
Analysis Use Sundanese Among Teenagers In Pasauran Village In The Era Globalization

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Abstract

Regional languages, such as Sundanese, are an important part of the cultural identity that shapes the selfhood of a community. However, in the era of globalization, the use of Sundanese among the younger generation faces significant challenges. This study aims to analyze the use of Sundanese in Kampung Pasauran, Banten, in the context of social change and the dominance of national and international languages. Using a qualitative approach, data were collected through in-depth interviews, participatory observation, and document analysis. The respondents consisted of youth aged 15-19 years who were purposively selected. The results show that Sundanese is increasingly rarely used by youth in daily life, with most respondents preferring Indonesian or a mix of Sundanese and Indonesian. Factors influencing this shift include the perception that Sundanese is less modern, the dominance of digital media that promotes the use of Indonesian and English, and the perceived difficulty of learning Sundanese. However, all respondents reported understanding and being able to speak Sundanese, albeit only in limited contexts, such as communication with parents or older relatives. This study underscores the importance of efforts to preserve Sundanese, particularly through education and the strengthening of cultural identity among the younger generation, to prevent further decline in its usage.

Keywords

Language 1; Sundanice 2; Globalization 3

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1. INTRODUCTION

Language is a tool of communication used by humans to interact with one another. Regional languages are one of the pillars of cultural identity, playing an important role in shaping the identity and character of a community. Sundanese, as a regional language spoken by the people of West Java and Banten, faces significant challenges in the era of globalization. The rise of modernization, advances in information technology, and the dominance of the national and international languages have influenced the frequency and context of Sundanese usage, especially among the youth. Language can be defined as a system of meaningful sounds that are articulated (produced by speech organs) and are arbitrary and conventional, used as a communication tool by a group of people to express feelings and



thoughts (Wibowo, 2001). In Indonesia, there are many regional languages. One of the forms of linguistic diversity in Indonesia is Sundanese. Sundanese is the "mother tongue" of the people in West Java. It is mainly spoken in the western part of Java, in the area known as Tatar Sunda or Pasundan. Globalization has had a significant impact on various aspects of life, including language. According to Djaja Sudarma et al. (2018), the strong influence of globalization can threaten the existence of local languages and cultures if serious efforts to preserve them are not made. Furthermore, the advancement of information technology has led Sundanese to a concerning situation, both in terms of its form and meaning (Nida, 2021). This phenomenon is worsened by the hesitation in using Sundanese among the younger generation, who prefer to use Indonesian or foreign languages in daily communication (Good News From Indonesia, 2023). Sundanese was traditionally the primary means of communication in certain areas. However, the influence of globalization and socio-cultural changes has led to a shift in its usage, especially among the younger generation. According to Iskandar (2019), the era of globalization and advances in information technology have caused Sundanese to be less commonly used in daily life.

2. METHODS

This study employs a qualitative approach to deeply explore the phenomenon of Sundanese language use among the youth of Kampung Pasauran within the context of globalization. This approach is chosen because it allows the researcher to understand the meanings, perceptions, and experiences of the research subjects related to the use of Sundanese in their daily lives.

The research subjects are adolescents aged 15-19 years residing in Kampung Pasauran. The selection of subjects is purposive, based on specific criteria such as a Sundanese family background and experience in using the Sundanese language. In addition, supporting informants, such as parents, community leaders, and teachers, are also involved to provide a broader perspective on the changing patterns of Sundanese language use in the community.

The research procedure begins with the preparation stage, which includes obtaining research permits, identifying research subjects, and developing interview guidelines. The data collection phase involves in-depth interviews, participant observation, and document analysis. In-depth interviews are conducted to gather information on the perceptions, attitudes, and habits of youth in using the Sundanese language. Participant observation is used to document patterns of interaction among the youth in various social contexts, such as the family environment, peer groups, and school. Document analysis involves reviewing local policies, educational materials, and relevant digital media.

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3. FINDINGS AND DISCUSSION

The Sundanese language, which was once the primary means of daily communication among the Sundanese community, now faces significant challenges, particularly among the youth. This phenomenon is also evident in Kampung Pasauran, where the use of Sundanese has decreased and is increasingly being replaced by Indonesian or other languages. Youth, who once used Sundanese as part of their cultural identity, now tend to abandon it in daily interactions, especially outside the family context.

The results of this study indicate that the use of the Sundanese language among the youth of Kampung Pasauran has significantly declined. This shift is influenced by various factors, both internal and external, that interact to affect the attitudes and behaviors of the youth toward their local language. Through in-depth interviews with the youth and supporting informants such as parents and teachers, it was found that Sundanese is now mostly used in limited contexts, particularly in communication with parents or older family members. In contrast, Indonesian and English dominate daily interactions, especially in school environments and on social media.

Participant observation showed that most of the youth in Kampung Pasauran feel more comfortable using Indonesian when conversing with their peers. Additionally, there is a tendency to view Sundanese as a language that is "less modern" compared to the national or international languages. This attitude is reinforced by the exposure to digital media, which predominantly uses Indonesian or English, further narrowing the space for Sundanese.

DISCUSSION

The respondents consisted of 10 individuals with a diverse gender composition, including 3 males (30%) and 7 females (70%). In terms of age, 6 respondents (60%) were under 16 years old, while 4 respondents (40%) were over 16 years old. This data shows that the majority of respondents were female and belonged to the age group under 16 years. In daily language use, none of the respondents exclusively used Sundanese (0%). The majority of respondents, 7 individuals (70%), used Indonesian in their daily interactions. Meanwhile, 3 individuals (30%) used a mix of Sundanese and Indonesian. This indicates that Sundanese is rarely used in its pure form by the youth, although some respondents still incorporate it into their conversations.

All respondents (100%) stated that they understand and are capable of using Sundanese. However, this ability is not always reflected in their daily use of the language, as shown in the table above. A total of 6 respondents (60%) felt that Sundanese was difficult to learn, while 4 others (40%) did not find it challenging. These findings show a diverse perception regarding the difficulty of learning Sundanese, which could be one of the factors influencing its frequency of use.

From these results, it can be concluded that although the majority of youth in Kampung Pasauran still understand Sundanese, the use of the language in daily interactions is becoming marginalized. Indonesian has become the primary choice, with some respondents mixing in Sundanese. The perceived difficulty in learning Sundanese could be one of the reasons why the language is less actively used.

The results obtained from this study should be supported by sufficient data. The findings and conclusions must address the research questions or hypotheses stated earlier in the introduction.

CONCLUSION

This study shows that the use of the Sundanese language in Kampung Pasauran, Banten, has experienced a significant decline, especially among the youth. Although all respondents understand and are able to use Sundanese, its use is limited to communication with parents or older relatives. The main factors influencing this shift include the perception that Sundanese is less modern, the dominance of Indonesian and English in digital media, and the perceived difficulty in learning Sundanese. Additionally, social factors such as the school environment and peer groups have accelerated the shift toward using Indonesian in daily interactions.

This study indicates that the use of the Sundanese language among the youth in Kampung Pasauran has significantly declined. Although the majority of the youth still understand and are

capable of speaking Sundanese, its use in daily life has become increasingly limited, particularly outside the family environment. The main factors influencing this phenomenon include the dominance of Indonesian and foreign languages, the influence of digital media, and the perception that Sundanese is less relevant to modern life. The belief that Sundanese is difficult to learn also poses a barrier to its preservation. This research emphasizes the need for strategic measures to ensure the sustainability of the Sundanese language, such as raising cultural awareness and supporting the use of Sundanese in education and media.

Efforts to preserve the Sundanese language are becoming increasingly important to prevent further decline in its use. Culture-based education and policies that support the strengthening of local identity could be effective steps in maintaining the existence of Sundanese amidst the influence of globalization.

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