

## MAINTAINING IDENTITY IN THE FLOW OF GLOBALIZATION

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### Abstract

*Language use in public spaces not only reflects aspects of communication but also represents national identity, symbolic power, and the direction of state policy. In Indonesia, regulations on the use of Indonesian have been regulated through various legal instruments, such as Law Number 24 of 2009 and Presidential Regulation Number 63 of 2019. However, implementation in the field still faces challenges, such as the dominance of foreign languages, weak law enforcement, and low social awareness. On the other hand, the preservation of regional languages through the practice of bilingual signage is a form of harmony between national and local languages. This article highlights the importance of language policies that are not only normative, but also strategic and inclusive, by proposing four main recommendations: language literacy campaigns, creative language design, proportional regulatory enforcement, and multi-sectoral collaboration. With a comprehensive approach, public spaces can become a vehicle for dignified representation of Indonesian while respecting national linguistic diversity.*

**Keywords:** *language* policy , public space, Indonesian, regional languages, language regulations

### INTRODUCTION

Language is not only tool communication, but also a symbol of identity and character something nation. In the context room public, use Language reflect power symbolic, direction policy government, and ways A public interpret its existence. Therefore that , regulation use language in space public own significance major social and political (Fishman, 2006) .

In Indonesia, the policy language in space public play role strategic in strengthen the function of Indonesian as Language unity , at the same time guard harmony with Language region and language foreign .

### Legal Basis of Language Policy in Indonesia

Policy language in space Indonesian public is regulated legally , especially through :

- Constitution Number 24 of 2009 concerning Flag , Language and National Emblem and National Anthem . Article 36 paragraph (3) states that Indonesian is mandatory used in the names of buildings , structures and facilities general .
- Regulations President Number 63 of 2019 concerning Use of clear Indonesian

implementation use of Indonesian in official forums , documents and spaces public .

- A number of Regional regulations , for example in DIY and Bali, also encourage use Language area side by side with Indonesian on street and place names general .

Policy This born from Spirit nationality , as response to dynamics social and globalization Language .

### **Reality Social : Between Regulation and Practice**

Even though it has arranged legally , practice policy language in space public Still face quite a challenge significant .

### **Dominance of Foreign Languages**

In the cities big such as Jakarta, Bandung, and Bali, the use of English in shop names , advertisements , and even restaurant menus, it is very dominant . This is reflect the presence of " glottophobia " or doubt to ability Language national in mark modernity and progress ( Calvet , 1998).

According to Santosa (2019), " the spread of Language stranger in the room public No only impact on the marginalization of the Indonesian language, but also forms imagination that modernity identical with use Language foreign ."

### **Lack of Law Enforcement**

Government Not yet show consistency in enforcement sanctions for offender policy language . In fact , the existence of law without implementation only will become symbolism empty (Halim, 2021).

### **Lack of Social Awareness**

Still many perpetrator businesses and communities that do not understand importance use of Indonesian in the classroom public . Language education Not yet fully target realm sociolinguistics public , so that awareness collective Still low ( Alwasilah , 2010).

### **Preserving Regional Languages: A Mutually Reinforcing Dualism**

In context multicultural Indonesia, space the public also becomes Medan important preservation Language area . In some areas, there are bilingual signage initiative (Indonesian and English) local ), such as in Yogyakarta and Bali.

This is in line with Kaplan & Baldauf's (1997) opinion that " planning good language No delete Language local , but rather create interconnected spaces strengthen inter-identity linguistics ."

### **Strategic Recommendations**

For strengthen the role of Indonesian in space public without get rid of element local and global, some step strategic can taken :

1. Language Literacy Campaign

Government with media, schools and communities culture need do socialization about the importance of Indonesian in the classroom public .

### Creative Language Design

Indonesian no must seen stiff . With approach semiotics and design creative , use of Indonesian can come on stage attractive and adaptive (Kress & van Leeuwen, 2006).

#### 3. Enforcement of Regulations Proportional

Sanctions administrative need implemented with fair , accompanied education , not only punishment .

#### 4. Collaboration Multi-sector

Involvement perpetrator businesses , designers , academics , and government very important area in compile guidelines language in space contextual public .

### Conclusion

Policy language in space public No just problem technical administrative , but rather reflection from direction ideological and cultural something nation . In the middle current globalization , bias towards Indonesian in the space public is effort guard dignity , sovereignty and identity national .

With strengthening regulation , education public , as well as involvement multi-sector , space public can become vehicle inclusive which displays Indonesian in a dignified without deny presence Language region and language foreign .

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