

ABSTRACT

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This thesis was carried out to investigate the level of Endangerment of BM; the actual effort was done by the native speakers of BM to overcome the level of endangerment, and to investigate the potential effort of the native speakers' of BM in reviving their indigenous language. This research is applied qualitative approach by phenomenology term through observation, questionnaire, and in-depth interview. The data were collected from Minang families both intramarriage and intermarriage Minang families and Minang language institution (BM3) in Medan-Labuhan. Investigating the level of endangerment of BM refers to the degree of language endangerment discernment by Unesco. The research finding is shown that BM in Medan-Labuhan is categorized in the level of definitely endangered. There are four actual efforts are done by the native speakers of BM in Medan-Labuhan to overcome the level of endangerment: (1) the use of BM in domestic life, (2) the use of BM through artistic way, (3) the use of BM through Minang culture activities, and (4) the use of BM in the hometown Ranah Minang. There are potential efforts or activities can be applied by the native speakers' of BM in Medan Labuhan to revitalize BM; (1) the use of BM through introduced the children with another Minang people in vagabond land, (2) The use of BM in domestic life, (3) The use of BM through Minang culture activities, (4) The use of BM by organizing the real adat Minang wedding party, (5) Regular Minang culture exhibition and competition, and (6) the use of BM through back to the hometown

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