Analysis of The Use of Indonesian Language in Public Spaces of Transportation Services PT IRA Trans Medan

[1]Deminar Nababan, [2]Ahmad Laut Hasibuan
[1,2]Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia
e-mail: deminar20@gmail.com[1], ahmadlauthsb@umnnaw.ac.id[2]
Correspondence Authors: deminar20@gmail.com

ABSTRACT

The objectives of this study are to analyze the use of good and correct Indonesian in PT Ira Trans Medan Transportation Services in 2024 and to analyze the main factors that cause errors in the use of Indonesian by drivers, conductors, and passengers at PT Ira Trans Medan in 2024. The research method used in this study is qualitative. This study highlights the importance of policies that support the use of Indonesians according to rules in public spaces. Practical implications for PT Ira Trans: Improve training and improve communication media and for the government: Tighten language control in public spaces. The conclusions are that the use of Indonesian in PT Ira Trans Medan is often not in accordance with the rules; factors causing errors include lack of knowledge and indifference to language rules, and company policy has not paid special attention to the use of Indonesian in public spaces.

Keywords: Public, Language, Spaces, Transportation

I. INTRODUCTION

The use of good and correct Indonesians is crucial in writing activities. Language is always used by humans to meet the needs of daily life, both in communication to fulfill desires as social beings who are interconnected and in cooperation. Along with the development of society, the Indonesian language has changed, especially in relation to the new order of global life and the development of science and technology, especially information technology, which is full of the demands and challenges of globalization. This condition places foreign languages, especially English, in a strategic position that allows them to enter various aspects of life and influence the development of the Indonesian language. In addition to foreign languages, the use of regional languages and slang also influences the use of Indonesian both orally and in writing.

The use of foreign and regional languages influences the way Indonesian people think of using good and correct Indonesians. Language is used in various activities, one of which is trade, especially in the form of advertisements. In advertisements, word choice is closely related to syntactic, meaning, social relationship, and composition rules. These rules support each other so that the writing becomes more structured, valuable, and easy to understand by others. However, in reality, there are still many errors in the use of language caused by a lack of attention to the nature of the use of good and correct Indonesians according to Indonesian Spelling (EBI).

These errors included spelling errors and sentence usage. Spelling and sentence errors can be found in various places; in this case, the researcher observed language errors in the transportation service PT Ira Trans Kota Medan. The results of the national language politics seminar explained that language problems in Indonesia show very structured characteristics covering three aspects: language, language users, and language usage. The language aspect concerns the Indonesian, regional, and foreign languages. The language user aspect is related to the quality and language skills of a person. Language usage refers to the realm of language usage (Alwi, Hasan dan Sugono, 2000).

In the era of globalization, it is necessary to formulate clear provisions regarding the use of Indonesian. This is important, considering the high complexity of language problems in Indonesia, which has more than 728 regional languages. These regional languages are alive, developing, and are faithfully used by their speakers.

Additionally, Indonesia has various foreign languages used by the community. Although the use of regional and foreign languages has been regulated, in reality, these languages are still used freely by their speakers.

This condition can marginalize the use of Indonesians. If the use of Indonesian is not immediately regulated properly, it may not be able to show its identity at both the national and international levels. Discussing the use of language cannot be separated from the aspects of the language itself, the user, and the context of its use. The language chosen is certainly related to who is speaking, to whom speaking, what is being discussed, and speaking. As Hudson (Indrawati, 2008) said, "language variety depends on who, what, when, where, and why". Thus, informal varieties are used in informal situations.

Along with global developments, the standard Indonesian language must be used in public services as a way to disseminate the use of Indonesian. The use of Indonesian in accordance with the standard variety in public service advertisements plays an important role in uniting the nation.

However, the use of Indonesians in public spaces often does not meet the standard language standards. Errors are often found in banners, billboards, and billboards installed in public spaces. The use of non-standard languages can have consequences for both the users and readers of the language. If the use of non-standard Indonesian continues, it will create a false view of the development of Indonesian in the future.

Language laws explain the regulation of language use. This draft was drafted to protect the use of Indonesians, particularly in formal situations. The core of the law includes the position and function of Indonesians, foreign languages, and regional languages.

Article 38 point (1) of the Language Law explains that public service information and commercial services in the form of signs, road signs, banners, billboards, and billboards must use Indonesian. This means that in this situation, language users are required to use good and correct Indonesian.

The role of the government itself has been regulated by Law Number. 24 of 2009, article 41. To supervise the implementation of the Law Number. 24 of 2009, especially Articles 36, 37, 38, 39, and 41 concerning the rules for the use of Indonesians in public spaces, public media, and information on goods or services. All of that must be done seriously and with definite real action; by doing so, we indirectly force foreign parties to follow the rules we make so that they will learn more about Indonesians, which will make Indonesians better known in the world.

Likewise, in the use of Indonesian in PT Ira Trans Transportation Services in Medan City, a language that is not in accordance with EYD rules is still often used to reveal how language is used and why the language is chosen, Dell Hymes' theory can be used (Syafyahya, 2005). Hymes stated that, "in terms of language use, speakers must pay attention to the elements contained in the language act and their relationship to the form and selection of language varieties. Hymes abbreviated these elements with the acronym SPEAKING (Setting and Scene, Participant, Ends, Act Sequences, Keys, Instrumentalities, Norms, and Genre) With the indicators of these eight elements, it can be known why a language variety is chosen and used.

II. METHODS

The research method used in this study is qualitative. According to Arifin (2012:10) " qualitative research is a process of research that is carried out naturally and reasonably according to objective conditions in the field without manipulation, and the type of data collected is qualitative data". The main sources in this qualitative descriptive research are words and actions as well as additional data in the form of documents, archives, and others. All behaviors and interactions of the objects in this study must be adjusted so that the data collected will affect the final results of the study.

Williams also mentions that qualitative research differs from other studies. "There are three main questions in this qualitative research: (1) The basic position (axiom) about the nature of reality, the relationship between researchers and those studied, the relationship of rejecting generalizations, and the possibility and role of building causal relationships. values in research. (2) Characteristics of the research approach and (3) the process of implementing qualitative research". (Hardani, 2020:16)

This study produced descriptive data in the form of direct information on people's behavior. This study was conducted in a home environment. Data collection was conducted in two ways: interviews and documentation analyses. Interviews were conducted with   respondents through the communication process to ask several questions with the hope of obtaining the expected results from the answers given by the respondents. Document analysis is used to make it easier for the author to describe the opinions of respondents as a whole.

The population is a collection of units as the main target for conducting research. According to Fathom (2005:103), "Population or universe is the entire elementary unit whose parameters will be estimated through statistical analysis results that will be carried out on research samples.

III.   RESULTS AND DISCUSSION

A. *Questionnaire Results The questionnaire was distributed to 20 respondents.*
This research was conducted using several data collection methods, namely, questionnaires, interviews, observations, and documentation analysis. The following are the results of data collection. The questionnaire results were given to the drivers, conductors, passengers, and staff of PT Ira Trans Medan. The purpose of the questionnaire was to determine the patterns of Indonesian language use in public transportation service spaces.

Table 1. Frequency of Use of Indonesian

Language Usage Categories	Always	Often	Sometimes	Seldom	Never
Interaction with passengers	10	6	3	1	0
Communication media (banners, nameplates)	8	5	5	2	0
Internal training	4	4	6	4	2

These results show that the majority of respondents often used Indonesian, but there was still variation in the consistency of its use, especially in communication media.

B. *Interview Results*
Interviews were conducted with 10 people, including management and operational staff. The interview results showed the following.
- Most respondents were aware of the importance of using good and correct Indonesians, but there was no specific policy that regulated its use in detail.
- The importance of Indonesian language training for employees has been recognized, but the implementation of training is still minimal.
- Service users tend to ignore language errors as long as the message is understandable.

Table 2. Respondents' Views on Indonesian

Question	Yes	No	Don't know
Is it important to use Indonesian according to the rules?	9	1	0
Is there a specific policy regarding Indonesian language?	3	7	0
Is language training necessary?	8	2	0

C. *Observation Results*
Observations were made on communication media at PT Ira Trans, including signboards, banners, and announcements. Key findings include:
- Spelling errors: found in 40% of communication media.
- Use of foreign terms: Approximately 30% of the media use non-standard terms.
- Low readability: font size and layout pay little attention to aesthetics and function.

Table 3. Language Usage Errors

Error Type	Frequency	Percentage
Spelling	8	40%
Grammar	5	25%
Non-standard terms	6	30%
Ineffective sentences	1	5%

Internal company documents, such as language policies and training materials, show:
- Policy: There are no standard guidelines regarding the use of Indonesian.
- Training materials: Does not yet cover Indonesian language rules according to EYD.

D. *Data Analysis*

The majority of respondents stated the importance of using good and correct Indonesians. However, observational results show that its implementation is inconsistent.

Factors Causing Language Errors Two main factors were found:
- Minimal knowledge: Many respondents do not understand Indonesian language rules.
- Indifference: Some respondents considered language errors unimportant as long as the message was understandable.

Comparison with Theory
This finding is in line with Lambert's theory (1967), which states that knowledge, attitudes, and behavior play an important role in language use.
Discussion of Findings
- The use of Indonesian, which is not in accordance with the rules, can affect a company's image.
- Lack of language training is a major obstacle in improving the quality of language use.

IV.   CONCLUSIONS

Practical implications for PT Ira Trans: Improve training and improve communication media and for the government: Tighten language control in public spaces. The conclusions are that the use of Indonesian in PT Ira Trans Medan is often not in accordance with the rules; factors causing errors include lack of knowledge and indifference to language rules, and company policy has not paid special attention to the use of Indonesian in public spaces.

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