



## **THE HEGEMONY OF ENGLISH FOUND IN POSTS ON FACEBOOK COMMUNITIES OF INDONESIAN ANDROID SMARTPHONE USERS**

Guswandi<sup>1</sup>, Jufrizal<sup>2</sup>, Fitrawati<sup>3</sup>  
Bahasa dan Sastra Inggris  
FBS Universitas Negeri Padang  
Email: [guswandi49@gmail.com](mailto:guswandi49@gmail.com)

### **ABSTRACT**

#### **Abstract**

This research aimed at finding out forms of language hegemony of English and factors motivating language hegemony of English into Bahasa Indonesia found in posts on Facebook communities of Indonesian android smartphone users. The method used in this research was descriptive. The data of the research were texts of 150 posts obtained from 10 Facebook groups. In other words, the research data consisted of 150 texts. Out of 150 texts, it was found 244 frequencies of forms of language hegemony of English and 220 frequencies of factors motivating language hegemony of English into Bahasa Indonesia. The results showed that forms of language hegemony of English were: borrowing as the most dominant form, language interference, code mixing, and code switching. It indicated that the hegemony in this case occurred in integrating of the two languages rather than totally dominating in which it was only the language of dominant group was used. Meanwhile, factors motivating language hegemony of English found were social interaction as the most influencing one and socio-cultural change.

Keywords: language hegemony, post, Facebook, android

### **A. INTRODUCTION**

Language is one of crucial things in human life. Human needs at least one language to enable him in undergoing life since he must socialize and communicate with others through a language. Without a language, human will be unable to convey his ideas, desires, or express his feeling. Thus, with

<sup>1</sup>Mahasiswa Penulis Skripsi Prodi Bahasa dan Sastra Inggris untuk wisuda periode Maret 2017

<sup>2</sup>Pembimbing 1, Dosen FBS Universitas Negeri Padang

<sup>3</sup>Pembimbing 2, Dosen FBS Universitas Negeri Padang

the existence of language human can transfer what in his mind is and share what he is feeling to others.

Language as an important tool of human communication can change. The change of a language can be caused by the influence of power of other languages. Language which has been influenced by the power of other languages is said to undergo language hegemony. It happens as a result of language contact between language of dominant group and language of minority group. Fairclough (1995:76) declares the term hegemony as domination and integration. The domination is about spreading power over society as a whole but it is never achieved more than partially and temporarily, as an ‘unstable equilibrium’ (Fairclough, 1995:76). Because it is never achieved more than partially, it usually results in integrating the power of the dominant group with the one of minority group.

Santoso (2014) defines hegemony as a power extension of dominant group toward minority group through intellectual, political, and moral leadership, and culture. All of these things are spreaded through language used so that the language of minority group can be dominated by the language of dominant group. The dominated group does not feel forced to accept this power that they feel it is something that should happen instead. Thus, it can be concluded that language hegemony occurs as a result of language contact between language of dominant group and language of minority group in which the dominant group spreads its power and, the dominated group consciously accepts it and voluntarily participates in it especially in using the language of the dominant group.

One of languages of dominant groups which can bring hegemony into other languages is English. It becomes the dominant or the global language because it is a language spoken in many countries. This language is used in many fields e.g. field of technology, education, and communication. Its hegemonic control in other languages infiltrates through institutions such as schools, English courses, etc. and the development of technology such as internet, gadget, etc. One example of languages which can be dominated by English is Bahasa Indonesia. It can be seen when Indonesian people tend to use some English words in communication rather than to use completely Indonesian words.

The phenomenon in which language hegemony occurs can be found among certain communities on internet, for example, on Facebook. Through posts sent to Facebook groups, the members can ask for solution and share information to other members. However, some of the posts use mixed language between English and Bahasa Indonesia. It shows that the members are pleased to use English which indicates the existence of language hegemony of English. The hegemony occurring in the groups comes up as integrating between English and Bahasa Indonesia. As stated by Fairclough (1995:76) that hegemony is about constructing alliances, and integrating rather than simply dominating subordinate classes through concessions or through ideological means, to win their consent. To conclude, English does not become the only language which remains from this language contact on Facebook groups. The hegemonic process results as integration between the two languages.

Based on the phenomenon above, the researcher is interested in conducting a research on Facebook groups of Indonesian android smartphone users to find out forms of language hegemony of English into Bahasa Indonesia and factors motivating language hegemony of English into Bahasa Indonesia found in posts on Facebook groups of Indonesian android smartphone users. The researcher chooses these groups because in these groups the members show the use of mixed language between English and Bahasa Indonesia in their posts which shows the existence of language hegemony. To reveal that language hegemony of English occurs in many groups, the researcher chooses ten groups of Indonesian android smartphone users.

## **B. RESEARCH METHODOLOGY**

The design of the research was descriptive because the researcher attempted to give description about the forms of language hegemony of English in Bahasa Indonesia and the factors motivating language hegemony of English into Bahasa Indonesia. According to Djayasudarma in Sundari (2008), descriptive method is the method which accurately describes the characteristics of data based on its own natural characteristics. It means that descriptive method gives descriptions of data which was suitably with the occurring phenomena without experimental manipulation (Selinger, 1989:124).

Data of the research were the texts of the posts which were obtained from 150 posts on Facebook groups of Indonesian android smartphone users. In other words, the source of the data were those 150 posts taken from communities on internet. The researcher collected the posts by screenshooting them from ten groups in order to get the data. Those posts were collected from September to November 2016. The ten groups were Komunitas Android Indonesia, Belajar Oprek Samsung Galaxy Fame GT-S6810, ANDROID GAME INDONESIA, Picsay pro INDONESIA, Mediatek Android Art and Dev Reborn, ANDROMAX C3, Android Photo Editor Indonesia, Minimalist Homescreen Design, Oprek Galaxy Y S5360 Indonesia, and INTERNET GRATIS ALL OPERATOR WUSS NO PULSA NO KUOTA.

Beside that, in doing the research the researcher needed some materials. To collect the data from the groups, the researcher needed an android smartphone, notebook computer, and wordpad application. By using a smartphone, the researcher could take the screenshots of the group posts. The screenshots were stored to notebook computer in order that he could do the next steps. This notebook computer was also used as the writing equipment for this research. Then, each of the screenshots in notebook computer was analyzed on the texts to be rewritten as the research data. Texts of the posts which had been analyzed were re-typed on wordpad application as the temporary data. After that, the researcher tabulated the data. Hence, he needed

tables. The data in the tables were analyzed to find out forms and factors of language hegemony of English.

### C. FINDINGS AND DISCUSSION

Based on the data analysis of forms and factors of language hegemony of English, the researcher found several forms and factors of language hegemony of English into Bahasa Indonesia on Facebook groups of Indonesian android smartphone users.

Table 1. Forms of language hegemony of English found in posts on Facebook groups.

No.	Forms of Language Hegemony of English	Frequency	Percentage
1.	Code switching	16	6.55%
2.	Code mixing	41	16.80%
3.	Borrowing	130	53.28%
4.	Language interference	57	23.37%
<b>Total</b>		244	100%

Table 1 above shows four forms of language hegemony of English into Bahasa Indonesia found in posts of Indonesian android smartphone users on Facebook groups. Based on table 4, the four forms were code switching with the frequency of 16 (6.55%), code mixing with the frequency of 41 (16.80%), borrowing with the frequency of 130 (53.28%), and language interference with the frequency of 57 (23.37%). It can be seen from the table that the most frequent form was borrowing. It became the most frequent one because Indonesian android smartphone users tended to apply the English words in their posts no matter if those words had the equivalent words or not. These English lexicons were used frequently in their communities as if using such

words had been commonplace. Using English words in their communities had been like a new style of their language use.

Based on these findings, it is seen that the hegemony of English occurring in this phenomena was in the form of integration between the powers of two languages. The presence of code switching, code mixing, language interference, and borrowing English words prove that English had spreaded its power over Bahasa Indonesia. It means that Bahasa Indonesia had been dominated by English but it did not result in which English was the dominant language.

Table 2. Factors motivating language hegemony of English found in posts on Facebook groups.

No.	Factors Motivating Language Hegemony of English	Frequency	Percentage
1.	Socio-cultural change	105	47.72%
2.	Ideology	0	0%
3.	Social interaction	115	52.28%
<b>Total</b>		220	100%

Table 2 above shows factors motivating language hegemony of English into Bahasa Indonesia found in posts of Indonesian android smartphone users on Facebook groups. Based on the table above, there were three factors which motivated language hegemony. Those were socio-cultural change, ideology, and social interaction. Among the three factors, it was only found two factors motivating language hegemony of English into Bahasa Indonesia found in posts of Indonesian android smartphone users on Facebook groups. The two factors were socio-cultural change with the frequency of 105 (47.72%) and social interaction with the frequency of social interaction was 115 (52.28%). It meant that ideology was not found as the factor motivating language hegemony of English into Bahasa Indonesia. It was because Indonesian android smartphone users used English in their posts not to achieve any hidden goals or interests whereas ideology is aimed at achieving hidden goals or interests.

Related to the findings, the most dominant form which was found in the posts on Facebook groups of Indonesian android smartphone users was borrowing whereas the most influencing factor motivating language hegemony of English into Bahasa Indonesia found in the posts was social interaction. Borrowing, which was found the most frequent in this research, was about taking words from English which both have the equivalent words in Bahasa Indonesia and do not have. According to Schendl (2001:56), people borrow words from other language is not because their own language does not have words for a particular object or concept, but because they think that the equivalent words in donor language are somehow better or prestigious. In this study, it was found many English words which have the equivalent words in Bahasa Indonesia but the English words were preferred to use because they seemed prestigious such as *game, install, fix, newbie, tutor, share, work, support, etc.*

Meanwhile, some loans words found in the research do not have the equivalent words in Bahasa Indonesia to describe particular objects such as *rom, cwm, hotspot, root, bootloader, systemui, framework, kernel, etc.* As stated by Holmes (2013) that people may also borrow words from another language to express a concept or describe an object for which there is no obvious word available in the language they are using. Words above are words which are only available in one language. It is because such words are words related to android smartphone systems. Thus, such words are only available in English as default language commonly used in technology.

Furthermore, most of the borrowed word used the original form of English words such as *install, fix, flash, root, game, share, newbie, support, etc.* Generally, borrowed words should be adapted to the regular phonology, morphology, and syntax of another language they are involved in (Fromkin et al, 2013:311 & Holmes, 2013:43). However, those words were not adapted to Indonesian morphological rule but were used frequently in the groups of Indonesian android smartphone users. According to Field (2002:183), a speaker of a language uses the identical form from another language because it has diffused permanently into his/her community. Therefore, the borrowed words such as in the example above were not adapted to the regular morphology of Bahasa Indonesia because those words have diffused permanently on Facebook groups of Indonesian android smartphone users. Such words preserve the original forms.

Moreover, the groups are communities on internet so that people who are influenced in these communities only pay attention to the morphological aspect of the words. In addition, the frequent use of the same words from another language in the communities was the indicator that such words have

become borrowed words and was a wide community phenomenon. To conclude, it was visible that the use of such loan words in the posts on Facebook groups of Indonesian android smartphone users showed the existence of English hegemony because English secured its power as a language that was needed to be used.

Meanwhile, as stated previously, the most frequent factor was social interaction. Indonesian android smartphone users used English in their posts because of being influenced by other members in their communities. As stated by Shaw in Wisnawa (2015) that social interaction is an inter-individual exchange which in the presence each individual shows their behaviors to others and that each behavior influences one another. Thus, in a community each individual's action aims at influencing others. Indonesian android smartphone users were pleased to communicate by inserting elements of English in making posts in their groups. As a result, it was found mixed language in their posts between Bahasa Indonesia and English.

Communicating with mixed language had become a language style that was used among group members on Facebook. They felt pleased to make posts in the group by using a language which had been combined between English and Bahasa Indonesia. Whoever became the member in those communities would imitate the way others communicate. For example, when several members make posts by applying English elements such as *help me, no bully, member, work, compare, share, support, etc.*, other members will also apply such elements when they make posts. The members apply the same language style because they try to adapt with others. In other words, they do not feel forced to use such language.

#### **D. CONCLUSION AND SUGGESTION**

The results in this present study showed that it was found four forms of language hegemony of English into Bahasa Indonesia in posts of Indonesian android smartphone users on Facebook groups. The four forms were code switching (16, 6.55%), code mixing (41, 16.80%), borrowing (130, 53.28%), and language interference (57, 23.37%). Borrowing was the dominant form because most posts in the groups used borrowed words from English. The loan words were words which had the equivalent words and did not have the equivalent words. In addition, some of the words were adapted to Indonesian morphological rule whereas the rest of the words still used the original forms of English words but those words were used frequently in the posts on Facebook groups. It was because these groups were communities on internet

so that group members tended to write the words in the original forms of English.

Beside that, it was found two factors motivating language hegemony of English found in posts of Indonesian android smartphone users on Facebook groups. They were socio-cultural change (105, 47.72%) and social interaction (115, 52.28%). The most influencing factor was social interaction. Indonesian android smartphone users used English in their posts on Facebook groups because of influence from other members. The more members apply the same English words, the more it influences others to use such words in their posts. In addition, they applied English words in their posts because there were no equivalent words in Bahasa Indonesia for some words they found in technology. Consequently, the use of English in their posts on Facebook communities motivated language hegemony of English to occurs in these communities.

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