

The Impact of Globalization on Borrowing Word in Local Languages in Indonesia

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ABSTRAK

Globalization has become an unavoidable phenomenon in this modern era, and its impact on various aspects of life, including language, is very significant. In Indonesia, globalization affects the borrowing of words from foreign languages into local languages. This process involves not only the use of new words but also the transformation of meaning and usage in the context of local culture. This study aims to explore how globalization borrows words into local languages in Indonesia, with a focus on the factors that drive such borrowing and its impact on the linguistic identity of the community. Through qualitative analysis and case studies, it is found that word borrowing is often triggered by the need for broader communication, the influence of mass media, and increased social interaction with the outside world. However, despite the benefits of enriching the nail, there are also risks to the preservation of local languages and cultural identity.

INTRODUCTION

Globalization is a phenomenon that has changed various aspects of human life throughout the world, including in Indonesia (Surahman, S. (2013). This process is characterized by increasing interaction and interdependence between countries, triggered by advances in technology, communication, and transportation. In the context of language, globalization has a significant impact on the absorption of words from foreign languages into regional languages, including regional languages in Indonesia (Wulandari, AN, Bangun, EIB, Simanjuntak, J., & Julaiha, S. (2024).

Indonesia as an archipelagic country with more than 700 regional languages has a very diverse language wealth. However, in the era of globalization, many terms and vocabularies from foreign languages, especially English, have entered and influenced the use of regional languages. The absorption of these words does not only occur in the context of daily communication, but also in the fields of education, mass media, information technology, and popular culture (Ridaryanthi, M. (2014).

The impact of globalization on the absorption of words in regional languages in Indonesia can be seen from several aspects. First, there is a change in the vocabulary used by the community. New words often replace traditional or local terms that were previously used. Second, this borrowing of words can cause a shift in meaning or interpretation of certain concepts that may not have a direct equivalent in the regional language. Third, there is a risk of losing cultural and linguistic identity along with the dominance of foreign terms. On the other hand, borrowing words can also provide benefits for the development of the regional language itself. By adopting new terms, people can enrich their vocabulary and improve their communication skills in a global context (Wahyuni, S., Febriansyah, G., Karimaliana, SS, & Jasrial, D. (2023).

This is important to maintain the relevance of regional languages amidst the increasingly rapid and complex flow of information. In this paper, we will discuss further the impact of globalization on the borrowing of words in regional languages in Indonesia and its implications for the preservation of culture and language identity of the community. Through an in-depth analysis of this phenomenon, it is hoped that readers can understand the challenges and opportunities that arise as a result of the globalization process on the sustainability of regional languages in Indonesia .

A. RESEARCH METHODS

This study uses a descriptive qualitative methodology. According to Sugiyono (2016), qualitative research methods are techniques based on postpositivism, which are applied to research that focuses on the inherent quality of objects. In addition, using inductive or qualitative analysis along with triangulation (combination) data collection methodology.

This study uses a qualitative approach with an analytical descriptive method (Mappasere, SA, & Suyuti, N. (2019). This approach allows researchers to dig deeper into the phenomenon of borrowing words in a socio-cultural context. Data collection techniques with data will be collected through 1) Literature study by reviewing books, articles, and journals that discuss globalization and its impact on local languages. Interviews: Conducting interviews with linguistics, sociolinguists, and local language users to get their perspectives on borrowing words. Field Observations by observing the use of everyday language in local communities to record examples of borrowing words.

The population of this study is the local language users in several regions in Indonesia who are affected by globalization. The sample will be taken purposively *Firmansyah* , D. (2022) from several regions such as; Jakarta, Bali, and Yogyakarta to obtain representative data variations. Data Analysis The collected data will be analyzed using content analysis techniques to identify the main themes related to word borrowing. In addition, comparative analysis will also be conducted to compare the use of loan words between various regions.

B. RESULTS AND DISCUSSION

Globalization has had a significant impact on various aspects of life, including language. In Indonesia, the process of borrowing words from foreign languages into local languages is becoming increasingly common along with increasing global interactions (Radzi, H., Mohamed Sultan, FM, Jalaluddin, NH, & Ahmad, Z. (2012).

These borrowings not only reflect linguistic changes but also show how local cultures and identities adapt to outside influences.

1. Borrowing Words in Jakarta

Jakarta, as the capital city of Indonesia and the center of economy and culture, is a place where many foreign terms enter everyday use. For example, the word “mall” which comes from English is used to refer to the center of the modern world. In addition, the term “internet” has also become an integral part of communication in Jakarta. These borrowings are often accompanied by phonetic and morphological adjustments to fit the structure of the Indonesian language. For example, although the word “mall” is pronounced similarly to the original, the pronunciation can be adjusted to make it easier for Indonesian speakers.

2. Borrowing Words in Bali

Bali, known as an international tourism island, also experiences a unique phenomenon of borrowing words. In the context of tourism, many foreign terms are used by locals to describe services or products offered to tourists. Words such as “spa”, “resort”, and “tour” are often used in everyday conversation. However, borrowing words in Bali is not only limited to tourism-related terms; there are also influences from foreign cultures that enrich local vocabulary. For example, the terms “yoga” and “meditation” have become part of popular culture in Bali and are often used by local people.

3. Borrowing Words in Yogyakarta

Yogyakarta has a strong cultural character and is known as a center of education and art. However, globalization has also influenced the use of language in this area. Terms such as “workshop”, “seminar”, and “event” are now often heard in academic and artistic contexts. In Yogyakarta, borrowing of words is often accompanied by cultural adaptation. For example, although the term “event” comes from English, its use in the context of traditional events or local arts shows how the people of Yogyakarta integrate new concepts without losing their cultural identity.

Some factors that cause the borrowing of words in local languages in Indonesia due to globalization include (Rosida, S. (2024).

1. Social Media and Information Technology

With the development of the internet and social media, Indonesian people are exposed to various new terms from all over the world. Terms such as “online”, “download”, “hashtag”, and many more have become part of everyday vocabulary.

2. Education

Many educational institutions in Indonesia use English-language curriculum or include foreign terms in their teaching. This encourages students to adopt new understandings.

3. Global Economy

International trade brings new terms into local businesses. For example, terms like “marketing,” “branding,” and “startup” are commonly used by business people.

4. Popular Culture

Foreign films, music, and fashion trends also influence the use of local languages. Terms derived from pop culture are often borrowed to describe certain phenomena.

DISCUSSION

The act of incorporating terms from another language into one's own lexicon through borrowing is known as borrowing. A language is said to be borrowing when it incorporates words or morphemes from another language into its own vocabulary, often changing their pronunciation to conform to the phonological rules of the target language (Campbell 1998). Three categories of borrowings according to (Haugen 1950) Loanwords are lexical items (words) that have been "borrowed" from another language; they are words that are received from another language and added to the vocabulary of the borrowing language, rather than originally being part of the lexicon of the receiving language. The main reasons why a language adopts terms from another language are necessity and prestige (Campbell 1998). An Indonesian sociolinguist named Kridalaksana (1993) claims that loanwords are borrowed words that can also

be understood as return words. Loanwords are words that, through imitation or contraction, have phonological, grammatical, or lexical components introduced from another language or dialect. The majority of Indonesian vocabulary is historically derived from Arabic, Sanskrit, and other regional and foreign languages such as Portuguese, English, Latin, and Dutch. For this reason, vocabulary from various languages often appears in Indonesian (Chaer 2007). Indonesian sources are now taken word for word from English. Eventually, English words replaced some Dutch words, either completely or in part. Since Indonesian independence, especially in 1966, much English terminology has been adopted by the country's language (Sneddon 2003).

Borrowing words due to globalization have several positive impacts, including the richness of language in borrowing words, increasing the richness of understanding in local languages (<https://staffnew.uny.ac.id/>). This allows speakers to express new ideas that may not have a direct equivalent in their native language. Cultural Adaptation through borrowing words, society can more easily adapt to changes in the times and developments in technology and global culture. Effective communication using international terms that are widely known, communication between individuals or groups from different backgrounds becomes more effective (Sengkey, SD (2016). However, there are also negative impacts that need to be considered, namely the erosion of local languages. Using too many foreign words can cause erosion of the use of the local language itself. The younger generation may be more familiar with foreign terms than traditional terms. Dependence on foreign terms can threaten local cultural identity because people begin to lose their pride in their own language (Irmania, E. (2021). Using foreign terms without proper understanding can cause misunderstandings in communication.

Strategies to deal with the impact of globalization on borrowing words in local languages in Indonesia, several strategies can be applied: Promotion of local languages with the government and related institutions need to actively promote the use of regional languages through educational programs and mass media (Assapari, MM (2014). Development of new vocabulary, linguistic experts must work together to create new equivalents for foreign terms to remain relevant to the local cultural context.

The community needs to be made aware of the importance of maintaining the sustainability of local languages as part of their cultural identity.

CONCLUSION

The impact of globalization on word borrowing in local languages in Indonesia is very clear through examples from Jakarta, Bali, and Yogyakarta. This process shows that despite strong external influences, communities are still able to maintain their cultural identity while adapting to changing times. Word borrowing is not just linguistic adoption but also a reflection of the ever-evolving social and cultural dynamics.

Globalization has had a significant impact on the borrowing of words in local languages in Indonesia, both positively and negatively. It is important for society to respond to this phenomenon wisely so that cultural richness and linguistic identity are maintained even in the midst of strong globalization.

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