

The Role of Language Communication with the Society and Culture

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Abstract: This research discusses the relationship of language communication with society and culture. Bahasa Indonesia as a language of unity is used in activities to communicate by the wearer community from various tribes and regions. As an effective means of communication the Bahasa Indonesia has an important role in developing and launching various aspects of life and culture. This research uses the method of literature writing (library research). To know the language activities of a person does not merely use the language as communication, but rather describes other aspects outside the linguistic aspect. These general and national society. Thanks to the Bahasa Indonesia people can relate to one another in such a way that misunderstanding as a result of different socio-cultural backgrounds Bahasa Indonesia in all layers is intensified (Mahayana, 2008: 34). Bahasa Indonesia has a pivotal role in realization of the unity of the nation, the effort to disseminate and socialize Nationalism. Realizing the importance of the role of language equality for the aspects may affect the style, dialect, variety, form language it uses and show the user a separate language item that is closely related to the language (social class, ethnic group, nationality and geographical location of the linguist). Linguistically different but still not mentioned as a different language. Such language differences are called language variations.

Keywords: *Communication Language, Sociolinguistic And Culture*

I. INTRODUCTION

A. Background

The role of Bahasa Indonesia is very paramount to unify and evoke need not be feared. Bahasa Indonesia is the only tool that allows us to nurture and develop the National culture in such a way that the Bahasa Indonesia has its own characteristics and identity, which distinguishes it from the local culture. The role of Bahasa Indonesia is very vital as a unifying tool of NKRI in all fields. Nationalism is the doctrine or belief to love the nation and the country itself (Alwi, et al. 2000: 775). So, it is appropriate that the Bahasa Indonesia should be maintained, and it is a shared responsibility especially the young and the students.

Indonesian is used as a tool of communication in human activities, such as in the field of culture, science and technology. The development of culture, science and technology make the language evolved, the relationship between language and culture is one part of the discussion of language with further speakers, called as sociolinguistic. Sociolinguistics is a field of study of linguistic branches that examines language related to social conditions and language usage. This linguistic study arises because there are several language problems that can not be solved by linguistic discussion as the study of language. These problems include social problems that affect the use of language.

Language communication as stated by Fishman (1972) elaborates that sociolinguistics is an interdisciplinary study that deals with language problems in relation to social problems. From this case Fishman believes the language has strong relation to the emergence of several variations of language according to the situation and condition of the language. The social problem with the use of the language encompasses various aspects related to human beings including cultural issues, so Appel (in Suwito, 1993) formulates sociolinguistics as a study of language and the use of language in relation to society and culture.

Culture from the perspective of linguistics is (1) the regulator and binding of the language speakers, (2) the grains and units obtained by human language users through the learning / education (nurture), (3) the patterns of human behaviour a(behaviour and attitudes), and (4) the situation of communication systems in society that contribute to shaping and maintaining unity, in life With the above basics the language functions in culture as (1) the means of cultural development, (2) the means of culture development. (3) maintenance paths and cultural successors, and (4) cultural means of recording (inventory). As a cultural sub-system of language follows the cultural norms of life, the system of language acting in culture is known as the language / linguistic etiquette (T.A.Ridwan., 1986: 37).

From this it can be concluded that sociolinguistics is the study of language associated with social problems where the language is located.

B. Writing method

This research uses the library research method where the writing derived from some experts, and the results of research can be used in the society and culture.

II. THEORETICAL DESCRIPTION

A. Language and Communication Development

Language is signified as the identity of the speaker. Language can also record how its speakers perceive its existence in terms of space and time (Mahsun, 2010: 96).

In the beginning, communication science rooted from the element of journalism. In 1903 Joseph Pulitzer initiated and pioneered education for journalists in the United States to improve their skills and knowledge. This idea received many responses because it turns out journalism evolved into mass communication (mass communication).

Communication here defines as the process of communication when a person / group provide stimuli or symbols directed to other parties with the aim that there is a common opinion between the two sides. In this case, the communication process can be done directly by using media or without media, and it also can use mass media, or also take place personally with no media. And the timing of the

communication must be permanently be used in the media to convey the tailored needs of the objectives of the communication.

The research exemplifies that the message received by the communicants / audiences from the mass media, does not stop at him but forward the message from mouth to mouth which is very big impact. Even decision-making is much influenced by the communication between the person. Based on these facts, the mass communication developed again into communication science or communication science that we know today. This science covers all forms of communication that is, mass communication, group communication and interpersonal communication.

It is widely known that according to Wilbur Cchram a communication expert in his book "How Communication Work" says: if we communicate, we are trying to establish common ground with others. This means we are trying to connect the idea to people that communication is essentially making the recipient and the giver alike "tuned" to the message (Onong, 1973).

Based on the opinion above, it can be concluded that the purpose of communication is to make a similarity between communicator with the communicant. Many experts create a boundary as well as theories about communication. The limits they provide each is based on different backgrounds of thought frames and perspectives. However, it basically has the same general assumption. From the previously mentioned definitions we can find vital elements in the communication process:

1. Communicator, communicator or messenger. Communicators may be individuals or bodies /institutions.
2. Messages, content or what is communicated.
3. Channels in this case can be done with no media. When using mass media, it is called mass communication.
4. Communicant, the party receiving the message or the target communicator.
5. Effect, is the result achieved or the response of the communicator to the message conveyed by the communicator.

Besides the term communication we also often encounter by the term of publication. People often use / exchange both terms for the same purpose, the framework of understanding between publication and communication has an identical meaning. According to Emil Doviati, Publication is an educational effort and spiritual guidance addressed to the public and done in general. Educational and scientific guidance and tend to influence people to act according to what we want.

B. Understanding Communication

Communication is any kind of human effort to deliver his mind or messages to the others. Therefore, communication contains the understanding of giving and receiving thoughts, ideas, news, information, messages, knowledge, values from one party to another, with the intention that these things are given and received. Communication process is the process of passing and receiving symbols that contain meaning. The symbol is an afterthought of all human thoughts, feelings, and hopes. As Harpld I. Hovland defines it as, "Communication is the process by which an individual or communicator reports a stimulus usually with language symbols to change the behaviour of other individuals or communicants."

From the definition of communication above, it can be concluded that communication is the delivery of stimuli with

language symbols that can be understood by an individual (communicator) with other individuals (communicant) in order to change the behaviour of others.

Furthermore, Jalaludin Rakhmat said that: "Communication is also aimed at growing an individual in the society that does not survive on its own; we want to relate to others positively" (J. Rakhmad, Communication Psychology, PT Remaja, Bandung: 1992, p.14). Based on that quote, communication is aimed at cultivating good social relationships, because humans are social beings where they always rely on each. This becomes an important factor in every activity that we do in our daily life and the organization or group of people in achieving the objectives, especially in developing the culture, religion, education. Without cultural communication, religion, education that we have until today will not be able to develop. With human communication capable of spreading both individually and in groups in such a way that humans bring their lives in a systematic and orderly direction.

Similarly, In Education realm, communication is also very important in carrying out the act of educating, teaching, and training that must be done through communication between teachers (communicators) that convey the message to students (communicant). By communication, teachers will be able to deliver teaching materials, messages, information and good values to students that can lead to student learning motivation.

III. DISCUSSION

A. Language Development

The urban community consists of various ethnic groups both indigenous and non-indigenous and consists of different backgrounds of life. These differences in the field of social status, language, religion, education, economics and so forth. All that can be found in the life of urban society. While the village generally consists of tribe, language, religion, the same job. So by itself the people of the city and the village community use the Bahasa Indonesia in the conversation as well as the interaction of daily life while the villagers generally use the local language. To be more clearly known about the differences in language used by urban and rural communities can be made several examples, namely:

1. The urban community generally uses the Bahasa Indonesia in sermons in mosques as well as in churches, whereas villagers may use local languages.
2. The urban community uses Bahasa Indonesia in lectures and lectures at universities as well as the language of instruction used in elementary, junior and senior high schools whereas villagers use local languages as the medium of instruction in primary schools.
3. Urban people generally use Indonesian for daily conversation, while villagers use local languages.
4. Urban people in general use the Bahasa Indonesia in regular and intimate conversations between employees in the office, while villagers use local languages.
5. The people of the city use the Bahasa Indonesia in official speeches as well as lectures that will be played to the public while the villagers use the local language.

Thus, with the above explanations it can be drawn a conclusion that the urban community brings a very big influence on the development of the Bahasa Indonesia. Because it consists of many tribes, while each tribe has its own language to be able to communicate well between tribes with each other must be using the same language. So, in this case the language used is

Indonesian because Indonesian is the national language and unifying language.

B. The Role of Regional Language

Communication and Foreign Languages Bahasa Indonesia is used throughout Indonesia, consisting of areas with diverse social, cultural and linguistic backgrounds. Such backgrounds also determine the level of capture and mass reaction power to what is communicated. Such circumstances require that every means of communication used in the regions is able to equip themselves with the elements of language that live in the area so that the message conveyed can be understood and responded well.

The regional language is also called the mother tongue or the first language is generally the people of Indonesia first know his mother tongue, so this is called the first language and Bahasa Indonesia is considered as the second language. Within the territory of the Republic of Indonesia there are hundreds of regional languages which are the mother tongue for the inhabitants concerned. For example Javanese, Sundanese, Malay, Minangkabau, Batak and so forth. Bahasa Indonesia picked up many elements of regional languages. In the case of collection based on the reason for the fulfillment of the need, it is important to call the words and levies that come from the local language that embraces the concepts and specific values that exist in the local culture, such as gamelan, wayang, puppeteer, harp, flute, tifa, gong, gondang, etc. With the inclusion of these words and phrases into the Indonesian vocabulary, it means that the cultural concepts of this region have been known by the people of Indonesia. This also means that the concepts and habits of the region have begun to enter the hasanah of national culture.

While the foreign language is a language other than Indonesian and regional languages. The foreign languages are: English, Chinese, Tamil, Arabic, Sanskrit, Dutch and so on. This foreign language is very influential on the development of Bahasa Indonesia. This influence not only includes the collection of words, but also the structure of morphology or syntax. Due to the large influence of foreign languages on Bahasa Indonesia, we often encounter people who use these foreign words in the daily association, for example the use of words in English is mostly used by speakers of the language. Such as personal words, instrumental, formal, consultant, manager, president, contractor, discount, complaint, enjoy, service, souvenir, etc.

This is done in order to appear authoritative and powerful, such people are often called avidly to use foreign words. The foreign words we encounter in places of tourism, shopping buildings that can hinder the development of Bahasa Indonesia. Given the enormous influence that foreign languages have on the world of politics, economics, science, and modern technology, The words of the foreign language if it is to be collected into the Indonesian language must first be seen equivalent in the Indonesian language and local languages, if no, then the foreign words are levied to increase the vocabulary of Indonesian words.

C. The Role of Language with Social Class

In the language use, the social status of the opponent speaker can also affect the form of language used. Speakers with the opportunity to receive an education will demonstrate the variety of scientific language, for example, the diction of scientific words such as effective, paradigm, correlation, and etc. In terms of pronunciation it also signifies differences, for

example, the educated group can distinguish pronunciation / p /, / f /, / v /, / ks /, / kh /, as in play, film, veteran, complex, worried, while uneducated group less able to distinguish pronunciation on the words, so call it turn, pilem, peteran, complex, ikhlas or ihlas. This is because in addition to factors also social factors also influence the activities of language (Pateda, 1987).

A student speaks to his friend, saying "I'll go first" when he dismisses will use different thing to the teacher by saying "I go first sir". This indicates that the language student used is influenced by the social class of the opponent speaker. When a subordinate in an institution or company communicates with his / her boss, then he or she will organize his language as closely as possible because the one who is invited to speak has a different social class with him, while when talking to his colleague he uses casual language.

In this case (Hudson, 1985) explains that speakers have different experience in using language. Hudson views the diversity of language usage based on the experience of the speaker, especially in social interaction with language. A person's language experience tends to affect his language by paying attention to who is invited to speak, thus indicating the variation of the language (speech) of its own. One's experience in using language primarily for social interaction makes it possible to use variation choices based on social class.

The use of language related to social class has a tendency only for the purposes of prestige, because by using the foreign language, it can be perceived as higher social class.

D. The Role of Language with Ethnic Groups

The use of language by someone who comes from a particular group of people also influenced by the form of language, as a variation of its own. A person use of language can show the ethnic group, which results in different language usage. The distinction continues to be preserved as the identity of the ethnic group in question. In a particular ethnic group the language is distinguished from its use as a feature of its environment, even if it is in fact the same. For example in the palace environment, language variations are maintained to interact and are used to demonstrate politeness and respect as a signifier of the environment of the language. Any prior to the activities of the language, begins with apologies ("Forgive my lord" if someone servants in the talk). Meanwhile, it is still the same language if it is being used in an environment outside the palace which signifies the different forms of language and norms. Similarly, the Indonesian language used in priyayi family environment or in the noble family, the use of harsh words / indecent is often avoided as a taboo. In this case the language signifies the existence of a code of ethics speaking in line with the norms contained within the ethnic group.

The language variety used by these ethnic groups also describe variations in certain vocabulary levels, for example ordinary Javanese use the word for "please" (eg: Mari Pak, alternately). Whereas in other part of Indonesia, this simply means "invitation to do something together". The use of the word in the region of Sumatra has a very harsh and unfeasible meaning. The above points illustrate that language usage is closely linked to certain cultures and ethnic / community groups that ultimately lead to a distinct language variation.

E. Role of Language with Nation

Language is the national language identity used by a nation has the structure of the word MD (Explaining-Explained), while the Indonesian language is generally DM

(Explained-Explaining). Structural differences in the use of other languages will have an effect on the structure of the language. For example, English speaking Indonesian says "After I read this article". In Dutch, this means "don't approach my wife". This form of language is caused by the structural error applied from one language to another language. The language error used here describes the nation. But sometimes, this error is used for a specific purpose, such as in cigarette advertisement "man has taste"

The use of language in a particular nation gives an overview of the use of certain language variations as well. Society-level nations are still simple (traditional), will use the language simply as a means to communicate. Language is treated as it functions. Whereas in a nation whose social level is modern, language is used as a tool for communication, and is used for other purposes as a political strategy. Another example of a government euphemism requirement is to state "fuel increase", using the word "fuel price adjustment". From this the language is politicized for the purpose of "strategy" as a particular variation. While in traditional societies, language is used "naively" in accordance with the meaning that should be disclosed.

As Fishman (1973) likewise Gumperz (in Suwito, 1983) which states that modern society shows the existence of a speech society that tends to use some variation in different languages of interpretation with traditional societies. From the social level of a nation will give birth to a variation based on the choice of certain words that fit the purpose or other purposes outside the language.

F. The Role of Language with Geography

Language used by the user to communicate. The communication can take place between individuals in a society or between groups of people within a certain geographical area. This communication activity appears in the use of language to interact verbally in a particular place, where a language resides. The fishermen usually speak loudly because they are used to communicating around the roar of the waves, or people from the mountains who are used to speaking in distant distances. So when he speaks in different places the habit can not be abandoned. The Malay tribe at the time of Indonesian language signifies a distinct accent influenced by the Malay dialect, for example, Ahoii, Amboii. This shows a particular language variation that is caused by the geographical location of different language users.

The use of language also shows the geographical suggestions of its users. For example, people in the Tapanuli area. Batak language activity will be seen in a very clear word pressure; The Balinese and Acehese recite / t / as dental sounds are pronounced with a velar utterance; Medan people who

recite / e / with harsh pressure; the Sundanese tend to use phonemes / h / for some open vowel words in the final syllable, as well as the Javanese who pronounce the phoneme / d / and / b / which tend to be heavier as an accent. In addition, more prominent mother tongue influences influence the use of the language. From the language it uses, it can be identified from the area where the language comes from.

CONCLUSION

In conclusion, Bahasa Indonesia plays a very pivotal role within the society specifically and Indonesia generally, where it is used as communication tool in every layer of the society. Upon this role, Bahasa Indonesia can unite people from different background of social, culture and ethnicity to the unity of the country. The language used by a person does not merely use language as a communication tool, but rather describes other aspects beyond the linguistic aspect. These aspects influence the style, accent, variety of language and form of language used and indicates the use of a separate language item that is closely related to the language community acts as a social class, ethnic group, and the geographic location of the linguistic and linguistically distinct. However, it is still not mentioned as a different language. Such language differences are called language variations.

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