

The Use of English in Housing Names in Banyumas Regency: A Review of Language Policy in Indonesia

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ABSTRACT

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Language policy in Indonesia have not completely indicated the dignity of Bahasa Indonesia as the national language of Indonesia. One reason why this phenomenon takes place is the lack of socialization of Bahasa Indonesia in public space. The use of English in Indonesian housing names indicates the violation to the position of Bahasa Indonesia as the national language. Despite the issue of Law No. 24/ 2009, the lack of socialization influences the use of English in Indonesian housing names. By using descriptive qualitative research and interview, this article enlightens the use of English in housing names related to the language policy. Analysis was done by identifying the policy released by the local government, developers' consideration in creating a housing name and buyers' consideration in choosing a house. This result shows that the use of English in Indonesian housing names are caused by the lack of socialization of the language policy. It suggests that the collaboration among the government, stakeholders and society is essential in preserving the language policy.

Keywords: *language policy; language dignity; housing names; Bahasa Indonesia; public space*

INTRODUCTION

Ministry of Education and Culture's data indicates that Indonesia has seven hundreds and eighteen identified indigenous languages and some indigenous languages have not been recorded. Those indigenous languages live side by side with Bahasa Indonesia and other foreign languages. Indigenous languages are commonly used in domestic area and cultural occasion meanwhile Bahasa Indonesia as a national language is used nationally and for official agendas. English as a foreign language is taught in secondary and tertiary educational level.

The use of Bahasa Indonesia as a national language is governed by the Law No. 24/ 2009 which regulates the flag, language, the state symbol and the national anthem. Article 36 of the Law No. 24/2009, the fourth verse mentions as follows.

Bahasa Indonesia is compulsorily used for building name or buildings, street, apartment or settlement, offices, trade complex, trademark, business institution, education institution, organization set up or owned by Indonesian citizens and Indonesian legal entity.

[Bahasa Indonesia wajib digunakan untuk nama bangunan atau gedung, jalan, apartemen atau permukiman, perkantoran, komplek perdagangan, merek dagang, lembaga usaha, lembaga pendidikan, organisasi yang didirikan atau dimiliki oleh warga negara Indonesia atau badan hukum Indonesia]

Based on the fourth verse 4, housing as a kind of settlement is required to use Bahasa Indonesia. The government has issued the law to protect Bahasa Indonesia among the existence of other indigenous languages as well as foreign languages. By issuing the law, the government has set the use of Bahasa Indonesia in public space.

Banyumas regency is located in Central Java and most people use Javanese language in daily conversation. Javanese language, together with Bahasa Indonesia and other foreign language are used for communication in the area despite their misuse. Bahasa Indonesia is supposed to be used in public space includes in housing names. In fact, several housing names in Banyumas regency still use English such as in *Raffles Residence Baturraden*, *Sapphire Estate Sumampir*, *Puri Taman Pesona Riverside Regency*. The words ‘residence’, ‘estate’, ‘riverside’, ‘regency’ are English. ‘residence’, ‘estate’ and ‘regency’ emerge not because of the lack of their equivalences in Bahasa Indonesia as Bahasa Indonesia has the word ‘*permukiman*’. However, housing names appear to use the English words rather than Indonesian word to address settlement or place. In addition, the word ‘riverside’ also occurs in the housing names. The word ‘riverside’ is equivalence with ‘*pinggir kali*’ in Bahasa Indonesia. However, the prepositional phrase ‘*pinggir kali*’ has a negative nuance as it may be described as a slum. As a consequence, developers avoid the word and replace it with ‘riverside’.

Despite the existence of the Law No. 24 Year 2009, Bahasa Indonesia has not reached its dignity because of the existence of several foreign languages. Foreign language, mostly English are easily found in Indonesian housing names as it can be considered as a public space. These language phenomenon portraits that the Law No. 24 year 2009 has not been strictly applied. Thus, the law needs to be applied in Indonesia by maintaining the language policy. Language policy is a conceptual and political consideration aims at planning, updating and solving all language problems which is faced by a nation (Aslinda & Syafyaha, 2010; Chaer and Agustina, 2004). Meanwhile, Ferguson (2006) argues that language policy is an effective way to face the social

dynamic. It means that language policy is needed to maintain language as it grows simultaneously with social dynamic. A further statement is proposed by Spolsky in Garcia (2015). He said that language policy will involve three main things, namely, language management, language practice, and language belief.

Several researches have been conducted so far related to the use of Bahasa Indonesia in public space. The language use in billboard along the streets in Jakarta was explored (Muqri, Sugiono, and Khairah, 2016). They found out that language use on the billboard were realized into words and phrases. The escalation of Indoglish in social media was the next central topic that was investigated (Octavia (2019). She found out that Indoglish becomes more and more popular in social media as more and more people use it. The use of foreign language in public space without being paired with its translation had been studied as well (Anto, Hilayah, and Akbar, 2019). They concluded that the existence of Bahasa Indonesia was threatened by the existence of foreign language as those foreign language was used in public space without being paired with its Indonesian translation. Based on the previous studies, it can be highlighted that the research on the use of foreign language in housing names from the perspective of its language policy has not been examined.

As language develops in line with the development of human's civilization, language policy needs to be maintained. The phenomenon of English lexicons in housing names in Banyumas regency indicates that Bahasa Indonesia has not been appropriately used in public space. Thus, this article highlights the language policy in Indonesia relates to the use of English in housing names di Banyumas regency. This result of this research is hoped to positively contribute to the policy maker related to the use of Bahasa Indonesia in public space in Banyumas regency.

MATERIALS AND METHOD

The research on the use of English in housing names in Banyumas regency was a descriptive qualitative research as it tried to describe the phenomenon of the use of English in housing names by giving data and elaboration which was done qualitatively. Statistical calculation was not used in the process of analyzing data. The qualitiveness of this research lies on the elaboration of language phenomenon in society that depicted the language use and the language policy. Data of this research were housing names in Banyumas regency that contains English lexicon. There were five hundred English housing names used as data which were collected from January until June 2018. Data were collected by interview and by downloading from official web of the developers.

To get an insightful understanding on this language phenomenon, a focus group discussion was conducted. FGD is frequently used in a qualitative research as it gain an in-depth

understanding of social issues (Tobias O.Nyumba, Kerrie Wilson, Christina J. Derrick, Nibedita Mukherjee, 2018). FGD involved three parties, namely, developers, the representative of BPMPP, and consumers. Their statement, opinion, and suggestion were recorded and elaborated which was eventually reconnected them to the language policies and several related document. Related documents to language policy was collected by library research as Simanjuntak (2009) highlighted that library research was highly considering in the study of language policy. The previous documents were as the references and the new ones were used to show the sophisticated elaboration of language policy research.

RESULT & DISCUSSION

The issue of building permit

Local regulation of Banyumas regency No. 7 Year 2011 stated that every party wish to build any establishment must have the building permit or *IMB (Izin Mendirikan Bangunan)* which is issued by Investment agency and licensing services or *BPMPP (Badan Penanaman Modal dan Pelayanan Perizinan)* by completing administrative and technical requirements. The local regulation does not mention any obligation for developers who wish to build housing in Banyumas regency to use Bahasa Indonesia in their housing names. It can be proven by looking up at the administrative and technical requirements. None of the requirement mentions the use of Bahasa Indonesia in the housing they wish to develop. The administrative and technical requirements are explicitly mentioned in the local regulation of Banyumas regency No.7 Year 2011 verse No. 9 article No.1.

The administrative requirements cover for the new establishment and renovation. The requirement for the new establishments are advice planning, the copy of applicant's identity card, the copy of land certificate legalized by the head of the village, the statement the land is conflict-free, the agreement of land use, the neighborhood's agreement, construction planning data (for specific building), recommendation of related institution (for specific building), environmental impact analysis document, recommendation from local government for public facilities. Meanwhile the administrative requirements for renovation contains advice planning, the copy of the applicant, and the building permit of the establishment itself.

In addition, the technical requirement also consists of two part, the first part is general data of the building and the second part is technical planning of the building. The first involves the function/classification of the building, the building area and land area, the height of the building/number of store, and the time schedule. The second entails architectural drawing, the

utility system drawing (mechanical and electrical), the calculation of building structure, and other utility calculation.

From the elaboration of administrative and technical requirement for obtaining a building permit, none of the requirement involve the use of Bahasa Indonesia. Developers who wish to develop a housing in Banyumas regency must have the building permit. Without having the building permit, it is highly improbable for developer to realize the planning. After building a housing, name will be given and developer can give any name to their housing. Developer have their own wish and expectation the name chosen. It can be highlighted here that BPMPP as the representation of government in the process of language dignity is absent. BPMPP is supposed to be the gate to elevate Bahasa Indonesia in public space. By adding the requirement of using Bahasa Indonesia in housing names, BPMPP is supposed to take positive part in putting Bahasa Indonesia in its proper place. The absent of the requirement to use Bahasa Indonesia in housing name shows that the government itself does not take serious step in making Bahasa Indonesia as the national language.

In case BPMPP has added the use of Bahasa Indonesia as a requirement in gaining the building permit, BPMPP can socialize it to any party who wish to establish any new building to use Bahasa Indonesia for naming. It is not an easy thing to do as BPMP may face hardship as some developers perhaps have prepared their own names. However, this step is worth conducting as an effort to show the use of Bahasa Indonesia in public space. Language socialization will open our eyes that it is our responsibility to preserve Bahasa Indonesia as our national language and it deserves to be appropriately used in public space. Bahasa Indonesia is very dynamic in its use particularly in the public space. Thus, language policy related to the use of Bahasa Indonesia in public space is a must. Language policy is not only formulated on the basis of economic, social, political, and state resilience which shape the use of language, however, language policy is an effective way to support social dynamics (Ferguson, 2006).

Ager (2001) highlights that language policy involves three parties, government, stakeholder, and individual. Government is the authoritative entity to produce law to reinforce the position of a certain language. In this case, Indonesia government has issued the Law No. 24/ 2009 which regulates the flag, language, the state symbol and the national anthem. Law No.24/2009, article N. 36 regulates four main things, namely, Bahasa Indonesia is compulsory for Indonesian geographical names; geographical name mentioned before only has one official name; Bahasa Indonesia is compulsory for building names, street names, apartments name, housing, offices, trading complex, brands, business institution, education institution, organization built and owned by Indonesian citizens or Indonesian legal entity; and the use of local or foreign language is

permitted only for historical, cultural, custom, and religious values. Based on Ager (2001), government has taken part in dignifying Bahasa Indonesia. It only takes more and more effort to make Bahasa Indonesia appropriate in public space.

Developers' consideration in creating housing names

Indonesian Real Estate or REI (*Real Estat Indonesia*) is an association of Indonesian developers established in 1972. The member of REI consists of large scale, medium scale and small scale developers scattered all around Indonesia. The branch of REI in Banyumas regency has 50 members. They have years of experience in housing business. Based on the focus group discussion developers have their own consideration in creating names for their housing. Here are some considerations utilized by developers in creating housing names.

Each developer has characteristic name

Developers has certain characteristics which are realized into their housing names. The lexicon that become their characteristic will emerge in each of the housing name they create. The characteristic of *PT. Bumi Citra Satria* (*Bumi Citra Satria* company limited) is the lexicon 'grand'. This means that the word 'grand' will always be used in their housing names as it can be found in *Grand Kusuma Karagin*, *Grand Kusuma Selarum*, and *Grand Kusuma Karangklesem*. The word 'grand' is taken from English which means magnificent and enormous. The word 'grand' is chosen not because Bahasa Indonesia does not have its equivalence. In fact, Bahasa Indonesia has the equivalence word for 'grand' such as *megah*, *mega*, and *besar*. However, *PT. Bumi Citra Satria* does not use *megah*, *mega*, or *besar* in their housing names. They insist on using the word 'grand' as it has become their characteristic. Developers insert meaning in their characteristic name. The lexicon 'grand' in their housing names also reflect the size of the house. By using the lexicon 'gran', *PT. Bumi Citra Satria* also indicates that they sell a big-size houses.

By using 'grand', developers show 'magnificent house' to their buyer. Developers use 'grand' as a signifier to signify different concept. In this case, the signified thing is magnificent. Chandler (2007:16) states that sign is a combination of signifier and signified. The characteristic of the lexicon 'grand' is the signified element. In the context of housing names, 'grand' is the signifier and magnificent is the signified. Lexicon 'grand' becomes meaningful as it is put in context that the *PT. Bumi Citra Satria* always sell big size house under that name. it is in line with Smith (2006) who highlights that a symbolically interpreted sign creates references on the concept of explicit or implicit social convention or agreement. This idea is also supported by Hoed (2014) who mentions that the correlation between form and meaning is rather social not personal as it is

based on social convention. Thus, the use of certain lexicon that become the characteristic of a developer also reflect certain meaning as it is used based on social convention.

Certain name brings positive nuance

Positive nuance becomes the second consideration in creating housing names. *Puri Taman Pesona Riverside Regency* housing uses the English word ‘riverside’ and ‘regency’. Developers believe the word ‘riverside’ has positive nuance compare to the Indonesian phrase *pinggir kali*. The Indonesian phrase *pinggir kali* are often used to describe a slum area located near the river. As it is widely acknowledged that a slum is a filthy and overcrowded urban area occupied by very poor people. In addition, the phrase *pinggir kali* also indicates the location of the housing that is near the river. As a consequence, the house will probably easily hit by the flood in rainy season particularly when the river position is higher than the house location. Those two negative nuance brought by the Indonesian phrase *pinggir kali* may influence the selling and in turns it will not profitable for the developers. Developers cannot imagine if they name the housing as *Perumahan Puri Taman Pesona Pinggir Kali* as the phrase *pinggir kali* bring negative nuance. To avoid the use of negative nuance, developer chooses English word ‘riverside’ as this word is believed to bring positive nuance. Developers hope the use of ‘riverside’ will bring positive nuance that cannot be committed by the use of Indonesian phrase *pinggir kali*. They also wish the use of English can attract more potential buyers.

Puri Langen Estate also depicts the use of English word that bring positive nuance. The word ‘estate’ refers to the concept of a property which has big house and extensive grounds. Besides, estate also refers to a large, privately owned area of land in the country, often with a large house. From those two basic definition, it can be inferred that the word ‘estate’ bring the concept of large area and large house. Developers believes that the word ‘estate’ can bring positive nuance as it can describe the housing condition. *Puri Langen Estate* is a housing of relatively large house with large garden. Thus, it can be highlight that English word ‘estate’ has a positive nuance in housing names in Purwokerto.

Developers uses various strategies to increase their selling. One of the strategies is by naming their housing. The selecting of certain lexicon with positive nuance in housing names becomes developers’ selling strategy to increase their profit. It is in line with Smith (2006) who states that the importance on the representational potentiality of names is derived in the use by real estate developers of pleasant names and in the fact that such names draw buyers’ attention. Positive nuance can attract buyers’ attention that in turns they will buy the product.

Name is easily memorized

Based on the FGD, it can be highlighted that word indicated housing'location is very helpful for potential buyers. It will be easier for buyer to memorize the housing location when it is stated in the housing name. The following housing names indicate their location, *Grand Kusuma Karangklesem, Sapir Estate Sumampir, Sapphire Village Baturaden, Sapphire Regency KS Tubun*. From those housing name, it can be seen that Sumampir, Karangklesem, Baturaden, KS Tubun are the location of the housing. The insertion of location in housing names will help buyers memorize the location and it will make them find the location easily. The insertion of location in housing names is one of developers' strategy to enable buyers memorize the name. It is in line with Smith (2006) who argues that human often find it difficult to memorize names and they need context to help them memorizing names. Smith (2006) adds that people have problem in memorizing so many one to one correlation and name is one of them. People cannot remember proper name unless they use context to help them, what word follow or precede any given word in a construction. Thus, the use of location in housing names can help buyers memorize the location of housing itself.

From the elaboration of developers' consideration in creating housing names, none of the consideration is about the use of Bahasa Indonesia in public space. Developers only use their own consideration in creating a housing name without considering the government's language policy. Developers ignorance of the importance of Bahasa Indonesia in public space indicates that it is not their responsibility to maintain Bahasa Indonesia as a national language. They do not know that maintaining Bahasa Indonesia in public space also need their role as stakeholders. Socialization of Law No. 24/ 2009 to developers needs to be conducting as soon as possible to maintain the use of Bahasa Indonesia appropriately in public space.

Buyers' consideration in choosing housing

To accomplish the housing need, consumers make buying. In buying products, consumers have their concern. Consumers' behavior in buying product has long been investigated by scholars. Kotler (2003) states that consumers' behavior investigates how individual, group, or organization choose, buy, use, and re-use product, service, idea, and experience to satisfy their need. It is supported by Solomon (2009) who declares that the field of consumer behavior covers a lot of ground; It is the investigation of the processes elaborated when individuals or groups select, purchase, use or dispose of products, services, ideas, or experience to satisfy needs and desires. Based on those two perspective on consumers 'behavior, here are some buyers' consideration in choosing housing.

Price

Price is the most factor influence buyers' decision to a product whether or not they buy that product. The price offered by developers must be carefully checked by potential buyers as to know whether the price is worth or not. If the price is reasonable for consumers and it fits with the quality desired by buyers, purchase can be conducted. Consumer will choose reasonable price depend on their ability.

Housing facilities

To attract buyers' attention, developers will normally complete the housing facility. Those facilities are meant to comfort and ease consumers so that they will be attracted and finally buy the product. Developers usually provide security, sport center, park, hall, and mosque. These are the very basic facilities people need in housing area. The more facilities the more buyers will be attracted.

Distance

Distance is the third buyers' consideration in selecting housing. The distance between housing and working place, integrated transportation system, shopping center, education center and health center will be considered by potential buyers. Buyers will choose housing that is near to their working place to save time. Buyers may prefer to live in a housing that is near to the integrated transportation system since it will support their mobility. Thus, the distance between housing and public facilities will give positive values to the housing offered by developers. Khoiruddin (2009) states that the strategic location is an influencing factor in buying properties.

Trust to developers

Buyers purchase house both in cash and in credit. If they buy a house in credit, they must trust the developer as they will be involved in a long-commitment agreement. Developers have to provide housing based on the agreement and if buyers cannot trust the developers, they feel reluctant to make purchase. If buyers distrust developers, they are afraid developers will build the house carelessly. Thus, trusted developers is also buyers' consideration in choosing a house.

Investment

People invest in various way for their future. A house can be an investment for people in the future. The increase of human population will be followed by the increase of housing as human need a place to stay. Housing or property belongs to low-risk hi-return investment as its price never

reduced (Khoiruddin, 2009). Properties do not need daily's supervision, thus it is more practical as a house can be a practical and profitable investment. Even if people have already owned a house, they still want to buy more for investment.

Satisfaction

Before purchasing a house, buyers will be served by developers. Developers will provide any information relate to the product. Buyers who feel satisfied with the information and also satisfied with the house's specification finally buy the house. There are two types of satisfaction, functional satisfaction and psychological satisfaction. (Kotler, 2003). The first occurs when buyers are satisfied with the house's specification and the latter happens when buyers are satisfied with developers' service. If potential buyers reach those satisfaction, they most probably buy the house.

Out of those six consideration, none of it talks about the use of Bahasa Indonesia in housing names. Consumers do not consider that the use of Bahasa Indonesia in housing names is important. In a simple way, it can be said that the use of Bahasa Indonesia in housing names in Purwokerto does not give essential contribution to the property's selling.

People still buy the house as long as the six mentioned consideration are fulfilled no matter what the housing name is. It can be highlighted here that individual as language user also do not pay attention to the use of Bahasa Indonesia in public space. This phenomenon is not socking as the language policy on the use of Bahasa Indonesia in public space is not widely informed to language users. Thus, a socialization of the language policy on the use of Bahasa Indonesia in public space needs to be conducted soon.

CONCLUSION

Language policy involves three inseparable parties, government, stakeholders, and individual (language user). They must work hand in hand to maintain the use of Bahasa Indonesia as a national language. However, nowadays some people are ignorant to the use of Bahasa Indonesia in public space. The result shows that Bahasa Indonesia has not been appropriately used in public space as it is indicated by the housing names in Banyumas regency. More and more foreign words are used in housing names due to some developers' consideration. On the other hand, consumer who is also language user also do not pay attention to the use of Bahasa Indonesia in public space as their consideration in choosing a house does not involve the use of Bahasa Indonesia. BPMPP as the representation of the government does not play their important role either as they do not enlist the use of Bahasa Indonesia in the requirement to achieve the building permit.

The result highlights that the ignorance of the use of Bahasa in public space have been committed by the tree parties which are supposed to be responsible for the dignity of Bahasa Indonesia.

The government has issued Law No. 24/ 2009 that regulates use of flag, language, and state symbol as well as the national anthem. However, a real step must be conducted to reinforce the law. In relation to language policy, the socialization of the law need to be conducted as soon as possible to achieve the position of Bahasa Indonesia as a national language. Bahasa Indonesian in public space need to be maintained by the whole party so that Bahasa Indonesia will accomplish its dignity.

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