

FOREIGN LANGUAGE INTERFERENCE IN BAHASA INDONESIA IN THE FIELD OF PUBLIC AND BUSINESS SERVICES

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Abstract

It is really ironic that the function and domicile of Indonesian language as the national and the state of the language can not be hosted in its own country. On the other hand, Indonesian language is considered unfamiliar and declining in its own country. It happens because there is interference from foreign languages. This phenomenon can be seen in everyday life, public services and business areas. The author is interested in the study of foreign languages. The aim of this research is to find the solution of the Indonesian language.

Keywords: language interference, foreign language function, standard Indonesia Language, public service and business area

INTRODUCTION

The phenomenon of the entry of foreign languages in Indonesian from day to day increasingly widespread. It happens in all aspects of life. Foreign language interference is seen in mass media, in education, in business, in the field of public services, and in the community of speakers themselves. Especially in big cities, the use of foreign languages that interfere with the Indonesian language has become a daily sight.

The tendency and behavior to confuse foreign languages into Indonesian is not only done by groups, bodies, or institutions, but has been done by individuals. This is very harmful to the existence of national identity. It is time for us to purify the Indonesian language and overcome the interference of foreign languages.

Interference according to Alwi et al (2004) is a nuisance; intervention; the inclusion of absorption elements into other annoying languages. Thus, it is clear that foreign language interference is a disorder that must be eradicated explicitly.

According to Kridalaksana (2001) language interference is the use of other languages by bilingual languages individually in a language; the characteristics of other languages are still subtle. Interference varies according to the medium, style, variety, and context used by the bilingual person.

The use of Indonesian language that has been interfered with by foreign languages must be addressed. If left unchecked will corner Indonesia. If it is not immediately set, it will disclose the Indonesian language and will show the inability of Indonesian language to exist both in their own country and internationally. If so, it will tarnish our own nation.

We as owners of the Indonesian language must immediately act to purify the use of Indonesian language. If interference is left will lead to a happening in the development of Indonesian language today and the future.

METHOD

This research uses a qualitative approach, i.e. research that aims to understand the phenomena experienced by the research subjects. Bogdan and Taylor (Moleong, 2014), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from observable people and behaviors. Qualitative research has a number of characteristics. Bogdan and Biklen (Moleong, 2014) state that qualitative research has five characteristics, namely:

1) Carried out in a natural environment, because an important tool is the existence of a data source directly from the event. 2) Descriptive in nature, i.e. the data collected is in the form of words or images rather than numbers. 3) Pay more attention to the process rather than just the results or products. 4) Data analysis tends to be inductive. 5) More concerned with meaning (essential).

In this research, descriptive analysis techniques were used. According to Sugiyono (2014:7), descriptive method is defined as research that aims to explain data by analyzing the data obtained in order to obtain a clear picture. The quantitative descriptive method is a method that emphasizes the objective measurement aspect of social phenomena. The type of research method used in this research is survey research i.e. the data is drawn from a predetermined sample i.e. literary works. Then the data is studied and conclusions are drawn from the relationships between the relevant variables in the research process carried out.

RESULTS AND DISCUSSION

Foreign Language Interference

The open use of foreign languages in the field of public services and business reasons is very diverse. The use of foreign words and terms is judged to give the impression of better, more prestigious, better, more attractive, more stylish, more modern, more trend-oriented, more intellectual, and can improve the quality of products offered.

The use of foreign languages according to actors engaged in public and business services generally occurs because they want to raise the image and charm to attract consumers, social class and professionalism of a company will be uplifted, the quality or quality of the product offered increases, showing the product is classy and luxurious, and to increase prestige.

Foreign Language Interference in Full

Actors in the field of public services and business use a foreign language that already exist equivalent in the Indonesian language. By reason, they prefer foreign words for imitating others who seem to be successful in their hopes of success.

Example

Bahasa Asing	Bahasa Indonesia
<i>laundry</i>	binatu
<i>service</i>	servis
<i>open</i>	buka
<i>close</i>	tutup
<i>exit</i>	keluar
<i>bakery</i>	roti
<i>dry</i>	kering
<i>clean</i>	bersih
<i>discount</i>	rabat
<i>photocopy</i>	fotokopi
<i>tailor</i>	penjahit
<i>pull</i>	tarik
<i>push</i>	dorong

Interference in the Field of Language Law

The law or language principle in the Indonesian language is DM law (Explained-Explained). That is, the first word in the phrase is the nucleus and the second word or the next word is the satellite / explanation / escort.

Example

D	M
panti	pijat

kantor	pos
meja	belajar
air	dingin
mobil	bekas

However, actors in the field of public services and businesses prefer to use the MD law which in fact is a foreign language principle.

Example

False

M	D
Anata	Salon
Omega	Mobil
Andi	Knalpot
Sinar	Binatu
Maju Jaya	Ban
Rengga	Fotokopi
Gemah Ripah	Taksi
Bandung Indah	Plaza

Right

D	M
Salon	Anata
Mobil	Omega
Knalpot	Andi
Binatu	Sinar
Ban	Maju Jaya
Fotokopi	Rengga
Taksi	Gemah Ripah
Plaza	Bandung Indah

Errors like the above are rooted and considered to be prevalent. In fact, it is very damaging to the Indonesian language.

Foreign Language Structure Usage

Actors in the field of public and business services using foreign languages, but with the structure of the Indonesian language.

Example

D M
Service Mobile
Discount 30%

D M
Service Cellphone
Discount 30%

Use of Foreign Language Vocabulary with Indonesian Structure of Foreign Language

Actors in the field of public and business services often use foreign languages, but are mixed up with Indonesian and structured foreign languages.

Lebaran Sale
Indra Cell Cellular Indra
Brilliant Laundry
New Light Electronic
Rapi Tailor
Jelita Beauty Salon
Abadi Bakery

Use of Foreign Language Vocabulary with Indonesian Language Structure

Actors in the field of public and business services also often use foreign language mixing with Indonesian language and its structure refers to the structure of the Indonesian language.

Baby Sitter Dealer
Childcare Supplier
Coffee shop
Knock Magic
Miraculously Knock
Baby Milk
Security Post
Motorcycle Service
Vaneta Refill Ink

Foreign Language Use with Structure of Foreign Language

Actors in the field of public and business services use foreign languages with foreign language structures as well.

Example
Gaya Salon
Bersih Laundry
Juara Rent Car
Anak-anak Toys
Buku Murah: Bookstore
Salon Men
Kartini: Woman Magazine

Use of Indonesian Language with Explanation of Foreign Language

Actors in the field of public and business services also often use the Indonesian language, but behind it are given an explanation using a foreign language.

Bersihku: Wet Wash and Dry Washing
Sartika: Health Magazine
Dunia Maian: Toys Shop
World Palace: Toy Store
Prima Utama: Used Car Trading
Anita: Ladies and Gent Salon

CONCLUSION

Based on the discussion that has been done found the following things:

1. Business people and public services do not have a positive attitude towards the Indonesian language.

2. Negative attitude is reflected from the speaker's awareness of the Indonesian usage in an orderly, disciplined, and consistent manner.
3. The existence of interference intact.
4. There is interference in the field of law or grammatical principle.
5. The existence of interference using MD law which in fact is a foreign language principle.
6. The existence of foreign language interference, but with the structure of the Indonesian language.
7. The existence of foreign language interference, but mixed with the Indonesian language and structured foreign languages.
8. The existence of interference with foreign language mixing with Indonesian language and its structure refers to the structure of the Indonesian language.
9. The existence of foreign language interference with foreign language structure as well.
10. The existence of interference that is using the Indonesian language, but behind it given an explanation using a foreign language.

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