

Indoglish as adaptation of english to Indonesian: change of society in big cities of Indonesia

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Abstract. Indoglish is a term that is often used for the use of Indonesian culture language nuances. Indoglish studies focus on the community, especially on the big cities in Indonesia. The use of language in society is chosen because the emerging form is the natural language, which in the context of linguistic research should actually be used in preference to describe large cities in Indonesia in actual language situations. The data of this study are various kinds of discourse obtained in the society, especially in five big cities in Indonesia where there is a form of linguistic language mixture of Indonesian and English. The main research data source is the community in big cities in Indonesia. The basic assumption for determining locational data sources is the consideration that people in large cities have diverse social, economic, and cultural backgrounds that are expected to reflect the condition of society. The major cities used as research sites are: (1) Jakarta, (2) Surakarta, (3) Surabaya, (4) Denpasar, and (5) Bandung. The data set used refers to the usual method of linguistic research. Data analysis is done by applying the usual method of distribution to linguistics. The method of analysis is performed after data is collected and classified and interpreted correctly. The results showed that in general the mastery of Indonesian language by the community was not good enough. Motivation to learn Indonesian in general is also not high enough in the community in big cities in Indonesia. With this background, then Indoglish emerged as a form of public utterance that occurs in the social. Indoglish also emerged as a form of community identity that has a prestigious sense if it smells of foreign cultural elements, including in it is the use of language.

1. Introduction

The use of language in Indonesian society today has changed from time to time. One of the change is the use of foreign language in conversation. For example, the use of English which is considered as an international language. English is widely used in several social media, in public facilities, and some English-featured communication tools [1]. This a major cause in language use change in society by the emerging of the term Indoglish (Indonesia-English). Indoglish is a term commonly used for English language use which is still nuanced in Indonesian culture and language. In a sociolinguistic perspective, this event is often said to be a phenomenon of code mixing and borrowing [2]. In further study and depth, the Indoglish form is not only about code mix and borrowing, but also borrowing forms a distinctive form. This is because a combination of Indonesian and English but this form of



Indoglish is fully included in Indonesian or English. It is spoken English in form but the meaning contained is Indonesian culture and language.

Furthermore, the form of Indoglish phenomena in society can be categorized into 3 distinctive forms. The first form is a speech in the form of a word or phrase in English that is pronounced with Indonesian accent by native speakers of Indonesian language. Secondly, the Indoglish form spoken by Indonesian native speakers in the form of words or phrases in Indonesian, but accented by English. The third is Indonesian spoken by foreign speakers with an accent of English. The discovery of the three distinctive features in the spoken event briefly is said that there is a current Indoglish phenomenon between the speaker and the partner of the speech.

The emergence of Indoglish forms can be categorized into two factors, namely external factors and internal factors. The external factor is due to the influence of globalization development. Globalization not only brings development regarding of information technology but also culture and language. The use of international language (particularly English) is easily found. The influence of social media and technological development is another factor in the Indoglish phenomenon. In social media, for instance, there are some features written in English. Consequently, people are gradually beginning to be familiar with English words in social media and some means of communication. Therefore, there are combined English terms in Indonesian.

Internal factors that cause the emergence of Indoglish phenomena is prestige in using foreign language terms. The Indoglish phenomenon is widely found in the language used communicatively by artists and celebrities in Indonesia on television shows. This has led many communities, especially teenagers to mimic by using Indoglish as used by artists. Another background that encourages the emergence of Indoglish forms is that there has not been found a proper match to express word into utterances. Even there are words or phrases contained in the Indonesian language cannot fully represent the intent of the speech so that speakers use foreign languages, in this case, is English. However, the emerging language form is already nuanced in Indonesian language, and this is then expressed in the form of Indoglish. This form of Indoglish is a distinctive form, in which the form is in English but its meaning has entered the Indonesian language culture.

Language change use also causes social change in society. The Indoglish phenomenon causes changes in the communication process among the people, especially people in big cities in Indonesia. Influence of globalization and technological development especially on the rise of social media use has led to the change in the pattern of community relations. Based on the hypothesis of the researcher, the use of Indoglish in large cities community is as a prestigious form and desire to be a modern person by following the trends of language use as used by artists. Also, the Indoglish phenomenon in big cities is also due to the widespread use of English terms in several public places, such as malls, modern markets, shopping malls, schools, tourist spots, and some other common facilities. Therefore, research related to the existence, background and determining factors of Indoglish use among the people, especially in the community of large cities is needed to identify the motives of the Indoglish.

This Indoglish study focused on indoglish usage as a result of changes made by people in big cities in Indonesia. The Indoglish phenomenon can be seen from the speeches of people in big cities in Indonesia. Concerning the problems and urgency of research on Indoglish in society in five big cities in Indonesia, the objectives of this study are: (1) describing the different forms of Indoglish by society in five big cities in Indonesia, (2) describing the meaning in Indoglish (5) describing typical vocabulary in Indoglish phenomenon in communities in five big cities in Indonesia, (4) Factors emerging Indoglish in communities in five big cities in Indonesia, and (5) Indoglish impact on the use of good and proper Indonesian in the community in five big cities in Indonesia in the efforts of Indonesian emendation.

From the study of Indoglish phenomena in the communities in big cities in Indonesia, some advantages both theoretically and practically subtle. Theoretically, this research can add to the study of linguistic sciences, in particular, the sociolinguistics discipline. The statement is relevant to the object of this study in the form of language used by people in big cities in Indonesia. As science develops,

sociolinguistic studies will always be dynamic and evolving. Additionally, with the abundance of linguistic study in the field of sociolinguistic science will certainly enrich future sociolinguistics [3].

The practical benefit of this research is to provide a clear understanding of the linguistic phenomenon in society. Good understanding of the use of existing language will have an impact on better interaction. This is of paramount importance because the use of language in social media and other electronic media has an impact on the changing language of the community, especially the people in big city areas. Life in the big city is more advanced and faster than its development in outside and rural areas. The number of local and overseas tourists is probably also a factor that makes the Indoglish phenomenon in the big city. The current globalization and modernization of big cities certainly also affect the use of language among the people. If Indoglish phenomenon is widely found in the use of community language in big cities, then there has been a social change in society due to the influence of globalization and advances in information technology. Therefore, the results of this study are expected to be self-reflection and even reflection on the people in the big cities about the use of language and the aspects that influence them.

2. Research Methods

The study used qualitative descriptive study to examine the Indoglish phenomenon in the community in five big cities in Indonesia. The main purpose of this Indoglish study was to describe the linguistic phenomenon associated with the intricacies of mixing and borrowing of respective languages and its impact on social change communities in five big cities in Indonesia

The data of this research was a variety of narratives obtained from sources comprising communities in five big cities in Indonesia within linguistic forms that linguistically mix in Indonesian and English occurred. The forms of 'Indoglish' language were the object of this research and other forms of linguistic represent the context. The combination between was called as data. The research data source is a variety of speech samples taken from the use of the language of the community. The source of this research data was a recording of speech between teachers and learners obtained hidden, so that the data obtained might be natural and reliable. The source of the data was categorized as a substantive data source. The locational data source for this research was the community of five cities in Indonesia, namely Jakarta, Bandung, Surakarta, Surabaya, and Bali. The basic assumption to determine the data source placement (big city) was the consideration peculiarities in the use of indigenous languages (dialects) as the language of daily communication. Jakarta uses Indonesian, Bandung with Sundanese, Surakarta with Javanese dialect, Surabaya uses Suraboyoan dialect Javanese, and Bali uses Balinese. The use of Indonesian from the five big cities certainly also have different variations. Thus, the phenomenon of Indoglish will be increasingly visible when speech events occur among speakers who have different cultural backgrounds and dialects.

Data collection used in this research was a listening method as was commonly done in linguistic research. Listening was done by examining direct speech in the educational domain assuming there were forms of 'Indoglish'. The techniques used in implementing the methods were noting and recording. Thus the method of providing the data used was listening method, in which by applying noting and recording techniques. The data of this research was also obtained by giving speeches. The technique might be completed by noting or recording, either directly or indirectly, open or hidden.

Data analysis was performed by applying the distribution method as is commonly done in linguistics. Analytical methods were performed after the collected data were classified properly. Furthermore, interpretation of the data was conducted and presented informally. The results of the analysis were formulated in the form of common words not in the form of certain symbols because the result of this research did not demand the model.

3. Result and Discussion

To analyze the Indoglish phenomenon of language use by people in big cities in Indonesia requires relevant theories used as a basis for the data analysis process. This is used to minimize the possibility of bias in the data analysis process. By one uses lexical borrowing theory proposed by Weinreich.

Weinreich asserted the basic principle of lexical borrowing, First, when a word was borrowed from another language the word changed the mini semantic system, or 'space' where the word applies as a member [4]. In more detail the word borrowed or target word -the word inserted by borrowing-will enter into a novel semantic space, and as soon as possible adjust the meaning of one another. Secondly, bilingual speakers will face the lack of semantic distinction in their second language. This is commonly experienced by bilingual speakers who assume that certain semantic spaces in their own language are not enough to distinguish. Furthermore, they borrow other language words to meet the shortcomings they feel in their own language [5] [6]. Or in other words, this second principle is due to the fact that there is no matching word meaning with the same meaning.

In addition to using the theory of Weinreich, this research also used an sharp analysis from Errington's theory. In his theory, [7] states Western borrowing terms are used by speakers to help constructing 'elitist code'. However, it is worth noting that thousands of words borrowing from Western language fill the semantic gap and clearly have no non-Western synonyms. Meanwhile, some speakers do not mention the prestige factor as the reason of Indonesian and English mixing. This statement is also conveyed by [8] that it is not entirely true that the mixing of Indonesian with English or other languages is due to the prestige factor. The prestige factor may still be a subordinate motivation for the speakers, as well as its primary motivation to convey specific meanings in a modern domain. However, seeing the facts, Indoglish use is also due to prestige (pride awareness) as widely reported by celebrities. The examples is enormously found in an interview between two people in the park, following:

- (1) A : Eh, kang mending *break* dulu atuh. Capek ini aku dari tadi *hunting-hunting* foto melulu.
(Erm, we better to have a break for a while. I am too tired for photo hunting)
- (2) B : Yaudah gak papa kalau begitu, *break* dulu aja teh. Mending kita *lunch* dulu sambil cari-cari sapa tau nemu *spot* foto yang bagus.
(It's okay. We better have a break. Let's have a lunch and we may find nice spot for photo shoot.)
- (3) A : Okelah kang. Gitu baru namanya *photographer* pengertian.
Thanks ya.
(Ok. That's what a photographer should be. Thanks.)

From the example can be identified the Indoglish phenomenon found between the model and a photographer for a photo shoot session. There are several borrowing words from English in the speech. Words, such as breaks, hunting, lunch, spot, photographer, thanks are the words taken from foreign languages. The use of these words is not based on the search of matching words in Indonesian tailored to the semantic rules, but merely for prestige. Some words meaning are hard to find in Indonesian, as the word 'spot' refers to the background for the photo shoot and the 'hunting' is used to describe the action of taking as many photos as possible to find moments that match the theme and purpose of photograph taking. In addition to the two words before, the use of foreign terms is merely for prestige and pride to be considered as modern for others. Words like 'break, lunch, photographer, and thanks' still have matching words in Indonesian that are relevant regarding semantic scope.

The situation clearly opposites Indonesian position as the national language. As a national language, the function of Indonesian is fundamental, that is, as a symbol of national pride, a symbol of national identity, as a unifying tool for society from diverse socio-cultural backgrounds and languages, and is used as an interregional and inter-cultural link. Indonesian society should proudly use the Indonesian language as a national language. The Indoglish phenomenon reflects one of the contradictions of the national language. They are even more proud when using Indonesian-English mixing to be impressed as modernist. Positioning as the national language, Indonesian expands its function as the official language of Indonesia, instructional language in the education, a national level

connection means for development and governance, and as a means for cultural, scientific and technological developers [9].

The Indoglish phenomenon is also caused by the widespread use of the internet and social media among the people in big cities in Indonesia. Social media is becoming more and more popular today, ranging from facebook, twitter, path, Instagram, BBM, and many others are not only popular among the young, but also older people. The features found in some social media apps often use words from English. It encourages many of the Indoglish phenomena in society, especially in big cities in Indonesia. Examples of Indoglish use on the internet and social media as shown below:

- Person 1 : Min, mau tanya nih. Kalau lagu soundtrack film itu *download-nya* di mana ya?
(I want to ask. Where can I download movie soundtrack?)
- Admin : Itu bisa *di-download* di *web-nya* sendiri kak.
(You can download on web.)
- Person 1 : Boleh *share* nama alamat *web-nya* min.
(Can you share the web address?)
- Admin : Siap kak. Nama alamat *web-nya* www.gudang-lagu.com. Di situ sudah ada *list* lagu yang digunakan di soundtrack film.
(Ok Ready to work. The web address is www.gudanglagu.com. There must be a a list for soundtrack fil you mentioned)
- Person 1 : Oke, brarti sudah ada *list-nya*. Makasih min.
(Okay, I'll find a list. Thank you.)
- Description
Speaker : Speaker was an Instagram user and an admin from one of the Instagram accounts. "Person 1" was female and domiciled in Jakarta.
- Speech situation : The situation was informal because the conversation occurs in social media.
- Conversation topic : A social media user asked the admin of the Instagram accounts about how to download of a movie soundtrack.
- Speaking purpose : Social media users aimed to download one of the songs used as a movie soundtrack.
- Speaking location : Speech locations could not be identified as this occurred in social media. Social media users can chat in the distance.
- Ayulita : Eh, yang *nge-share* video sendratari Ramayana kamu ya nis? Dapat dari mana?
(Did you share dance video of Ramayana? Where did you get it from?)
- Nisa : Iya yuk. Kemarin aku *download* di youtube. Emangnya ada apa?
(Yes. I downloaded it on youtube. Can I help you?)
- Ayulita : Ini nis, aku dapat tugas dari Pak Bagus buat cari video tentang Wayang Wong Sriwedari. Kira-kira *download-nya* di mana ya?
(I got task from Mr. Bagus to find Wayang Wong Sriwedari. Where can I get that?)
- Nisa : Di youtube banyak nis. Tinggal *search* aja *keyword-nya* wayang wong sriwedari. Nanti muncul banyak banget tinggal pilih salah satu trus *di-download* aja.
(You can find many on youtube. Just type the keyword on search. Some results will appear and you can choose which one to download.)
- Ayulita : Oh gitu. Yaudah tak coba *download* di Youtube aja. *Dateline-nya* besok e. Makasih ya.

	(Oh I see. Ok then, I will try to download on youtube. Tomorrow is the dateline. Thanks.)
Nisa	: Oke siap. Jangan lupa <i>nge-like postinganku</i> ya hehe. (Okay. Do not forget to like my post, haha)
Description	
Speakers	: Speakers were students in one of the private vocational schools in Surakarta. The speakers were the woman and a Javanese ethnic background.
Speech situation	: The speech situation was informal because the conversation took place in social media, in this case, was Facebook page.
Speech topics	: A student who was given the task of searching for a video of Wayang Wong Sriwedari show.
Speaking purpose	: A student named Ayulita wanted to know how to find and download a video about a Wayang Wong Sriwedari to do a task of her teacher.
Location of speech	: For a speech, location could not be identified as this occurred in social media. Social media users can to chat in the distance.

Some of the above data indicate that Indoglish phenomena are widely found in social media. From the data presented can be found Indoglish forms of such as *web-nya*, *list-nya*, *nge-share*, *download-nya*, *keyword-nya*, *di-download*, *Dateline-nya*, *nge-like*, *postinganku*. Some phenomena data found in social media are of course used in everyday life conversations and suggest that the influence of English is quite dominant among adolescents [10]. The unique matter is the form of language that appears to be unique because it does not meet the rules of both Indonesian and English. It is also illustrated in the Manns research [11] [12]. In addition, the cultural aspects and ethnic background of a person also affect every form of Indoglish. This is because of differences in the use of local language (dialect) as the language of each city is different [13]. The study of this Indoglish phenomenon shows that people in big cities of Indonesia have largely experienced the impact of globalization due to the rapid flow of information and technology. This phenomenon also occurs in big cities in other countries [14] [15]. The impact also directly affects in the language used by the community. An explicit example has been revealed before that some cases occur in a combination of local and global languages. It is also a typical phenomenon in each city related to the language with variations as its background, such as tourist factors, tourist attractions, and others [16] [17]. The particularity of the study is related to the Indoglish term that may be aligned with the Singlish phenomenon in Singapore [18] [19]. But Indoglish is more interesting because the phenomenon is an English adaptation in use in Indonesian. There are many variations that emerge, such as sound changes, word combinations, word form adjustments, and more. The unique form in Indoglish is the combination of the affixes of the Indonesian language with the words of English and the forming of the word has become a common practice in the society, such as *di-follow*, *di-add*, *di-download*, *di-save-kan* (being followed, added, downloaded, saved), and so on. This affixation phenomenon is what makes Indonesian language a repertoire and unique language [20]. So Indoglish is a distinctive linguistic phenomenon with the character that English usage changes to match the context of Indonesian language.

4. Conclusion

This study is very close to the position of Indonesian language as national language, especially about its function as a symbol of national pride. Generally speaking, The Indoglish phenomenon is found in social and internet media. Social media app developers originally developed their app with language backgrounds using English. That is what makes many social media users aware of some features and shows in English. Although now there are many social media applications that include Indonesian in its features, Indonesian people tend to call it English terms. With this background then Indoglish

emerged as a form of verbal speech in the realm of daily communication, especially in big cities in Indonesia. Indoglish also emerged as a form of prestige expression to be regarded as a modern society in the era of globalization.

Acknowledgments

Thank you to the Ministry of Research Technology and Higher Education of the Republic of Indonesia and Institute for Research and Community Services of Universitas Sebelas Maret which funded this research. Thank you to people in Jakarta, Surakarta, Surabaya, Denpasar, and Bandung who had been willing to become the object of this research study.

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