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## The Erosion of Regional Language Among Young Generation: An Ethnographic Study of Public Relations in Jakarta Society

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### Abstract

*The fading of local languages among young people is inseparable from the role of public relations, especially agencies under the auspices of the ministry of education and culture, language agencies that echo the national language and regional languages as national identity. The phenomenon of bilingualism is rife among young people in the Jakarta area, which can be called a threat to the loss of the national language. In an ethnographic review, public relations is how behaviour communicates to form relationships which emphasizes cultural activities that explore patterns of relationships built on public support. Through the cultural revitalization program campaigned by the public relations of the language agency, it is hoped that the use of regional languages or Indonesian can be proudly used by young people without considering regional languages to be ancient languages but still learning foreign languages as international languages.*

**Keywords:** regional language; public relations; language revitalization

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### 1. Introduction

Indonesia is the largest archipelagic country in the world with 17,508 islands inhabited by more than 360 tribes, making this country have a lot of cultures. One of the cultures owned by each tribe and region is language, there are 718 regional languages that have been registered in Indonesia. The diversity of tribes is certainly closely related to various languages, *Bhinneka Tunggal Ika* is one of the guidelines for the Indonesian people in uniting this diversity. Indonesia as a nation rich in culture, race, and tribe makes Indonesian the national language to unite diversity, Indonesian functions as a means of communication between humans, as well as a national identity, Indonesian has a position as a state language and a tool for cultural development. (Bulan, 2019) In fact, Indonesian is the national language to unite the differences of each region.

Each region has its own characteristics, one of which is language. Language is a means to communicate between individuals or groups to make it easier for someone to convey something they want to convey. For people who live in places that are not too crowded or only one tribe, it can be an

advantage because they can easily interact with each other using their regional language. While for those who live in places consisting of several tribes, it is not so easy to interact because they usually master their respective regional languages. Usually they use the national language, namely Indonesian, to interact.

Regional languages are often labeled as ancient languages that are rarely used in the modern era like today. People, especially teenagers, often replace regional languages with national languages and foreign languages to communicate, because basically the use of foreign languages is considered as a highly educated person, and has a high social status. Bilingual communication is often used by people, especially teenagers in big cities like Jakarta. Bilingual ability is the ability to use two languages. Jakarta teenagers often speak bilingually because one of the factors is globalization, globalization makes there are no boundaries so that foreign cultures can easily be brought in. Young people in the big city of Jakarta really prioritize modernization, in terms of dress, or language use. Seeing the structure of Indonesian society which is diverse, there needs to be an understanding of multiculturalism and pluralism, to strengthen national integration which has so far been colored by a strong primordial attitude that maintains cultural and regional "egoism", especially by teenagers.

For young people in Jakarta, regional languages are too outdated, in several cities on the outskirts of Jakarta such as Bekasi, the regional language of West Java province, namely Sundanese, is still used as a subject in school, but there are still many students who underestimate Sundanese lessons as a regional language of origin, regional languages are truly the identity of the Indonesian nation in each tribe and culture, this makes regional languages a reflection of social speech. In fact, as one of the largest countries in the world with the 4th largest population, Indonesia has great potential in introducing Indonesian abroad compared to other countries. It is undeniable that the shift in Indonesian culture along with the development of the times is getting bigger, this is because the more advanced technology makes Indonesians curious about other cultures out there. Often bilingual or even multilingual languages are used to communicate with each other among young people. Bilingual (two languages) or multilingual (multiple languages) usually occurs because the nation has a variety of cultures so that it produces a variety of regional languages. (Sugianto, 2018). Most young people in urban cities like Jakarta often use foreign languages and the national language, namely Indonesian, as a means of communication, this is known as code mixing which is two languages used in one sentence where grammar and language usage are not on the same topic. Code mixing is a part of one language by a speaker while essentially using another language. use code mixing This has a bad impact because users use Indonesian vocabulary with English vocabulary randomly without looking at the context of using the vocabulary in the sentence.

In this research we conducted a study that occurred in Public Relations Especially in Jakarta related to the weakening use of regional languages among young people. Jakarta is a city that has a lot of residents and diversity ranging from ethnicity, customs, religion, regional languages, etc. Our focus this time is in terms of regional languages which with this diversity of course have diverse regional languages too. The theory used in this study contains the theory of public relations culture, where the theory of public relations culture or what is commonly called cultural PR is a public relations activity which is always influenced by culture (Hidayat Kuswano, & Zubair, 2017).

The aim of this research is to create an argumentative model for the decline in the use of regional languages among young people through an ethnographic study review. public relations in the Jakarta area. We conducted an interview with a public relations representative from the Language Development and Fostering Agency. We chose him because this discussion is related to the fading language of a region, especially the Jakarta area, and has a public relations program, namely raising public awareness about the importance of Indonesian in public spaces.

### **Local language**

Bhinneka Tunggal Ika is a motto that has a deep meaning and is also a guideline for Indonesian society in social life. The many tribes, nations, races and cultures make the Indonesian nation have

diverse regional languages. Regional languages are truly the identity of the nation, but regional languages are often sidelined because foreign languages are considered to have higher esteem. Regional languages are a cultural heritage that should be preserved, especially in this modern era where regional languages are being shifted by foreign languages. Widiyanto through his journal entitled "Regional Language Preservation Through Learning and Activities in Schools" states that with the shift in regional languages, there is the preservation of regional languages, because in reality shifting and preservation are two components that always go hand in hand and are likened to a coin that has two sides (Widiyanto, 2018).

Regional language shift occurs when the community replaces the old language with a new language, namely a foreign language when communicating in the social sphere. With the shift, there is maintenance, maintenance of regional languages can be done through education, because in fact education is the main component to prepare for the future, this can be implemented through learning such as learning regional languages in each region such as learning Sundanese and Javanese, this makes regional languages can be implemented by teachers and students in the use of regional languages. In addition, the defense of regional languages can be done through a community or extracurricular, such as in the Java region, communities that participate in geguritan activities, Javanese gamelan, or so on indirectly they learn the regional language, for example students who participate in geguritan extracurricular activities indirectly learn and use Javanese because geguritan is poetry in the form of Javanese. Development is indeed a demand, even so, it does not have to eliminate the characteristics and identity of cultural heirs. So maintaining local culture must indeed be a priority and a shared awareness for cultural heirs (Budiarto, 2020).

### **Ethnography Public Relations**

In an agency, a person really needs public relations as the neck of a company. The fading of regional languages among young people, especially in the Jakarta area, with an ethnographic review public relations motivated by the emergence of bilingual or multilingual languages between foreign languages and national languages in the Jakarta area, where the capital city where people try their luck in the area makes people from various regions gather so that the national language, Indonesian, becomes a means of communication between each other. In fact, PR ethnography studies focus on communication behavior to form relationships. Public relations ethnography emphasizes the components of communication planning in communication planning activities in planning activities or cultural activities that aim not only to understand communication behavior but also to explore relationship patterns built on public support (Hidayat, 2019).

## **2. Method**

### **Form of research**

The form of research is divided into two, namely quantitative and qualitative. This form of research is qualitative research. Creswell stated that the qualitative research method is a method for understanding a central symptom. Unlike quantitative methods that use a lot of numbers, qualitative research methods are more descriptive. (Creswell and Creswell 2018). The form of research used in this research is qualitative. Qualitative research is research that focuses on analyzing and explaining an individual experience or phenomenon in the everyday world (Creswell, 2018). This research seeks to analyze how the regional language has experienced fading, especially among young people.

### **Types of research**

The type of qualitative descriptive research is a description of existing phenomena that are natural or human engineering that focuses on characteristics, relationships between activities. The type of qualitative descriptive research does not change variables in other words, it describes a condition as it is which is done through interviews, observations, and documentation. (Sukmadinata, 2005).

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In this research, a qualitative descriptive research type will be used regarding the decline in the use of regional languages among young people in Jakarta through an interview process conducted with...Public relations Language Development and Construction Agency

### 3. Result and Discussion

Public Relations attached to a profit or nonprofit company, in fact public relations has a program that will be run through the company under its auspices, in the Language Development and Fostering Agency or called the Language Agency, public relations in it is attached to priority programs such as Merdeka Belajar episode 17 regarding "Regional Language Revitalization". The role of public relations is very much needed to combine regional language revitalization programs on how to disseminate information about the program to the public, Public relations The Language Agency communicates to the external community through content from social media, which aims to make the regional language revitalization program known to the public. Awareness of regional languages as the identity of the nation makes public relations The language agency is very concerned with preserving national and regional languages by campaigning through content on TikTok social media, namely @many campaigning for regional languages from each region of origin who work in language agencies with the aim of introducing various regional languages while inviting the community to preserve regional languages and love Indonesian. However, preserving the national language does not mean being anti-foreign languages, as seen by today's youth, they consider regional languages as ancient languages and prefer to use bilingual languages for their daily conversations. Revitalization of regional languages echoed by public relations language agency in the Jakarta area, revitalization of regional languages, namely efforts to preserve and develop regional languages through the inheritance of regional languages to young people which aims to encourage their use in various communications so that the vitality of regional languages is at a safe level and is used properly. (Ministry of Education and Culture, 2022)

Public relations especially in language agencies running a campaign related to the use of national languages and regional languages, they feel the benefits of social media to carry out a campaign to the wider community through social media, where currently social media has become a public consumption in this digital and sophisticated era. Public relations The language agency is very synergistic with the public relations of the Ministry of Education and Culture, namely BKHM or the Bureau of Public Relations Cooperation because reviewing BKHM's connections has a wider reach to the press throughout Indonesia to support the campaign, especially the revitalization of regional languages so that its reach is wide to the community. As the public relations of the language agency conducts a campaign to the community, especially Indonesian youth or even to fellow public relations colleagues in other fields, the use of Indonesian is used if the realm is at the work desk or meeting leaders, both to fellow public relations, Indonesian is used even though it is not the standard language in accordance with the KBBI.

Reviewed by young people especially in the Jakarta area are reluctant to use regional languages or national language Indonesian, then what is the solution to review the extinction of regional languages as the identity of the nation. BPPB has a slogan that reads "Prioritize Indonesian, Preserve Regional Languages, Master Foreign Languages" this slogan is also called Trigatra Language, from Trigatra Language we can better understand about caste and language levels. Departing from this, it is not immediately rejecting or anti-foreign languages because considering foreign languages or English are international languages, but must be in accordance with the context. The Public Relations of the Language Agency has a program that is right and in accordance with the problems of young people that occur especially in Jakarta, namely the revitalization of regional languages.

In improving the development of Indonesian language to the community, BPPB has several programs, one of which is Duta Bahasa. This program seeks to involve Indonesian youth in maintaining the milestones of the nation. These Indonesian youth are expected to have language skills, whose

attitudes and behavior can be used as examples to develop Indonesian language and shape character and foster a sense of nationalism. In addition to the Duta Bahasa program, BPPB also has a program called BIPA (Bahasa Indonesia for Foreign Speakers), this program aims to foster foreign communities who want to learn Indonesian. So far, the program run by BPPB has been quite successful. From the statement above, we can analyze that it is important for public relations to be sensitive to the surrounding community and those in all regions. This aims for public relations to be able to create solutions to problems that occur in the community. The strategy in restoring language as the nation's identity so that it can be used as a means of communication for young people without diluting regional languages in the ethnographic review of public relations, namely BPPB public relations still uses regional languages in some of their content. This is done to attract the attention of the wider community, because they also become aware of other regional languages in Indonesia. So the conclusion is to still prioritize and socialize Indonesian to the wider community but also preserve regional languages.

Regarding the use of South Jakarta language which is currently a trend for young people who use it by mixing Indonesian with English, it is considered quite concerning. In fact, in the past, the struggle of Indonesian heroes was to be able to create the Youth Pledge movement which fought tooth and nail for the Indonesian language. Young people who often use South Jakarta (Jaksel) language need to know that they should be proud of using Indonesian without having to mix it with a foreign language. Because not everyone can understand this South Jakarta language and it can also give rise to double meanings or ambiguity in the use of the language. They are not aware that in fact this kind of thing is what actually brings down their own language. Language should be our identity so we must maintain it by using it as well as possible. In addition, currently there are many people who carry out an action or lifestyle based on other people. Other people can also be called role models or community leaders. They also use a language that is mixed with the South Jakarta language so that people who make them public figure consciously or unconsciously follow their language style. Therefore, it takes a public figure or public figure who uses Indonesian well so that they can get used to using Indonesian too. Although that is not always a benchmark because there are also people who like to watch other people because they like it but they don't follow their language style.

History is one of the things that must be known because it tells the story of the birth of the Indonesian language. Not all countries have their own national language, for example America, they do not use American but use English in their daily lives. With the existence of this Indonesian language, it should be an identity for its citizens which they should be proud of. So the mindset that must be built is how to instill identity or self-identity to each individual that the Indonesian language itself is what they must use. So, there is no need to use mixed languages in communicating. In the sense here that in everyday life using good Indonesian shows that he has an identity as an Indonesian. If you want to use a foreign language, it is still allowed but in its place so that it does not need to be mixed with Indonesian.

### **Theory Public Relations Culture**

Cultural PR is a context that exists in science public relations. In theory public relations culture discusses or explains that everything related to public relations is inseparable from culture, whether in the form of activities or anything in public relations. As done by public relations Zahra Aziza Language Development Agency, the theory of cultural public relations is used in carrying out a campaign activity to the general public, namely making a video introducing regional languages on social media Tiktok. This was done by public relations Language Development Agency as an attention to the target factors of the campaign, namely Indonesian teenagers who lack understanding of language, especially national and regional languages, because when viewed, the selection of campaigns through social media that are packaged in the form of videos and lasting no more than 3 minutes is the right choice, because Indonesian teenagers currently open social media more often than reading newspapers or participating in activities directly. The theory of cultural public relations has the principle that culture is a chain of activities or activities carried out by public relations.

## Discussion

The research conducted by Ansori in 2019 entitled "Sociolinguistics in Language Extinction" regarding the causes and extinction of languages which originate from immigrants who come or even settle in an area. The results of this study, the solution to the problem of language extinction is to instill awareness of language preservation, making regional languages a subject in schools at every level so that language extinction does not occur. The research conducted by Ansori felt that there was a difference with the results of the research we wrote regarding "The Fading of Regional Languages among Young People in Jakarta: Public Relations Ethnography" in our research found that the younger generation did not really understand the position of Indonesian and regional languages as the identity of the nation, through a combined program reviewed by the Public Relations of the language agency that the campaign and through several programs including the revitalization of regional languages were quite effective in making young people proud to use the national language and regional languages.

Judging from the results of the research we conducted with Ms. Zahra Aziza as the Public Relations of the Language Development and Fostering Agency through interviews related to how today's young people use Indonesian in their daily lives, it is felt to be very sad because they mix two languages, namely Indonesian and English, which is considered not respecting their own language and instead using a foreign language.

## 4. Conclusion

The use of bilingual language is used by young people in Jakarta because it is considered a contemporary language because it is a mixture of two languages, namely Indonesian and a foreign language or English. Ethnographic reviews of public relations regional languages are almost fading and many young people often consider them to be old-fashioned. Public Relations The Language Agency under the auspices of the Ministry of Education and Culture is promoting a program from Merdeka Belajar, namely "Regional Language Revitalization" which is an annual program held in October every year which aims to introduce regional languages to young people, through the revitalization of regional languages. Indonesian youth are expected to have language skills, whose attitudes and behavior can be used as examples to develop the Indonesian language and form character and foster a sense of nationalism. The role of public relations with the relevance of the widespread use of bilingual languages in the next generation is considered appropriate to be campaigned through a public relations under the auspices of the ministry, through a credible program that is very efficient in socializing the wider community, especially young people, to voice the national language and regional languages are not ancient languages but languages that must be preserved as the identity of the Indonesian nation.

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