

## ABSTRACT

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This study deals with *Language Shift Among The Speakers of Tobanese In Tarutung*. This study was aimed to analyze what were the factors, the dominant factor and the processes of of language shift among the speakers of Toba language in Huta Toruan VII Tarutung. This study was conducted by using descriptive qualitative method. The data were collected trough questionnaires, interviews and recording. The data were analyzed by the factors, dominant factor and the process of languages shift. There were four factors of language shift in Huta Torua VII that found in this study: Economic and social, demographic, attitude and value and migration factors. From the total 30 person of all the subject the researcher found that 12 of the subjects (40%) that influenced language shift was economic and social factor, 34% (10 of the subjects) were demographic factor, 5 subjects (16 %) were attitude and values factor, and migration factor that consist of 3 subjects (10 %). Economic and social factor was dominantly used and the process of language shift was down bilingual (new language-mother tongue). The economic and social factor become the most dominant factor in the whole factors and processes . It was happened because the proffessions of the Toba language speakers were acquired the used of new language and the social success with the status of Indonesian language.

**Key Words:** *Language Shift, Bilingualism, Sociolinguistics*