Aksara-ku.id: Social networking site and language standardization instruments

M Z Ambiya¹, H H Setyawan¹, P S Nur’ani¹, Z Matondang¹
¹Sebelas Maret University, Surakarta, Indonesia

mujahidzenul@gmail.com

Abstract. The use of Indonesian language in society has not been fully standardized, especially in social networking sites. People often use the non-standard Indonesian language. From the previous research, we found the fact that the forms of non-standard Indonesian language on social networking sites are (a) acronym or abbreviation, (b) affix, (c) forms that irregular and cannot be formulated, and (d) mixed code. To handle this problem, modern action is required. Such action utilizes social networking sites. Aksara-ku.id is a social networking site having four Indonesian-language standardization instruments: Pedoman Umum Ejaan Bahasa Indonesia, Tata Bahasa Baku Bahasa Indonesia, Kamus Besar Bahasa Indonesia, and Kamus Bilingual Indonesia-English which are able to help users to write in standard Indonesian language. In this paper, Systems Development Life Cycle (SDLC) method by Susanto is used to build Aksara-ku.id. Aksara-ku.id provides people the opportunity to access a free and easy language standardization instrument. Aksara-ku.id is an option to resolve the non-standard Indonesian language problems in the society by providing four language standardization instruments.

1. Introduction

Indonesian language is growing with the number of Indonesian speakers. However, it develops in the wrong way. Indonesian language evolves in an undesirable way, especially on position as national language. The use of standard Indonesian language gets little attention, even it tends to be underestimated. Foreign languages, such as English and “slang” languages are more desirable. The examples of poor usage of Indonesian language can be seen in social networking site. Social networking sites users often ignore the standard Indonesian language due to certain factors such as prestige and time.

On figure 1, there are lots of non-standard and unacceptable words and sentences. According to the users, they use non-standard terms because they do not know the standard language form. In addition, abbreviations are used to shorten typing time and to look “prestige”. Not only on Facebook, but non-standard terms are also found on Twitter, Instagram, etc. In fact, according to [1] the language used in social networking sites are no longer referring to the rules of standard Indonesian language.
This condition is contrary to the leaders’ efforts in proposing Indonesian language as an international language. If this problem continues, it will certainly affect things such as public space. Ref [2] reveals that Indonesian language is in a “poor” condition. On one hand, we see in public spaces, the Indonesian language almost displaced by foreign language.

The society seems to rebel against the standard Indonesian language, which in turn, whether consciously or not, it is debilitating, even damaging the dignity of Indonesian language itself [3]. If such thing keeps on going, Indonesian language will be difficult to be developed according to state’s standard.

On this digital age, modern action required to overcome the non-standard Indonesian language. One of the actions that can be done to deal with this problem is creating a tool that capable provide the education of standard Indonesian language to society. One such tool is a social networking site.

The social networking sites can be an appropriate tool to provide Indonesian language education because there are a huge number of users on social networking sites. From 252.4 million citizens of Indonesia, 88.1 million of them use the internet [4]. Internet is used mostly for social networking sites activities, compared to other activities [5]. On April 2014, Indonesia occupies the fourth position in terms Facebook users after USA, India, and Brazil [6]. Other than that, most of the users are young generations. Thus, making social networking sites an effective tool to provide Indonesian language education to society.

2. Related Study

Educators regularly create various tools to engage their students and to enable them to interact in new and different ways, both inside and outside the classroom [7]. Even so, educators have claimed that there has been relatively little empirical research done to find out how (and if) social networking sites can facilitate language learning [8]. Many studies show an increase of learning motivation [9], and indicate that social networking site can generate meaningful output and stimulate students’ interest in language learning [10]. Social networking tools also provide opportunities for language learners to enhance their digital and multi-literacy skills, interact in and through the target language, work collaboratively, and enhance their linguistic and pragmatic proficiency [11].

3. The Pilot Research

3.1. Research Method

The method used on past research is qualitative descriptive perspective. The data obtained are sentences containing non-standard Indonesian language in words, phrases, or syntaxes. The source of data in this research are Facebook, Instagram, and Twitter. The data is collected by observation with purposive sampling, while the data collection technique is note technique. The method and technique of data analysis used are match method and comparative technique.
3.2. Research Procedure
The procedure implemented in this research as follows:
- Searching for data of non-standard Indonesian language on Facebook, Instagram, and Twitter.
- The data are classified by a) acronym or abbreviation, (b) affix, (c) forms that irregular and cannot be formulated, and (d) mixed code.
- The data obtained were analyzed using match method and comparative technique.
- The results of the analysis are concluded temporarily.
- Designing and building a tool to solve the problem of non-standard Indonesian language. That tool is social networking site that provides language standardization instrument.

3.3. Research Results
People often use the non-standard Indonesian language. The previous research shows the fact that Facebook, Instagram, and Twitter contain 22% mixed code, 28% affix, 41.5% acronym or abbreviation, and 8.5% forms that irregular and cannot be formulated.
That non-standard variety can actually be substituted with the standard. One of the factors causing the abundance of non-standard is the lack of Indonesian language education. The non-standard of (a) acronym or abbreviation, (b) affix, and (c) forms that irregular and cannot be formulated can be standardized with Kamus Besar Bahasa Indonesia, Pedoman Umum Ejaan Bahasa Indonesia, and Tata Bahasa Baku Bahasa Indonesia. Then, the mixed code can be standardized with Kamus Bilingual Indonesia-English and Kamus Besar Bahasa Indonesia.

4. Language Standardization Instruments
Language standardization instruments are the references used to standardize language. Some of Indonesian language references are:

4.1. Kamus Besar Bahasa Indonesia (Indonesian Language Dictionary)
Kamus Besar Bahasa Indonesia is a monolingual dictionary (Indonesian language) compiled by The Language Development and Fostering Agency and published by Balai Pustaka. Kamus Besar Bahasa Indonesia is the most up-to-date reference of standard Indonesian language. This dictionary is the most complete dictionary for Indonesian vocabulary.

4.2. Pedoman Umum Ejaan Bahasa Indonesia (Indonesian Language General Spellings Guidelines)
Pedoman Umum Ejaan Bahasa Indonesia is a reference of standard Indonesian language spelling. Originally named Ejaan yang Disempurnakan (Enhanced Spelling). This reference contains the use of letters and punctuation, word writing, and writing of absorption elements.

4.3. Tata Bahasa Baku Bahasa Indonesia (The Standard Grammar of Indonesian Language)
Tata Bahasa Baku Bahasa Indonesia is a textbook used as reference of form and grammar of standard Indonesian language. The original author is Hasan Alwi.

4.4. Kamus Bilingual Indonesia-English (Bilingual Dictionary of Indonesian-English)
According to Indonesian Language Dictionary, bilingual dictionary is a dictionary compiled by two languages that contain a word or a combination of words of a particular language. Kamus Bilingual Indonesia-English is an English and Indonesian language dictionary arranged alphabetically with explanations of meaning and example of its use.
5. The Concept of Aksara-Ku.Id

5.1. Description of Aksara-ku.id
Aksara-ku.id is a social networking site that has four language standardization instruments which enable its users to write the standard Indonesian language. Aksara-ku.id does not only facilitate its users with a place to expressed and communicated, but also provides the education of standard Indonesian language. It enables the users to gain knowledge of spelling, grammar, and terminology of standard Indonesian language through Aksara-ku.id. With the language standardization instruments, the Aksara-ku.id users are able to standardize sentences or words, from (a) acronym or abbreviation, (b) affix, (c) forms that irregular and cannot be formulated, to (d) mixed code. Freedom of cost and ease of access to language standardization instrument making Aksara-ku.id is different from previous government actions to improve standard Indonesian language and overcome non-standard Indonesian language.

Aksara-ku.id is a social networking site built in April 5, 2018. Now, there have been 5 users of Aksara-ku.id, they are intended to test language standardization instrument. As a result, 4 out of 5 people say that Aksara-ku.id is very helpful to standardize the Indonesian language, while 1 person says that Aksara-ku.id still needs to be developed.

5.2. Development Method
The development of Aksara-ku.id requires a good method. Therefore, the SDLC (Software Development Life Cycle) method is used. Ref [12] said that SDLC is one of the most popular information system development methods for the first development stage of information system. Figure.2 shows the development steps of Aksara-ku.id:

![Flowchart of Aksara-ku.id Development](image)

5.2.1. Analysis. This stage analyzes the needs of information systems which will be applied. The goal of this stage is to find out the problems that may exist during construction of Aksara-ku.id. The analysis process includes data collection of language standardization instruments and system requirements.
5.2.2. **Planning.** The next stage of Aksara-ku.id development is planning. After the analysis phase, all needs of entire system are collected and organized to be discussed. This stage include: (1) making an implementation of flowchart, (2) selecting the programs and languages, and (3) determining the methods and procedures.

5.2.3. **Implementation.** At this stage, a social networking site is created based on the planning that has been prepared. The implementation steps are designing, implementing, testing, and launching.

5.2.3.1 **Designing.** This stage is divided into three parts: (a) designing system, (b) designing database, and designing user interface. At this stage, language standardization instruments are designed and integrated with social networking site. *Tata Bahasa Baku Bahasa Indonesia* and *Pedoman Umum Ejaan Bahasa Indonesia* uses flash system with .swf format. The system for *Kamus Besar Bahasa Indonesia* and *Kamus Bilingual Indonesia-English* using the same code.

```php
# Code snippet
```

**Figure 3.** Searching Code.

There are two types of databases in Aksara-ku.id. First, the database of social networking sites containing the data of user and admin, comments, messages, etc. Second, the database of language standardization instruments containing data of *Kamus Besar Bahasa Indonesia* and *Kamus Bilingual Indonesia-English*.

![Database Aksara-ku.id](image)

**Figure 4.** Database Aksara-ku.id.

5.2.3.2 **Implementing.** At this stage, the “picture” of social networking sites that have been designed and arranged in the previous stages are being implemented. The result of system, database, and user interface design of Aksara-ku.id are integrated.

5.2.3.3 **Testing.** Aksara-ku.id is put to the test. All Aksara-ku.id features must be tested to make the site free from error, and the results should perfectly fulfill the expectation. If an error occurs, it must be corrected and previous step should be repeated to achieve a successful application.
5.2.3.4 Launching. At this stage, Aksara-ku.id is fully enabled. Society can enjoy Aksara-ku.id with all the features, starting from language standardization instruments to uploading images, videos, and texts. At this stage, Aksara-ku.id is promoted.

5.2.4. Maintenance. Social networking site that enters the internet network must undergo changes. This happens because the social networking site has encountered errors or customers need functional development. Maintenance is done regularly and periodically such as backing up the data, maintaining databases and servers, and developing language standardization instruments.

5. A Connection To Language Education

Ref [13] has argued that social web tools can, in general, facilitate educators in setting up collaborative learning. Aksara-ku.id is a social web that connects community with standard Indonesian language education. Users can utilize language standardization instruments in the comments section (see Figure 5). In addition, Aksara-ku.id users can access language standardization instruments on the tab with hyperlink (http://aksara-ku.id/kbbi.php).

![Figure 5. Language standardization instruments.](image)

Aksara-ku.id users have the option to standardize the language. However, if the user chooses not to use the language standardization instrument, a notification will appear, “Have you used the correct language? Come on, love the Indonesian language.”

6. Conclusion

The use of Indonesian language in the society has not been fully standardized, especially on social networking sites. People often use non-standard forms such as: (a) acronym or abbreviation, (b) affix, (c) forms that irregular and cannot be formulated, and (d) mixed code. Aksara-ku.id is an option to resolve the non-standard Indonesian language problem in society by providing Indonesian language education for free. Aksara-ku.id is not just a regular social networking site; not just expression and communication media. Aksara-ku.id is a prototype of social networking site that has four language standardization instruments: Pedoman Umum Ejaan Bahasa Indonesia (Indonesian Language General Spellings Guidelines), Tata Bahasa Baku Bahasa Indonesia (The Standard Grammar of Indonesian Language), Kamus Besar Bahasa Indonesia (Indonesian Language Dictionary), and Kamus Bilingual
Indonesia-English (Bilingual Dictionary of Indonesian-English) to help its users to use the standard Indonesian language.

Aksara-ku.id can be applied in other languages of the world if the language has standardization instruments just as in Indonesian. Aksara-ku.id is important to be applied in other languages, especially those having the same problem with the Indonesian language, i.e. abundance of non-standard language.

References

[1] Maulidi A 2015 Kesantunan Berbahasa pada Media Jejaring Sosial Facebook E-Journal Bahasantodea 3 42–9
[2] Sasangka S S T W 2015 Seri Penyuluhan Bahasa Indonesia: Kalimat (Yogyakarta: Elmatera)
[3] Lazuardi D R 2015 Proc. Seminar Nasional Bulan Bahasa UNIB 2015 (Indonesia: Bengkulu/Unit Penerbitan FKIP) pp 221–33
[4] APJII 2014 Profil Pengguna Internet Indonesia Online https://apjii.or.id/content/read/39/27/PROFIL-PENGGUNA-INTERNET-INDONESIA-2014
[5] Kristianto B 2017 Factors Affecting Social Network Use by Students in Indonesia Journal of Information Technology Education: Research 16 69–103
[6] Social Bakers 2018 Online http://www.socialbakers.com/facebook-statistics
[7] Lomicka L and Gillian P 2016 The Routledge Handbook of Language Learning and Technology (London: Routledge)
[8] Stevenson M P and Liu M 2016 Learning a language with Web 2.0: Exploring the Use of Social Networking Features of Foreign Language Learning Websites CALICO Journal 27 233–59
[9] Clark C and Gruba P 2010 Proc. Ascilite Sydney 164 – 73
[10] Chartrand R 2012 Social Networking for Language Learners: Creating Meaningful Output with Web 2.0 Tools Knowledge Management and E-learning: An International Journal 4 97–101
[11] Blattner G and Lomicka L 2012 A Sociolinguistic Study of Practices in Different Social orums in an Intermediate French Class International Journal of Instructional Technology and Distance Learning 9 3–24
[12] Susanto A 2016 Sistem Informasi Manajemen: Konsep dan Pengendalian secara Terpadu (Bandung: Linggar Jaya)
[13] Karpati A 2009 Web 2 Technologies for Net Native Language Learners: a ‘Social CALL’ ReCALL 21 139–156