

GLOBALIZATION AND LANGUAGE PHENOMENA: EXISTENCE OF INDONESIAN IN THE DIGITAL ERA

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INTRODUCTION

In the era of globalization, human interactions around the world have been connected without the boundaries of space and time. Technological advances are very fast causing long-distance communication to continue to grow. This digital-based communication is then accompanied by various phenomena of language as a means of communication. The purpose of this research is to describe the existence of Indonesia in the digital era. This existence is related to the existence of the Indonesian language in several areas of life, namely language, culture, social, economics, and law.

LITERATURE REVIEW

- Indonesian increasingly exists in the millennial generation in the industrial era 4.0 (Arisandy, et al., (2019). The existence of the Indonesian language is very dependent on the level of success in developing the language, for example in the form of absorption from regional languages and foreign languages. The digital era can be utilized in conducting coaching Indonesian (Sudaryanto, 2019; Yasmin & Jasmine, 2022). In the digital era, there are many challenges for the development of Indonesian, but these challenges can be used as opportunities to make Indonesian more exist (Dewi, 2022). The habit of accessing social media can improve skills themselves in using Indonesian (Sudaryanto, et al., 2019).
- Language politeness studies are one of the main concerns in the field of Indonesian language research in the digital era (Maulidi, 2015: Palupi & Endahati, 2019; Jayanti & Subyantoro, 2019). There has been a crisis of language politeness on social media (Uswatun, et al., 2020).

METHOD

This research is a qualitative descriptive research and carried out using descriptive analysis methods. The key instrument in this research is the researcher himself with a mastery of the roles, functions, and position of language in various fields of life. Data collection was carried out by observing and noting techniques. The data collected was then analyzed descriptively qualitatively.

In this study, researchers observe the existence of the Indonesian language in the digital era, namely in terms of its growth and development, as well as in terms of attitude to speak Indonesian or language politeness.

FINDING AND DISCUSSION

Based on the research results, several findings were obtained, namely:

- 1) Linguistics aspect: the growth and development of the Indonesian language is very fast;
- 2) Culture aspect: the occurrence of cultural integration in the Indonesian language in cyberspace;
- 3) Social aspect: the intensity and variety of the use of the Indonesian language in establishing social relations;
- 4) Economy aspect: the rapidly increasing use of the Indonesian language as a marketing communication medium; and
- 5) Law aspect: legal policy regarding the phenomenon of hate speech as part of a language politeness violation.

FINDING AND DISCUSSION

One of the main factors for the rapid growth and development of the Indonesian language is the use of social media as part of the digital era. This is in accordance with the opinion of Sudaryanto, 2019; Yasmin & Jasmine, 2022) that the digital era can be utilized in fostering Indonesian culture: the occurrence of cultural integration in the Indonesian language in cyberspace.

In the social aspect, the digital era provides unlimited space for people to carry out social relations and this involves Indonesian as a means of communication.

In the economic field, Indonesian is increasingly being used as a marketing language or buying and selling language based in cyberspace. This is also one of the impacts of the digital era.

The existence of Indonesian in the legal aspect is the use of Indonesian in the perspective of language politeness. This is appropriate. This is in accordance with the opinion of Maulidi, 2015: Palupi & Endahati, 2019; Jayanti & Subyantoro, 2019) that the study of language politeness is one of the main concerns in the field of Indonesian language research in the digital era.

CONCLUSION

The results of this study indicate that the digital era has caused very significant changes in the existence of the Indonesian language, namely:

- 1) Linguistics: the growth and development of the Indonesian language is very fast;
- 2) Culture: the occurrence of cultural integration in the Indonesian language in cyberspace;
- 3) Social: the intensity and variety of the use of the Indonesian language in establishing social relations;
- 4) Economy: the rapidly increasing use of the Indonesian language as a marketing communication medium; and
- 5) Law: legal policy regarding the phenomenon of hate speech as part of a language politeness violation.

From the results of this study it can be concluded that the digital era is an opportunity for the growth and development of the Indonesian language. So, it can be said that the role, function, and position of the Indonesian language are increasingly existing in the era of globalization.

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