

# 2017-Prosiding Seminar Internasional LAMAS 7(additional Edition)\_Pajero Sport From A Global Perspective of Language and Culture

*by* Wening Sahayu

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# PROCEEDINGS

## International Seminar LANGUAGE MAINTENANCE AND SHIFT (LAMAS) Z

"The Vitality of Local Languages in Global Community"  
(Additional Edition)

July 19—20, 2017



Compiled by  
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Master Program in Linguistics, Diponegoro University  
in Collaboration with  
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## International Seminar

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**1**  
**July 19—20, 2017**  
Semarang, Indonesia

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### NOTE FOR ADDITIONAL EDITION

The proceeding of Language Maintenance and Shift 7 (LAMAS 7 for short) that was published on September, 25th 2017, must be revised for a certain reason. The articles presented on the International Seminar on Language Maintenance and Shift 7 were initially published in two versions. First, the selected papers would be published on the *Advanced Science Publisher* (ASP), a proceeding journal indexed by scopus. Second, the rest of the papers would be published on the LAMAS 7 proceeding with p-ISSN: 2088-6799 and e-ISSN: 2540-8755. The second version has successfully been published (<http://lamas.undip.ac.id/proceedings>). However, publishing the first version needs long process involving the work of a publisher that is **ADVANCED SCIENCE LETTERS** (ASL). After waiting for one year, the committee received information that ASP was disconnected by scopus indexing. As a result, the selected papers have not been published yet. As presenters, the author of the selected papers have the right to publish their papers on the LAMAS 7 proceeding with p-ISSN: 2088-6799 and e-ISSN: 2540-8755. Therefore, the committee asked the board editor of LAMAS 7 to include the papers presented on the seminar in the LAMAS 7 proceeding additional edition with the same ISSN. The documentary evidence that the selected papers were really presented on the seminar is that their name and their titles of the papers were listed in the schedule of the seminar in the published LAMAS 7 proceeding. The followings are the presenters that their papers have not been published.

Semarang, December, 12<sup>th</sup> 2018

The Board of Editor in LAMAS

1 **SCHEDULE OF THE INTERNATIONAL SEMINAR**

JULY 19, 2017 (FIRST DAY)				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.00 – 08.00		REGISTRATION	LOBBY HALL	COMMITTEE
		INDONESIA RAYA ANTHEM		COMMITTEE
08.00 – 08.30		SPEECH FROM THE COMMITTEE	KRYPTON	HEAD OF COMMITTEE DEAN OF FIB UNDIP
		OPENING		
		PLENARY SESSION 1		
	Drs. Pardi, M.Hum. (Balai Bahasa Jawa Tengah, Indonesia)			Moderator: Herudjati Purwoko, Ph.D.
08.30 – 10.45	Shu-Chuan Chen, Ph.D. (Asia University, Taiwan)	RECONSTRUCT THE IDENTITIES ON CULTURAL AND LANGUAGE TRANSITION IN TAIWAN	KRYPTON	
	Prof. Ketut Artawa, Ph.D. (Udayana University, Indonesia)	GRAMMATICAL ALIGNMENTS IN INDONESIAN		
10.45 – 11.00		BREAK	HOTEL 2ND FLOOR	COMMITTEE
		PARALLEL 1	HOTEL 2ND FLOOR	
	Agni Kusti Kinasih & Muhammad Hawas	SPEECH LEVELS OF MADURESE LANGUAGE: A SOCIO-PRAGMATIC STUDY OF BANGKALAN DIALECT		
	Andiani Rezkiti Nabu	TIPE SEMANTIK VERBA BAHASA BOLAANG MONGONDOW		
11.00 – 12.30	Anisak Syaid Fauziah & Sumarlam	KOHESI LEKSIKAL PADA SPIRIT HARI INI DI RADIO MHFM SOLO DAN UNTAIAN KATA DI RADIO IMMANUEL SOLO	KRYPTON 1	COMMITTEE
	Ai Yeni & Sutiono Mahdi	PREFIX N- AND ITS COMBINATION IN SUNDAISE: A MORPHOLOGY STUDY		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.00 – 12.30	Aldila Arin Aini & Sumarlam	1 STRATEGI KESANTUNAN POSITIF & TINDAK TUTUR KOMISIF BERJANJI DALAM DEBAT PERDANA PILKADA DKI JAKARTA 2017	KRYPTON 2	COMMITTEE
	Ari J. Adipurwawidjana	SEMANTIC DEFLATION IN ENGLISH-INDONESIAN INTERLINGUISTIC EXCHANGES		
11.00 – 12.30	2 Endah Dewi Muhandari	ANALISIS IDEOLOGI PENERJEMAHAN DAN KUALITAS TERJEMAHAN LEKSIKON BUDAYA DALAM TERJEMAHAN A SUNDANESE WAYANG GOLEK PURWA KARYA KATHY FOLEY	KRYPTON 2	COMMITTEE
	Astrofin Nur Kholifah & Ika Maratus Sholikhah & Dian Adianti	4 PRESERVING LOCAL IDENTITY THROUGH LANGUAGE STYLE IN #AYANG BANYUMAS		
11.00 – 12.30	Amanah Hjriah	1 STRATEGI KESANTUNAN POSITIF DALAM BAHASA MELAYU PONTIANAK	KRYPTON 3	COMMITTEE
	Dian Pranesti	METAPHOR MAPPING IN INDONESIAN POLITICAL INTERNET MEMES		
11.00 – 12.30	Dethan Ermiani Ortalisje	AN ANALYSIS OF GRAMMATICAL ERRORS FOUND IN UKAW STUDENTS' ENGLISH ABSTRACT WRITING	KRYPTON 3	COMMITTEE
	Binar Kumiasari Febrianti	KARAKTERISTIK BUDAYA MELAYU DALAM SEPOK TIGE #SEpanyol #ANDALUSIA KARYA PAY JAROT SUJARWO		
11.00 – 12.30	Ketut Widya Purnawati	MANNER ADVERBIAL VERBS IN BALINESE	MATRIX	COMMITTEE
	Abdul Hamid & Eni Karlioni & Tisna Prabasmoro	THE ROLE OF SUNDANESE LANGUAGE IN THERAPEUTIC COMMUNICATION AT THE ONCOLOGY CLINIC RSHS		
11.00 – 12.30	Dyah Ayu Nila Khrisna	ANALISIS PENOKOHAN SANTIAGO DALAM NOVEL <i>THE OLD MAN AND THE SEA</i> DENGAN PENDEKATAN APRaisal	MATRIX	COMMITTEE
	Dewi Juliastuty	PEMERTAHANAN BAHASA MELAYU MEMPAWAH LEWAT TUNDANG (KAJIAN TEKS DAN MAKNA)		
11.00 – 12.30	Dwi Indarti	POLITENESS STRATEGY OF DIRECTIVE SPEECH ACTS IN BETAWINESE SHORT-STORIES SEBELAS COLEN DI MALAM LEBARAN: SETANGKLE CERITA BETAWI	KRYPTON 4	COMMITTEE
	Deli Nirmala	EARLY LANGUAGE DEVELOPMENT OF INDONESIAN CHILDREN WITH PARENTS WHOSE FIRST LANGUAGES ARE DIFFERENT: INDONESIAN AND JAVANESE		
11.00 – 12.30	Diana Anggraeni	THE ANALYSIS OF MODIFICATION POSITION IN NOUN PHRASE IN THE TRANSLATION OF MASTER OF THE GAME	KRYPTON 4	COMMITTEE
	Dwi Handayani	PEMERTAHANAN KEARIFAN LOKAL PEPEATAH-PETITIH SEBAGAI PENGUATAN SUMBER DAYA SOSIAL BAGI MASYARAKAT TENGGER		

TIME	NAME	TITLE	HOTEL 2ND FLOOR ROOM	COMMITTEE CHAIR PERSON
<b>LUNCH BREAK (ISHOMA)</b>				
<b>PARALLEL 2</b>				
12.30 – 13.30	Dian Indira, Wahya, R.M. Mulyadi	KONSEP LITERASI BERKARAKTER DALAM BUKU PELAJARAN BAHASA SUNDA TINGKAT SEKOLAH DASAR	HOTEL 2ND FLOOR	COMMITTEE
13.30 – 15.00	Edy Jauhari	STRATEGI KESANTUNAN RESPON TERHADAP KRITIK DALAM MASYARAKAT BUDAYA JAWA MATARAMAN	KRYPTON 1	COMMITTEE
	Oktadea Herda Pratiwi	ANALISIS KONTRASTIF ISTILAH KEKERABATAN DALAM BAHASA DAYAK NGAJU, BANJAR, DAN DAYAK MAANYAN		
	Ririn Ambarini, Arso Setyaji & Sri Suneki	DEVELOPING KINDERGARTEN STUDENTS' PARTICIPATION IN BILINGUAL MATHEMATIC LEARNING ACTIVITIES THROUGH CONSTRUCTIVISM APPROACH		
	Ni Wayan Sartini	REVITALISASI RITUAL PERTANIAN SEBAGAI USAHA PELESTARIAN ISTILAH-ISTILAH DALAM BAHASA BALI: KAJIAN BAHASA DAN BUDAYA		
13.30 – 15.00	I Gusti Agung Istri Aryani & Ni Putu Evi Wahyu Citrawati	SOSIOPRAGMATIC ANALYSIS OF MORAL VALUES IN BALINESE FOLKLORES	KRYPTON 2	COMMITTEE
	Ponia Mega Septiana & Sutono Mahdi	MAKNA REFERENSIAL DAN NONREFERENSIAL PADA LIRIK LAGU SUNDA "MAWAR BODAS"		
	Sri Wiryanti Budi Utami	REVITALISASI CERITA RAKYAT BAWEAN: SEBAGAI PEMERTAHANAN IDENTITAS BAHASA DAN BUDAYA ORANG-ORANG PULAU BAWEAN		
	Dewi Nastitti L.	ADA APA DENGAN UNDANG-UNDANG BAHASA? MENILIK PENGGUNAAN UU NOMOR 24/2009 DARI KACAMATA HUKUM SERTA PENDIDIKAN DAN BUDAYA		
13.30 – 15.00	Noviana Dwi Yasinta & Rizki Utami	PERBEDAAN DAN PERSAMAAN DEIKSIS PERSONA BAHASA JAWA SEMARANG DAN BAHASA JAWA BANYUMASAN	KRYPTON 3	COMMITTEE
	Roby Aji	PENAMAAN WILAYAH KECAMATAN DI KOTA DEPOK: TINJAUAN SISTEM TANDA ADMINISTRATIF BERDASARKAN SEMIOTIKA TEKS DAN RUANG		



TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.30 – 15.00	Titania Sari & Sutiono Mahdi	LEXICON USING OF SUNDAANESE LANGUAGE LEVEL IN "PUPUH DANGDANGGULA"		
	Anne Meir & Sutiono Mahdi	<sup>3</sup> POLA DASAR KALIMAT BAHASA BATAK TOBA		
	Octavianus Bin Rojak	POLITENESS IN TORAJA LANGUAGE: A STUDY ON POLITENESS IN PANGALAQ-RIU AND SURROUNDING AREAS DIALECT		
	<sup>2</sup> Sansiviera Mediana Sari	MEMORI DAN RELASI MAKNA MENGENAI ANTONIM PADA ANAK AUTIS: STUDI KASUS TERHADAP 3 ANAK AUTIS USIA 11-16 DI SEKOLAH INKLUSI CAHAYA DIDAKTIKA	MATRIX	COMMITTEE
13.30 – 15.00	Eny Setyowati & Nimas Permata Putri	KORESPONDENSI FONEMIS BAHASA RUMPUN SUMATERA (Kajian Linguistik Historis Komparatif pada Bahasa Batak Toba, Minangkabau, Aceh dan Melayu Riau)		
	Angelika Riyandari	VITALIZING JAVANESE LANGUAGE THROUGH PLACE NAMES		
	Setiyawati & Sutiono Mahdi	REDUPLICATED WORDS IN SUNDAANESE: THE STUDY OF UNIQUENESS OF LOCAL LANGUAGE		
	<sup>1</sup> Titin Lestari	THE LANGUAGE USED BY INDOONESIAN LOCAL GUIDES IN GOOGLE MAPS REVIEWS	KRYPTON 4	COMMITTEE
15.00 – 16.00	Ika Maratus Sholikhah, Dyah Raina Purwaningsih, Ema Wardani	MAINTAINING BANYUMAS LOCAL LANGUAGE THROUGH <i>BATIK</i> AND ITS CULTURAL VALUES		
	<sup>1</sup> Agustina Aloojaaha	POSTER SESSION TERJEMAHAN TUTURAN YANG MENGAKOMODASI TINDAK TUTUR MENYURUH PADA NOVEL <i>CHRIST THE LORD OUT OF EGIPT</i> KARYA ANNE RICE	HOTEL 2ND FLOOR	
	Ali Badrudin	KAJIAN ETNOLINGUISTIK TENTANG PRANATA MANGSA JAWA (CERMIN PENGETAHUAN KOLEKTIF MASYARAKAT PETANI DI JAWA)		
	Anandha	THE STUDENTS' PRESENT ATTITUDES IN USING JAVA AND NGAPAK DIALECT ON CAMPUS	KRYPTON 1	COMMITTEE
15.00 – 16.00	Herudjati Purwoko	PROMOTING REGISTER AS POLITENESS FORMULA		
	Niswa Binti Rahim	EMPAT SIMBOL DASAR LAMBANG KEHIDUPAN MASYARAKAT TORAJA: SEBUAH KAJIAN SEMIOTIK MODEL PIERCE		
	Agus Subiyanto	VOICE SELECTION IN JAVANESE NARRATIVE AND CONVERSATIONAL DISCOURSE		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Sri Ratnawati	1 JHEMO MADURA: KEARIFAN LOKAL DALAM TANTANGAN GLOBAL OUR IDENTIFICATION THROUGH COMMON CULTURE AS SINGLE LANGUAGE UNIFIES US	KRYPTON 2	COMMITTEE
	Patrick Munyensanga	2 PROSES MEMBACA NORMAL PADA ANAK KELAS III SD PERGURUAN RAKYAT MATRAMAN, JAKARTA TIMUR		
	Santy Yulianti	APPLYING CODE MIXING AND CODE SWITCHING IN TEACHING ENGLISH GRAMMAR IN THE CLASSROOM		
	Yessi Aprilia Waluyo	PENELITIAN LAPANGAN MENGENAI PENGGUNAAN BAHASA PADA DOMAIN <i>TRANSACTION, FRIENDSHIP, DAN JOB DI FOODCOURT MORO, MORO MALL, PURWOKERTO</i>		
	Mutiara Karna Asih	MEMBANGUN IDENTITAS DALAM WACANA		
	Miftakul Huda	VARIASI BENTUK PENAMAAN BADAN USAHA BERBAHASA JAWA: STRATEGI PEMERTAHANAN BAHASA JAWA DI KOTA SEMARANG		
	Giovani Juli Adimatha	THE COMPLEXITY OF LOLODA PRONOMINAL VERB PREFIXES		
	Maklon Gane	AN OVERVIEW OF THE DIVERSITY OF THE GHANAIAN LANGUAGE AND CULTURE		
	Samuel Anderson	3 GERMAN VERBS IN STUDIO-D AI BOOK: A MORPHOLOGY ANALYSIS		
	Sulis Triyono	QUESTIONING JAVANESE LANGUAGE VALUE AND VITALITY WITH IT'S MILLIONS OF SPEAKERS		
15.00 – 16.00	Dwi Susilowati	MUATAN BUDAYA LOKAL DALAM PEMBELAJARAN BERBICARA	KRYPTON 3	COMMITTEE
	Dyah Prasetyani	ANALISIS SWOT TENTANG PERGERAKAN BAHASA MELAYU DI TAKEO SEBAGAI UPAYA UNTUK MENGENALKAN BAHASA INDONESIA DI KAMBOJA		
	Exti Budihastuti	BAHASA, BUNYI DAN PERSEPSI		
	Luita Aribowo	TINDAK TUTUR DIREKTIF DALAM PUISI LANANG SETIAWAN, SASTRAWAN TEGAL		
	Mualimin	MIXED GENRE IN <i>DOA POLITIK</i> : A STRATEGY OF SOCIAL CONTROL		
	Nurhayati			

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Sri Puji Astuti & M. Suryadi	DESAIN PEMBENTUKAN LEKSIKON UNIK TUTURAN JAWA PADA MASYARAKAT PINGGIRAN DI KOTA SEMARANG	MATRIX	COMMITTEE
	Ulva Fatiya Rosyida	KEBIJAKAN PENDIDIKAN BAHASA DAERAH DI ERA MEA (MASYARAKAT EKONOMI ASEAN)		
	Lestari Manggong	LANGUAGE AND CULTURE IN THE CASE OF MERRIAM-WEBSTER'S CORRECTION OVER PRESIDENT TRUMP'S TWEETS		
	Priscilla Esther Siringoringo & Sutiono Mahdi	FIGURE OF SPEECH BASED ON SHORT DRAMA USING SUNDANESE LANGUAGE		
	Rizky Fitri Lestari	UKARA PITAKON (KALIMAT TANYA) DALAM BAHASA JAWA DIALEK JAWA TIMUR, SUB DIALEK MALANG		
	Reiva Irene Seraphina & Sutiono Mahdi	PROSES PEMBENTUKAN KATA PADA JAJANAN SUNDA: SUATU KAJIAN MORFOLOGI		
	Sigit Haryanto	PEMEROLEHAN DAN PEMBELAJARAN BERBAHASA PADA ANAK-ANAK TKIT AL-AUSATH PABELAN KARTASURA		
	Wening Sahayu	PAJERO SPORT FROM A GLOBAL PERSPECTIVE OF LANGUAGE AND CULTURE		
	Emi Rahayu	THE INTEREST AND POETRY WRITING SKILLS IMPROVEMENT BY DISCOVERY BASED LEARNING METHOD		
	M. Suryadi	KEKAYAAN LEKSIKON EMOTIF-KULTURAL MEWARNAI BENTUK KESANTUNAN BETUTUR DAN GRADASI KESOPANAN PADA MASYARAKAT JAWA PESISIR DI KOTA SEMARANG		
	Debyo Saptono & Tri Wahyu Retno Ningsih	PERANCANGAN APLIKASI FLESCH LEIPEL UNTUK MENENTUKAN INDIKATOR KETERBACAAN TEKS		
	Dwi Indarti & Cut Nina Sausina	ANALYSIS OF BETAWI LANGUAGE FROM LINGUISTIC FEATURES PERSPECTIVE: A CASE STUDY OF PORTALBETAHI.COM		
15.00 – 16.00	Islah Maretekawati	TINDAK ILOKUSI PADA IKLAN TEMPAT MAKAN DI PINGGIR JALAN DI SEMARANG DAN IKLAN PRODUK KECANTIKAN UNILEVER	KRYPTON 4	COMMITTEE
	Amelinus	THE SOUND CHANGE IN SUNDANESE: PHONOLOGICAL STUDY ON JUJUN JUNAEDI'S SPEECH ENTITLED NIKAH		
	Jujan Fajriyah & Sutiono Mahdi	ANALISIS TERJEMAHAN KALIMAT YANG MENGAKOMODASI TINDAK TUTUR KOMISIF PADA NOVEL INSURGENT KARYA VERONICA ROTH		
	Novita Sumarlin Putri	UNTOLD BLACK HISTORY		
	Ahmed Fomba			

TIME	NAME	TITLE	ROOM	CHAIR PERSON
	Onin Najmudin	STRUKTUR DAN MAKNA VERBA MAJEMUK BAHASA JEPANG VI+KOMU	HOTEL 2ND FLOOR	
	Taufik Nur Hidayat	TERJEMAHAN JENIS PROSES PADA SISTEM TRANSITIVITAS PIDATO PELANTIKAN PRESIDEN BARACK OBAMA DAN DONALD TRUMP BESERTA KUALITAS TERJEMAHANNYA		
		<b>PARALLEL 3</b>		
	Ropa Wahyuni & Eva Endah Nurwahyuni	1 COMMISSIVE SPEECH ACTS REALIZATION ON REGULAR TALKS: A STUDY OF EASTERN-JAVANESE DIALECT IN BOJONEGORO AND SURABAYA REGIONS		
16.00 – 17.00	Silvia Marni	KEHIPNIMAN VERBA BAHASA MINANGKABAU SEBAGAI BENTUK PEMERTAHAN KEKAYAAN KOSAKATA	KRYPTON 1	COMMITTEE
	Wahyu Ayuningsih	ETOS KERJA MASYARAKAT MADURA DI DALAM LIRIK LAGU DAERAH MADURA: KAJIAN ETNOLINGUISTIK		
	Mayuni & Sutiono Mahdi	MORPHOPHONOLOGICAL INTERFERENCE IN MINANGKABAU'S LANGUAGE		
	Seprianus A. Nenotek	1 LANGUAGE FORM USED IN EFL COURSEBOOK "PASSPORT TO THE WORLD"		
	Sri Andika Putri	CITRA WANITA MINANGKABAU DALAM PETUAH ADAT		
16.00 – 17.00	Yakob Metboki & Norei Beeh	GLOBALIZING LEARNERS' LOCAL LANGUAGES FROM LOCAL CONTEXTS: AN OVERVIEW OF LANGUAGE PLANNING AT THE ENGLISH EDUCATION PROGRAM OF ARTHA WACANA CHRISTIAN UNIVERSITY KUPANG	KRYPTON 2	COMMITTEE
	Sri Minda Murni	ORAL PROFICIENCY IN PAKPAK LANGUAGE: AN ISSUE IN MAINTAINING PAKPAK LANGUAGE		
	Syamsurizal	BENTUK DEIKSIS DALAM CERITA RAKYAT REJANG "TELEU BESOK"		
	Suparto	GEOGRAPHICAL METONYMY IN ENGLISH MASS MEDIA IN INDONESIA		
16.00 – 17.00	Yoga Yolanda	INTRODUCING INDONESIAN CULTURE THROUGH UTILIZING PANTUN AS A TEACHING MATERIAL OF BIPA	KRYPTON 3	COMMITTEE
	Norci Beeh	SEMANTICS ANALYSIS ON SPEECH ACT USED IN BEMO (KUPANG'S PUBLIC TRANSPORTATION)		
16.00 – 17.00	Teguh Santoso	KALIMAT PERMOHONAN DIREKTIF BAHASA JEPANG DAN BAHASA JAWA: TINJAUAN SOSIOLINGUISTIK	MATRIX	COMMITTEE

	Ganjar Hwia	KAJIAN DAN PEMETAAN VITALITAS BAHASA UNTUK PENGOPTIMALAN PROGRAM PELINDUNGAN BAHASA-BAHASA DAERAH DI INDONESIA		
	Ypsi Soeria Soemantri, Nany Ismail & Susi Machdalena	INTERCULTURALITY OF MIXED-MARRIED COUPLE: A SUNDANESE MALE AND A FOREIGN FEMALE		
	Siwi Tri Purnani	BAHASA JAWA: PERSPEKTIF TOLOK UKUR BUDAYA SANTUN TATA KRAMA		
<b>TIME</b>	<b>NAME</b>	<b>TITLE</b>	<b>ROOM</b>	<b>CHAIR PERSON</b>
	Ratna Susanti, Tri Wiratno & Sumarlam	KAJIAN PRAGMATIK KESANTUNAN BERBAHASA ANTARA NAJWA SHIHAB DAN PRESIDEN JOKO WIDODO		
	Husna Imro Athush Sholihah	ANALISIS TERJEMAHAN SINGKUMSTAN PADA BUKU CERITA ANAK BERJUDUL <i>THE 7 HABBIT'S OF HAPPY KIDS</i> KARYA SEAN COVEY DAN TERJEMAHANNYA (KAJIAN TERJEMAHAN DENGAN PENDEKATAN <i>SYSTEMIC FUNCTIONAL LINGUISTICS</i> )	KRYPTON 4	COMMITTEE
16.00 – 17.00	Putri Adimihaqi Chusnul Chotimah Nisa Fikria Haqinatul Millah & Sutiono Mahdi	IDEOLOGIES OF EMMANUEL MACRON'S TRANSLATED INAUGURAL SPEECH: A CRITICAL DISCOURSE ANALYSIS STUDY SEMANTIC FIELD ON THE EMOTION DOMAIN IN SUNDANESE LANGUAGE		
17.00 – 17.45		<b>BREAK</b>	HOTEL 2ND FLOOR	COMMITTEE
<b>JULY 20, 2017 (SECOND DAY)</b>				
<b>TIME</b>	<b>NAME</b>	<b>TITLE</b>	<b>ROOM</b>	<b>CHAIR PERSON</b>
07.30 – 08.00		<b>REGISTRATION</b>	LOBBY HALL	COMMITTEE
		<b>PLENARY 2</b>		
08.00 – 09.30	Dr. Ruanni Tupas (National Institute of Education, Singapore) Dr. Suharno, M.Ed. (Diponegoro University, Indonesia)	INEQUALITIES OF MULTILINGUALISM: GLOBALIZATION, NATIONALISM AND MOTHER TONGUES  REVITALIZING LOCAL LANGUAGES THROUGH MOTHER TONGUE-BASED MULTILINGUAL EDUCATION (MTB-MLE)	KRYPTON	Moderator: Dr. Nurhayati, M.Hum.
09.30 – 09.45		<b>BREAK</b>	HOTEL 2ND FLOOR	COMMITTEE
		<b>PARALLEL 4</b>	HOTEL 2ND FLOOR	

TIME	NAME	TITLE	ROOM	CHAIR PERSON
			KRYPTON 1	
09.45 – 11.15	Sheila Nanda Parayil & Tenty Maryanthy	STRATEGI KESANTUNAN TIDAK LANGSUNG PADA KRITIK PENUTUR REMAJA	KRYPTON 1	COMMITTEE
	I Wayan Ana	TINDAK TUTUR PERFORMATIVE DALAM TERJEMAHAN DOKUMEN HUKUM BAHASA INDONESIA KE DALAM BAHASA INGGRIS		
09.45 – 11.15	Putu Devi Maharani & Komang Dian Puspita Candra	VARIASI FONOLOGIS BAHASA BALI DIALEK KUTA SELATAN	KRYPTON 2	COMMITTEE
	Muhammad Ari Kunto Wibowo & Sumarlam	GAYA BAHASA DAN PENCITRAAN DALAM SERAT <i>WULANG REH</i> KARYA PAKUBUWANA IV		
09.45 – 11.15	Vamelia Aurina Pramandhani	KAJIAN PRAGMATIK PENERAPAN <i>BOOSTER</i> DALAM BAHASA JEPANG	KRYPTON 3	COMMITTEE
	Ifoni Iudji	GRAMMATICAL INTERFERENCE IN TRANSLATING PROCEDURAL TEXT DONE BY THE STUDENTS OF ARTHA WACANA CHRISTIAN UNIVERSITY		
09.45 – 11.15	Sutiono Mahdi	COMPOUNDING OF BASEMAH LANGUAGE: AN EFFORT TO UNDERSTAND THE UNIQUENESS OF LOCAL LANGUAGES	KRYPTON 3	COMMITTEE
	Baiq Desi Milandari	REVITALISASI BAHASA DAERAH MELALUI TAYANGAN TELEVISI SEBAGAI UPAYA MENUJU KEBHINEKAAAN		
09.45 – 11.15	Yenny Hartanto	CROSS-CULTURAL STUDY ON BARGAINING	KRYPTON 3	COMMITTEE
	Kartika Tarwati	TEKNIK DAN KEAKURATAN TERJEMAHAN ISTILAH MEDIS (STUDI KASUS PADA PENERJEMAH AMATIR, SEMI PROFESIONAL, DAN PROFESIONAL)		
09.45 – 11.15	Zainal Abidin	INOVASI FONOLOGIS RETROPLEKSISASI DAN GLOTALISASI DALAM ISOLEK BONAI ULAKPATIAN	KRYPTON 3	COMMITTEE
	Imam Muhtadi, Wiwi Widuri, Frando Yantoni, & Sutiono Mahdi	ASSOCIATIVE MEANINGS IN DOEL SUMBANG SONG LYRIC "BEURIT" SEMANTIC STUDY		
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**PAJERO SPORT FROM A GLOBAL PERSPECTIVE OF LANGUAGE AND CULTURE**

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**Abstract**

This article tries to discuss the development of language and culture of naming in Java Island recorded in mass and social media by using a global perspective. The data were obtained from press and electronic media as well as social media throughout Java Island. The data were analyzed qualitatively by using categorization based on the appearing themes. The development of names could be observed from the used markers in the names themselves. The markers were the diction. From the analysis result, it can be concluded that language and culture used in naming in this millennium era tend to refer to a global aspect. In other words, people around the world can understand the literal meaning of a name. One example of it is a proper name *Pajero Sport*. As all people know, *Pajero Sport* is a variant of cars manufactured by Mitsubishi. This use of a trade brand is one of the reasons of why names are globally nuanced, and easy to be understood by people around the world.

**Keywords:** Global Perspective; Proper Name; Language Development

**1. INTRODUCTION**

A language represents a nation. This kind of spirit gives an implication to someone's use of language that reflects from where he comes. The language elements used may be in the forms of lexicons and grammatical features of that certain language. Meanwhile, the speakers' speaking activities may occur in any sector of life including naming a newborn.

Many Javanese speakers name their children *Slamet* which means 'blessed', *Bejo* 'lucky', and *Waras* 'healthy'. Those names existed before this millennium era. In this globalization era, names have different existence. Nowadays, it starts to be difficult to find a name like *Slamet*. The same thing happens to a name like *Bejo*.

From the elaboration above, it can be seen that there are dynamics of naming. It happens to the names like *Slamet*, *Bejo* and *Waras* that become rare nowadays. On the other hand, there are new names such as *Untung* and *Bagas* that represent the same meaning as *Bejo* and *Waras*. This selection of lexicons is the reason behind the dynamics mentioned before.

The dynamics of naming happens naturally. Chaika <sup>[1]</sup> states that as time goes by, naturally, there will be changes to languages. One of the changes is signed by the appearance of new lexicons used by the speakers of a language. This phenomenon happens as there is contact between the culture of the speakers and that of others. Visitation, cooperation and contact are parts of the communication that facilitate the culture contact. The new lexicons used may be original lexicons of other languages or instead adapted lexicons. Original lexicons, in this case, refer to lexicons taken from other languages without any change. Meanwhile, adapted lexicons refer to the lexicons taken from other languages that are then adjusted to the speakers' language. From the theory by Chaika explained above, it can be predicted that in this globalization era, there are new lexicons used by Indonesian society.

**2. METHODS**

This article discusses the relationship between the name *PajeroSport* and global perspective. The data were collected through press and electronic mass media. Then, they were categorized and a componential analysis was carried out. From the collected data, there is only one name discussed mostly. It is important as each name has its own uniqueness. Besides, the name discussed is the one that is related to global perspective. In this case, the name *PajeroSport* is considered as the most appropriate one.

### 3. RESULTS

#### a. The Name Pajero Sport is an Effect of Globalization and Global Perspective

Globalization is the era in which activities done in some part of the world can be easily known by another part of the world. This is the result of the digital communication that is not limited by space nor time. Therefore, it is as if the globalization era wipes out the territorial border between countries.

On the other hand, global perspective can be seen as a perspective of a global world and one that is not regional anymore. It, at least, is indicated by some competitiveness in terms of quality and speed of doing something; high demand of good quality service, goods and monetary capital investment; high requirement of actual information; high-speed and high-tech communication; high number of business world; and advancement of technology<sup>[2]</sup>. This competitiveness demands high creativity. Besides, global perspective is also indicated by some perspective that is oriented to good continuity of the earth in which the world society lives. With this kind of perspective, humans will strive for saving the earth for the sake of the global world.

In automobile industry, *Pajero Sport* is known as one of car variants produced by Mitsubishi. Another variant of the same class is Fortuner that is produced by Honda. Thus, when someone hears the word *Pajero Sport*, it is normal if what comes to his mind is a car variant. This is as having a name of a car variant is not yet common in Indonesian society.

Is the name *Pajero Sport* oriented to global perspective? This is the primary question. The answer is yes. Several arguments can be exposed here. Firstly, if it is seen from the area in which the car with this brand is sold, it can be ensured that most of the society around the world have already known it. This kind of car is one of the favorite variants of Indonesian society and even society around the world. Meanwhile, global perspective is related to anything related to the world wide, not only national or regional area anymore. Thus, it can be said that there is a relationship between the name *Pajero Sport* and global perspective.

Secondly, global perspective is characterized by the use of global symbols to be easily identified by world wide society. The lexicon "Sport" in the name *Pajero Sportis* derived from one of the international languages, English. As is known, formal languages used by the United Nations are English, France, Arabic, Russian, and China. Meanwhile, the lexicon "Pajero" is derived from "Leopardus Pajeros", a Pampas cat from Patagonia, South Argentina Plateau<sup>[3],[4]</sup>. The construction of this car brand is the combination of an English word "sport" and a Patagonian word "Pajero", a kind of cats. Thus, it can be said that the name *Pajero Sportis* oriented to global perspective.

#### b. Creativity: between Global Perspective and Parents' Motivation of Naming

*Pajero Sport* was born on April 26<sup>th</sup>, 2017 in a hospital in Jakarta. His parents live in Pamulang. One of the reasons to choose the name *Pajero Sport*, admitted by the father, is a self-desire to have that car<sup>[5]</sup>. Besides, the father assumes that the word *Pajero* is a symbol of being tough, sturdy, and ready in any kind of situation.

The relationship between the father's desire to have a Pajero Sport car and his action of naming his newborn *Pajero Sport* seems nonsense. However, if it is *related* to one of the characteristics of global perspective that is creativity, there is a strong relationship between the name *Pajero Sport* and global perspective. The father's ability to create that unique name for his newborn is a creativity.

The close relationship between global perspective and the name *Pajero Sport* can also be seen from the reference of that name. As explained earlier, *Pajero Sportis* is a car variant that is well-known in Indonesia, and even in the world. This car variant is a symbol that is worldly known as a favorite variant. Most of the world society can see this car from both press and electronic advertisement, or even directly see it on the street. In other words, even though this car is originally from Japan, world society can easily recognize it through various media. This argument is one of the reasons why the name *Pajero Sport* can be assumed as a name that is closely related to global perspective.

#### 4. CONCLUSION

The name *Pajero Sportis* is a globally-nuanced name. The reference of this name is easily recognized by world society. This is because it refers to a symbol that is internationally recognized and derived from English and a popular car brand. Besides, the creativity of creating the name also boosts the global nuance of that name.

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