

Forms of Violation of Law of the Republic of Indonesia Number 24 of 2009 Concerning the Use of Indonesian as Geographical Names in Indonesia

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Abstract

The use of Indonesian by the general public today is still very inappropriate. The phenomenon of language use in public spaces which includes many spelling errors, vocabulary and Indonesian structure. Good and correct use of Indonesian is often hindered by the presence of other languages. Researchers will try to explain the form of non-compliance from the mandate of Law of the Republic of Indonesia No. 24 of 2019 concerning "Flag, Language, and National Emblem, as well as the National Anthem". The method used, namely qualitative methods, is descriptive. The sources taken from this study amounted to 5 places with the use of foreign languages and inappropriate words. The results of this study show that there are violations of laws regarding language caused by several things, including incorrect grammar, improper grammar in certain circumstances, using foreign terms even though there are equivalents in Indonesian, translating foreign languages at will. So the names of institutions, businesses, shops, areas, buildings, etc. often use foreign languages exclusively because of socioeconomic and commercial points of view.

Keywords: indonesian, geography, building, error.

1. Introduction

Indonesian plays a role in the development of science and technology Fauzi, A. & Dwi, N. (2021). For example, a knowledge development task may refer to the use of Indonesian in place names (toponyms), where the description is the name of the place. Therefore, Indonesia can also participate in the development of place names by providing place names.

The use of Indonesian by the general public today is still very inappropriate, even though technology is very easy to use. The phenomenon of language use in public spaces which includes many spelling errors, vocabulary and Indonesian structure. No community or public space manager ignores the use of Indonesian standard word. Good and correct use of Indonesian is often hindered by the presence of other languages (Fauzi, A., Andayani, A., & Rohmadi, M., 2022, ; Fauzi, A. & Wardianto, B. S., 2022). The state of Indonesian use in Indonesian society is at least characterized by two languages, namely regional languages as mother tongues and Indonesian as national languages. Alwi (2003), "states that the element of levies from Javanese is considered to enrich Indonesian, but the inclusion of elements of English levies by some people is considered to be a pollution of the authenticity and purity of Indonesian. This is the cause of interference".

In 2009, "The President of the Republic of Indonesia and the House of Representatives passed Law of the Republic of Indonesia No. 24 of 2009 concerning Indonesian Holidays, Flag, Language and National Emblem and National Anthem. The article discussed in this article is Article 36 which consists of 3 articles, namely. H. paragraph (1) "Indonesian must be used in geographical names in Indonesia"; Paragraph (2) confirms that "The geographical name referred to in Paragraph (1) has only one official name"; Paragraph (3) states that Indonesian must be used for the name of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, established organizations or Indonesian legal entities"; and Paragraph (4) contains "Naming as referred to in Paragraph (1) and Paragraph (3) may use regional or foreign languages if they have historical, cultural, customary, and/or religious values". However, in reality on the ground the existence of Indonesian tends to be marginalized and the implementation of these laws does not run effectively.

Alternatives in the use of external languages are also regulated in Presidential Regulation number 63 of 2019. "Point 12 states that in terms of geography, buildings or buildings, apartments or settlements, offices, and trade complexes, roads, trademarks, business institutions, educational institutions, and organizations as referred to in paragraph 1 (Indonesian must be used) have historical, cultural, customary, and/or religious values, can use regional or foreign languages".

According to Aristotle (in Pateda 2001) "mentions that the name must be in accordance with the reference given that it is named. According to him, naming is an agreement or convention. The naming was sourced from various circles such as experts, writers, authors, journalists, and public figures. Regarding geographic naming, the question arises whether the naming came unexpectedly or whether there is a consensus among the people". Therefore, geographic naming can refer to why people call something geography.

We understand the diversity of tribes and languages in Indonesia, which has an important impact on geographic naming. Indonesian. The use of Indonesian in geographical names shows that Indonesian people, especially those long before the official Indonesian as the national language and state language, have allegiance to their national language.

This is certainly different from geography with foreign language names, of course, programmers have a certain pride in their own national language. So his own sense of nationality faded. For example, we can compare and read foreign names that we are not familiar with, such as Citayem Green Hill Jambu Tree, Green Hills Residence, Bali, and MediteranianPalace. Do not "sell" if the name uses Indonesian. "So the naming is rooted in our attitude—developers, leaders—our identity as a great nation with a national language that we must instill or prioritize" (Ruskhan, 2008).

This study is interpreted to analyze the effectiveness of the use of Indonesian in geographical names in Indonesian regions. The object of research is the error of writing and using foreign languages on signboards contained in business entities, names of areas or housing, and buildings or buildings located in Indonesian territories. The author is interested in choosing outdoor media in Indonesia, because there are still many writing errors and the use of foreign languages on the signboards of business entities, areas or housing, as well as buildings or buildings in Indonesia, especially in big cities. Therefore, the author is encouraged to analyze how the implementation of Article 36 of the RI Law No. 24 of 2009, because there are still many typographical errors that do not follow the correct Indonesian standards.

The reason for choosing the wrong use of Indonesian in the territory of Indonesia as research data, because of the use such as signboards of business entities, areas or housing, and buildings or buildings that we can easily find in any area in Indonesia. We can see it from remote to urban areas, moreover, the signboard certainly has a longer display life. Demekian also has reasons to educate that using Indonesian as a geographical name is one way to promote Indonesian cultural identity. Using Indonesian as a geographical name can show the world that Indonesia has diverse languages.

This article discusses the analysis and evaluation of the use of Indonesian language as a geographical name in Indonesia, focusing on geographical names in Indonesia. The author analyzes language misuse and Indonesian use in geographic names and explains how these names are, then evaluates them to provide public awareness in the use of Indonesian and reflect cultural identity.

2. Research Methods

The research used is using descriptive qualitative methods. According to Denzin & Lincoln (1994) states that qualitative research is research that uses a natural setting with the intention of interpreting phenomena that occur and is carried out by involving various existing methods. Descriptive means describing a subject from narrative writing, whether it is an object, phenomenon, or social situation. Writing data and facts obtained in the form of words or pictures, in contrast to statistics, provides more meaningful information. To reinforce the information

offered in the report, qualitative research reports often include excerpts from data (facts) revealed in the field. (Setiawan, 2018).

The data collection techniques used are observation and case studies. The data collection of this study used observation techniques and recording techniques (Mahsun 2005). After the record data is changed in the form of documentation, the researcher will proceed to analyze more deeply in accordance with existing case studies.

3. Results and Discussion

3.1. Analysis of Indonesian Usage on Building, Area, and Business Entity names in Indonesia

Not only is the variety of foreign languages rife, Indonesian rules are often ignored in public spaces. Language errors are caused by several things, including incorrect grammar, improper grammar in certain circumstances, using foreign terms even though there are equivalents in Indonesian, translating foreign languages at will (Balaibahasakalsel, 2020).

It is clarified that the native language and other languages can be used, but only as a complement. In other words, when using Indonesian, regional languages, and foreign languages in public spaces, Indonesian ranks at the top (precedence), followed by regional languages, and finally foreign languages. The names of institutions, businesses, shops, neighborhoods, buildings, etc. often use regional or foreign languages exclusively due to socioeconomic and commercial viewpoints. In addition, good and correct Indonesian should be used in public places. (Wirahyuni, 2019). The use of good and correct Indonesian is in accordance with its function and situation (Sugihastuti, 2012).

a. Use of Grammar and Indonesian in the name of a business entity

1) Apotik Astu



Figure 1. Misuse of the words Apotik and Jl.

There are two errors in the picture above. The first mistake is in writing the word Pharmacy. The word pharmacy fits the context in the picture above. According to KBBI "A pharmacy is a business where producing and selling medicines based on a doctor's prescription and using medicines; home of medicine". Therefore, it should be in accordance with writing in Indonesian, we can fix the word pharmacy with the word pharmacy. Thus, the name of the business nameplate is "APOTEK ASTU".

The second mistake, namely in the writing of Jl. If you look at PUEBI the right abbreviation writing is Jln. To maintain the security of other meanings, Jl. Safer does not need to be shortened. Thus, the name of the street is "Jln. RONGGOWARSITO 5, PEDAN".

2) *Praktik Dokter Gigi*

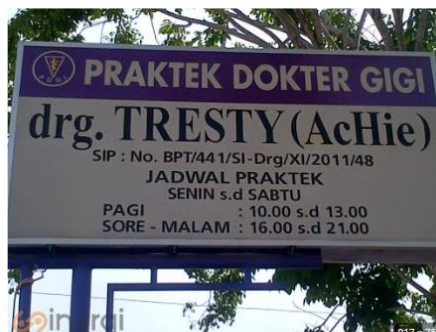


Figure 2. Misuse of Word Practices

In figure 2, the word practice is a word that comes from the English word, which is derived from the word practice. In KBBI, "states that the word practice is the standard word of the word practice". According to the dictionary, "practice is defined as the actual implementation of what is mentioned in the theory". Actually, foreign terms written in Indonesian should be written according to Indonesian spelling rules, because according to spelling rules, the spelling and pronunciation of foreign language elements are adjusted to Indonesian rules. So, write in the name of the business board by changing "e" to "i" or more clearly "DENTAL PRACTICE".

3) *Anik Royal Collection*

The application of Law of the Republic of Indonesia No. 24 of 2009 Article 36 has not yet been realized in its entirety. If we look at the field, for example, around us there is still a lot of use of foreign languages. One example is Anik Royal Collection, this business entity is a shop that sells various types of clothes. Anik Hermawan, owner of Anik Royal Collection. This store is located at Taman Royal 3 Blok A21 No. 3 Cipondoh, Tangerang. In fact, if you use the name "Anik Royal Collection" it does not reduce the existing aesthetic value. But actually business actors who set up their businesses around housing never thought of giving the name to make it more attractive and sell, sometimes they just want to follow using foreign languages or influenced by other business actors.

4) *Inti Bakery and Cake*



Figure 3. Use of foreign languages in business entities

Established since 2009, Inti Bakery, a bakery shop that has a modern style concept with its first branch in Citra Raya, Tangerang. Natasia Setiawan, owner of Inti Bakery and Cake, admitted that Inti Bakery always strives to maintain price stability in order to provide more satisfaction to its consumers. One of the nearest branches is Ruko Azores block B7A/5, Jl. Banjar Wijaya, RT.001/RW.003, Poris Plawad Indah, Kec. Cipondoh, Kota Tangerang, Banten 15142. The owner of Inti Bakery is clearly an Indonesian citizen, but still has not implemented the regulations of the Indonesian Law. This represents the meaning of the reason most people use English is to look more modern, especially with the owner giving a modern-style shop concept. In fact, the most troubling violation is when we are in public spaces, spaces that otherwise attract a lot of public attention both at home and abroad. Using Indonesian doesn't seem to be a big problem.

b. The use of Indonesian in the name of an area or housing

1) Fortune Spring



Figure 4. Use of foreign languages in housing

Fortune Spring is a housing located on Jln. Boulevard Graha Raya, Bintaro, Tangsel. This property is a residential complex for the upper middle class developed by PT Jaya Real Property Tbk. which has experience in the property sector for more than 30 years. The mistake of this name is to use the foreign language "Fortune" means luck and "Spring" means spring. Article 36 explains that Indonesian must be used in geographical names in Indonesia. The use of foreign languages is difficult to contain because it considers it more interesting than the original Indonesian language and this is one of the evidences of the development of foreign languages for settlements or complexes.

2) Favoury House BSD

Favoury House Serpong BSD is Easton Urban Kapital's new housing project in 2022. Located at Jl. Balai Desa Lama, Kademangan, Kec. Setu, South Tangerang City, Banten 15314. Favoury House offers a modern, minimalist design house residence with optimal home space arrangement. Designed by KARA Architecture, Favoury House offers a high-quality living experience in a limited space.

Along with the times, developers are competing to name the area using foreign names. Using foreign languages can be more attractive to consumers, because until now Indonesian people are known to be more interested in foreign smells.

Indeed, according to the Head of the Supervision Subdivision of the Language Agency of the Ministry of Education and Culture of the Republic of Indonesia, Sutejo in Jambi. Marketing strategies that allow the use of foreign names are more attractive and sell better. But according to him, studies conducted by universities show no correlation between foreign names and domestic sales levels.

c. Use of Indonesian in the name of a building, building, area

1) Blok M Square



Figure 5. Use of Indonesian in Building or Building Names

2) Central Park Mall

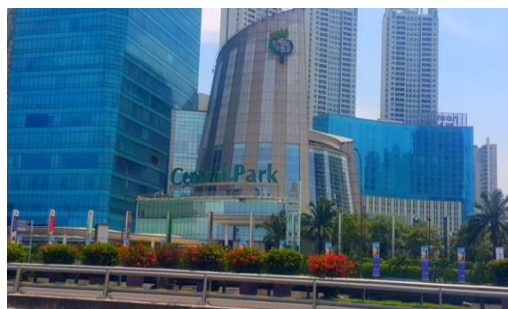


Figure 6. Use of foreign languages in Building or Building Names

The use of Indonesian in the name of a building in Indonesia is in fact that there are still many who apply the use of foreign languages, even though the building was established by an Indonesian-owned business entity or does not have exclusion requirements as stated in Law of the Republic of Indonesia No. 24 of 2009 (4).

Many of us can see violations that occur for example in the name of the shopping center, namely, Central Park Mall, the owner of Agung Podomoro Group which is located at Lt. Gen. S. Parman No.kav.28, Tj. Duren Sel., Kec. Grogol petamburan, West Jakarta City, Special Capital Region of Jakarta 11470 and Blok M Square, located in Blok M, South Jakarta, Indonesia, and so on which occur in several regions, Especially in big cities. Reporting from a CNN Indonesia website in an interview with one of the sources named Yayat. Yayat reasoned, "we should not worry about buildings that give names using foreign language vocabulary. Yayat said that now with the development of globalization, it is very natural that Indonesians name their buildings with international vocabulary".

Many also argue that using foreign languages is considered more to provide a better view, quality, prestigious, classy, and the like. It is unfortunate that business owners prioritize foreign languages over Indonesian itself.

On the other hand, foreign languages can also affect threats to the development of the target language, when the effect ignores elements of the target language. When the influence of foreign languages is given too many opportunities to our language, then our language later misses the opportunity to develop as an advanced language. If the recipient language loses the opportunity to develop, then the foreign language is a threat to the language it affects. The fatal effect is that our own language will lose its original nature.

Even though it is clear "Law of the Republic of Indonesia No. 24 of 2009 Article 36, Paragraph (3) " 'Language Law' uses the word mandatory, which means we must not violate its meaning, there must be sanctions. But until now, there is no definite provision regarding sanctions for violators of the article. Law enforcement authorities seem to ignore these violations and do not take enforcement actions.

3.2. Evaluate the Use of Foreign Languages in Geographic Names

In speaking Indonesian properly and correctly is not easy to do. We definitely need to be careful and familiar with it if we want to achieve it. Until now there are still many mistakes – mistakes that occur. The evaluation that must be given in this case is that there are actually no firm sanctions or certain criminal acts in the Law of the Republic of Indonesia No. 24 of 2009 concerning "Flag, Language, and State Emblem, as well as the National Anthem". The government should be more assertive in handling this issue, for example by providing regulations to revoke permits for violating RI Law No. 24 of 2009 Article 36. Then as a society and business owners should have more awareness about the use of Indonesian in their business. Of course, there have been many government efforts and initiatives to increase the use of Indonesian in everyday interactions, barring written sanctions. However, a program that becomes government policy will only become a program concept without any concrete implicit if there is no support from Indonesian speakers themselves or the community itself. (Kusumaningsih, n.d.).

Using foreign words and phrases in Indonesian, both in conversation and in sentences that express a linguistic perspective. Such linguistic attitudes lack admiration for Indonesian, lack pride in the language, and are actually unnecessary. We should be proud of Indonesian as a nation. Therefore, parts of foreign languages do not need to be used in the use of Indonesian, in order to maintain the standard of value of the language (Iswary, n.d.). Because after all, the use of language in public spaces shows the identity of the nation and by using Indonesian has shown our pride in the national language. According to Ridwan (2006), "for the preservation of a language, especially our national language Indonesian, it is necessary to develop a positive attitude. The development of a positive attitude is a step and effort in fostering and developing an attitude and a sense of pride in owning and using Indonesian. If faced with a choice, for example using a Indonesian or a foreign language, you will have a language attitude to: (1) put the Indonesian first; (2) if there is already an equivalent in the

Indonesian takes precedence over its use; and (3) Indonesian must be a "common language field" that must be cultivated and cultivated".

4. Conclusion

The national language of Indonesia plays a role in the development of science and technology. The evaluation that must be given in this case is that there are actually no firm sanctions or certain criminal acts in the Law of the Republic of Indonesia No. 24 of 2009 concerning "Flag, Language, and State Emblem, as well as the National Anthem". The government should be more assertive in handling this issue, for example by providing regulations to revoke permits for violating RI Law No. 24 of 2009 Article 36. Then as a society and business owners should have more awareness about the use of Indonesian. But it turns out that until now many have not implemented the law. Even though the use of foreign languages in the name of geography is a form of softening the sense of nationalism so that the identity of the nation.

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