

The Impact of the Indonesian Dialect in Londo Kampung's Video on Language Attitudes: A Sociolinguistic Study

Atik Muhimatun Asroriyah^{1*}, Nazma Ishmaranti Rohmah¹, Titi Suwarni¹, Zulfa Nabila¹

¹Universitas Ma'arif Nahdlatul Ulama Kebumen, Indonesia ¹²³⁴

atikmaa09@gmail.com*

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Abstract

This study investigates the influence of the Indonesian dialect used in Londo Kampung's videos on viewers' language attitudes, highlighting the interaction between local dialects and English in digital media. The urgency of this research lies in understanding how local linguistic identities adapt and persist in English-dominated communication contexts, an issue increasingly relevant in the globalized era. Using a qualitative research design, this study analyzes linguistic features in selected videos through Howard Giles's Communication Accommodation Theory, focusing on how vocabulary and pronunciation are tailored to diverse audiences. The analysis reveals a pattern of convergence, where speakers adjust their language to align with interlocutors, fostering mutual understanding and enhancing audience engagement. These findings contribute to sociolinguistics by demonstrating how local dialects can thrive in global contexts while influencing perceptions of identity and language attitudes. Furthermore, this study provides a foundation for future research on multilingual interactions in digital media and the preservation of local languages in the face of globalization.

Keywords: Digital media, Indonesian dialect, linguistic diversity, sociolinguistics.

1. Introduction

Language serves as a cornerstone of communication, a marker of cultural identity, and a bridge connecting individuals across diverse linguistic backgrounds. As globalization continues to expand, English has emerged as a dominant lingua franca, enabling communication across cultures and geographies. However, in multilingual societies like Indonesia, the interaction between English and local dialects offers a fascinating avenue for sociolinguistic research. These interactions reflect not only linguistic adaptation but also deeper cultural and social dynamics that deserve exploration. In recent years, the interaction between Indonesian dialects and English on digital platforms like YouTube has become a fascinating area for sociolinguistic exploration. These platforms serve not only as spaces for entertainment but also as arenas where linguistic and cultural exchanges occur in dynamic and innovative ways. As Indonesian content creators increasingly blend local dialects with English, it becomes essential to analyze how this phenomenon shapes communication, audience engagement, and the creation of hybrid linguistic

identities in a globalized world. Exploring this intersection helps to uncover the deeper implications of digital communication on language use and social relationships.

Sociolinguistics examines the interaction between language and society, focusing on how language is used in various social contexts (Holmes, 2013). This research adopts a sociolinguistic approach to explore the complex relationship between language, culture, and social interactions, particularly in how the Indonesian dialect affects English communication. Sociolinguistics offers many subfields for exploration, one of which is dialectology. According to Wardhaugh and Fuller (2021), dialects are varieties of a language linked to specific social or geographic groups, characterized by unique pronunciation, vocabulary, and grammar. Indonesia, being a vast archipelago, is home to a wide array of dialects that reflect its rich cultural diversity.

In this study, the researcher employs Howard Giles's Communication Accommodation Theory (CAT), which explores how individuals adjust their communication styles based on social factors. Giles (2016) identifies three key components of CAT:

- a. **Convergence**
Convergence occurs when individuals modify their speech patterns to align with those of their interlocutor, fostering rapport and social connection. This may involve adopting similar accents, language, or speech patterns to signal solidarity or group membership.
- b. **Divergence**
Divergence refers to the process of emphasizing linguistic differences in order to maintain social distance or assert individuality. It involves deliberately resisting adaptation to another's speech patterns, often to maintain a distinct identity.
- c. **Comprehension and Understanding**
Comprehension in CAT refers to how well individuals understand one another despite differences in communication styles. The theory suggests that the ease of understanding may depend on how much accommodation occurs between speakers, such as in convergence or divergence.

Recent studies highlight the relevance of this research. Moore and Gómez (2021) analyzed the impact of language variation within specific communities, emphasizing sociolinguistic diversity. On a regional scale, Ryanti and Rusmawati (2021) examined the dialectal uniqueness of Surabaya, while Ismawirna et al. (2021) investigated sociolinguistic features of Acehnese greetings. Despite these contributions, limited research focuses on the interaction of Indonesian dialects with English in digital contexts, particularly on platforms like YouTube. This study aims to fill that gap by exploring these linguistic exchanges and their sociolinguistic implications.

This research aims to explore how the Indonesian dialect shapes English conversations and influences audience comprehension in digital spaces. By analyzing linguistic strategies employed by speakers, it seeks to determine how effectively these interactions convey intended meanings, whether they pose comprehension challenges for audiences, and how they contribute to perceptions of language, identity, and multilingualism. Using YouTube videos from creators such as Londo Kampung as a case study, this research provides insights into how digital communication facilitates cross-linguistic exchanges, fosters linguistic innovation, and shapes cultural identities in a rapidly globalizing world.

2. Method

This study employs a qualitative research design, focusing on interpreting and analyzing linguistic phenomena in natural contexts. Qualitative research emphasizes the exploration of social realities and the meanings attributed to them. As described by Creswell and Poth (2018), this approach seeks to gain a deeper understanding of specific cases or phenomena, making it suitable for analyzing cross-linguistic interactions on digital platforms.

The primary data for this research is sourced from a video by Londo Kampung titled "BULE JOWO PRANK CALL TUTOR BAHASA INGGRIS!!". The video features Cak Dave (Londo Kampung), a native English speaker, who adopts the persona of an Indonesian named Pur during a prank call to an English tutor. This interaction serves as the dataset for analyzing linguistic accommodations and cultural nuances in cross-linguistic communication. To collect the data, the researcher utilized pre-existing digital content. According to Greenfield (2012), pre-existing content, such as videos, provides a valuable resource for sociolinguistic analysis as it captures natural and unscripted communication. The video was chosen for its explicit display of language accommodation and code-switching practices, aligning with the objectives of the study.

The analysis was conducted using Howard Giles' (2016) Communication Accommodation Theory (CAT) as the theoretical framework. CAT allows for the identification and interpretation of convergence, divergence, and comprehension strategies in cross-cultural communication. Content analysis, as outlined by Neuendorf (2017), was employed as a systematic method for categorizing and interpreting linguistic patterns.

The analytical process involved multiple steps. Initially, the researcher closely observed the video to understand its context and interaction. This was followed by identifying and categorizing instances of accommodation, particularly in terms of linguistic convergence and divergence. Subsequently, the data was interpreted to uncover the cultural and linguistic implications of the accommodations. Finally, the findings were synthesized to draw broader conclusions about the sociolinguistic interplay between Indonesian dialects and English in digital spaces.

3. Findings And Discussion

In this study, the findings are grouped based on Howard Giles's Communication Accommodation Theory, which includes Convergence, Divergence, and Comprehension and Understanding. Grouping the findings in this way ensures clarity and readability. This analysis is based on selected excerpts from the Londo Kampung YouTube video titled BULE JOWO PRANK CALL TUTOR BAHASA INGGRIS!!, where Cak Dave (as Farid) interacts with an English tutor, Rachel. Below are the findings and their interpretations.

a. Convergence

In minute 01:44, Farid says, "*but he (Farid's teacher) go home to Australi, so I need more praktek.*" This shows convergence as Farid attempts to mimic English grammar while blending Indonesian vocabulary (*praktek* for practice). Similarly, in minute 02:05, Farid asks Rachel to speak slowly by saying, "*I don't get that, please slower.*" This adaptation reflects Farid's effort to align his communication style with Rachel's to improve mutual understanding. Further instances of convergence include phrases such as in minute 02:48,

"*he go plane tomorrow morning*" (intended: "*he goes by plane tomorrow morning*"). In minute 11:10, "*My body is not delicious*" (intended: "*I'm not feeling well*"). These illustrate how Farid applies Indonesian grammatical rules to English, adapting but still reflecting his native linguistic patterns.

b. Divergence

Divergence occurs when Farid's linguistic choices emphasize his Indonesian identity, contrasting with Rachel's native English usage. For instance, in minute 06:37, Rachel insists Farid say "*Thank you*" instead of "*Thanksyou*." This reflects a common Indonesian tendency to add unnecessary suffixes.

Minute 08:15: Farid switches to Bahasa Indonesia out of frustration, diverging from Rachel's English communication. Divergence is also apparent in minute 10:50, where Farid continues to use "*egg*" instead of "*age*" and in minute 18:34, where Farid reverts to Bahasa Indonesia with a strong Javanese accent. This divergence underscores the persistence of his native dialect and cultural identity in cross-linguistic interactions.

c. Comprehension and Understanding

Instances of comprehension and understanding demonstrate the challenges and successes of cross-linguistic communication in minute 01:06, Rachel successfully interprets Farid's pronunciation of the pin number 461-688 despite his pronunciation of *six* as "*sick*" and *eight* as "*egg*." Minute 09:15, Farid uses the phrase "*Mother-house-stair*" to mean "*housewife*" which confuses Rachel. While this construction follows Indonesian grammar, it lacks clarity in English. After Dave joins the conversation in minute 13:50, Rachel's understanding improves, reflecting the role of a native English speaker in bridging linguistic gaps. However, in minute 15:22, Rachel once again struggles to comprehend when Farid reenters the conversation with heavily Indonesian-influenced English.

This study highlights the linguistic interactions between Indonesian dialects and English in digital contexts, revealing unique patterns of adaptation and resistance. The interplay of convergence and divergence, as observed in the video, reflects not only the speaker's effort to adapt but also their intent to retain cultural identity. For example, Farid's consistent use of Indonesian grammar and vocabulary, even while attempting to speak English, illustrates the complexities of linguistic accommodation in informal, bilingual conversations.

The findings resonate with research by Manuel Gomez et al. (2021), who explored how dialect variations influence linguistic identity in urban settings. Similar to Gomez's analysis of how individuals blend local dialects with dominant languages to navigate social interactions, this study underscores the adaptability of multilingual speakers. Furthermore, Nindya Ryanti and Angger Rusmawati (2020) provide insight into the persistence of regional dialects in urban communication, a theme evident in Farid's use of Javanese-influenced phrases. Additionally, Ismawirna et al. (2020) demonstrated how localized expressions in Acehnese dialects are retained in cross-linguistic interactions, much like the influence of Indonesian grammatical structures in Farid's English usage. This parallel supports the idea that speakers often rely on their native linguistic framework, even when attempting to accommodate others in cross-cultural exchanges.

This study not only builds upon these prior works but also extends them by situating the analysis within the context of digital media, particularly YouTube. The humorous and performative nature of the interactions in Londo Kampung's video adds a layer of complexity to

the discussion, highlighting how digital spaces amplify the sociolinguistic dynamics of identity and accommodation. By focusing on the intersection of language, humor, and identity in online interactions, this research offers a fresh perspective on how multilingual speakers navigate communication challenges in globalized digital platforms. The findings enrich the understanding of sociolinguistic processes and contribute to ongoing discussions about the role of language in shaping social identity in an increasingly interconnected world.

4. Conclusion

The findings revealed instances of convergence, where individuals like Farid adapted their communication style to become more similar to their interlocutors. Farid made efforts to use English vocabulary and pronunciation, although some errors or deviations from standard English were observed. This demonstrates the process of convergence as individuals strive to establish rapport and improve their communication skills.

Divergence was also evident in the video, particularly when Farid struggled with certain English words or phrases and reverted to using Indonesian language patterns. Divergence was observed as he maintained his own linguistic preferences and expressions, sometimes resulting in miscommunication or confusion with his interlocutors. Comprehension and understanding varied throughout the video. While Rachel, the English tutor, demonstrated a good understanding of the conversation, there were instances where she faced challenges comprehending certain dialectal variations or unconventional expressions. The Indonesian dialect, with its distinct vocabulary and grammar patterns, posed difficulties for her at times.

It is important to note that this study focused on a specific video and participants. Future research could expand the scope by analyzing a larger sample size and exploring different dialects or language variations within the Indonesian context. Additionally, incorporating quantitative measures, such as comprehension tests or surveys, would provide a more comprehensive understanding of the impact of dialects on communication. In conclusion, this study underscores the significance of understanding the interplay between language, dialects, and communication in fostering effective intercultural exchanges and promoting linguistic diversity. By exploring and acknowledging the complexities of language accommodation, we can foster a better understanding and appreciation of different dialects, contributing to more inclusive and inclusive communication practices.

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