

LANGUAGE CHOICES IN THE REALM OF NEW MEDIA IN A MULTILINGUAL SOCIETY IN DENPASAR CITY

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Abstracts: The choice of language in communication is greatly determined by the understanding of the message conveyed in a multilingual society. Sociolinguistically, The choice of language in different domains is determined by many factors, including age, gender, education, and other social categories. This study focuses on language use and language choice in the realm of new media in a multilingual society in the city of Denpasar. The objectives of this study are 1). to identify the types of new media domains used by Balinese as a means of communication, 2). to analyze the choice of language used by Balinese for communication using new media. This study utilizes some theories such as domain theory (Fishman, 1972), language choice (Holmes, 2013) and media ((McQuail, 2011; Vivian, 2008) as the basic framework of analysis. The research method applies a mixed sequential explanatory method that combines quantitative with qualitative methods (Creswell, 2009). The study was conducted in the city of Denpasar which is an area that reflects a multilingual speech community. The results of this study indicate that there are many new media used by Balinese speakers, including Facebook, WA, Instagram, TilTok, michat, etc., the favorites of the social media are Facebook, WA, and Instagram. There is a tendency for male speakers to use new media more than female, especially in Facebook, WA, Instagram. Regarding the choice of language, the speakers tend to mix between Balinese language and Indonesian became the dominant choice but a mixed language between Balinese, Indonesian and foreign languages are also used, while the Balinese language itself did not seem to be a choice in their communication on new media. This proved that the level of response of the speakers of Balinese to the new media is still low.

Keywords: *Sociolinguistics, language choice, domain, new media.*

INTRODUCTION

Denpasar City is considered as a multilingual community where it is inhabited by various ethnicities. The area is becoming multilingual because almost every ethnic group has and uses their own language in intra-ethnic communication while in inter-ethnic communication they use Indonesian as the lingua franca. The domains of language use can theoretically determine the maintenance of a language (Suastra, et al, 2017). The more domains of language use can be created by speakers of that language, it is believed that the language will survive for its maintenance, in other words the language will be protected from the threat of extinction (Fishman, 1972, Holmes, 2013). In addition, during the current technological developments, both printed and electronic media play a very important role as one of the instruments to measure the vitality of a language.

In the current era of technological development, research on the use of a language in the new media is very important because by knowing the use of language in this media, it can be predicted how far the response of language to the existence of new media which is growing so fast. Moreover, there are very concerning phenomena in the use of Balinese language among speakers. Based on this phenomenon, the study is focused on; 1). Investigating the types of new media used by Balinese speakers as a means of communication in Denpasar city, 2). Analysing the choice of language in communication using new media. This study is very important to be understood considering that there are many factors that can influence a language to have a quick respond to new media, especially electronic media or online media which are developing very rapidly.

Theoretical Framework

Linguistically, the status of Denpasar urban area is a multilingual community (Holmes, 2001, 2013). Research results (Suastra et al. 2019) found that the use of the Balinese language showed slightly in critical condition, especially in the family, neighbors, and education. One of the causes is the disobedience of parents in inheriting and transmitting the Balinese language to their children, especially in the family domain. According to UNESCO (2003), this is one of the causes of a language endangerment sources, this condition should be considered by Balinese speakers. As a basis for studying the choice of language in new media, several views are applied as a theoretical framework.

1. Domains

Domain is the constellation between the topic, the participant, and the place of a conversation that occurs in every speech community. "Domain is a sociocultural construct abstracted from topics of communication, relationship between communicators, and locales of communication, in accord with the institution, of a society and the area of activity of speech community in such a way that individual behavior and social patterns can be distinguished from each other and yet related to each other" (Fishman, 1972:20, Holmes, 2013:22). Thus, the creation of a domain is largely determined by factors such as the topic being discussed, the relationship between the participants, the situation and the location. A topic of conversation will spur the use of language in a multilingual society, the participant will change his attitude and language behavior when talking about different topics with different participants, while the place which is the location of the conversation will play an important role when the conversation is carried out. Fishman (1972) followed by Holmes (2013) distinguishes domain into several elements, namely family, environment, market, education and others. There are many classifications of domain, each researcher formulates domain differently depending on the situation and condition of each speech community. This study develops a frame of reference from Fishman (1972) adapted to the scope of research on the use of the Balinese language in new media, especially electronic or online media. It is very important to involve new domains, especially in the area of new media, to find out the use of Balinese and language choices in the era of the massive spread of electronic media usage.

2. Language Choice

People who speak more than one language, or who have command over more than one variety of any language, are generally very sensitive to the differences in the choice of the languages they use and they are equally aware that in some contexts one variety will serve their needs better than another (Meyerhoff, 2006), this may lead them to change the variety they use depending on where they are. There is more individual creativity and flexibility involved. It is sometimes difficult to say just whether it is the domain of the interaction that determines what linguistic variety a speaker will choose, or whether the person they are talking to is what determines their choice. Speakers choose different language depending on who you are talking to, the social context of the talk, the function and topic of the discussion – turn out to be important in accounting for language choice in many different kinds of speech community (Meyerhoff, 2006, Holmes, 2013). In addition to this, it is very important to consider which variety to use requires a good deal of cultural knowledge. Sociolinguistically, the domain and addressee factors overlap on each other and a speaker felt that one decision follows another before he/she would come to a decision about which variety to use.

3. Media

Etymologically, the word "media" is the plural form of "medium", which comes from the Latin "medius" which means middle. The word "medium" is also interpreted as "between" or "medium". So the notion of media is something that delivers or forwards information (messages) between the source (messenger) and the recipient of the message. In other words, the media can be said as a form and channel that can be used in a process of presenting information. In its development, the media that has the status as a tool for distributing information to the public is known as mass media. Mass media is one of the means to meet human needs for information and entertainment. So, mass media is a mass communication channel in order to convey information or messages to a wide audience. Based on their form, mass media are grouped into two, namely: 1. printed media, which includes newspapers, magazines, books, brochures, and so on, 2. Electronic media, such as radio, television, films, slides, videos, and others (McQuail, 2011; Vivian, 2008) .

The presence of the Internet (New Media) has changed the way people communicate, how to get news and information, as well as how to read news in printed media, see pictures in magazines, listen to the radio, and watch television programs. New media or online media is a product of technology-mediated communication

that co-exists with digital computers. Online media is a media in which it consists of a combination of various elements, meaning that there is a convergence of several media that are combined into one. New media are media that use the internet, technology-based online media, are flexible in character, have the potential to be interactive and can function both privately and publicly (Vivian, 2008). According to (Adiputra, 2010:142) there are four characteristics of new media, they are: mediated communication through computers, communication networks, digitized messages, and convergent of all media messages. Based on these characteristics, there are six main changes associated with the emergence of new media, such as; digitalization and convergence of all aspects of media, increasing interactivity and network connectivity, mobility and delocation to send and receive, adaptation to the role of publications and audiences, emergence of various new forms (gateways) of media, and separation and blurring of media institutions.

Current developments of new media lead to social media, such as an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and Wikis are the most common forms of social media used by people around the world. This media is used to share ideas, collaborate to create creations, opinions, debates, find people who can be good friends, find partners and build a community. Social media has developed very rapidly, such as Facebook, Instagram, LinkedIn, Google, Twitter, Line, Tiktok, WA and other social networks for self-actualization and the need to create personal branding.

RESEARCH METHOD

This study uses a combination of quantitative and qualitative research design by utilizing a sequential explanatory strategy (Creswell, 2009). The main data were obtained through surveys and observations. Quantitative data analysis using descriptive statistics was applied supported by qualitative data analysis. This research is based more on pragmatic philosophy. This research was conducted in multilingual community of Denpasar which is divided into four districts, they are East, West, South, and North Denpasar. The primary data of this research is written data which is the result of survey and observation. The number of respondents was 50 Balinese speakers for each district, with a total of 200 respondents. Purposive sampling was used with the criteria related to Balinese speakers, status, age, gender, education, and occupation. The data taken from the respondents are written data (surveys) regarding the types of new media that are often used as a means of communication in the digital area, and the choice of language in the new media domains. The instrument is in the form of questionnaires about the types of new media and the choice of language in the new media. Given the current condition of the COVID-19 pandemic, the survey used Google forms and WA to collect the data.

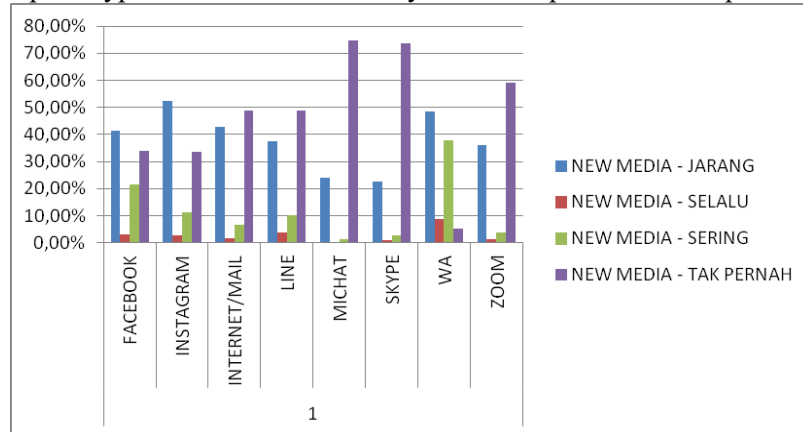
FINDINGS AND DISCUSSION

This research has been carried out from June to July 2021 by involving a research team consisting of 2 lecturers and 48 students as fieldworker. The results of this study discuss two main points to answer the problems that have been formulated previously, namely; 1) identification of the types of new media used as a means of communication by Balinese speakers in the city of Denpasar, 2) analysis of the language choice of Balinese speakers in the new media.

The Types of New Media Domains Used by Balinese Speakers as a Means of Communication in the City of Denpasar

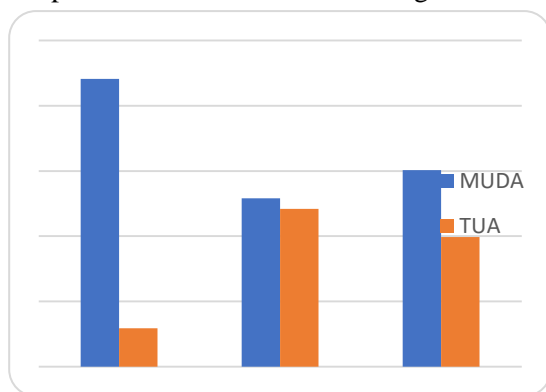
The presence of technology has changed the way people communicate and obtain information. New media or specifically online media is a product of technology-mediated communication which is now known as the digital era. Balinese speakers in the city of Denpasar also take advantage of this moment well, although they are not yet fully literate in the use of this technology. This section identifies new media domains of various types based on the criteria of frequency 'always, often, rarely and never'. The results show that many types of new media, especially social media, have been used by Balinese speakers. Graph 3.1 shows that the types of social media used are Facebook, Instagram, Linkdin, Google, Twitter, Line, WA, Tiktok, and Zoom. Social media Facebook, WA and Instagram are three applications that are very popular among Balinese speakers in the city of Denpasar. The level of use of these three applications ranges from 35% to 40% in the capacity of 'often' and 'always', although the frequency of 'rarely' is quite high reaching an average of 45%, this shows that speakers still have a tendency to use this media even though the frequency is low. Overall, WA is the favorite medium for the users, it reached almost 10% in the category of 'always' and in the 'often' category reach almost 40%, while michat, Skype and zoom are not popular choices for Balinese social media users in Denpasar city.

Graph 1 Types of new media used by Balinese speakers in Denpasar city

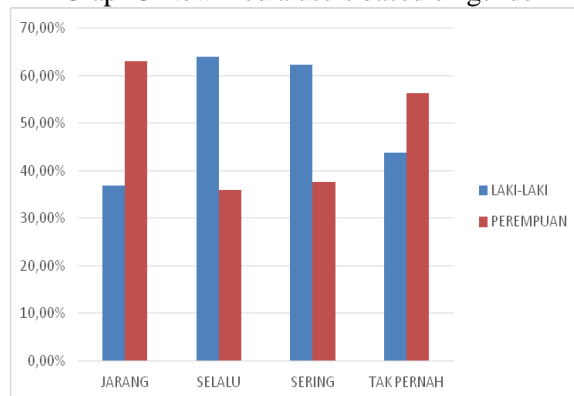


The analysis also shows that there is an almost equal trend between the younger generation and the older generation in using new media. Graph 3.2 shows the same percentage in the category of ‘always’ in using this new media as a means of communication, both reaching an average of 55%, although there is a tendency for young people to use it a bit more ‘often’, it seems that they want to use this new media as a trend and do not want to be left behind in this technological era. In terms of the use of this new media related to gender, it seems that men tend to use social media more often than women. Graph 3.3 shows that almost 65% in the categories of 'always' and 'often' used by men in social media while women only reach 35%. This proves that male Balinese speakers are faster and more enthusiastic in responding to new media developments, especially social media.

Graph 2 New media users based on generation.



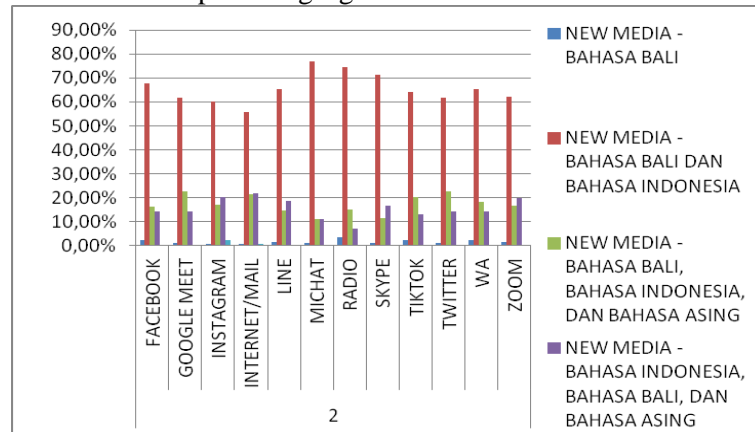
Graph 3 New media users based on gender



The Choice of Language in the New Media Used by Balinese Speakers as a Means of Communication in the City of Denpasar

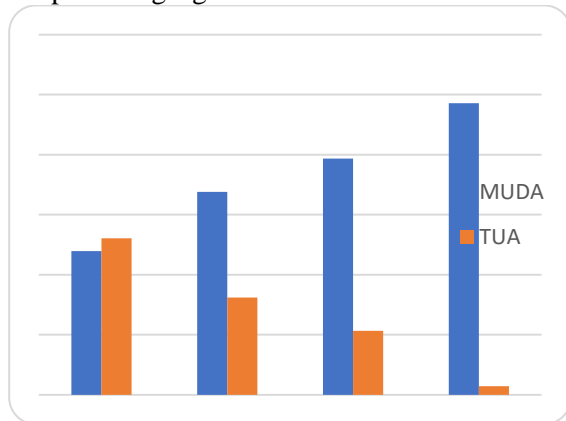
The choice of language in a multilingual society is unavoidable because speakers are already in a bilingual condition, they have mastered more than one languages equally well in their lives. The use of language in a multilingual society, especially in a multi-ethnic society, provides a wide opportunity for speakers to choose and use language according to the situation and condition of the conversation. Below is discussed about Balinese speakers in choosing a language in the situation and condition of multilingual society in Denpasar using four types of choices, namely Balinese language only, Balinese language mixed with Indonesian, Balinese language mixed with Indonesian and foreign languages, Indonesian mixed with Balinese and foreign languages. Graph 3.4 shows that the choice of mixed language between Balinese and Indonesian seems to dominate the choice of language in all types of new media, reaching 55% to 75%, and mixed languages between Balinese, Indonesian, Foreign languages or Indonesian, Balinese, Foreign languages occupy the next choice reaches about 20%. Meanwhile, Balinese language does not get a place among social media users in Denpasar city as an option in communicating, although it is used, the frequency is very small. This analysis also shows that it is not only the mixing of Balinese with Indonesian that has occurred, but also the mixing of those two languages with foreign languages when communicate using this new media. This is understandable because the city of Denpasar is not only a multi-ethnic community coming from various regions in Indonesia but also as a tourism center that allows foreigners to join in the melting of the multi-lingual society in the city of Denpasar.

Graph 4 Language choices in new media.

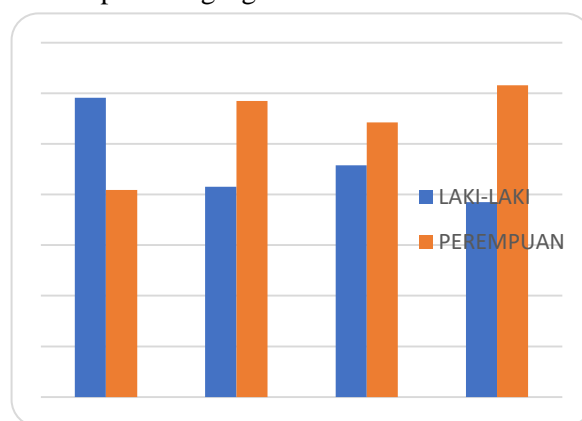


Observing the choice of language in this new media from a generational point of view, the frequency of the younger generation using a mixed language between Balinese and Indonesian is higher than the older generation, almost 70% and the older generation reach only 30% (Graph 3.5), and the frequency is even higher shown by the younger generation in the choice of a mixed language between Balinese, Indonesian and foreign languages, reaching almost 90% compared to the older generation which only reached 10%, while the choice of Balinese language showed a balance between the younger generation and the older generation on average reaching 50%. This can be interpreted that although the younger generation tends to use mixed languages in communicating using social media, they also have awareness and try to use the Balinese language to maintain the existence of the Balinese language. In terms of language choice related to gender, graph 3.6 shows something quite surprising; Although the frequency of using social media (graph 3.1) shows male dominance, in terms of language choice, women dominate mixed language choices on social media. It can be said that female speakers are more aggressive in using language in multilingual society, while male speakers are more aware of maintaining Balinese in order to minimize the threats.

Graph 5 Language choices in new media



Graph 6 Language choices in new media



CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis above, this study concludes that Balinese speakers in the city of Denpasar use several types of new media, especially social media in communication, namely Facebook, Instagram, LinkedIn, Google, Twitter, Line, Skype, Tiktok, WA and Zoom. The most popular social media are Facebook, Instagram and WA. There is a tendency for male speakers to use social media more dominantly than female speakers, while from the generation aspect, young Balinese speakers use social media more often than older speakers. In terms of language choice, the mixed language of Balinese and Indonesian is the dominant choice in all types of new media. Young speakers tend to use mixed languages in both Balinese and Indonesian, and Balinese, Indonesian and foreign languages. As for gender, female speakers tend to use a mixed language between Balinese and Indonesian more frequently compared to male speakers. From the results of the analysis, it can be interpreted that in the use of new media, young male Balinese speakers gave a fairly good response to the use of Balinese in the new media, while female speakers responded quickly to language changes. It can be

suggested that further studies need to be carried out to investigate a more detailed respond of Balinese speakers to the use of new media in order to find out level of Balinese language vitality in respond to new media.

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