Synergy of the young generation in prioritizing the use of Indonesian in public spaces

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ABSTRACT

Indonesia is an archipelagic country with ethnic and linguistic diversity. Through the Sumpah Pemuda (Youth Pledge), the Indonesian people agreed on Indonesian as a unified language to facilitate communication between people who have different local languages. However, in the current era of globalization, the existence of the Indonesian language is starting to be eroded. Many foreign languages are preferred in public spaces. Even though this is not in line with the mandate of the Indonesian constitution. Therefore, strengthening efforts are needed through the synergy of the younger generation in prioritizing the Indonesian language in public spaces through community service activities. This activity was carried out targeting the younger generation of 11th-grade students of SMA Negeri 1 Sungai Raya in Kubu Raya Regency as many as 30 people, through socio-political studies that focus on regulations and synergy. The forms of activity used in implementing this activity are in the form of giving a pre-test, giving material and face-to-face discussions accompanied by practice, and giving a post-test. The result of this activity is an increased understanding of the younger generation regarding the constitutional mandate of prioritizing the Indonesian language in public spaces through synergy between the younger generation and synergy between related actors such as the government, business sector, media, and academics.

1.   INTRODUCTION

The Indonesian language has a position as a national language and state language (Fachrurozi, 2017). Since the approval of Indonesian as the national language through the Youth Pledge on 28 October 1928, Indonesian has functioned as a symbol of national pride, a symbol of national identity, a means of unifying various ethnic groups, and a means of communication between regions and regional cultures (Nisa & Pandin, 2021). Then, on 18 August 1945, Indonesian was also declared the state language through the 1945 Constitution of the Republic of Indonesia article 36 (Nasution et al., 2022). This article emphasizes the use of Indonesian as the official state language, the language of education, the language of national-level communication, the language of mass media, as well as the language of the development and use of science and technology.

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Furthermore, the Law of the Republic of Indonesia Number 20 of 2009 concerning the Flag, Language, and National Emblem, and National Anthem of Indonesia Raya also contains an affirmation regarding the position of Indonesian as the state language. With such a position, Indonesia has a very important and strategic role in facilitating the progress of the Indonesian nation. In this position, Indonesians must be truly understood by all groups, especially the younger generation and students, so that their spirit of patriotism and nationalism is maintained (Nugroho, 2015).

As we know, apart from Indonesian, hundreds of local languages and several foreign languages are used in people's lives in Indonesia (Alamsyah, 2018). Interaction between members of a multilingual society will certainly give rise to mutual influence between the languages used. Indonesians will be influenced by foreign languages as a result of the openness of Indonesian society to the outside world, especially because of globalization and modern technology.

Apart from that, Indonesian will also be influenced by local languages which are the first language (mother tongue) of Indonesian speakers. On the other hand, local languages are also influenced by Indonesian, especially in expressing concepts related to modern life. In addition, there is a possibility that local languages will also be influenced by foreign languages due to cultural contact with foreign speakers. In this regard, the issue of Indonesian, local languages, and foreign languages requires serious, planned, and sustainable management based on national language policies (Arifin & Yundiafi, 2014).

Language policies based on legal considerations guarantee the existence and growth of certain languages by the laws and regulations in force in Indonesia. Conservation policies can be applied in formal contexts such as schools or other formal institutions as well as in informal contexts such as community cultural events (Setyabudi, 2017). Several regions have also issued regional regulations to support the spirit of prioritizing Indonesians in public spaces.

The existence of regulations at the regional level also supports strengthening the prioritization of Indonesians in public spaces, including among the younger generation. Apart from that, Nadiem Makarim as Minister of Education, Culture, Research and Technology of the Republic of Indonesia stated that the use of Indonesian is an acknowledgment of language independence. So, a democratic language is a language that can accommodate everyone's freedom (Putra, 2021).

Prioritizing Indonesian in public spaces is a collaborative responsibility between government, academic, and community actors through synergy, including inviting the participation of the younger generation. This activity was carried out at SMA Negeri 1 Sungai Raya, Kubu Raya Regency, West Kalimantan Province. The choice of location and target was based on observations made by the team at the schools where various priority Indonesian language programs have been implemented in school facilities such as literacy corners, libraries, and UKBI Adaptive Merdeka test facilities, but there are still students, especially early grades, who don't know about priority Indonesian language programs because several things such as not having received information regarding the recommendation to prioritize Indonesian in public spaces and the phenomenon of many young people still feeling proud if they use a foreign language or code-mixing (using Indonesian mixed with a foreign language when communicating both verbally and in writing).

This community service activity aims to seek synergy in prioritizing the Indonesian language in public spaces for the younger generation by the mandate of Law of the Republic of Indonesia Number 24 of 2009 concerning the Flag, Language, and National Emblem, as well as the National Anthem.

2. METHODS

Target of this Community Service activity is the young generation, namely students of SMA Negeri (Public Senior High School) 1 Sungai Raya, Kubu Raya Regency, West Kalimantan Province. The

implementation of this service is divided into several phases, such as observation and data collection, preparation, activities, and evaluation.

Observation and Data Collection

In the first stage, namely the preparation stage, the Community Service activity team carried out an analysis of the problems that occurred and the needs of the community regarding the synergy of the younger generation towards efforts to prioritize the use of Indonesian in public spaces. Observation is a method of gathering data that involves making notes about the state or behavior of the target object while making observations. In the meantime, data collection is the process of looking for information in the field that will be utilized to address research issues. The team searched for data and information from various literature and informants, namely school teachers. In addition, the team also identifies problems and seeks efforts to help overcome problems that arise.

The Preparation

The second stage is preparation. The success of achieving the objectives of the activity is very dependent on preparation for organizing outreach activities to the community. Preparation is carried out by making a list of activity requirements, dividing tasks, creating pre-test questions, post-test questions, and presentation materials.

The Activities

The third stage is the implementation of activities in the form of socialization with a series of activities divided into an opening event, pre-test, provision of material from resource persons, and discussion. Resource persons come from the Community Service activity team with capacities and capabilities that are by the objectives of this Community Service activity.

The Evaluation

Next, the final stage is evaluation. Evaluation is carried out through post-tests and testimonials from Community Service activity partners. The contents of the pre-test and post-test contain questions related to participants' knowledge regarding the program to prioritize Indonesians in public spaces, the conditions or facilities obtained, as well as their opinions regarding prioritizing Indonesians in public spaces for the younger generation. This is intended to test the achievement and success of the objectives of this community service program. The media used is a test sheet.

3.   RESULTS AND DISCUSSION

Results

The use of language and interpersonal communication have a close relationship. Thus, we become obligated towards other people or society when we acquire a language (Buarqoub, 2019). The use of foreign languages in public spaces is still frequently encountered. If left unchecked, this could have an impact on the erosion of Indonesian as the state language (Lutfi, 2023). This then becomes a strong foundation for the basis of this activity to be carried out.

This community service activity was carried out by reaching 30 participants, namely of 11th grade from SMA Negeri 1 Sungai Raya who were in the age range of 16-18 years. The total number

of participants consisted of 15 female participants and 15 male participants with a distribution of 15 participants from the science class and 15 participants from the social studies class, the percentages of which can be seen in Figure 1.
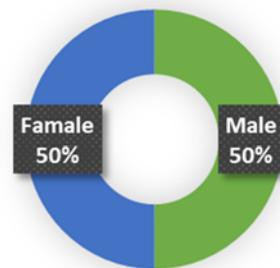
Figure 1. Percentage of activity participants based on gender

The implementation of the service began with a series of opening events and continued with a pre-test session for participants consisting of knowledge test questions and questions related to the participants' conditions in using language in their environment. After that, the material presentation session was continued by the resource person who presented material with the title "Synergy of the Young Generation in Prioritizing the Use of Indonesian in Public Spaces" which discussed the position of Indonesian in socio-political and state life, the legal basis for the mandate of prioritizing Indonesian in public spaces and regulations. derivatives, the definition of public space in the discussion of prioritizing Indonesian, an explanation regarding the seven categories of identifying the use of prioritizing Indonesian in public spaces, examples, as well as an explanation regarding the form of synergy between the younger generation in prioritizing the use of Indonesian in public spaces.

The seven categories of identifying the use of Indonesian language in public spaces consists of: (1) Writing the name of the institution and building name; (2) Writing the name of the public facility; (3) Writing the name of the meeting room; (4) Writing the name of the institution's typical goods/services; (5) Writing the name of the position; (6) Writing directional signs or general signs; and (7) Writing in the form of banners or other information tools. The documentation of Community Service activities can be seen in Figure 2.

There are at least four forms of synergy between the younger generation in prioritizing the use of Indonesian in public spaces provided by resource persons and the community service team on this occasion. First, through educational efforts to prioritize Indonesian, such as through creating creative content (Balai Bahasa Provinsi Sumatra Barat, 2023). Second, by improving Indonesian language skills through the Adaptive Merdeka Indonesian Language Proficiency Test (UKBI) program (Kementerian Pendidikan dan Kebudayaan, 2021). Third, actively participate in efforts to prioritize Indonesians in public spaces through literacy communities (Balai Bahasa Provinsi Kalimantan Barat, 2022). Fourth, by monitoring and reporting inappropriate use of Indonesian services in public spaces to the Ombudsman agency or Language Center/Office (Rahman, 2021).

After presenting the material from the resource person, a discussion session was held to respond to and answer various questions and responses from the participants. The activity closed with a post-test session and closing event. Based on the results of the pre-test and post-test, the participants in this activity experienced an increase in knowledge regarding prioritizing Indonesian in public spaces and the synergy of the younger generation as can be seen in Figure 3.

Figure 2. Documentation of community service activities

Figure 3. Comparative recapitulation of participants' knowledge results in pre-test and post-test

Apart from questions regarding knowledge, the pre-test and post-test also collected information regarding the participants' condition regarding prioritizing Indonesian daily and in their environment. Based on the pre-test results, it is known that as many as 27 people out of a total of 30 participants never received counseling regarding prioritizing Indonesian in public spaces with a percentage that can be seen in Figure 4.

It is also known that the language that is often used by participants in daily conversations is that 9 people are used to using Indonesian, 6 people are used to using local languages, 0 people are used to using foreign languages, and 15 people are used to using code mixing in conversations. daily. The percentages can be seen in Figure 5.
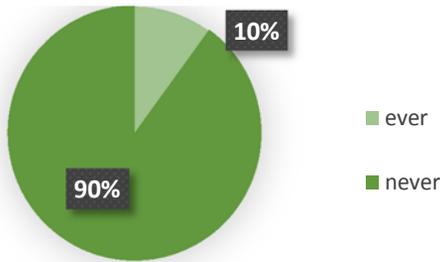
Figure 4. Percentage of participants who have or have never received counseling regarding prioritizing Indonesian
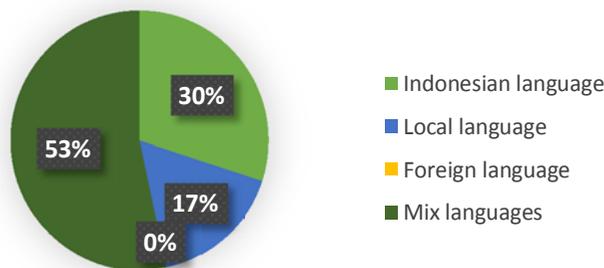

Figure 5. Percentage of languages used in daily conversation

This is in line with the results of a national survey which also revealed that Indonesia's young generation tends to use code-mixing in their daily conversations. Then, it was also discovered that the language often used by participants in creating content on social media was that 23 people were accustomed to using Indonesian, 1 person was accustomed to using a local language, 1 person was accustomed to using a foreign language, and 5 people were accustomed to using code mixing in creating content on his social media. The percentages can be seen in Figure 6.
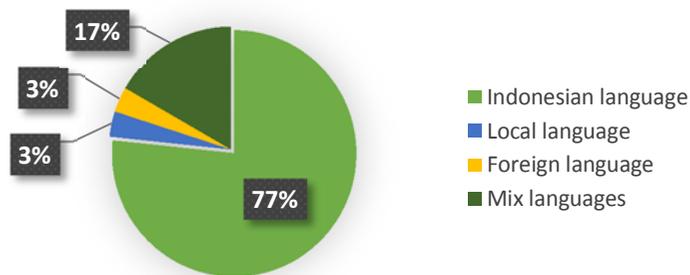

**Figure 6.** Percentage of languages used in social media content

This condition is also in line with national conditions in Indonesia and even other countries where there are concerns about the language used on social media. The use of code mixing on social media is caused by the influence of social media which is considered inappropriate for the progress of each nation's language because it does not comply with established grammatical standards. The reluctance to speak national languages on social media is caused by technological factors, culture, regional dialects,

and language absorption from foreign languages on other social media platforms which have a big impact on national languages. However, the use of language on social media is not regulated because social media is a free platform and a medium for conveying messages widely.

Furthermore, it was also discovered that as many as 25 participants were used to using Indonesian in official forums, 8 participants were used to using Indonesian at school, 2 participants were used to using Indonesian in everyday conversations, 15 participants were used to using Indonesian when talking to older people, and 1 participant is used to using Indonesian in other forums. These results can be seen graphically in Figure 7.

|	In the official forum	At school	Everyday conversation	Talk to the elders	Other
Amount	25	8	2	15	1
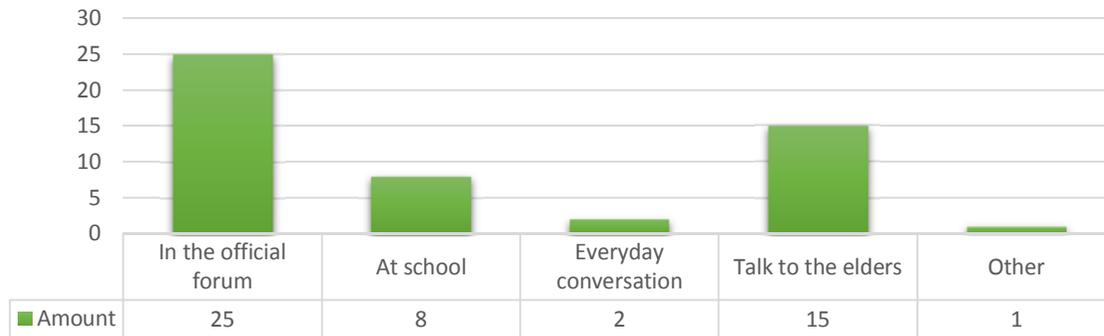
Figure 7. Time and conditions for participants' use of Indonesian

Official forums include public spaces that require Indonesian citizens to use Indonesian in them. Therefore, the condition of participants who demonstrate a high level of use of Indonesian in official forums is by the mandate of the law. Furthermore, it was also known that participants felt prouder when using Indonesian, namely 26 people felt this, then 2 people felt prouder when using local languages, 1 person felt prouder when using a foreign language, and 1 person felt prouder when using mixed languages with percentages which can be seen in Figure 8.
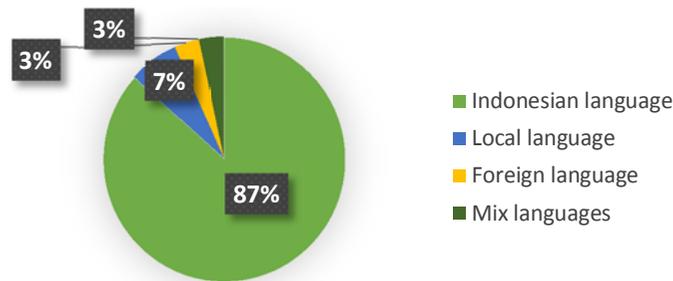

Figure 8. Level of pride in language use of participants

This phenomenon also shows very good results from students at SMA Negeri 1 Sungai Raya who are prouder of speaking Indonesian. Being proud to speak Indonesian shows strong nationalistic behavior and is by the mandate of the law to prioritize Indonesian. Based on the pre-test results, most participants found that the use of Indonesian was more often found in surrounding public spaces such as on information boards or location signs. The recorded number was 29 participants who found the use of Indonesian more often in the public spaces around them and 1 participant found the use of mixed languages more often in the public spaces around them. This percentage can be seen in Figure 9.
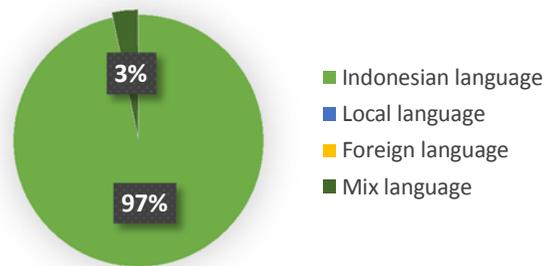
Figure 9. Use of language in public spaces in participants' surroundings

The pre-test also found that when they saw information or location signs in public spaces that were written without prioritizing the use of Indonesian, 11 participants' actions chose to discuss it with friends, 1 person would make it as content and 11 people would ask the owner of the board. the name, 4 people will report it to the relevant agency, and 4 people will choose to take other action with a graph that can be seen in Figure 10.

	Discuss with friends	Make it as content	Ask the owner of the nameplate	Report it to the relevant agency	Other
Amount	11	1	11	4	4
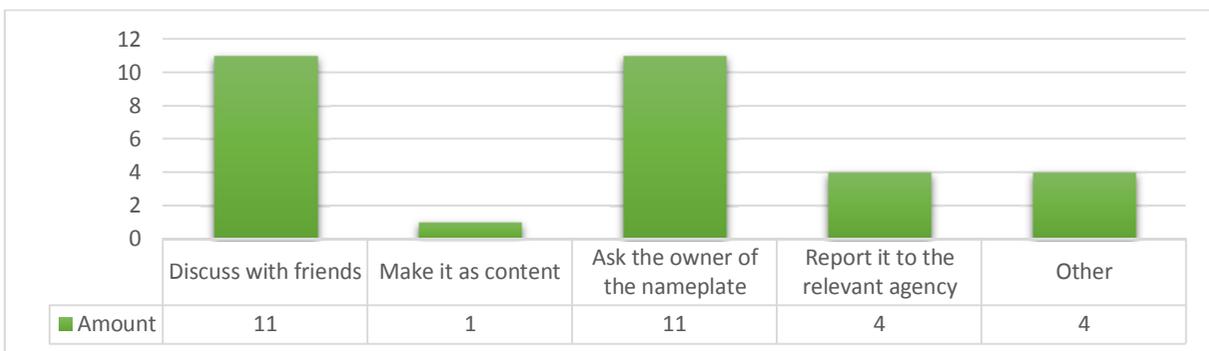
Figure 10. Actions that participants will take if they see that Indonesians are not prioritized on information boards or location boards in public spaces

It was then discovered that none of the 30 participants in this activity had ever taken the Indonesian Language Proficiency Test (UKBI). However, UKBI itself has been given to students with a grade level above the participants this time. UKBI is an effort to improve the quality of use of the Indonesian language, as well as fostering a positive attitude among Indonesian people towards the Indonesian language.

UKBI is also a means of internationalizing Indonesian to foreign speakers in various other countries which is in line with the nation's global spirit of nationalism (Sastrio, 2021). Its use in society has been regulated through Minister of Education and Culture Regulation Number 70 of 2016 concerning Indonesian Language Proficiency Standards. As an innovation, UKBI then registered its copyright through the Ministry of Law and Human Rights' Creation Registration Letter Numbers 023993 and 023994 with a publication date on January 8 2004 in the name of the Language Development and Development Agency which was then updated in 2011.

Furthermore, the involvement of the younger generation in the literacy community also shows a positive attitude in the awareness of the younger generation to actively participate in increasing literacy which also goes hand in hand with prioritizing the use of Indonesian. In this regard, the pre-test results showed that 8 participants were currently joining a literacy community, 3 people had previously joined

a literacy community, and 19 people had never joined a literacy community. The percentage of these results can be seen in Figure 11.
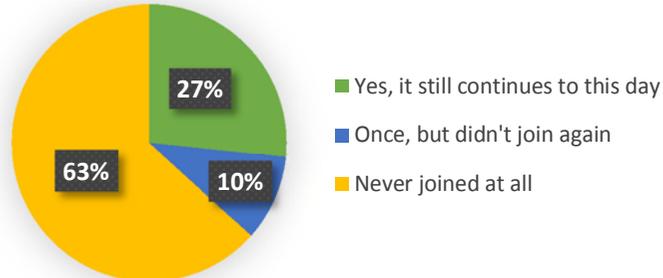

Figure 11. Participant involvement in the literacy community

After giving the pre-test, the resource person then provided material which was followed by a discussion session with enthusiasm from all participants who asked questions and shared views regarding the synergy of prioritizing Indonesians in public spaces. After the discussion session, it was continued with a post-test to see changes in participants' knowledge and behavior after receiving education through this Community Service activity.

Based on the pre-test and post-test results in the knowledge section, it shows an increase in the participants' knowledge. Apart from that, the participants' response to this activity was very positive as seen by 23 people feeling very interested, 6 people feeling interested, 1 person feeling quite interested, and 0 people feeling not interested. The percentage of these responses can be seen in Figure 12 below.
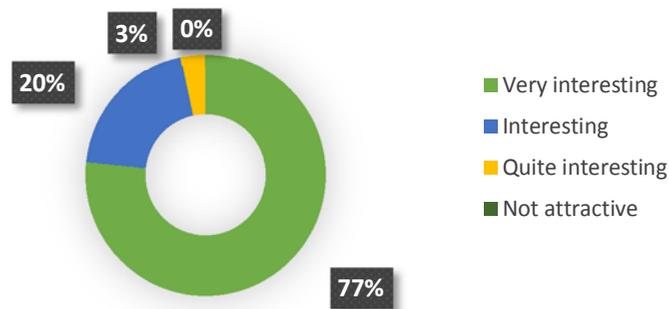

Figure 12. Participants' responses to the implementation of community service activities

Apart from that, the head of SMA Negeri 1 Sungai Raya, Aisyah, M.Pd. as a partner of this PKM activity, expressed that he welcomed the implementation of Community Service carried out by the Community Service team from the Faculty of Social and Political Sciences, Tanjungpura University. The deputy head of SMA Negeri 1 Sungai Raya for student affairs also revealed that the PKM activities held were very good and very beneficial for students at SMA Negeri 1 Sungai Raya.

The Youth Pledge and the state constitution which mandate Indonesian citizens to prioritize the use of the Indonesian language require active participation from all state actors including government, community, media, and academics (Zaid et al., 2021). So, in this case, the younger generation is taken as the core to see their role as agents of change and development. country. Therefore, educating the younger generation regarding prioritizing the use of Indonesian is something that must be carried out

simultaneously by stakeholders and through the sincerity of the younger generation by the government, academics, and the wider community.

Discussion

The use of Indonesian as the national language has become part of language policy in Indonesia (Rahmi, 2015). The linguistic regulations that are implemented will have implications for strengthening national identity, integrity, and plurality (Dalimunte, 2016). Based on Law Number 24 of 2009 concerning the National Flag, Language and Emblem, as well as the Indonesian National Anthem, the task of the Ministry of Education and Culture's Language Development and Development Agency is to safeguard, care for, and dignify the state language, namely Indonesian.

The urgency of linguistics, especially in prioritizing Indonesian as the national language and the language of the country, has been very much recognized by the government, such as through the enactment of Government Regulation of the Republic of Indonesia Number 57 of 2014 concerning the Development, Guidance and Protection of Language and Literature, as well as Increasing the Function of the Indonesian Language and Presidential Regulations Number 63 of 2019 concerning the Use of Indonesian which was signed by President Joko Widodo on September 30, 2019. The Presidential Decree states that Indonesian must be used as the language of instruction in national education at all levels of education (Sekretariat Kabinet Republik Indonesia, 2019).

Following up on this Presidential Decree, various regions then made related regional regulations such as North Sumatra Province Regional Regulation Number 8 of 2017 concerning the Use of Indonesian and the Protection of Regional Languages and Regional Literature, Regulation of the Governor of Gorontalo Province Number 23 of 2021 concerning Prioritizing the Use of Indonesian, Regional Regulations of West Nusa Tenggara Province Number 5 of 2020 concerning the Development, Guidance and Protection of Regional Language and Literature, and others.

Efforts to develop and prioritize the Indonesian language itself have been and continue to be carried out by the Language Development and Development Agency of the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia along with the Language Center/Office as the Technical Implementation Unit at the provincial level, namely through the publication of literacy readings, organizing Indonesian Language Proficiency Test (UKBI), control of the state language, and various awards such as the Face of Language, Acarya Taruna, award for a dedicated newspaper in Indonesian, and selection of language ambassadors. Apart from that, university academics also provide language development through Indonesian language lectures and the publication of popular scientific books (Sudaryanto & Sahayu, 2020).

Meanwhile, the use of foreign languages is still permitted, but Indonesian must be prioritized first. For example, the correct writing on an information board that is written first is *"masuk"* and then *"enter"*. This is a form of prioritizing the state language. Likewise, there are various uses of Indonesian in the school environment. For example, on the class board, *"Ruang Kelas 1"* is written first, followed by other languages, for example English *"1st Grade Room",* and so on. This is in line with the Trigatra Bangun Bahasa formulation which reads "Prioritize Indonesian; preserve regional languages; master a foreign language" by Law of the Republic of Indonesia Number 24 of 2009 concerning the Flag, Language and National Emblem, as well as the National Anthem. At SMA Negeri 1 Sungai Raya itself, several information boards comply with these directions.

The current face of language use in public spaces is that there are still things that do not prioritize Indonesian, such as: (1) The use of code-mixing (the use of mixed languages, for example, Indonesian

and English); (2) Interference from the use of foreign words in public spaces; (3) Code mixing Indonesian with regional languages in public spaces (Hasjim, 2018). For this reason, synergy is needed from all parties or between actors in seeking to prioritize Indonesians by the mandate of the law.

The younger generation has a responsibility to preserve the Indonesian language as stated in the Youth Pledge, so that efforts can be made for the younger generation to protect and maintain the Indonesian language (Tanujaya et al., 2022). The participation of the younger generation is also based on several arguments, such as the younger generation is the generation that will continue the nation's struggle in the future, so it is necessary to participate from an early age in alleviating the problems that occur.

Apart from that, the younger generation has an energetic, idealistic, and firm character towards anything or anyone they consider to be an obstacle to achieving their goals. The younger generation is of course qualitatively prepared to lead the socio-economic, political, and security fields. However, as individuals or groups, they need to be activated through integration and not through segregation (Bantariza, 2015).

Furthermore, this synergistic form of effort to prioritize the Indonesian language in public spaces has been carried out including in West Kalimantan Province by the West Kalimantan Province Language Center through various activities for agencies, institutions, mass media, literacy activists, and the younger generation at both school and college levels high is included in the Language Month agenda (Muharrami, 2022).

Through the synergy between actors, it is hoped that recommendations can be realized which will become input for policymakers in carrying out the tasks and functions of language development and development in Indonesia (Lombok Post, 2023). This was also stated based on recommendations from relevant community service activities which stated that synergy between actors, including universities, is needed (Sutikno & Kartolo, 2020). Thus, activities carried out by universities as academic actors like this are by the urgency of socializing and educating Indonesian language priority programs in public spaces related to state aspects to the younger generation, especially school students at SMA Negeri 1 Sungai Raya.

4.   CONCLUSION AND RECOMMENDATIONS

Efforts to prioritize Indonesians in public spaces are a mandate from the Youth Pledge and the state constitution through the 1945 Constitution of the Republic of Indonesia, Law of the Republic of Indonesia Number 24 of 2009, Government Regulation (PP) Number 57 of 2014, Presidential Regulation (Perpres) Number 16 of 2019, as well as Minister of Education and Culture Regulation (Permendikbud) Number 12 of 2018. However, to date, it is not uncommon to find public facilities that do not prioritize the use of Indonesian. In fact, in Law Number 24 of 2009, especially articles 36-39, it is stated that the names of buildings, roads, apartments or settlements, offices, trade complexes, trademarks (except international trademarks that have been patented), business institutions, institutions education, goods or services produced domestically or abroad circulating in Indonesia, public signs, road signs, public facilities, banners and other information tools which are public services must use Indonesian. Apart from that, many people, including the younger generation of Indonesia, still do not know about the constitutional mandate. Not to mention that there is still a younger generation who are accustomed to using code mixing in forums which should be required to prioritize Indonesian. In response to this problem, community service was carried out at SMA Negeri 1 Sungai Raya, Kubu Raya Regency, West Kalimantan Province. The series of activities carried out included a pre-test, provision of material by

resource persons, discussion, and post-test. The pre-test and post-test results showed an increase in participants' understanding of prioritizing Indonesian in public spaces and the synergy of the younger generation in it.

The suggestions given regarding efforts to prioritize Indonesian in public spaces through the synergy of the younger generation are: (1) Various stakeholders simultaneously providing education to the younger generation, including students at the secondary school level as agents of change and development agents regarding the synergy of the younger generation in efforts to prioritize its use. Indonesian language in public spaces; (2) Direct movement (door to door) to socialize providers of public facilities such as schools, business sectors, tourism, and so on to adjust information boards or locations in public service spaces so that they comply with the rules of priority Indonesian in public spaces, as well as; (3) Collaboration between government, companies, communities and other related institutions in efforts to prioritize better use of Indonesian in public spaces by including the role of the younger generation who are skilled in using digital technology. Through the implementation of these suggestions, it is hoped that the community, especially the younger generation, will have knowledge and be able to participate actively in efforts to prioritize Indonesians in public spaces. Collaboration and synergy between various stakeholders will strengthen efforts to prioritize the use of Indonesian in public spaces comprehensively and sustainably.

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