that the society in Setia Budi Makmur 1 Residence Medan should more recognize the standardizing language than non standardizing.

### ***Limitation of the Study***

This study focused on the on standardizing language in society in Setia Budi Makmur I Residence. The researcher tried to find out standardizing language in society in Setia Budi Makmur I Residence based on the theory proposed by Wolf (2000).

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