



An Analysis Of The Phonological Uniqueness In Socio-Culture

Winda Putri Sandara Butar-Butar

State Islamic University Of North Sumatra Utara

Nadiya Fitria

State Islamic University Of North Sumatra Utara

Yani Lubis

State Islamic University Of North Sumatra Utara

Alamat : Jl. Wiliem Iskandar Pasar V, Medan Estate, Sumatera Utara 20731, Indonesia

Korespondensi penulis : Sandaradara067@gmail.com

Abstract. This journal aims to analyze how the phonological uniqueness of language in the social environment and its role in life. Throughout the world language is very important in communicating between humans with one another, with our language it will be easy to explore or find information. Indonesia has very diverse tribes and cultures and languages so that this uniqueness is very much manifested in the social environment. With the diversity of cultures and the times, the language began to be modified to become more modern, such as the language of hits on social media. A unique language is known as a language that is not rigid and also modern which usually arises from the creativity of people in the social environment. The results of this study discuss various unique languages that often find in life. As well as diversity which is the main basis for the uniqueness of language and the role of social media which has benefits in exchanging information (unique language) to all souls on earth. Then, examine the uniqueness of language between animals and humans.

Key Words: Language, Unique, Social, Culture.

INTRODUCTION

Language is dynamic, that is, language is inseparable from various possible changes that can occur at any time. These changes can occur at any level: phonology, morphology, syntax, semantics, and lexicon. What is usually obvious is at the level of the lexicon. At any time there may be new vocabulary that appears, but there are also old vocabulary that sinks, not used anymore. Instead, words such as research, collusion, and shuttle that were once unknown are now commonplace.

The dynamics of language at the grammatical level also causes many rule changes. Language is diverse, meaning that even though a language has certain rules or patterns in common, because the language is used by heterogeneous speakers who have different social backgrounds and habits, the language becomes diverse, both at the phonological, morphological, syntactical levels.

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* Winda Putri Sandara Butar-Butar, Sandaradara067@gmail.com

Language is the most important thing in interacting and communicating between humans with another, language is the pronunciation of sounds or symbols spoken by humans to communicate with humans so that they can be understood in communication. In this world there is so much diversity as culture, ethnicity, and language. However, this diversity does not make the tribes compete with each other to be the most superior. Even with that diversity, everyone freely collaborates in language in everyday life. Along with the times, cultural diversity in Indonesia is very influential with the language that appears in society, for example in Indonesia itself which is known to be rich in ethnic customs where each tribe has a different language such as Javanese, Batak, Sundanese, Bali and etc. In the use of language there are has some rules, but in social life people are usually not always bound by existing rules. Everyone is free to collaborate in a more unique and modern language as long as others can understand it. Language is not a monotonous set of rules, we can be creative in speaking using a unique language, for example currently there are many unit languages that are not contained in the KBBI¹ but many use them in a social environment. The uniqueness and diversity of languages in Indonesia has even attracted international attention which has introduced the world that Indonesia is a unique and diverse country. The use of language is not always aimed only at humans. With language, we can also interact with animals by using symbols, for example when we call a cat, we say “meow”. That’s why it is said that language is a unit, because it is universal.

THEORITICAL REVIEW

Acculturation is a term in sociology which means the process of taking over elements (traits) of another culture by a group or individual. The process of acculturation has a lot to do with trying to resolve oneself with and accepting dominant communication patterns and rules that exist in indigenous peoples. Koentjaraningrat argues that acculturation is a social process that arises when a group of people with a particular culture is confronted with elements from a different foreign culture in such a way that these foreign elements are gradually accepted and processed into their own culture (Koentjaraningrat, 1974: 152).

Acculturation is the taking or acceptance of one or several cultural elements originating from the meeting of two or several cultural elements that are interconnected or meet each other. (Suyono, in Rumondor 1995: 208). Based on this definition, it seems clear that there is a demand for mutual understanding between the two cultures so that there will be a process of intercultural communication. The acculturation process proposed by Foster shows that he only

¹ KBBI= Kamus Besar Bahasa Indonesia

summarizes things that have also been proposed by a number of anthropologists, and adds some of his own ideas, namely regarding change composition of nutrition with all its consequences and to assume movement nationalism as part of the acculturation process (Koentjaraningrat, 2010: 101).

Sociolinguistics is an interdisciplinary study that studies the influence of culture on the way a language is used. In this case language is closely related to the people of a region as subject or actor of language as a means of communication and interaction between one group with another. One of the basic assumptions in the concept of sociolinguistics is discussing attitude and internal selection language use.

METHODOLOGY

In this article using a qualitative descriptive method which has been carried out systematically, all the data obtained was generated from the results of objective observations, namely the uniqueness of the language used in interactions in the community environment. Research as a knowledge system plays an important role in the development of science. (Bungin 2011:6)

Objective data collection is carried out so that the data obtained from observations are real or real, in this study the main function is to improve or add more recent insights about the uniqueness of language which so far without us realizing it has appeared in the surrounding environment of course in terms of communication. In this qualitative research it also helps us to obtain data from an object in detail so that we can easily understand the things that we want to examine more deeply.

Qualitative research is a research procedure capable of producing data descriptive form of speech, writing, and behavior of people observed (Bogdan and Taylor 1992:21)

RESULTS AND DISCUSSION

Language

Every human being born on earth basically has the basic ability to speak in the form of speech or symbols. Without language we cannot communicate perfectly with other humans, this is closely related to human nature which is a social being in the application of the social sphere in society, language is needed in communication. Basically, humans who are born into the world will follow their mother tongue as the first language in communication. When humans are born into the world humans cannot speak language to communicate. For example, when a baby cries we understand he wants to ask for milk, but as humans grow they become more mature when he has received teaching at school, he will be taught to speak using standard

language but over time people will try to make him speak comfortable in a social environment that's when the standard language will change to a language that is more relaxed and unique. Language has two meanings. First language is a tool used to form thoughts and feelings, desires, and actions. Tools used to influence and be influenced. Second, language is a clear sign of a good or bad personality which is its sign clear from both family and nation, a clear sign of the human mind (Syamsuddin 1986:2).

Language is classified into two parts, namely formal and informal language. This formal language is a standard language that is usually used under certain conditions at school, in the office, or in computer science, while informal language is a language that is not bound by rules. In the pronunciation that people usually use. Insiders talk in everyday life. In discussing unique languages, we can see that speaking unique languages is not bound like speaking using standard languages, we can be creative and create languages that are lighter and easier to understand.

Unique

Uniqueness is something that is prominent, rare or characteristic that can attract the attention of many people. Unique is needed by everyone in life, with uniqueness in living life it will be more colorful and not monotonous, we can create uniqueness or we can find it anywhere like unique things that humans like, they also often create a unique language in speaking. When we speak a unique language it will make other people feel more relaxed to hear, the atmosphere is not too stiff and invites other people's interest. Uniqueness is usually found in every thing, such as language. We can find lots of unique things there. The uniqueness of language can also make a person stand out among the others. Not everyone has unique things, but we can create our own unique things.

Why language is unique?

In communicating, humans like to mix languages so that in conversation many variations are spoken word by word. For example, it is currently very popular to speak a mixed language of English-Indo which is basically known to the public as the popular language of "South Jakarta children" so that the uniqueness of the language stands out in the eyes of the general public. The uniqueness of the language can also be seen from the pronunciation of vowels, speech tones, and accents for each person which is different as well as the pronunciation in English which has many accents such as British, American, Cockney etc. There are various unique uses of language that we can find in social life, including:

- Music

According to David Ewen, music is the art of combining rhythm and tone, both vocal and instrumental, which includes melody and harmony as an expression of everything you want to express, especially from an emotional aspect. Music is a series of words combined with melody. Around the world it is not uncommon to use music in communicating many of them pour out their hearts to write song lyrics, young people around the world really like listening to music, music is also divided into several genres. Romantic music is used to express love, Melow nuanced music is used to express sadness and rock music is used as a symbol of joy.

- Idioms

Idioms are words that have a different meaning than the word that is spoken. The unique language of this idiom is usually widely used by poets and it is not uncommon for people to use idioms in composing poetry. This idiom is the same as slang which is an informal language. But in the pronunciation of this language, this idiom sometimes has a meaning that doesn't make sense from the words spoken but has its own meaning. This language is a unique language, even in language learning this is discussed in more depth. The uniqueness of this idiom's speech will make people wonder what the meaning of the word that is spoken is. For people who weren't used to it, it would be difficult to pronounce idiomatic words, and when someone spoke using idioms people would think that he was of a higher level than an ordinary person.

- Banci language

Banci language is a language commonly referred to as a "transgender" language. This language is most unique in having the -NG vowel at the end of the sentence. This language is very popular from ancient times until now. Many people when speaking this language look like they are joking. Unique language. This only exists in Indonesia which is its trademark, people speak using this language to make it look like slang, this language is usually in the form of plays or abbreviations, when we use this language it will automatically have a distinctive vocal tone, such as licking and twisting. For example, like the word "Endangggggg" which means "delicious" and "lekong" which means "human", it is not uncommon for people who are fluent in this language but do not know its meaning.

- Social media trending language

Technological developments are now increasingly sophisticated, unlike in the past, internet access is now very accessible to everyone. Almost everyone uses social media such as facebook, twitter, instagram and tiktok. Since the emergence of Tiktok, many people have started their careers by displaying creativity which has spawned many influencers who produce interesting video content for profit. To produce good and interesting content, they do various ways to attract the attention of the audience, they often use unique languages that are characteristic of themselves to become personal branding so that people are interested in seeing the content. Here are examples of some TikTok creator content that has a unique language in their personal branding, including:

1. Nofelita Sijabat

NofelitaSijabat is a content creator who produces videos of typical Batak dishes, so in creating content nofelita uses the words “kiwkiw and also agoyamang” in her personal branding. Nofelita is also a person from the Batak tribe, she has her own accent in speaking which is his trademark and uniqueness. Because the accent invites Batak people to passively participate in content, this can be seen from the many comments in the video that use Batak language.

2. Bima

Bima is a student from Indonesia studying in Australia. He produces content about life while abroad, such as working part-time as a student and content in his studies. In the comments on his account, many praised and liked the language and style of speech he spoke, for example he used to use the word “ape shay” and an accent that used a bencong accent to get people interested in watching. Videos without getting bored. He also likes to joke using another unique language in each of his videos.

We can see that using a unique language can help us make money, unique language correlations in everyday life can make it easier for us to do many things. Social media is also the biggest means for everyone to gain knowledge, one of which is language. Everyone in the world gathers and interacts on social media. The unique diversity that each individual has can have a positive impact, such as exchanging information.

The Uniqueness of Slang words

The term Slang is definitely familiar to everyone. Slang is slang that is not standard, and is widely used in everyday conversations by teenagers or certain social groups. (Aswin 2015:143)

The word slang can also be interpreted as slang which has its own meaning, not everyone can understand the meaning of the word slang because the word slang has many unique languages and to learn it people have to read and socialize a lot. The word slang is also not a common language, it could be that each group makes up its own slang word so that when speaking the conversation is private and not everyone will understand. For example in English “salty” which means “angry”. When people speak using slang words it sounds a bit harsh because slang words are non-formal language or market language, everyone is free to make slang words or collaborate with them, this will look cool. Here are some slang words in English:

- Whatca= what are you?
- Kinda= kind of
- Gimme= give me

Typing Handsome

On social media, the term handsome typing is trending. Handsome typing is the use of language in texts sent by one person to another, which means that someone uses normal language and writing, which means that they do not have an element of elegance in their typing. For example, when laughing, typing the word “hahaha” instead of the word “wokaka” is a language that is currently in trend. This is also the assessment of women in responding to messages sent, even this handsome type is a criterion for getting a partner and also easily attracts the attention of idols. Handsome type is also a symbol in determining one’s personality. Usually people who have a typing style are charismatic, handsome, and cool people.

In addition, good typing can also be judged by the mixed language a person uses, for example using Indo-English. Because basically not everyone understands a foreign language, why when interacting using a mixed language, that person will be assessed as a person with broad insight and adds a plus to that person. Language-illiterate people when immigrating to another place may experience culture shock. Because he is used to his mother tongue and when he meets new people he can’t understand or communicate well because he doesn’t understand their language. But that doesn’t mean we can’t go anywhere, it’s just that everyone has a different mentality. When we are unable to speak using verbal language we can still use

gestures to communicate. The importance of learning a language is like saying that with language we can open a window to the world, it is easier and more flexible for us to explore everything in this world. Because if we don't understand a language in a social environment, we will be confused about what to do, when everyone interacts so intensely we can only be silent like a dead louse.

Teenagers in Indonesia really like to speak using Slang words. for example, when calling their friends they will use the words "Bray, Cuy, Lek". People really like to talk using slang because it symbolizes familiarity, but this slang word is usually used at the same age and not for parents because it would be considered impolite to call parents using slang. But unlike in the west where there are no rules regarding politeness, they are more able to apply slang words for all people.

The uniqueness of Animal Language

We have learned that language can be expressed through words as well as symbols. Discussion about the language used by animals, basically all animals in this world cannot communicate with language but can only communicate with signs such as the distinctive sound that each animal has as well as movements. Animal language is a language that basically only uses symbols such as moving or sounding like a newborn. Many people who are animal lovers or adopt them as pets cannot even talk to their beloved animals except communicating using signs, humans who are used to mingling with animals instinctively certainly understand the will of these animals. Currently there are many animal schools to train, this training is carried out so that animals can be more active and understand the signs given by humans but not so that animals can speak like humans, this is very interesting for animal lovers who want to make pets more active , animals that have received training will usually be more active in communicating with humans because they already understand a lot about the code given and are also more sensitive to things that are happening. This difference in language between humans and animals is proof that in communicating you don't have to use one type of language to be understood, but two-way communication can also be done in various types of languages to create uniqueness.

Charles Darwin in his research in the book "*The Origin of Species by Means of Natural Selection*" stated that humans evolved from apes. This, of course, raises the pros and cons of various circles and makes several scientists conduct further research on this matter. it turned out that during the research process, chimpanzees from birth to adulthood could only interact with gestures or signs, chimpanzees were unable to use language in interactions from birth to

adulthood. Whereas humans from birth have not been able to communicate using language, but over time during the development process humans are able to communicate using sentences to communicate. therefore humans are very different and cannot be equated with any animal because basically humans are the most perfect creatures among the others and even humans can learn languages other than their mother tongue and also have the sense to create unique things from that language.

The Uniqueness of Sign Language

Sign language is the language used by people with special needs, namely deaf and mute people. This sign language is one of the languages that is quite difficult to learn because it requires gestures and facial expressions in its delivery. Sign language has many variations even in learning this language has its own rules.

Sign language is a communication rule that uses symbols without using sound or non-verbal language, the symbols used are hand movements, facial expressions, and images that have a certain meaning so that speakers and recipients can receive what is conveyed (Rindi, 2015).

In presenting the sign language alphabet using hand gestures, this is what makes sign language unique if you look deeper because how humans can communicate using their hands so quickly that we as normal humans who can speak using our tongues certainly don't all understand gestures or codes. Used and given. But usually when we don't understand the code given by sign language users they will try to make us understand and they don't even hesitate to teach us the existing codes. In fact, because of the uniqueness of this language, usually at major events such as news and appearances there will be a translator provided by the agency to translate the codes conveyed by the sources. Moreover, in Indonesia itself there are many special schools for the deaf that will help them to gain knowledge so they can work even better.

The following is the result of an interview I conducted with one of my deaf relatives, the results of this discussion have been translated by Ibnu's mother:

Ibnu: from the result I said, akbar had a group of friends who were deaf, where they could interact properly like normal humans, even Ibnu himself had a social media account to get the latest things. Ibnu said that socializing with normal humans is not that difficult because he enjoys teaching or introducing sign language codes. even the people around him are quite adept at using codes even though they still use movements that look funny.

The uniqueness of this language is sometimes realized by some people with special needs because it is difficult for them to communicate normally, so they try to make people

interested and understand how to communicate. So it's not uncommon for their movements and facial expressions when they talk to seem exaggerated and funny, that's because it's one of the things that will make people understand the meaning of the code they have conveyed.

CONCLUSION

From the results of, we can see that the uniqueness of language can be found anywhere, even this happens not only in communication between humans but also communication between animals and humans, language can lead us to explore the whole world, the importance of understanding language because it is the same as needs in everyday life, the uniqueness of the language can also help people to make a profit in making works, the uniqueness of the language found in the surrounding environment is basically self-realized, the more fun you are in talking, the more you will create another unique language. The variety of unique languages of various indigenous tribes in Indonesia is also a factor that Indonesia is well-known to foreign countries, the uniqueness of these languages can even unite differences in the environment.

The uniqueness of the language will lead to positive things, people will be enthusiastic about the uniqueness of the language, the uniqueness of the accent and words in the language will make the language itself unique, the diversity of languages, the uniqueness of languages in the world creates many colors, everyone can learn and teach each other, people who mastering many languages is a person who can open a window to the world.

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