



RESEARCH ARTICLE

Transformation of Communication Through the Integration of Foreign Languages in President Joko Widodo's Speech Based on the Normative Framework of the Indonesian Language

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ABSTRACT

This study explores the process of integrating foreign languages into Indonesian through the speeches of President Joko Widodo, employing a qualitative descriptive analysis approach. Referring to the General Guidelines for Term Formation and the Enhanced Spelling System, the research identifies various forms and processes of foreign language assimilation that enrich the linguistic repertoire. The analysis reveals four assimilation processes: adjustment of spelling and pronunciation, direct translation, assimilation without modification, and the creation of new terms. Examples of integration include terms such as "kriptokarensi," "epicentrum of growth," "spacex," and "ekonomi berkelanjutan." The findings demonstrate that the use of foreign languages not only expands the vocabulary but also serves as an effective communication tool for conveying complex concepts across various fields, including education, economics, and governance. This study makes a significant contribution to understanding the adaptation of foreign languages into Indonesian and its implications for formal and public communication. Additionally, the findings and methodologies presented offer valuable insights that can be applied to language studies in both local and international contexts, establishing a relevant framework for global linguistic analysis.

INTRODUCTION

Language integration is a significant linguistic phenomenon in the development of a language. It refers to the systematic use of elements from other languages, as if they have become an integral part of a particular language, without being consciously recognized by its users (Nursanti, 2021; D. Jia, 2022). The process involves the absorption and assimilation of foreign language elements into the recipient language system, making these elements an inseparable part of the recipient language (J.H. and Woo, 2021). The presence of language integration begins when language users employ elements of one language to articulate another language due to an urgent need for synonyms (Grigorieva and Leyfa, 2021). If the borrowed element is accepted and periodically used by other speakers due to the absence of an equivalent term, it is claimed as an integrated language element (Setyadi, 2017; Liando et al., 2021). The process of language integration occurs naturally and unfolds without the awareness of language users, allowing foreign elements to blend and merge with the recipient language system (Cai, 2016). In addition, there is also assimilation of foreign language elements into the recipient language system. These

elements may include vocabulary, grammatical structures, and other linguistic aspects (Pohl et al., 2021). The absorption occurs gradually through intensive interaction between the recipient language and the foreign language. Over time, these foreign elements undergo adaptation and adjustment to the recipient language system, becoming an inseparable part of the language (Shen, 2009). The process includes changes in grammatical structures that allow foreign elements to function harmoniously within the context of the recipient language (Dahlan and Latif, 2020; Sukanto and Idayani, 2023). Moreover, this absorption is influenced by social, cultural, and political factors that either accelerate or decelerate the integration. As a result, the recipient language becomes more dynamic and enriched, reflecting the changes and developments occurring within its society (Zein, 2018; Zein, et al., 2020).

The fact of language integration has attracted researchers' attention to examine its impact on the absorption of the source language into the recipient language. Several national and international studies on language integration have been conducted, such as research by two universities in India and Nigeria exploring how language integration affects communication skills and can trigger socio-economic conflicts (Mahesh and Balaji, 2023; Oriakpono and Senayon, 2024). Additionally, issues related to language integration that have been studied include the impact of regional language integration into Indonesian, the implementation of language integration in linguistic and cultural variations, the influence of foreign language integration in the education sector, and geopolitics (Gabdreeva et al., 2014; Nawan, 2018; Fazio and Gallagher, 2019; Iikkanen, 2020; Flubacher, 2021).

Although several studies have explored this topic, no research has deeply analyzed the process of integrating foreign languages into Indonesian by referring to the normative framework: *Pedoman Umum Pembentukan Istilah* (general guidelines for term formation) which are hereinafter abbreviated as PUPI, and *Ejaan Yang Disempurnakan* (Enhanced Spelling) which are hereinafter abbreviated as EYD. PUPI and EYD, as fundamental references in the process of integrating foreign terms, play a crucial role in shaping the development of the Indonesian language. However, the complex dynamics between PUPI and EYD and the practical integration of language in the field are not yet fully understood by language users (Sugono, 2007; Aziz, 2022). The principles serve as the foundation for the development of the Indonesian language. Based on these principles, there is still very little experience in integrating everyday language with comprehensive learning. Therefore, more detailed and comprehensive research is needed

To fill this information gap, this study is expected to provide valuable information and insights for leaders, educators, and the community, as well as strengthen the national language identity in the era of globalization. Based on the PUPI and EYD guidelines, this study examines how foreign languages are incorporated into Indonesian in President Joko Widodo's speeches on the Presidential Secretariat's YouTube channel. The integration of languages involves the absorption and assimilation of foreign elements to produce technical terminology in Indonesian.

The collaboration of languages to create new terminology possesses specific functional characteristics, operational definitions, and greater clarity for particular fields. Terminology refers to the precise words or phrases that represent a concept, process, state, or feature within knowledge, practice, and behavior. Language modernization to some extent is achieved through the development of terminology (Mackey, 1970; Felber, 1985). To meet the needs of technology and science, anything new that is not covered by existing vocabulary must be named. Many countries, including Indonesia, have made efforts to develop and modernize their own languages. European countries, with state support for the creation of language terminology, have played a significant role. Since becoming the national language on August 18, 1945, Indonesian has undergone rapid development; in particular, spelling reforms have expanded its international use.

The idea of explicitly drafting guidelines for term development in Indonesian has been proposed since the first Indonesian Language Congress in Solo. In 1975, PUPI was published as a guideline for term formation in Indonesia. This guideline was only commercially published in 1980 as a reference for the general public in term formation. Indonesian has undergone significant development since being

established as the official national language on August 18, 1945. Efforts to develop Indonesia have been made to expand its global usage. The language continues to evolve with the implementation of various spellings: ejaan Van Ophuijsen 1901, Soewandi 1947, Melindo 1959, Ejaan yang Disempurnakan (EYD) 1972, and Ejaan Bahasa Indonesia (EBI) 2015. Subsequently, EYD was updated to EYD 6th Edition, Published not only in the form of a dictionary book but also as a web application accessible through the page <http://ejaan.kemdikbud.go.id>.

METHOD

The research method is qualitative descriptive. This method was chosen because it allows for an in-depth exploration of linguistic phenomena. This aligns with the research objective to understand the patterns and processes of foreign language integration in President Joko Widodo's speeches on the Presidential Secretariat's YouTube channel.

The data analysis technique used refers to the research framework of Miles and Huberman (1994). The data analysis process includes the following steps.

a. Review of Previous Research

Researchers understand the context, methods, and findings of prior studies to provide a strong theoretical foundation for identifying research gaps.

b. Data Collection

The researchers collected transcripts of the President's speeches from the Presidential Secretariat's YouTube channel.

c. Data reduction

The researchers selected and sorted the data to simplify and organize it according to the research objectives.

d. Coding

The researchers classified the reduced forms and processes of integration into specific themes to identify which speech topics most frequently utilized language integration.

e. Data interpretation

The researchers analyzed the existing categories, identified emerging relationships and patterns, and interpreted the findings based on the theoretical framework to answer the research questions.

The results of this study discuss the findings of foreign language integration into Indonesian in the context of President Joko Widodo's speeches, by PUPI and EYD. This research identifies forms of language integration and analyzes the processes of adaptation and equivalence of foreign words and phrases, providing deep insights into the development and enrichment of Indonesian vocabulary in the era of globalization.

Form of language integration

Interactions between language elements that allow for the formation of coherent and significant linguistic constructions in a communicative context. Concerning the research objectives, the various forms of foreign language integration into Indonesian identified in President Joko Widodo's speeches are outlined below.

- a. The speech by President Joko Widodo on the Presidential YouTube Channel on October 13, 2021, was titled: Pengarahan Presiden Republik Indonesia Kepada Peserta Program Pendidikan Singkat Angkatan (PPSA) XXIII dan Program Pendidikan Reguler Angkatan (PPRA) LXII Tahun 2021 Lemhannas RI.

Transcript	Language integration	Form
Taruh mahasiswa di sebuah perusahaan teknologi, <i>technology company</i> untuk mereka belajar, misalnya apa itu <i>Hyperloop</i> , apa itu <i>SpaceX</i> .	Hyperloop	Word
Taruh mahasiswa di sebuah perusahaan teknologi, <i>technology company</i> untuk mereka belajar, misalnya apa itu <i>Hyperloop</i> , apa itu <i>SpaceX</i> .	SpaceX	Word
Prinsip ekonomi berkelanjutan ini harus betul-betul kita jaga, kita pegang teguh, yaitu melalui <i>green economy</i> . Semua komoditas yang harus kita dorong hilirisasi, kita dorong industrialisasinya.	Green economy	Phrase

The term "Hyperloop" originates from English and falls under the category of a noun, used to denote a name, such as the concept of high-speed rail transport in a vacuum or low-pressure tube.

The term "SpaceX" originates from English and refers to the name of an American private company in the field of space technology. Founded by Elon Musk in 2002, the company aims to reduce the cost of space travel and enable the colonization of Mars. As the name of a specific company, "SpaceX" is categorized as a noun.

The expression "green economy" from English falls into the category of a noun phrase, fundamentally a noun, and can function as a subject, object, or complement in a sentence. This phrase describes an environmentally friendly economic concept aimed at reducing environmental risks and ecological scarcities while promoting sustainable development.

- a. The speech by President Joko Widodo on the Presidential YouTube Channel on October 6, 2022, was titled: Sambutan Presiden pada Pembukaan Konferensi Ketiga Ekonomi Kreatif Dunia Tahun 2022/The 3rd Edition of World Conference on Creative Economy.

Transcript	Language integration	Form
Hari ini seribu pelaku <i>pentahelix</i> dan pengambil kebijakan ekonomi kreatif berkumpul dalam Konferensi Ketiga Ekonomi Kreatif Dunia, sebuah inisiatif global yang dirintis sejak tahun 2018 sebagai wahana untuk menggaungkan misi kreatif yang inklusif.	Pentahelix	Word

The term "pentahelix" refers to a collaboration concept involving five stakeholders: government, academia, business, community, and media. This concept was introduced by Arief Yahya in the Minister of Tourism Regulation No. 14 of 2016. The term falls into the category of a noun.

- a. The speech by President Joko Widodo on the Presidential YouTube Channel on September 7, 2023, was titled: Sambutan Presiden Joko Widodo pada Upacara Penutupan KTT Ke-43 ASEAN.

Transcript	Language integration	Form
Inilah esensi yang dibangun keketuaan Indonesia, menjadikan ASEAN <i>matters</i> sebagai <i>epicentrum of growth</i> .	Epicentrum of growth	Phrase

The phrase "Epicentrum of growth" refers to a focal point of growth within the governmental framework. This phrase describes a primary center of growth in contexts such as economic, business, social, and others. It has been mentioned by the President and is often used to refer to key geographic areas or industrial sectors driving growth.

- a. The speech by President Joko Widodo on the Presidential YouTube Channel on April, 17, 2024, was titled: Sambutan Presiden Joko Widodo pada Peringatan 22 Tahun Gerakan Nasional Anti Pencucian Uang dan Pencegahan Pendanaan Terorisme (APU PPT).

Transcript	Language integration	Form
Pola berbasis teknologi dalam Tindak Pidana Pencucian Uang perlu terus kita waspadai, seperti <i>cryptocurrency</i> , aset virtual, kemudian aktivitas baru pasar lokal.	Cryptocurrency	Word

As an English term for a type of currency or digital asset, the word "cryptocurrency" is categorized as a noun. Cryptocurrency refers to digital currency that uses cryptography to secure transactions and control the creation of new units.

Process of language integration

Based on the analysis of four speeches by President Joko Widodo from 2021 to 2024, two forms of integration were identified and classified: the word forms "hyperloop," "spaceX," "pentahelix," "cryptocurrency," and the phrase forms "green economy" and "epicentrum of growth." The identified words and phrases have the potential to be absorbed into the Indonesian language, thereby enriching its vocabulary. The next step is to evaluate the compatibility of these terms with PUPI and EYD to facilitate their adaptation into the Indonesian language. This process also examines the clarity and ease of pronunciation of the terms in accordance with Indonesian linguistic rules, ensuring that the integration of foreign terminology adheres to language norms and enhances the effectiveness of Indonesian as a means of communication. Following the research objectives, the following outlines the process of assimilating foreign terms into the Indonesian language based on PUPI and EYD.

a. Hyperloop

"Hyperloop" is the name used to identify a specific transportation technology created by Elon Musk, categorized as a proper noun. This term is still considered a loanword, so to enrich the Indonesian vocabulary, it should be assimilated according to language guidelines.

Hiperloop (Inggris) → *Hiperloop* (Indonesia)

The word is pronounced /haipərlup/ in Indonesian, consistent with its pronunciation in the source language. In this context, proper nouns, especially those related to unique brands or technologies, are generally not translated into other languages to preserve the identity and uniqueness of the concept. Therefore, in the context of the Indonesian language, the term "hyperloop" should be retained in its original form without translation or alteration. This is also following the language rules in PUPI and EYD, which regulate assimilation without spelling and pronunciation adjustments.

b. SpaceX

The full name of "spaceX" is Space Exploration Technologies Corporation. "SpaceX" refers to an American private company operating in the space technology sector. In the context of translation into Indonesian, according to the language rules outlined in PUPI and EYD, "spaceX" can be transferred as a term without modification of spelling and pronunciation. This practice is based on the principle that terms widely used and internationally recognized, especially in a global context like company names or brands, are often retained in their original form to preserve authenticity and global recognition.

SpaceX (Inggris) → *SpaceX* (Indonesia)

In Indonesian, the pronunciation of the term "spaceX" remains the same as in the source language, namely /spasəks/ and not /spasəks/. This pronunciation choice aligns with the principles in PUPI and EYD, which emphasize ease of pronunciation. This principle aims to ensure that the terms used can be easily pronounced by Indonesian speakers, thus facilitating communication and understanding of the term.

c. Green economy

The "green economy" refers to a concept addressing sustainable economic development while minimizing negative environmental impacts. To refine Indonesian language grammar and ensure this concept is easily understood and used by the general public, it is recommended to formally integrate the green economy into Indonesian through creative translation. According to PUPI and EYD guidelines, foreign terms can be assimilated by creating a new term in the target language that aligns with the concept. Thus, the expression can be incorporated into Indonesian as follows.

Green economy (Inggris) → *Ekonomi berkelanjutan* (Indonesia)

The use of the phrase "ekonomi berkelanjutan" (sustainable economy) will facilitate communication about important concepts in development and environmental conservation, as the term is more easily understood by the Indonesian public. This will ultimately accelerate the implementation of policies and initiatives aimed at promoting sustainable economic growth and environmental conservation across various regions in Indonesia.

d. Pentahelix

The concept of "pentahelix" is a collaborative approach involving five key stakeholders in development and innovation efforts: government, academia, industry, community, and media. The term "pentahelix," originating from English, is still a loanword. Therefore, it is important to find its equivalent in Indonesian so that the term can become part of the Indonesian language.

Pentahelix (Inggris) → *Pentaheliks* (Indonesia)

Based on PUPI and EYD guidelines, the term "pentahelix" can be assimilated with adjustments to spelling and pronunciation. This adjustment involves changing the letter /x/ in the middle or at the end of a syllable to /ks/, so the English term "pentahelix" becomes "pentaheliks" in Indonesian. This adaptation helps maintain compliance with existing language rules, thus allowing the term to be used widely and

effectively in academic and professional contexts in Indonesia. Consequently, the concept of "pentaheliks" can be accepted in the Indonesian language, not only enriching the vocabulary but also strengthening the framework for collaboration in development and innovation across various sectors.

e. Epicentrum of growth

President Joko Widodo often uses the expression "epicentrum of growth" to describe a concept aimed at a point or region that serves as the main center of economic development and innovation. To enrich the Indonesian language and ensure this concept is easily understood and used by the general public, it is recommended to adapt the phrase "epicentrum of growth" into Indonesian through direct assimilation following PUPI and EYD guidelines. Thus, the expression, when absorbed into Indonesian, would be as follows.

Epicentrum of growth (Inggris) → *Pusat pertumbuhan* (Indonesia)

The use of the phrase "pusat pertumbuhan" (center of growth) will facilitate communication about this important concept in economic development and innovation, as the term is more easily understood by the Indonesian public. Moreover, using this phrase helps unify the understanding and perception of various parties involved in the development process, such as the government, business actors, and the community. This will ultimately accelerate the implementation of policies and initiatives aimed at promoting economic development and innovation across various regions in Indonesia.

f. Cryptocurrency

"Cryptocurrency" is a type of digital or virtual currency that uses cryptographic technology to ensure the security and integrity of transactions. In the context of the Indonesian language, the term "cryptocurrency" is still a loanword from English. To enrich the Indonesian language and facilitate its use, this term can be assimilated with adjustments to spelling and pronunciation following PUPI and EYD guidelines. Such adjustments are important to ensure that the term is accepted and well-understood by Indonesian speakers without losing its original meaning.

Cryptocurrency (Inggris) → *Kriptokarensi* (Indonesia)

The assimilation of the term "cryptocurrency" into Indonesian is achieved by altering its spelling to "kriptokarensi." This process involves replacing the letter /c/ with /k/ to align with Indonesian spelling rules according to EYD, and simplifying the pronunciation to make it easier for Indonesian speakers based on PUPI. Thus, this equivalent term not only retains its original meaning but also ensures compliance with the prevailing linguistic norms in Indonesia.

CONCLUSION

This study explores forms of foreign language integration and the process of assimilating foreign language integration into Indonesian by utilizing Pedoman Umum Pembentukan Istilah (General Guidelines for Term Formation) and Ejaan Yang Disempurnakan (Enhanced Spelling Guidelines). From the various words and phrases identified, the researchers successfully outlined four assimilation processes that can be applied to integrate foreign languages into Indonesian. These processes include assimilation with adjustments to spelling and pronunciation, where foreign terms are adapted to align with Indonesian language norms. The language integration found includes Cryptocurrency (*kriptokarensi*) and pentahelix (*pentaheliks*). Next is direct translation, which involves directly translating foreign terms into Indonesian while retaining their fundamental meaning. The language integration found includes the epicentrum of growth. Then, assimilation without adjustments to spelling and pronunciation, where foreign terms are retained in their original form. The language integration found includes spacex. Finally, there is the process of translation through coinage, which involves

creating new terms in Indonesian that have similar meanings. The language integration found is green economy (ekonomi berkelanjutan).

This study reveals that the integration of foreign languages not only enriches the Indonesian linguistic repertoire but also serves as an effective communication tool for conveying complex concepts in fields such as education, economics, social sciences, governance, and others. Thus, this research provides a significant contribution to the understanding of the process of adaptation and integration of foreign languages into Indonesian, as well as its implications for language use in both formal and public communication contexts.

Overall, this study makes a substantial contribution to the field of linguistics and has the potential to be adopted and applied to various languages in other countries. The findings and methodologies presented in this research offer valuable insights and may serve as an important reference for future language studies, both in local and international contexts. Therefore, this study not only enhances understanding of the dynamics of the Indonesian language but also provides a framework that can be adapted for the linguistic analysis of other languages worldwide.

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