

CHAPTER I

INTRODUCTION

1.1 Background of the study

Globalization and high community mobilization affect social life, almost all aspect of Acehese influenced by globalization which is hard to control. It is not only lead the Acehese community to a better life, such as the development of information and technology which enable to ease relation in society, but also supports negative effects on Acehese, especially for Acehese who live in Medan.

The influence of globalization affects action, awareness, and attitudes some of Acehese community to the use of their vernacular. This can be seen in the phenomena of less frequent of using Acehese vernacular, where they tend to speak Indonesian rather than their own vernacular in daily interaction in working place, family, and public places. For instance, when the leader of community announces something, or even in an important community meeting they use Indonesian language.

Acehnese when they speak to the same ethnic they will use Acehese language. But recently, most of Acehese when they speak to the same ethnic they use bahasa Indonesia. This is caused by the immigration of Acehese to the Medan which spoke bahasa Indonesia. As a result, many of them are not able to speak or understand of Acehese language, they are not able to use addressing terms of Acehese language. This indication is very risky for the existences of Acehese language. Especially the third generation. They didn't understand with

the addressing terms system in Acehnese language. Guardado (2002 in Jung Becker, 2013:9) argued that language, identity, and culture are fundamentally linked and that first language loss can have a great impact on an individual's identity formation. If one loses the heritage language, his heritage culture and ethnic identity may fade away (Ro & Cheatham, 2009 in Jung Becker, 2013:9).

It will be happened in a small community which researched. In where, based on the observation of the researcher, many of Acehnese people in Medan, especially the third generation (children who were born in Medan) was a level danger because they had been influenced by the environment which is stayed by many ethnic group. This condition make the shifting of addressing terms in Acehnese Language.

The sentences below are examples of addressing terms in Acehnese language:

1. *“Bapak, Nyak, dan buat dek gam dan inong, di harapkan kehadirannya pada hari minggu untuk menghadiri acara Isra’ Mi’raj’*
(*Father , mother ,brother and sister*, expected attendance on Sundays for celebrate Isra’ mi’raj)
2. *“di kampung saya menggunakan kata yahcut untuk memanggil adik ayah”*
(In my village I call yahcut for *little brother of father*)
3. *“ ikut sepupu yang lain, kalo manggil kakak dengan sebutan cupo”*
(follow my cousin, if call *sister* with cupo)

Based on the preliminary data above, Acehnese people in Medan had maintained their addressing terms in Acehnese language. From the example no1,

The Acehnese people in Medan still maintaining the addressing terms in Acehnese language in social meeting. Example no.2 and no.3 showed the Acehnese people in Medan still maintaining addressing terms influencing by environment.

Language is an ethnic identity of one tribe. Furthermore Holmes (2001:61) states the same statement “ when the language seen as an important symbol of ethnich identity, it is generally maintained longer”, it can be understood the language user who were pretend his/her language as the important symbol of ethnic identity it will be the important reason to use and maintain the language in every domain. Ethnicity is concerned with origins and cultural behaviour. Ethnicity pertains to “peopleness”, that is actions, views or attributions pertaining to and belonging to a people. A group’s actions and views are manifested through a number of symbols. These include food, clothes, religion, customs, culture and language (Mukherjee and David 2011:45). The key point is for the language to be maintained, it needs to be passed on to, and acquired by, each successive generation. Because language is tied not only to communication with family but to cultural identity as well, it is often parents who decide to teach their mother tongue to their children (Fishman in Sahba Rohani and Christine Choi’s journal:2000). Over time, many minority languages has the experience to be shift.

Moreover, maintaining the individual’s sense of cultural heritage is a strong argument for language maintenance. Language maintenance is generally applied to individuals or a community of speakers continuing to use their language in a situation of language contact, ie. where there is competition from one or more languages to be the sole language used in particular domains or

situations (Pauwels,2005). So, maintaining the language is important. It is supported by Holmes (2002), he said that language as a symbol of ethnic identity which must be maintained.

Scoton (2006) language will acquire and retain to use when language have a high prestige in large community. It means that the prestige of language is one of the important thing in maintaining the language in multicultural society that has other dominant language use.

Addressing terms has significant social functions: the recognition of the social identity, the social position, the role of addressee. It can be establish, maintain and reinforce all kinds of interpersonal relation. Meanwhile inappropriate use of addressing terms will result failure in establishing social relationship. Arif and Slamet in their's journal (Terms of Address Used by Students of English Courses in *Kampong Inggris Pare – Kediri* :2014) found that the common address terms used by the students of English courses in Kampong Inggris Pare – Kediri, which influenced by social factors and they have low attitude. In this study, not only social factors but parents role also give influence in maintaining the addressing terms and Acehnese people in Medan have high positive attitude to maintaining their addressing terms. Siti Mukminatun and freinds in their journal “The Javanese Cultural Shift Seen Through The Use of Addressing Terms And Kindship System In The District of Yogyakarta Palace”, they found that The styles of nominal address used it he district of Yogyakarta Palace differentiated by high style, middle style, and low style. High style refers to address terms related to family domain, neighborhood domain, occupation domain, and kinship domain. The use of nominal address related to family domain

is matched with kinship relation and social stratification. Family domain focuses on social status, social stratification, age, and sex. Then, kinship domain emphasis on someone's title and position in the kinship system. In this study, addressing terms of Acehnese people do not distinguish by high style, middle style, and low style but distinguish by attitude, parents' role environment and demography.

According to Fasold (1984 : 23), address forms are the speakers use to designate the person they are talking to them. Having strong and fast social change, addressing terms the maintenance of Acehnese language in Medan is relevant to use survive. Zulfadli (2010) supports that Acehnese vernacular maintenance is positive initiative to keep using Acehnese vernacular is the identity for Acehnese people .

Based on the above condition, the researcher would like to discover the addressing terms in Acehnese language maintenance occurring in Medan and how to maintain it. Thus, the second generation namely parents, who moved from their hometown to Medan, and the children as the third generation, who were born in Medan, had to work each other and the existing Acehnese community in Medan had support it.

1.2 The Problems of the Study

Based on the background of the study, the problems are formulated as the following :

- 1) What factors affect the Acehnese people to maintain the addressing terms of Acehnese language in Medan?
- 2) How do they maintain the addressing terms of Acehnese language?
- 3) Why do they maintain the addressing terms of Acehnese language?

1.3 The Objectives of the study

Based on the problems of the study above, the objectives of the study are to :

- 1) find the factors affecting the Acehnese people in Medan to maintain the addressing terms.
- 2) describe how the Acehnese people in Medan maintain the addressing terms of Acehnese language.
- 3) elaborate the reasons why the Acehnese people in Medan maintain the addressing terms in Acehnese language.

1.4 The Scope of study

A study on language maintenance is closely related to language planning program. The maintenance of a language is meant to avoid its disappearance. It is a fact that the younger generation should be aware of their vernacular that has shifted in a big city. One of the vernacular is addressing terms which Acehnese

people. One of the communities is Acehese people who exist in Medan is *Aceh Sepakat*.

Therefore, the scope of this thesis is Maintaining of Addressing terms in Aceh Sepakat (second generation and the third generation) will be taken as the subjects. It is of prime important to protect its existences of the second generation (namely parents), who move from their hometown to Medan, and the children as the third generation (children), who were born in Medan.

1.5 The Significance of the study

Findings of the study are expected to be relevant and useful theoretically and practically.

Theoretically, the findings will be an evidence of the present situation of the indigenous Acehese language in Medan especially in the community of *Aceh Sepakat*. The findings will be as a comparative study of many endangered languages for those who are interested in an intensive study of language maintenance, and the finding hoped to be useful for the next researchers who will do an in depth research dealing about language maintenance or any research about Acehese language. Furthermore, the findings would be useful for language planners improve their knowledge about the vernacular and how to maintain it as to protect from the extinct.

Practically, since this research focuses on Acehese language which is directly connected to Acehese culture and existence, it is also hoped to be useful for all Acehese people to realize that it is important to maintain their language in

order to keep the existence of their ethnic group. The result of the study will be considered to contribute information about language maintenance and the acquisition of addressing terms for lecturers, researchers and government. Firstly, for the students they can enrich their knowledge about the maintenance of addressing terms. Secondly, the lecturers, students and Acehnese can use it to support the maintenance of addressing terms. The last for government, in this study help them make a well planned of language planning especially to keep maintaining the addressing terms of Acehnese language, so the addressing terms are not lost.

