

STUDENTS' PERCEPTION TOWARDS THE INDONESIANIZATION OF POLITEKNIK NEGERI BANDUNG SLOGAN AS AN EFFORT TO DIGNIFY INDONESIAN LANGUAGE

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Abstract

Polban (Politeknik Negeri Bandung) has an English slogan "Assuring Your Future". The slogan is socialized with banners, college signboards, and others in the public space. Public space is a reflection of how a language is used as an identity marker of a nation. That is, the phenomenon of language use in the public space reflects how the attitude of a society to its language (Yeyen, 2015). It becomes the background of this research entitled "Students' Perception Towards Translating the Slogan into Indonesian as an Effort to Dignify Indonesian Language". This study aims to identify students' perceptions towards the slogan in Bahasa Indonesia as a substitute for the slogan in foreign language. To achieve this goal, descriptive method is used. The study begins by doing library research, creating research instruments, and distributing questionnaires to Polban students to obtain data. Data analysis shows that 1) 49.38% Polban students prefer the slogan in English since it sounds international, interesting and motivating, and more familiar to the world community; 2) 45.33% of Polban students agree with translating the slogan into Indonesia, because Polban is located in Indonesia and to make it familiar to Indonesians; 3) 5.28% of Polban students even prefer the slogan in the local language for introducing and preserving local culture, language, and identity. Thus, it can be concluded that the efforts to dignify Indonesian language towards Polban slogan is less interesting for the students and its implementation will, therefore, have obstacles.

Keywords: Students' perception, Indonesianization of slogan, dignifying language

INTRODUCTION

Head of *Badan Pengembangan dan Pembinaan Bahasa* (The Language Development and Fostering Agency) of The Ministry of Education and Culture, Republic of Indonesia, Dadang Sunendar in "*Bimbingan Teknis Kebahasaan bagi Insan Media Massa*" Sary (2017) argued that the use of foreign languages words in public spaces in a number of cities in Indonesia is increasingly widespread. This fact is contrary to the Law No. 24 Year 2009 on Flags, Languages, and Symbol of the Country, and National Anthem. This condition also occurs in universities slogan in Indonesia, such as Universitas Padjadjaran with World Class University, Institut Pertanian Bogor with the Searching and Serving The Best, Institut Teknologi Bandung with *In Harmoniae Progressio*, Universitas Negeri Yogyakarta with Leading in Character Education, Politeknik Negeri Bandung with Assuring Your Future, and many other universities write their slogan in foreign languages.

The foreign language slogans are certainly socialized / published with banners, college signboards, and others in the public space. Currently, the trends are educational institutions are used as referrals by other parties in creating slogans. If it is not anticipated, the use of foreign language slogans will be followed by other institutions. In fact, public space is a reflection of the language use as the identity of the nation. That is, the phenomenon of the language use in the public space reflects how the attitude of a society to their language. Yeyen in the daily of *Republika* (2015) suggests if the slogans in public space used correct Indonesian language, it reflects the positive attitude of Indonesian community's towards their language. Conversely, if foreign languages are widely used in the public spaces, it reflects the community's negative attitude towards the Indonesian language.

Responding to the use of foreign languages, especially in the English slogan of Politeknik Negeri Bandung to participate in dignifying Indonesian language, the writers conducted a study entitled "Students' Perception towards the Indonesianization of Politeknik Negeri Bandung Slogan as an Effort to Dignify Indonesian Language". In this study, two research questions were formulated into 1) how is the slogan of Politeknik Negeri Bandung? 2) how is the perception of Politeknik Negeri Bandung students to the Indonesianization of the English slogan? Thus, the purpose of this study is to describe the slogan of

Politeknik Negeri Bandung and to identify students' perceptions towards the Indonesianization of the English slogan.

In the Great Dictionary of the Indonesian Language (*Kamus Besar Bahasa Indonesia / KBBI*) - onlinedictionary, slogan / slo • gan / n 1 is an interesting or striking and memorable short phrase or sentence to tell something; 2 interesting, striking, and memorable short words or sentences to explain the purpose of an ideology of groups, organizations, political parties, and so on.

Today, slogan is perceived as a requirement for an institution. This is based on the opinion of Muzakki (2015) who explained that slogan has an important substance, that is the repeated expression of and slogan is often equated with the promotion of a product or service because the message about the product, service, or subject matter that represents the message's content can be delivered with a slogan to attract the attention of the intended audience. It can be used to describe an organizational or institutional understanding. It is also an important thing to build a public perception so that the existence of slogans can be one reminder of an institution.

To socialize the philosophy that underlies the idea of academic development and/or higher education service, universities usually create slogans. Samosir, et al. (2016) in the research results indicated that the linguistic aspects of the form of diction and word form in the slogan of two private universities in the city of Bandung is part of the form of positive imaging. The university slogan is tailored to the vision, mission, and goals of the university.

The Language Development and Fostering Agency of The Ministry of Education and Culture appeals to all parties to prioritize the use of Indonesian language in the public space to preserve the dignity of the national language. The Indonesianization of Indonesian language means to prioritize the use of Indonesian language in accordance with its function and position as the national language. Indonesian language staging on slogans or public spaces is predicted to start worrying. This can be observed from the research conducted by Hendrastuti (2015) entitled "*Variasi Penggunaan Bahasa Pada Ruang Publik Di Kota Surakarta*". The research concluded that foreign language still dominated in the use of language in public space in Surakarta. Therefore, the government needs to limit the foreign language use in order to prevent the language shift. In addition, Indonesian people must have strong character which is shown by the use of correct Indonesian language in the public space.

METHOD

This study used descriptive method. Using this method, the writers saw the relevance to the purpose of this study; to provide a description of the results of the problems studied.

This research began by doing the literature analysis that focuses on the results of research on Indonesian language dignity and its implementation, the university slogan, the language use in the slogan, and attitudes / responses of students to the language use in the slogan. Although it is done at the beginning of the study, literature analysis on language dignity and slogans were carried out continuously to the very last step of this study.

From the literature analysis, the first instrument was created as an interview guide to describe the students' responses to the English slogan of Politeknik Negeri Bandung and find the correct slogan translation. The next step was creating and disseminating the second instrument in the form of questionnaires to identify students' perceptions of Indonesian slogans and then performed data processing to the questionnaires. The last step was report writing. The flow of this study can be seen in the following flow diagram.

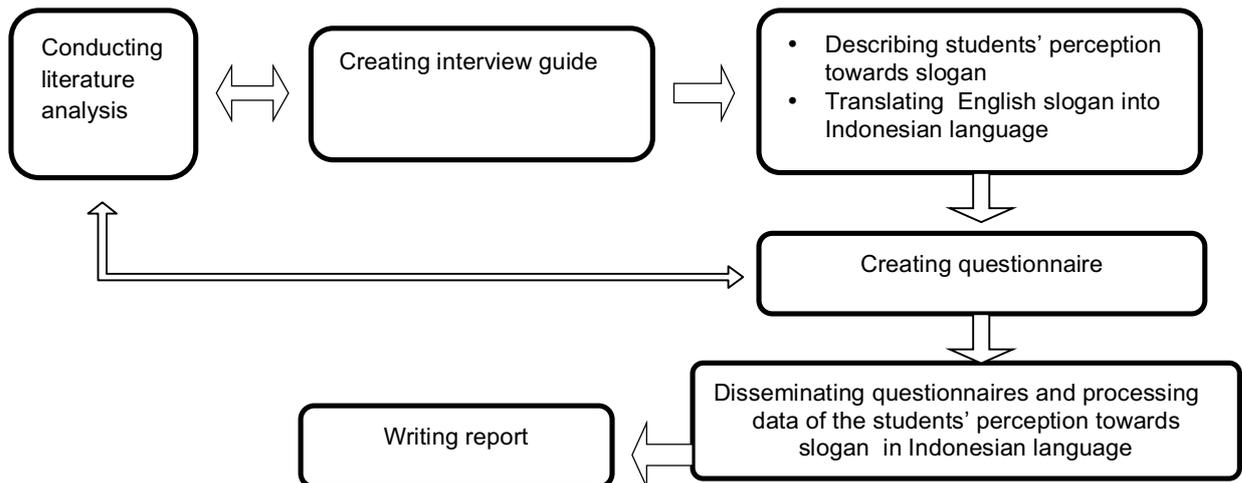


Figure 1. The Flow of Study

This research was conducted in Politeknik Negeri Bandung. The population of this study was the students from 11 departments in Politeknik Negeri Bandung. The sample was purposive samples; samples withdrawn intentionally (nonrandom) for reasons of knowing the properties of the sample. The data used in this study were the slogan of Politeknik Negeri Bandung, the student's response toward the slogan written in foreign language, and the students' perception towards the Indonesianization of foreign language slogan. The data sources of this study were books and articles of scientific journals on slogan and language dignity as well as 1,032 students of Politeknik Negeri Bandung from various study programs.

FINDINGS AND DISCUSSION

Slogan of Politeknik Negeri Bandung

Politeknik Negeri Bandung is a vocational college located on Jalan Gegerkalong Hilir, Desa Ciwaruga, Kabupaten Bandung Barat, West Java. National Accreditation Board of Higher Education (BAN-PT) gives accreditation to Politeknik Negeri Bandung as one of the best State Universities with predicate "A". In Politeknik Negeri Bandung, there are ten departments: seven engineering departments and three non-engineering departments, and one Unit of General Subject Service (UP MKU). The engineering departments consists of Department of Civil Engineering, Department of Mechanical Engineering, Department of Energy Conversion Engineering, Department of Refrigeration and air Conditioning Engineering, Department of Electrical Engineering, Department of Chemical Engineering, and Department of Computer Engineering and Informatics. The non-engineering departments are Accounting Department, Business Administration Department, and English Department.

Politeknik Negeri Bandung began to organize a diploma program (three years) in academic year 1982/1983. In the academic year 2006/2007, Politeknik Negeri Bandung developed Bachelor of Applied Science program (SST, four years), and in academic year 2013/2014 Politeknik Negeri Bandung developed Postgraduate education.

The vision of Politeknik Negeri Bandung is "to be a superior and leading institution in innovative and adaptive vocational education on the development of applied science and technology". Meanwhile, the missions of Politeknik Negeri Bandung are mentioned as follows.

1. Organizing education to produce graduates who are competent, have spirit of constantly evolving, moral, entrepreneurial and environmentally minded.
2. Carrying out applied research and disseminating the results to develop science and technology.
3. Conducting community service activities through the utilization of science and technology to support the improvement of the quality of life.

With those vision and missions, Politeknik Negeri Bandung has an English slogan; Assuring Your Future. Having slogan is perceived as a necessity of an institution. Referring to Muzakki (2015), slogans are important to build public perception so that the existence of slogans can be one reminder of an institution; slogans can be used to explain an organizational or institutional understanding. It can be argued that Politeknik Negeri Bandung consistently implements this slogan.

To represent the slogan, Politeknik Negeri Bandung conducts lectures with relevant curriculum to the industry needs, has a Quality Assurance Unit, and a technical unit that is focused on handling industrial relations, alumni, and Job Placement and Assessment Center known as JPAC. JPAC acts as an interactive knot for Politeknik Negeri Bandung in establishing relationships with industry and alumni to gain mutually beneficial cooperation opportunities between Politeknik Negeri Bandung as Vocational education institution with industry at regional, national and global levels. Here is the profile of JPAC as quoted from <http://jpac.Politeknik Negeri Bandung .ac.id/profil>.

Career Center or Job Placement and Assessment Center POLITEKNIK NEGERI BANDUNG has a goal to prepare and develop professional human resources who are qualified and have supporting career knowledge, so that they are able to take part in the world of work both local and global. JPAC officially operates in February 2004 and it provides coaching and guiding to the students about career. JPAC tries to focus its services on preparing, coaching and connecting. The idea of the service focus is how one has an understanding of career awareness and career planning from an early age so that when they are in college they can really equip themselves with skills and knowledge relevant to their career plans.

From the questionnaire results, it is known that Politeknik Negeri Bandung students who register by considering the slogan are 631, while those who do not consider the slogan are 401. The reason that they believe in the slogan is influenced by the information from relatives, friends, and alumni of Politeknik Negeri Bandung who have been successful in the workplace. This is supported by the director of Politeknik Negeri Bandung in his opening speech at the graduation ceremony stated that Politeknik Negeri Bandung alumni generally work in industries and there are a few of them who work as civil servants.

The Perception of Polban Towards Slogan Written in Indonesian Language

The slogan "Assuring Your Future" which is written in English is certainly not in line with the government's program of "Indonesian language in the public space". For that reason, it is proper that Politeknik Negeri Bandung writes its slogan more primarily in the Indonesian language which can be complemented with its translation in English. Assuring Your Future can be translated into "Menjamin Masa Depan Anda". The perception of Politeknik Negeri Bandung students towards the Indonesianization of Politeknik Negeri Bandung slogan is described below.

Here is the result of the calculations and descriptions that answer the question "What is the perception of Politeknik Negeri Bandung students towards the Indonesianization of Politeknik Negeri Bandung slogan?" To get the answers, questionnaires were created and distributed to respondents containing a request to choose the preferred slogan (Indonesian or foreign language slogan) and asked them to choose what language should be used in the slogan, and write down the reasons for this. From 1,032 respondents who returned the questionnaire, it shows that 510 respondents choose the slogan written in foreign language, 468 respondents choose slogan written in Indonesian language, and 54 choose slogan written in local language as presented in the following diagram.

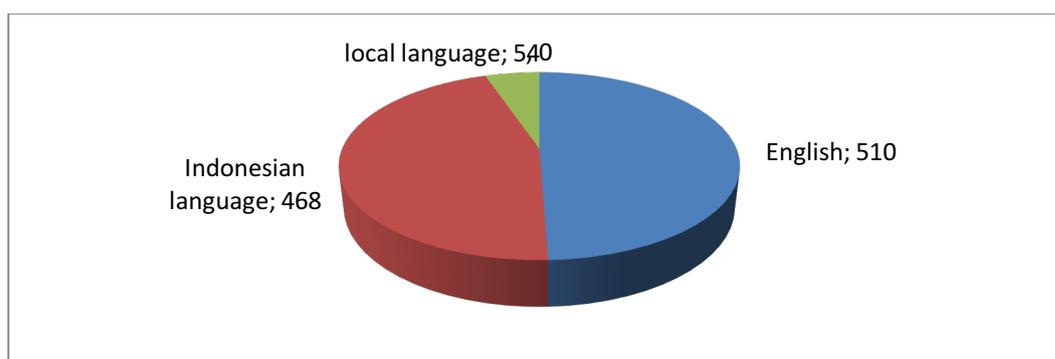


Figure 2. The result of students' choice in slogan language

a. The Reasons of Respondents in Choosing Slogan Written in English

1. It is understood by all people, both domestic and foreigner.
2. It seems more cool and modern, and also to be known by the international world.

3. It is easier to remember / simpler, it also has more "powerful" meaning.
4. The students of Politeknik Negeri Bandung may not only from Indonesia but also from other countries.
5. It can improve the students' English proficiency.
6. It looks more elegant and makes the people know the meaning of slogan.
7. In this global era, English is needed as an international language.
8. It is needed because universities are educational institutions that should be in global scale.
9. Today is the era of globalization; the era of English-based information technology. The students have to be ready to it.

b. The Reasons of Respondents in Choosing Slogan Written in Indonesian Language

1. It is easily understood by people.
2. It is because we must love the Indonesian language.
3. It is because as Indonesian people, we have to use our own language that is Indonesian language.
4. It is because we should be proud of our own language that is Indonesian language.
5. It is because the students of Politeknik Negeri Bandung come from various tribes who have different languages, we use Indonesian language as a unifier.
6. It is to familiarize the national language.
7. It is because I am proud of my own language even though it is not as cool as foreign language.
8. It is more nationalist.
9. It reflects the character of the nation.
10. We can develop in our own language.
11. We have to maintain our language and culture.
12. It shows the characteristic of Indonesia and we live in Indonesia.

c. The Reasons of Respondents in Choosing Slogan Written in Local Language

1. It is because the local language is rarely used.
2. It reflects the diversity of our country.
3. It is the characteristic of a city or region and it is an effort to introduce the local language.
4. It introduces and preserves the culture / local language.

It represents Politeknik Negeri Bandung identity and the area where Politeknik Negeri Bandung is located.

CONCLUSIONS AND SUGGESTIONS

The slogan of Politeknik Negeri Bandung, Assuring Your Future, has influenced people to choose Politeknik Negeri Bandung as their college. The slogan is represented by Politeknik Negeri Bandung by conducting lectures with relevant curriculum to the industry needs, having a Quality Assurance Unit, and a technical unit that focused on handling industrial relations, alumni, and Job Placement and Assessment Center known as JPAC.

Based on the analysis, the result shows that Politeknik Negeri Bandung students who register by considering slogan "Assuring Your Future" are 631, while those who do not consider the slogan are 401. The reason that they believe in the slogan is influenced by information from relatives, friends, and alumni of Politeknik Negeri Bandung who have been successful in the workplace.

Students' perception toward the Indonesianization of Politeknik Negeri Bandung slogan is not good. It is marked from 1,032 respondents who returned the questionnaire, it shows that 510 (49.38%) respondents still choose the slogan written in English with the reason that the use of English make slogan sounds International, it is more interesting and motivating, and it is an effort to introduce Politeknik Negeri Bandung to the international level; 468 (45.33%) Politeknik Negeri Bandung students choose the slogan written in Indonesian language as it is easily understood by people, it shows the character of Indonesia, it is more nationalist, it is an evidence that they are proud of the Indonesian language, and it is to familiarize the national language; 54 (5.28%) Politeknik Negeri Bandung students choose slogan written in local language for the reason of preserving regional culture and introducing them, local languages are rarely used, and it shows our identity. Thus, it can be concluded that the effort of Indonesianization of Politeknik Negeri Bandung slogan is less interesting to some Politeknik Negeri Bandung students.

Although the difference between good and bad perception toward the Indonesianization of Politeknik Negeri Bandung slogan is very small, that is 4.05%, this will be an obstacle in the effort of the Indonesianization of Politeknik Negeri Bandung slogan. For that reason, the policy makers need to understand the importance of Indonesian language dignity so that in its policy there will always be a consideration on the Indonesian language dignity. In addition, the pride of students to the Indonesian language should be strived and enhanced by the lecturers, especially who teach Indonesian language, and by organizing some interesting activities or events that use the Indonesian language.

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