

Promoting the Indonesian Language: Seeking a New Paradigm

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Abstract

The internationalization of the Indonesian language has been sought through the Indonesian Language for Foreign Speakers (BIPA) program. The one-door policy reflected in the program makes it difficult for Indonesia to realize its vision to promote and make Indonesian an international language in 2045. Approached from the new paradigm framing the internationalization of the Indonesian language, our research aimed to capture the potentials of the language to be used as a lingua franca in the ASEAN Economic Community. Based on the research and development method used, we concluded that:

- (1) a well-defined strategic map is necessary to ensure and accelerate internationalization of the Indonesian language;
- (2) it is necessary to build cross-institutional awareness and a sense of shared responsibility among key stakeholders;
- (3) the internationalization of the Indonesian language needs to be accompanied by a new paradigm incorporating the aspects of politics and diplomacy, economy and investment, tourism, defense and security, sports, and education and culture.

Introduction

1. Indonesia at least has some potential to be able to support the efforts to internationalize the Indonesian language. Indonesia's very strategic geopolitics, plus the support of abundant natural and human resources, can at least be valuable capital to be able to speak a lot in the international scene (Alfathimy et al., 2021; Surpi et al., 2020; Wicaksono, 2020). In addition to the supporting capacity of regulations that are already quite complete and qualified, the world of education also contributes potential that is no less important.
2. However, speaking of the internationalization of the Indonesian language, we cannot only dwell on one aspect (education), but it must be carried out comprehensively by involving other elements by targeting other aspects, such as economy, culture, politics, and tourism. Therefore, there needs to be a holistic study effort that leads to the potential of the internationalization of Indonesian language which is more comprehensive.
3. Furthermore, in relation to the efforts to internationalize the Indonesian language and the ASEAN Community, all stakeholders must continue to improve and prepare various strategies for language internationalization. Currently, almost all ASEAN member countries consisting of Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam have prepared their country's potential sectors to be able to compete and excel from other member countries.

4. Referring to the position of Indonesian language as a language of unity through the momentum of the integration of the ASEAN community, Indonesia must dare to appear in front as a pioneer for the formulation of the ASEAN language. One of the concrete proposals is to make Indonesian language an embryo for the ASEAN language. It is hoped that the presence of the ASEAN language can become a unifying tool for the ASEAN community as did the presence of the Indonesian language during the Youth Pledge event back in 1928. This will make it easier for Indonesia's young generation to compete in the ASEAN region.

5. As far as the study that has been carried out by the author, research on language internationalization that is associated with more holistic aspects, which are economics, politics, culture, and tourism, has not been studied, especially in the context of the internationalization of the Indonesian language. Therefore, this research can fill in the gaps in the framework of language planning research by focusing on the Indonesian language prestige planning towards an international language.

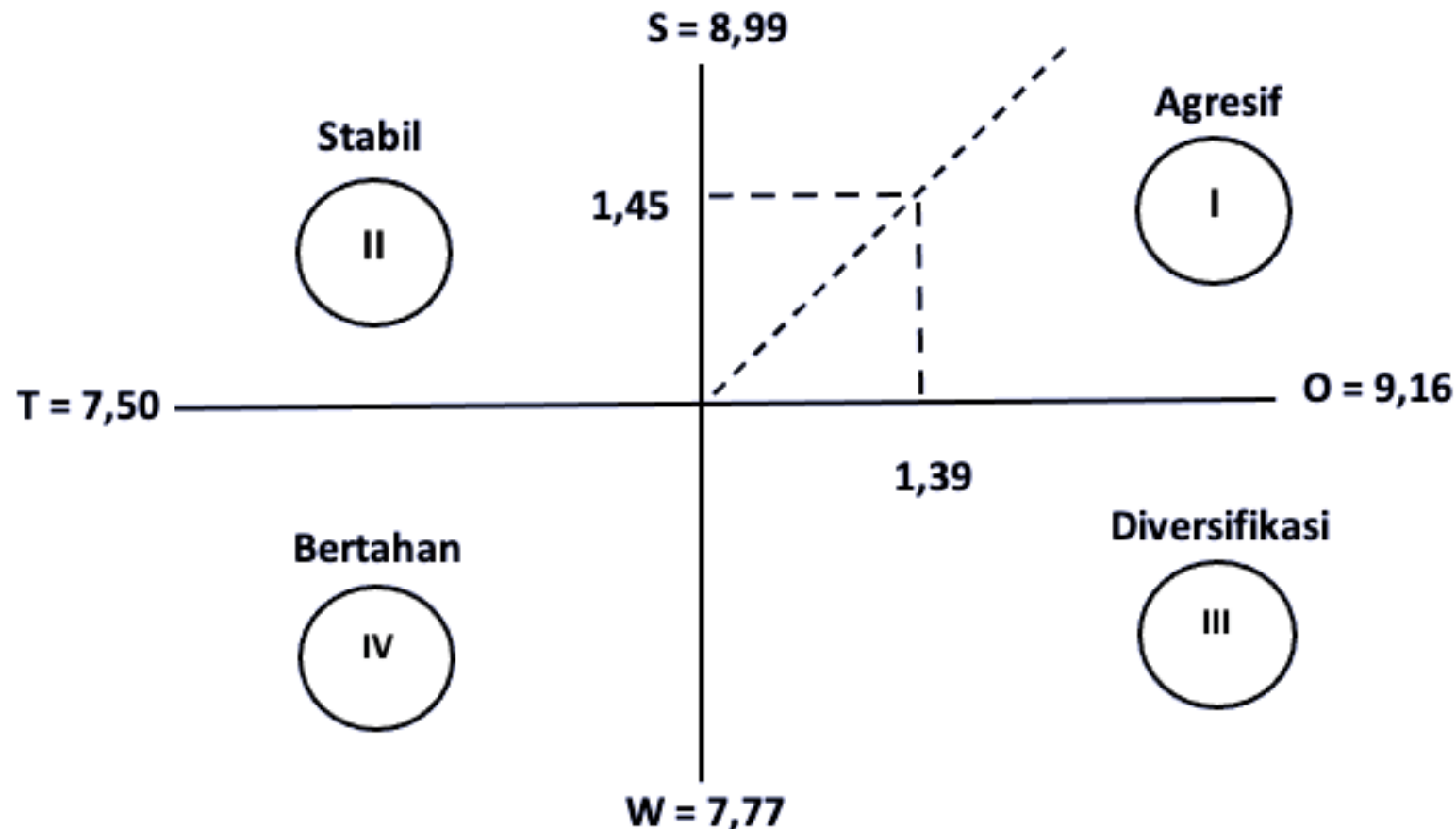
6. This research was conducted to photograph the potential of Indonesian language to be used as a lingua franca in the ASEAN Economic Community by focusing on the new paradigm of the Indonesian language internationalization.

METHODS

- The approach used in this research consists of two approaches, which are theoretical and methodological approaches. Theoretically, the approach used in this study is the language planning approach (Gorter & Cenoz, 2017; Yudina et al., 2020). Language planning can be understood as a deliberate effort to function (various) languages (local, national, regional, global) to fulfill political goals (Alwasilah, 2000). The steps for planning the Indonesian language according to Sumarsono (2014) include (1) determining the national language, (2) formulating the position and function of the language, (3) standardizing the language as a whole, for example standardizing spelling, grammar, vocabulary, and so on, as well as (4) compilation of a dictionary.
- There are three stages of analysis in this study, including (1) internal analysis, (2) external analysis, and (3) integrated analysis. Internal analysis is carried out using content analysis and policy analysis of several ministries and institutions directly related to the efforts to internationalize the Indonesian language. The data in the internal analysis is obtained from surveys and observations of existing policies in various ministry and institution documents, such as annual performance reports, strategic plan documents of ministries and institutions, and RPJMN documents.
- External analysis was done through benchmarking (comparison); analysis of regional, national, and global trends; and international and national policies. Finally, the results of internal and external analyses were reviewed through an integrated analysis conducted using the SWOT analysis instrument.

- For all internal and external factors, the value of urgency, support value, and the value of the relationship between factors towards the achievement of the Indonesian language internationalization mission are determined. The final result is obtained from the total amount of urgency weight, support weight, and relationship weight. From the overall analysis, the final score for **strengths** is **8.94**, for **weaknesses** is **7.49**, for **opportunities** is **8.89**, and for **challenges** is **7.50**.

Result



Determination of key success factors (KSF) in achieving the Indonesian language internationalization mission is carried out based on the results of the evaluation of internal and external factors by taking into account the total weight value of each factor in the SWOT analysis above.

From the existing key success factors, the prioritized issues and potentials that must be considered in the implementation of the Indonesian language internationalization efforts are then determined. In the following, prioritized issues that are very influential on the efforts to internationalize the Indonesian language based on an evaluation of the overall existing internal and external factors are identified.

- a) The roadmap for the internationalization of the Indonesian language which integrates programs in various agencies has not been ratified yet
- b) The resources that can be mobilized are still limited
- c) The existing linguistic regulations have not been fully implemented and the public understanding on the mandate of the Indonesian language internationalization has not been fully understood
- d) The weak synergy among stakeholders for the purpose of internationalizing the Indonesian language
- e) Contest with other foreign languages which have the discourse on internationalization

Thank you

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