



THE HEGEMONY OF ENGLISH IN INDONESIAN MOVIES TITLES 2016

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Abstract

This research aimed at identifying the language that dominantly used rather than other languages in Indonesian movies titles 2016. Clearly, it intended to see the used of English, the forms of language hegemony of English and the tendency of title characteristics in Indonesian movies titles 2016. The method used in this research was descriptive. The data of this research were the words, phrases or clauses as the titles of Indonesian movies in 2016. In other word, the research data consisted of 131 titles. From the 131 titles, it was found 80 data of forms of language hegemony of English. Based on the research finding, the dominant language used in Indonesian movies titles 2016 is Indonesian language that was about 76 titles (58%). Moreover, it also showed that there were four forms of language hegemony of English found in Indonesian movies titles 2016. It also can be an evidence of the existence of language hegemony of English in Indonesian movies titles. The four forms were code switching, code mixing, borrowing word and language interference. Meanwhile, the most frequent characteristics of the Indonesian movies titles were concise and accurate which means that Indonesian movies titles 2016 contained the story of the movies obviously.

Key words: language hegemony, movie's title, moviegoer

A. INTRODUCTION

Language is the important tool of human's communication to express their ideas and thinking. Language also plays an important role to support human being's activities to make social relationship each other. So that, language is a part of human need for their life. However, human sometimes takes a benefit for themselves, it also happens in communication or language itself as the language contact. Although, life is about the varieties of the culture and language usage, but the domination surely exists on them. One or a part of these cultures can be a

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dominant one. When a language becomes a manipulative tool to reach hegemony control for a dominant group, this situation is called language hegemony.

Hegemony based on Meriam's Webster Dictionary is when the influences of social, cultural, ideological, or economic factors that used by a dominant group controls toward another group of people. Moreover, an extension power from a dominant group through politics, intellectual, and moral leadership toward minority group is also can be understood as hegemony. A language that is so popular about their power of hegemony is English. English is the most popular language as the second language in the world nowadays.

English is also commonly used in some kinds of technology and mass media in Indonesia such as in newspaper, magazine, internet and also gadget in nowadays life. English also can be found in entertainment such as song lyrics, theatre dialogue and also in the Indonesian movies. In fact, there are so many good movies in Indonesian using English as the title in order to attract the moviegoer. For example, the first Indonesian movie that used English as the title was *The Right One Movie* by Gandhi Fernando as the Producer (RedaksiBengkuluOnline, 2014). He told that the reasons he used English as the title are because he wants to bring that movie to abroad. It is also because he thought that there are so many people there really want to enjoy Indonesian movies totally without having to read the subtitle. This fact has encouraged him to produce Indonesian movies that use English as the title and the script.

Moreover, in order to attract the moviegoer domestic movies have been swept away by the adoption of foreign culture from the way of speech, the behavior, the appearance and the using of foreign language especially English as the movies titles nowadays. It can be seen from some Indonesian movies that use as the title. For example; *Headshot, A Copy of Mind, My Stupid Boss, Wonderful Life*, etc. As a fact, *Dadang Sunendar* (Head of Indonesian Language Agency Ministry of Education and Culture) stated that forty one percent of Indonesian movies use English language as the title in 2016, whereas the dialogue is in Indonesian language. He claimed that it is a serious problem of Indonesian people awareness about their standard language. It may caused Indonesian people will be proud of using foreign language than Indonesian language and affected the Indonesian language itself. It is the evidence that there is lack of Indonesian awareness to use Indonesian standard language especially in entertainment.

According to Indonesian Art No 24 in 2009 about language in Section II, article 37 verses (1) says that "Indonesian language is required to use information about product and service in Indonesian and overseas. Beside that, in Indonesian Art No 24 in 2009 about language in Section II, article 39 verses (1) also says that Indonesian language is required to use in mass media information. Also, in Indonesian constitution's plan about language in article 11 also states that films, TV series and other multimedia product in Indonesia must use Indonesian language. This means Indonesian users must use Indonesian language as the cover name of product in order to inform the products include movie's title.

Based on the phenomenon above, this research tries to analyze the phenomena of language hegemony especially English in Indonesian movies titles 2016. Indonesian movies used foreign language as the title especially English in

recent years. It is a common sense nowadays in Indonesia. It is also because movie is so close to people, especially Indonesian people from all ages. Then, movie is part of modern life and available in many different forms.

Additionally, movie is originally known only as a means of entertainment, gradually developed as well as a medium of education, information and expression, and movie was born in various themes and forms that is the most widely in television such as, horror, comedy, drama, action etc. Thus, this research is to analyze a phenomenon of language hegemony in Indonesian movies titles especially English hegemony. It is also necessary based on linguistics views in order to see which language is dominantly used in Indonesian movies titles, the forms of language hegemony and the title characteristics of Indonesian movies 2016.

B. RESEARCH METHOD

This research was a qualitative research that used descriptive method. It was a qualitative research. Moreover, it used descriptive method because it described the language that was dominantly used in Indonesian movies titles' 2016. Besides, the researcher also gave further information about the characteristic of the title in Indonesian movies 2016 and whether it affected people interest in watching the movies. In addition, descriptive research is to collect the data and make a description of data collection (Glass & Hopkins, 1984). Thus, the researcher made a description of data collection in order to answer the research questions and gave an accurate understanding in order to overcome the problem based on the accurate data.

The data of this research were the words, phrases or clauses as the titles of Indonesian movies in 2016. The sources of data were from some websites. Firstly, it was from [Wikipedia.org](https://id.wikipedia.org/wiki/Film_Indonesia_tahun_2016) [https://id.wikipedia.org/wiki/Film Indonesia tahun 2016](https://id.wikipedia.org/wiki/Film_Indonesia_tahun_2016). The second website was from FilmIndonesia blog (<http://filmindonesia.or.id/>). The last was from www.jadwaltelevisi.com. The data were the movies titles that were produced from January 2016 until December 2016. The researcher got the titles from the websites were about 131 titles.

In order to conduct the research, the researchers need some instruments. To collect the data from the websites, the researcher needed an Android Smartphone, notebook computer and the writing equipment such as pen, ruler, paper for taking notes etc. The Smartphone is used to take the screenshots of the titles from websites and to download the trailer of the movies on Youtube as the visual data to support the researcher's comprehension in analyzing the data. Then, the screenshots and the movies trailers were stored to notebook that is also used as writing equipment in analyzing on the text to be rewritten as the research data. After that, the researcher need the tables in tabulating the data. Those data were analyzed to identify the language dominant, the forms of language hegemony of English and the tendency of title characteristics in Indonesian movies titles 2016.

C. RESULT AND DISCUSSION

1. Research Finding (tentative)

Related to the data description and analysis of the language used, the forms of language hegemony of English and the tendency of title characteristics found in Indonesian movies titles 2016 (see appendix 1, 2 and 3). The researcher finds the percentage of the dominant language used in Indonesian movies titles 2016.

Table 2. The percentage of the dominant language used in Indonesian movies titles 2016

No.	Language	Frequency	Percentage
1.	English (E)	33	25,2 %
2.	Indonesian Language (I)	76	58,0 %
3.	The combination of English and Indonesian language (I+E)	10	7,6 %
4.	Others (Ø)	12	9,2 %
Total		131	100%

Based on the table above, the researcher finds that the dominant language used in Indonesian movies titles 2016 is Indonesian language. It can be seen from the total number of the language used in Indonesian movies titles is 76 titles (58%). Then, the second language is English. It is proven by the total number of language used in Indonesian movies titles 2016 is 33 titles (25,2%). Moreover, the existence of the combination of English and Indonesian language with the total number is 10 titles (7,6%). Whereas the used of the other languages such as Sanskrit, Thai, Chinese and other languages also can be found in Indonesian movies titles 2016 which is 12 titles (9,2%).

Table 2. The percentage of the forms of language hegemony of English found in Indonesian movies titles 2016

No.	Forms of Language Hegemony of English	Frequency	Percentage
1.	Code Switching	2	2,5 %
2.	Code Mixing	8	10 %
3.	Borrowing word	66	82,5 %
4.	Language Interference	4	5 %
Total		80	100 %

Related to the Table 2 above, the quantity of the forms of language hegemony of English that could be found in Indonesian movies titles in 2016 were about eighty one. In addition, there were sixty seven titles that occurred in 131 Indonesian movies titles in 2016. This research investigated the four forms of language hegemony that are code switching, code mixing, borrowing word and language interference. The first range of language hegemony forms of English

based on the data was borrowing because applying English words as the movie's title could attract the moviegoers. Out of 67 titles of 131 titles that presented the forms of language hegemony of English, it was totally found 80 frequencies of the forms. It was because some of the titles have more than one category of language hegemony forms of English. Based on the finding, the most frequent form of language hegemony of English was borrowing word that occurred 66 frequencies (82,5%). The second form was code mixing with the frequency of 8 (10%). Then, it was followed by language interference with the frequency of 4 (5%) and code switching with the frequency of 2 (2,5%).

Also, the two lowest frequencies were language interference and code switching. Those two forms became the lowest forms of language hegemony of English in the Indonesian movies titles because good title should be made concise, compact and not more than five words while the title was a short painting or also called miniature film contents (Dukhan,2011). As a fact, most of Indonesian people were not of bilingual of Indonesian language and English.

Table 3. The title characteristics tendency of English and Indonesian language used in Indonesian movies titles 2016

No.	Characteristics of the Titles	Frequency	Total (Titles)	Percentage 100%
1	Informative	112	131	85,5 %
2	Accurate	118		90,1 %
3	Clear	88		67,2 %
4	Concise	119		90,8 %
5	Attention Commanding	114		87,0 %

Based on the table above, the researcher found that the most frequent characteristics of the title in Indonesian movies titles 2016 were 119 (90,8%) and 118 (90,1%) which presented that the titles are concise and accurate. It means that the words within Indonesian movies titles contained the story of the movies obviously. Moreover, 114 titles (87%) are attention commanding that can attract the moviegoer to be interested to watch the movie. Then, it was followed by informative characteristics with the frequency of 112 titles (85,5%). However, there are 88 titles (67,2%) that were clear as the lowest frequency of the title characteristics in Indonesian movies titles in 2016.

2. Discussion

The discussions of this research based on the findings are divided into three parts. Firstly, the researcher discusses about the dominant language used in Indonesian movies titles 2016. Based on the table 1, most of the titles in Indonesian movies use Indonesian language which means that the language hegemony especially English hegemony does not occur in Indonesian movies titles 2016. However, the language hegemony of English phenomenon actually has been detected by the using English as the second range in language using in

Indonesian movies titles 2016 and the combination of both English and Indonesian language. Beside that, the use of the other languages such as Sanskrit, Thai, Chinese and other languages also can be found in Indonesian movies titles 2016. It is because English is the commercial language that is needed to be used to interest the moviegoers. Thus, the phenomenon of language hegemony of English actually occurs in Indonesian movies titles 2016.

The second part is about the forms of language hegemony. Related to the research by Guswandi (2017), there were four forms of language hegemony that found in the posts on facebook groups of Indonesian Android Smartphone. This present research also analyzed those four forms of language hegemony of English based that were code switching, code mixing, borrowing word and language interference. Based on the data analysis, borrowing word was the most dominant form of language hegemony of English that could be found in this research. Then, it was followed by code mixing, language interference and code switching.

Firstly, borrowing is the importing items process of two linguistic systems that occurs the contact between two cultures in a period of time (Weinreich, 1953). Moreover, the function of this kind of word is to express or communicate a new word of activity, object or idea from a donor language. Such word is not adapted into Indonesian language morphologically and used for being prestigious although it has equivalent word in Indonesian language. In other word, it is sometime used the original form of English in morphology, phonology even syntax. In this research, it was found this kind of words as the movie's title such as *hangout*, *headshot*, *the professionals*, *wonderful life*, *spy in love*, *the fabulous Udin*, *pinky promise*, *dreams*, *stay with me* etc. Thus, another function of borrowing words is about prestige and elite status (Weinreich, 1953).

In addition, it is also found some borrowing words which do not have equivalent word and adapted into morphological rule of Indonesian language to describe a particular object such as *gelas*, *dokter*, *dubsmash*, *sekretaris*, *simfoni*, *koruptor*, *komedi*, *instan*, *mami* etc. Also, these words are sometimes taken identical form of English including in the name of country such as *Amerika* and *Eropa*. Meanwhile, it is also from interjection and exclamation of English as the movie's title such as *aach* and *hush*. As stated Kurnianingsih (2010) that loan word is also defined as a substitute word that was need because there is no suitable word exists in a language. Thus, the function of a loan word is also to substitute or describe a particular object that does not have equivalent word in the receiver language.

Moreover, borrowing is actually a way to enrich the lexicon of a language (Wardough, 1972). In fact, language has been developed by loan word from other language that is also influenced by foreign language in this era of globalization. Additionally, borrowing is the technical term of the items unification from one language into another language (Mesthrie, 2000). Therefore, the borrowing word of English vocabulary in Indonesian movies titles 2016 is the form of the language hegemony existence of English through Indonesian language.

The second form of language hegemony found in this research is code mixing which is the switching from one language into another language occurs within a sentence at the lexical level (Hoffmann, 1991). Code mixing is also

defined as the embedding of linguistic units like affixes, words, phrases and clauses from the participants' activity (Ayeomoni, 2006). Besides, it is usually done by the participants who are mastered in both mother tongue and foreign language (L1 and L2) with grammatical rule and structured correctly. In this research, it was found some code mixing such as *Maju Kena Mundur Kena Returns*, *Me Vs Mami*, *Gelas-gelas Kaca the movie*, *Gila Jiwa the movie etc.*

Next, the form language hegemony found in this research is language interference. Language interference happens when there is error in the use of the foreign language as the second language by the participants that can be traced back to the mother tongue (Lott, 1983). Then, it is committed by foreign language learners who do not mastered enough on that language. The errors are commonly occurred on lexical and grammatical level. The examples of language interference in this research are *Shy-Shy Cat*, *Comic Kong X Kong*, *Modus etc.*

Then, the language hegemony form found in this research is code switching. Hoffmann (1991) was defined code switching as changes over phrases or sentences including tags and exclamation above clause level in one utterance. He also stated that code switching is the using of two languages within the same utterance. Meanwhile, the examples of code switching found in this research are *Pasukan Garuda: I Leave My Heart in Lebanon*, *Sundul Gan: The Story of Kaskus*, *Oops! Ada Vampir etc.* Thus, this form of language hegemony also commonly used by people who mastered both their mother tongue and foreign language with grammatically correct and high structured.

The last part of discussion is the tendency of title characteristics in Indonesian movies titles 2016. Based on the table 3 which shows that from 131 titles of Indonesian movies 2016, there are 119 titles (90,8) are concise and 118 titles (90,1%) are accurate. It means that most of the words in the titles have reason for being present and contribute as the message of the movie contents. Also, the words used as the movie's title are accurate and truthful about the contents of the movies. These two characteristics are the highest number of the characteristics tendency in Indonesian movies titles 2016.

Additionally, there are 114 titles (87%) are attention commanding which means that the words used as the title are able to attract the moviegoer's attention and command their interest to watch the movie. In a movie, the title is a short painting or also called miniature film contents because through a good title and interesting can generate interest in the audience and curious to enjoy the contents of the film. It also can see in a business that the title is the first impression that will attract consumers before doing more percentage to consumers by the businessmen, including in the world of cinema.

Then, it was followed by informative characteristics with the frequency of 112 titles (85,5%). It shows that there are 85.5% of the Indonesian movies titles 2016 have informative words that give the information about the main points to communicate to the reader. The words are also specific without unnecessary words that can create moviegoer's confusing. Finally, there are 88 titles (67,2%) that were clear as the lowest frequency of the title characteristics. In other words, there are 67,2 % titles in Indonesian movies titles in 2016 used the words that do not make the moviegoer think about the meaning of the title. These words are

straight to the point. Thus, the title should be made concise, compact and interesting and not more than five words, but sufficient to describe the contents of the discussion (Dukhan, 2011).

D. CONCLUSION AND SUGGESTIONS

The research findings showed that the dominant language used Indonesian movies titles 2016 is Indonesian language with total 76 titles (58%). The use of Indonesian language in Indonesian movies titles is to make the moviegoer can understand easily about the main points of the movie contents. Then, the second language is English with the total number of titles is 33 titles (25,2%). Moreover, the existence of language hegemony of English also can be seen in the combination of English and Indonesian language with the total number is 10 titles (7,6%). This phenomenon seems that English is a commercial language that can attract the moviegoers. Generally, English hegemony does not take place in the Indonesian movies titles 2016 but it was shown from the use of English and Indonesian language combination in the titles. Thus, the used of the other languages such as Sanskrit, Thai, Chinese and other languages also can be found in Indonesian movies titles 2016 which is 12 titles (9,2%).

Beside that, the result of this study also showed that there were four forms of language hegemony of English found in Indonesian movies titles 2016. It also can be an evidence of the existence of language hegemony of English in Indonesian movies titles. The four forms were code switching (2,5%), code mixing (10%), borrowing word (82,5%) and language interference (5%). The dominant form of language hegemony found in Indonesian movies titles was borrowed words from English vocabularies. Some of the loan words were adapted to Indonesian morphological rule whereas the rest of the words still used the original forms of English words. Those words were used frequently because applying English words as the movie's title can attract the moviegoers and did not have equivalent words in Indonesian language. In addition, the two lowest frequencies were language interference and code switching.

Then, the most frequent characteristics of the Indonesian movies titles were concise (90,8%) and accurate (90,1%). It means that the words within Indonesian movies titles contained the story of the movies obviously. Additionally, there were attention commanding (87%) and informative ((85,5%). At the last, it was followed by clear (67,2 %) as the lowest frequency of the title characteristics in Indonesian movies titles in 2016. It was because some of the words meaning in the titles were not straight to the point of the movie contents, it was defined implicitly.

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