

Sociolinguistic Dynamics of Minangkabaunese Language: Shifting Patterns and Preservation Efforts in Domestic Contexts

Elvi Susanti^{1*}, Dona Aji Karunia Putra², Muhammad Zainal Muttaqien³, and Didah Nurhamidah⁴

¹²⁴Department of Indonesian Language and Literature Education, UIN Syarif Hidayatullah, Jakarta, Indonesia

³Department of English Literature, UIN Raden Mas Said, Surakarta, Indonesia

*Corresponding Author: elvi.susanti@uinjkt.ac.id

Abstract

One of the weaknesses in sociolinguistic studies in Indonesia is the lack of empirical research that specifically discusses the factors that influence the decline in Minangkabaunese language use. Therefore, this study aimed to describe the realization of Minangkabaunese language use in the family as well as the community's perception of the importance of preserving this language. This research used a qualitative approach with mixed methods. Data were collected through observation, online questionnaires (google form), in-depth interviews, and focus group discussions. The results of this study reveal that the use of Minangkabaunese language in family communication has shifted significantly. The main factors causing this include the preference for Indonesian as the main language in communication between family members, both in husband-wife relationships and between parents and children. Although some respondents still use Minangkabaunese language for reasons of communication effectiveness, emotional intimacy, and cultural preservation, the more dominant proportion of Indonesian language use indicates that Minangkabaunese language is facing a threat of decline in the domestic setting.

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Introduction

Minangkabau is one of the ethnic groups in Indonesia known for its distinctive cultural richness, including its unique matrilineal kinship system. In the matrilineal system, lineage and inheritance are calculated through the mother's line, which plays an important role in shaping the social, cultural, and economic identity of the Minangkabau people (Kato, 2005). This system allows women to have a dominant role in family affairs and inheritance, making it one of the rare examples of matrilineal culture in the world (Sanday, 2002). Mother tongue plays an important role in maintaining ethnic and cultural

identity. According to sociolinguistic theory, mother tongue is not only a means of communication but also a shaper of social and ethnic identity (Labov, 1972; Bourdieu, 1991; Spolsky, 2012). In Minangkabau society, this language strengthens the matrilineal kinship system that emphasizes the role of women.

Minangkabaunese language is one of the regional languages in Indonesia that has experienced dynamics in its use in the community. In recent decades, social, economic, and technological changes have had an impact on shifting the communication patterns of the Minangkabaunese community. This phenomenon is a concern in sociolinguistic studies, especially in understanding how local languages survive or decline in a bilingual or multilingual environment (Fishman, 1991; Romaine, 2006; Hornberger, 2018). This study has significance in the realm of regional language preservation, considering that language is one of the main aspects of cultural identity and intergenerational value transmission (Crystal, 2000; Grenoble & Whaley, 2006; Austin & Sallabank, 2011).

In recent decades, the use of Minangkabaunese language has shown a significant downward trend, especially among the younger generation. Research by Musgrave & Ewing (2020) reveals that modernization, urbanization, and globalization have encouraged the use of Indonesian or foreign languages in daily communication. This is in line with Fishman's (1991) view, which states that minority languages are often displaced in the context of majority language dominance. Moreover, Edwards (2010) emphasizes that language shift is often associated with socioeconomic mobility and educational advancement. Crystal (2000) and Luykx (2017) add that language is a mirror of culture, and its decline can erode community identity. This phenomenon poses a serious challenge to the preservation of Minangkabaunese matrilineal culture, which relies on language as the primary means of internalizing customary and kinship values. Without the support of the Minangkabaunese language, the younger generation's understanding of the kinship system and cultural values may fade.

The use of Minangkabaunese language is increasingly limited among the younger generation, who are more likely to use Indonesian or foreign languages as a result of increased urbanization and digital media (Marnita, 2011; Spolsky, 2021). The loss of mother tongue use has the potential to weaken the cultural ties that connect Minangkabau people to their kinship system (Fishman, 1991). This challenge is all the more urgent as mother tongue plays a crucial role in the preservation of cultural values, including the matrilineal kinship system, which relies on the inheritance of language and traditions (Crystal, 2000; Hornberger, 2008; García & Wei, 2014).

In a domestic setting, Minangkabaunese language is no longer the only means of communication between family members. Recent studies show that only a small proportion of married couples still actively use Minangkabaunese language in their daily interactions. Factors influencing this include level of education, exposure to Indonesian, and perceptions of the economic and social value of mastering the national language (Holmes, 2013; Pauwels, 2016; Deumert, 2018). The decline of Minangkabaunese language use in households accelerates the process of language shift, potentially reducing the Minangkabaunese language competence of the younger generation.

Interaction between parents and children is a crucial aspect in language inheritance. Data from various studies show that the use of Minangkabaunese language in the family is decreasing, with a tendency to use Indonesian more dominantly. Many families prefer to use Indonesian for practical reasons, especially in supporting their children's academic success. This dominance of Indonesian can have an impact on the younger generation's ability to understand and actively use Minangkabaunese language,

which in turn can threaten its survival (Fishman, 1991; Spolsky, 2009; Grenoble & Whaley, 2021).

Motivation in the use of Minangkabau language in the family environment can be influenced by several factors, including the effectiveness of communication, emotional intimacy, and awareness of the importance of cultural preservation. Fishman (1991) explains that mother tongue has a vital role in interpersonal communication and as the main means of intergenerational cultural transmission. Holmes (2013) also asserts that local languages are often associated with social identity and a sense of belonging to a community. Grenoble & Whaley (2006) and Austin & Sallabank (2011) argue that language revitalization efforts must be supported by strong sociocultural motivation to ensure linguistic sustainability. Crystal (2000) adds that the preservation of local languages can contribute to global linguistic diversity and enrich local cultural perspectives in a broader context.

Public awareness of the importance of Minangkabaunese language literacy is a determining factor in the sustainability of this language. Many people think that language preservation efforts must start from the family, especially in building the habit of reading and writing in Minangkabaunese language. The relationship between the skill of reading Minangkabaunese language texts and the use of mother tongue at home is one of the main indicators in assessing the sustainability of this language. In addition, people's perception of the urgency of preserving Minangkabaunese language as a cultural identity is also growing, although there are still challenges in its implementation at the practical level.

Several previous studies on Minangkabaunese language and culture have been conducted by several researchers. First, Ahmadi et al. (2024) studied the dynamics of sociolinguistics in the digital era, with a special focus on the Minangkabaunese language as a cultural symbol. Second, Velini & Suryadi (2023) studied the efforts to preserve the Minangkabaunese language through traditional games, namely the Cik Mancik, Cak Bur, and Sipak Tekong games and through local community traditions, randai and eating bajamba. Third, Wahyuni Sari (2019) studied the preservation of the Minangkabaunese language in the realm of education in kindergarten. Fourth, Alimahm & Agustin (2022) examined the value of the matrilineal culture of the Minangkabau tribe in balancing the dual roles of women today. Fifth, Rahmat (2016) studied the application of Kaba Minangkabau as a medium for preserving Amai language and literature in literacy education in Minangkabau.

One of the weaknesses in sociolinguistic studies in Indonesia is the lack of empirical research that specifically discusses the factors that influence the decline in the use of Minangkabaunese language. Therefore, this study aimed to describe the realization of Minangkabaunese language use in the family as well as the community's perception of the importance of preserving this language. This study contributes by filling the research gap through a more in-depth analysis of sociocultural factors and community perceptions related to Minangkabaunese language. From a linguistic perspective, the urgency of this research also stems from the need to understand patterns of language shift and the gradual erosion of intergenerational transmission, especially within domestic and community domains. The study is crucial for documenting patterns of code-switching and code-mixing, which may signal transitional stages of language endangerment. Moreover, changes in language attitudes and identity among younger speakers—driven by the dominance of Indonesian as the national language—must be systematically analyzed to comprehend the broader sociolinguistic dynamics at play. The research also contributes to mapping domain-specific language use, which helps assess the extent of domain loss

in traditional communication contexts. Additionally, it supports the documentation of dialectal variation within Minangkabaunese before such features are permanently lost.

The results of this study are expected to provide a strong foundation in formulating effective strategies to preserve the Minangkabaunese language and face the challenges posed by changes in communication technology. Thus, this research contributes to enriching the understanding of mother tongue preservation in the midst of globalization and digitalization, and offers a new approach that is relevant in the context of Minangkabaunese language literacy. Based on the background description of the research problem above, the problems in this study can be formulated as follow

1. "How is the realization of Minangkabaunese language use in family communication and what are the main factors that influence it?"
2. "What is the perception of the Minangkabaunese community towards the importance of Minangkabaunese language preservation amidst the dominance of the Indonesian language?"
3. "What are the social, economic, and language policy factors that contribute to the shift in Minangkabaunese language use in society?"

Methods

This study used a qualitative mixed method approach to describe the realization and perception of Minangkabaunese language use among young Minangkabau families. A qualitative mixed methods approach was chosen as it allows for in-depth exploration of perspectives, attitudes and daily practices related to the use of this language. The research utilized a sequential explanatory mixed methods method because it combines quantitative (questionnaire) and qualitative (in-depth interviews and focus group discussions) data. In this design, the research began with quantitative data collection (questionnaires) to obtain an overview of communication patterns, followed by qualitative data collection (interviews and focus group discussions) to deepen understanding of the observed phenomena (Creswell & Clark, 2017). Data were collected through observation, an online questionnaire (Google Form), in-depth interviews, and focus group discussions (Rijali, 2019). The online questionnaire was designed to explore language communication patterns within families, with a particular focus on interactions between parents and children.

There were 100 respondents categorized by age: 25-30 years (4%), 31-35 years (43%), 36-40 years (34%), 41-45 years (17%), and 46-50 years (2%). These age categories were chosen to illustrate the age variation of the young Minangkabau families that are the focus of the research. Respondents in this study are mostly domiciled in West Sumatra, with the city of Padang accounting for 64%, while the rest varies with 4% residing in Payakumbuh and Lima Puluh Kota. The remaining 2% each live in Batang Kapas, Tanah Datar, Alahan Panjang, Lubuk Basung, Bukittinggi and Padang Pariaman. Respondents who live in overseas areas are also evenly distributed with 2% living in South Kalimantan, Batam, Jambi, Bogor, Pekanbaru, West Kalimantan, and Riau.

In addition to the questionnaire, in-depth interviews were conducted purposively with a number of selected respondents. The interviews aimed to gain deeper insights into the factors influencing Minangkabaunese language use and their perceptions of language literacy. The interview method involving interviews with one or more informants and conducted by one or more interviewers. In the context of this study, interviews generally involved one interviewer and one informant to ensure focus and depth of analysis. The data collected was analyzed using a thematic approach, with the aim of identifying patterns, key themes and variations in family use of Minangkabaunese language. The

analysis process involved grouping the data based on key themes related to Minangkabaunese language use among young families, as well as identifying factors that influence the sustainability of this language use.

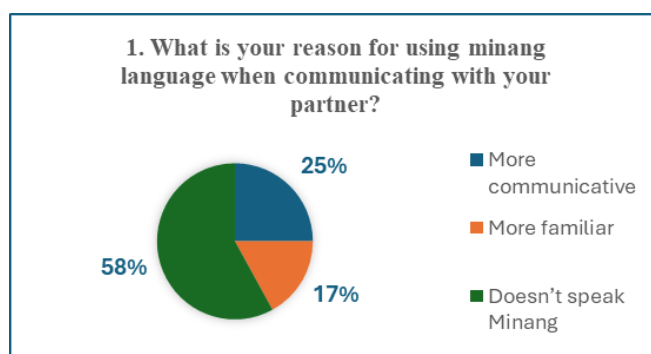
To answer the three research questions in this study, a qualitative approach was used with data analysis techniques tailored to the focus of each question. The first question, regarding the use of the Minangkabaunese language in family communication, was analyzed using thematic analysis, a method for identifying and reporting meaningful patterns in data (Braun & Clarke, 2006), based on Fishman's (1972) Domain Language Analysis theory, which explains that language choice is influenced by social domains such as family. The second formulation, which discusses the Minangkabaunese community's perceptions of preserving their language amid the dominance of Indonesian, was analyzed using a grounded theory approach (Charmaz, 2014) or quantitative descriptive survey techniques (Neuman, 2014), and supported by Baker's (1992) Language Attitudes theory, which emphasizes that people's attitudes toward language can determine the survival or shift of that language. The third formulation, which addresses the social, economic, and language policy factors causing the shift in the use of the Minangkabaunese language, is analyzed using content analysis (Krippendorff, 2018) and in-depth interviews, and reviewed through Fishman's (1991) Language Shift theory, which explains the process of language shift across generations, and Giles, Bourhis, and Taylor's (1977) Ethnolinguistic Vitality theory, which assesses the ability of an ethnolinguistic group to maintain their linguistic identity through demographic, institutional, and social status. These approaches were chosen because they are able to capture the complexity of Minangkabaunese language dynamics in contemporary society in a deep and contextual manner.

Results

Realization and Perception of Minangkabau People regarding the Use of Minangkabau Language

Picture 1

Reasons for Using Minangkabaunese Language

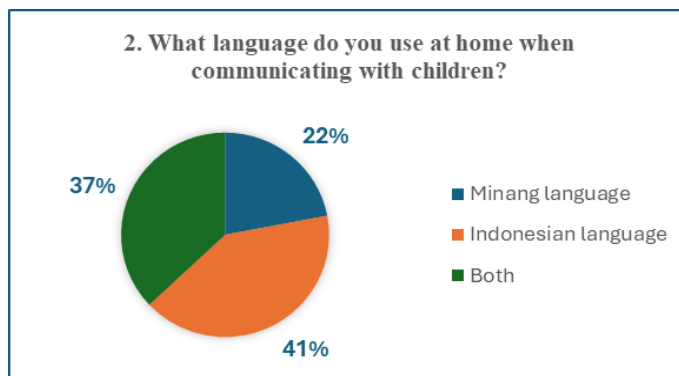


The use of Minangkabaunese language by married couples has various reasons that reflect the cultural values and functions of the mother tongue in daily life. Based on the data obtained from respondents, there are three main reasons related to the use of Minangkabaunese language. 25% of respondents stated that the use of Minangkabaunese language makes it easier for them to convey their intentions more clearly. Mother tongue often provides cultural familiarity that supports the delivery of messages more effectively. As stated by Fishman (1991), mother tongue plays an important role in

maintaining meaningful interpersonal communication and reflecting an individual's social identity. 17% of respondents stated that the use of Minangkabaunese language increased familiarity and created a closer emotional atmosphere between partners. 58% of respondents did not use the Minangkabaunese language when communicating with their partners. This indicates a potential decline in the use of Minangkabaunese language as a mother tongue.

Picture 2

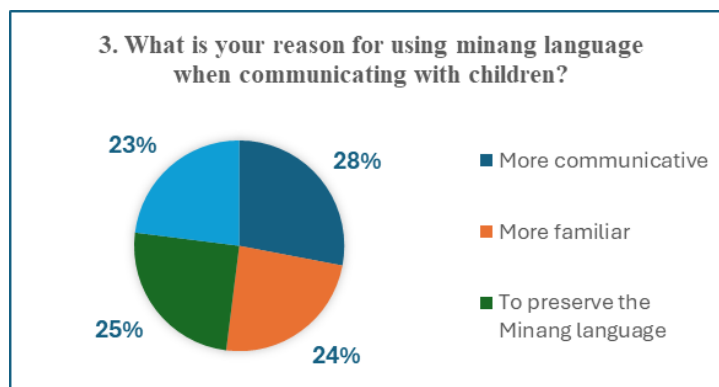
Use of Minangkabaunese Language by Parents to Children



Based on the circle graph in the figure, the data shows the proportion of language use by parents when communicating with their children at home. The three main categories in this data are the 22% of respondents who use Minangkabaunese language exclusively when talking to their children. This percentage shows that Minangkabaunese language is becoming less dominant in household communication, indicating a shift to other languages. Most respondents (41%) prefer to use Indonesian when talking to their children. This shows a tendency for the national language to dominate in family communication, which may be influenced by the perception of Indonesian as a means of education and wider social access. A total of 37% of respondents used a combination of Minangkabaunese language and Indonesian. This choice shows an attempt to maintain the mother tongue while still accommodating the national language. This data shows that Indonesian dominates communication at home, with a combination of both languages also accounting for a significant proportion. However, the low exclusive use of Minangkabaunese language suggests a threat to the survival of the mother tongue.

Picture 3

Reasons for Using Minangkabaunese Language to Communicate with Children



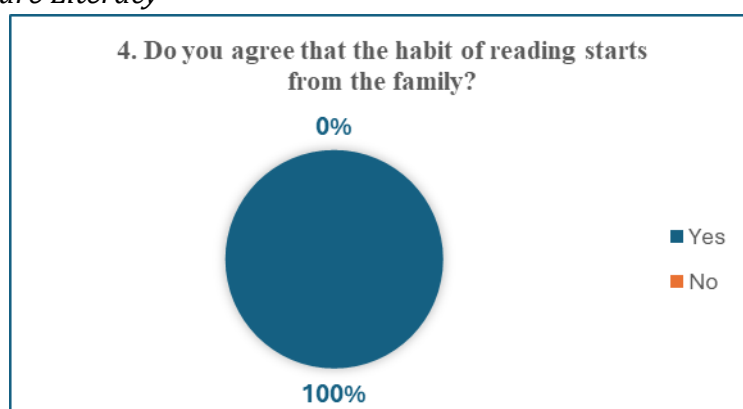
Based on the pie chart in the figure, researcher can infer some of the main reasons that encourage parents to use the Minangkabaunese language in communicating with their children. These reasons have a relatively balanced proportion, showing the various motivations behind the choice. A total of 28% of respondents stated that they use Minangkabaunese language because they feel communication is more effective. Minangkabaunese language, as a mother tongue, has expressive nuances that are often more easily understood by family members, especially in a culturally homogeneous environment. This is in line with Holmes' (2013) view, which states that mother tongue can improve communication efficiency because users have a deep understanding of the context and structure of the language. A total of 24% of respondents used Minangkabaunese language for reasons of familiarity. Mother tongue often creates a closer emotional connection, especially within families. As explained by Fishman (1991), local language has an important role in building and maintaining close interpersonal relationships, especially in the family environment.

As many as 25% of respondents chose to use the Minangkabaunese language to preserve cultural heritage and mother tongue. This shows awareness of the importance of maintaining the sustainability of the Minangkabaunese language as a cultural identity. According to Crystal (2000), one of the main ways to preserve endangered languages is to ensure their use in inter-generational communication at home. In contrast, 23% of respondents stated that they do not use the Minangkabaunese language at all. This reason could be related to the dominance of Indonesian in education and social life, as well as the notion that the national language is more relevant for social mobility. Spolsky (2003) mentions that local language use can decline when individuals or families prioritize the dominant language for educational and economic purposes.

This data reveal that although there is an awareness to use the Minangkabaunese language for reasons of familiarity, communication, and preservation, there are still some families who do not use this language at all. This is a warning that the Minangkabaunese language has the potential to decline in function if there is no intervention to strengthen its use in the family environment.

Picture 4

Minangkabau People's Perception of the Importance of Minangkabaunese Language and Culture Literacy

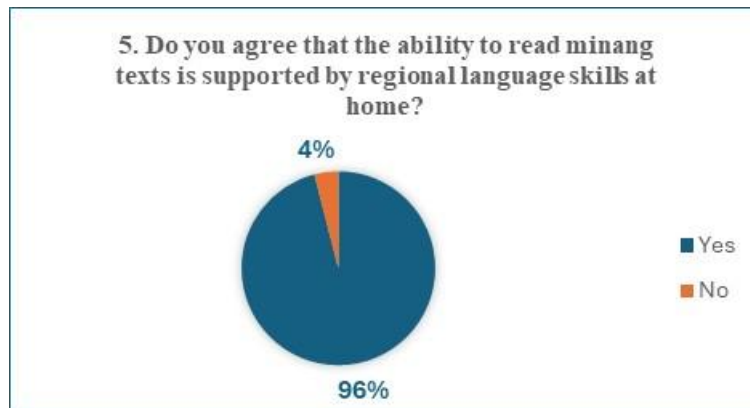


Based on the circle graph shown, 100% of respondents agreed that literacy or reading habits should start from the family. This full support shows the awareness that the family plays an important role as the foundation for the formation of literacy habits

from an early age. In the context of Minangkabaunese language, literacy habituation in the family not only serves to improve reading and writing skills, but also becomes a tool for cultural and language preservation.

Picture 5

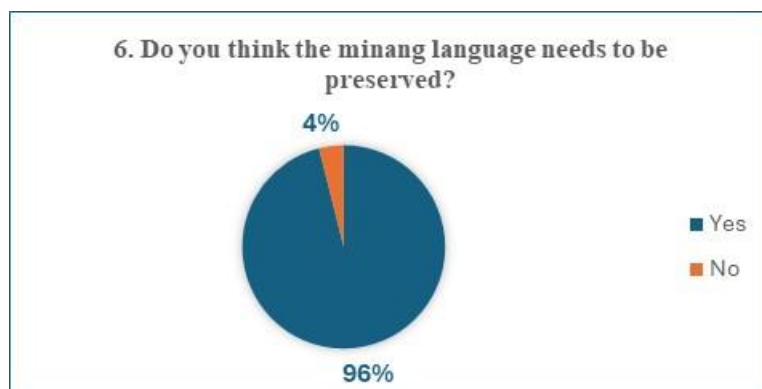
Community Perceptions of the Relationship between the Ability to Read Mingkabaunese Language Texts and Local Language Habits



This study showed that 96% of respondents agreed that the ability to read Minangkabaunese language texts is positively influenced by the use of the local language at home, while only 4% disagreed. This data indicates a close relationship between literacy in local languages and the use of mother tongue in the home environment.

Picture 6

Minangkabau people's perception of the need to preserve the Minangkabaunese language



Most respondents, 98%, stated that the Minangkabaunese language needs to be preserved. They argued that the Minangkabaunese language is not only a means of communication, but also part of a cultural identity that must be preserved so that it does not become extinct. One of the main reasons cited was the importance of Minangkabaunese language in maintaining local wisdom and Minangkabau cultural values. The language is considered a legacy that connects the current generation with their ancestors, so that future generations will still recognize and understand their cultural roots. In addition, preserving the Minangkabaunese language is also considered an effort to maintain the existence of the Minangkabau tribe as well as national cultural wealth. In the context of social life, the use of Minangkabaunese language can strengthen

relationships between individuals in the Minangkabaunese community, both in the Minangkabau domain and overseas.

On the other hand, there were 2% of respondents who argued that the preservation of the Minangkabaunese language is not necessary. They argued that in their daily lives, children use Indonesian more and thus the use of Minangkabaunese language is decreasing. In addition, there is a concern that Minangkabaunese children who are too accustomed to using the local language will have difficulties when communicating with people from other regions, especially when they migrate. Indonesian as the national language is considered more important as it serves as a communication tool that unites people from different regions. Some respondents also highlighted that there are still high school students who have difficulty in speaking Indonesian because they are more accustomed to using Minangkabaunese language, which can hinder their academic development and social interaction in the wider environment.

Despite the differences in opinion, the majority of respondents still emphasized that the Minangkabaunese language is an important part of Minangkabau identity and culture that must be preserved. They emphasized that regional languages should not replace national languages, but can be taught side by side to ensure that the younger generation continues to understand and appreciate their cultural heritage. Some respondents also highlighted that the development of technology and media, such as YouTube and television, has made it easier for children to understand Indonesian, so parents can still focus on introducing Minang in the family environment. Therefore, efforts to preserve the Minangkabaunese language are not just about maintaining communication within the Minang community, but also part of maintaining Indonesia's cultural diversity as a whole.

Factors Causing the Dynamics of Minangkabau Language Use

Language is a fundamental aspect of a society's cultural identity. However, in the context of Minangkabau society, the use of Minangkabaunese language experiences complex dynamics due to various linguistic, social, and economic factors. This analysis will discuss the factors that led to changes in the realization and perception of Minangkabau people towards the use of Minangkabau language, by referring to theories from various international reference sources.

a. The Dominance of the National Language in Education and Communication

One of the main factors contributing to the decline in the use of the Minangkabaunese language is the dominance of the Indonesian language in the domains of education and formal communication. Spolsky (2003) argues that national language policies can reduce the use of regional languages when individuals perceive the national language as having greater economic and social value. In this study, 41% of respondents chose to use Indonesian with their children, indicating that the national language has become the primary medium of family communication.

b. Social Mobility and Urbanization

Urbanization and high social mobility among the Minangkabau community also contribute to the decline in the use of the Minangkabaunese language. Holmes (2013) states that when people move to more heterogeneous environments, they tend to use languages with broader communicative reach. This is reflected in the research data, which shows that many respondents living outside West Sumatra experience language shifts in family communication.

c. Shift in Social Values and Cultural Identity

According to Fishman (1991), language is not only a tool for communication but also a symbol of cultural identity. However, in this study, 58% of couples do not use the Minangkabaunese language in their communication, indicating a shift in social values that prioritize practical communication over cultural symbolism. This phenomenon suggests that language-based cultural identity is weakening in everyday life.

d. Perception of Communication Efficiency

A total of 28% of respondents stated that the Minangkabaunese language is used because it is more effective for daily communication. However, the dominance of Indonesian remains higher, as it is perceived as a more widely applicable and neutral means of communication in broader social settings. Crystal (2000) asserts that languages with broader communicative functions are more likely to survive compared to those limited to specific domains.

e. Technological and Media Intervention

The role of technology in influencing language choice cannot be overlooked. According to Musgrave & Ewing (2020), exposure to national or global media can accelerate the shift away from local languages, as individuals are increasingly exposed to more dominant vocabulary and language structures. In this study, many respondents emphasized that children are more familiar with Indonesian due to digital media consumption, which ultimately reduces opportunities for using the Minangkabaunese language within the family.

f. Language Policy and Revitalization

Language policies that do not adequately support the revitalization of regional languages are also a key factor in the decline of Minangkabaunese language usage. Fishman (2001) emphasizes that minority languages can survive if government policies actively promote their use in the education sector and media. Without such support, regional languages will become increasingly marginalized.

g. Awareness of the Importance of Language Preservation

Although many factors contribute to the decline in the use of the Minangkabaunese language, this study also indicates that public awareness of language preservation remains high. A total of 98% of respondents believe that the Minangkabaunese language needs to be preserved. Sanday (2002) states that the survival of regional languages depends on the community's awareness to use them in daily interactions as well as in informal educational contexts.

Discussion

Language is a fundamental aspect of a society's cultural identity. In the context of Minangkabau society, Minangkabaunese language undergoes dynamic changes due to linguistic, social, and economic factors. This study highlights how people's realization and perception of the use of Minangkabaunese language in various aspects of life, including family communication and mother tongue preservation.

From a sociolinguistic perspective, language choice and maintenance are influenced by broader societal structures, including economic value, social prestige, and policy enforcement (Spolsky, 2004). One of the main factors causing the decline in Minangkabaunese language use is the dominance of Indonesian in education and formal

communication. Spolsky (2003) states that national language policies can reduce the use of local languages when individuals feel that the national language has higher economic and social value. In this study, as many as 41% of respondents chose to use Indonesian with their children, indicating that the national language is the main means of family communication. In addition, the results showed that only 22% of parents used Minangkabau exclusively in communication with their children. Crystal (2000) asserts that the survival of minority languages depends heavily on intergenerational transmission. The reduced use of Minangkabaunese language in the family environment contributes to its decreased function in society.

Urbanization and social mobility among Minangkabau people also contribute to the decline in the use of Minangkabaunese language. Holmes (2013) asserts that people who move to heterogeneous environments tend to use languages with wider communication power. This can be seen in the research data which shows that many respondents who live outside West Sumatra experience language shifts in family communication. Furthermore, 58% of couples do not use Minangkabaunese language in their communication, indicating a shift in social values that prioritizes practical communication over cultural symbolism (Fishman, 1991). This phenomenon suggests that language-based cultural identity is weakening in everyday life. Romaine (2006) highlights that language shift in multilingual societies is often a result of social and economic mobility, where minority languages gradually lose their function in public and private spheres.

Despite the decline in the use of the Minangkabaunese language, this study found that several factors still encourage its use in family communication. The primary motivations for parents to use Minangkabaunese language include communication effectiveness (28%), familiarity (24%), and cultural preservation (25%). Baker (2006) states that the mother tongue has advantages in conveying messages with richer meaning and expressive nuances. Moreover, the use of the mother tongue in family communication contributes to the formation of a strong cultural identity (Grosjean, 2010). The role of education in language maintenance is also significant. Hornberger (2008) emphasizes that multilingual education policies that incorporate local languages can contribute to their survival. However, the lack of formal education using the Minangkabaunese language may weaken its function among younger generations, as seen in the declining number of children who are fluent in the language.

The role of technology in influencing language choice cannot be ignored. According to Musgrave & Ewing (2020), the consumption of national or global language media can accelerate the shift away from local languages, as individuals are increasingly exposed to more dominant vocabulary and language structures. In this study, many respondents emphasized that children are more familiar with Indonesian due to digital media consumption, which ultimately reduces opportunities for using Minangkabaunese language within the family. Grenoble & Whaley (2005) argue that digital platforms can play a dual role: while they may promote the dominance of global languages, they can also serve as tools for language revitalization if used strategically. Daniels & Bright (2010) suggest that the creation of digital content in Minangkabau, including apps, social media, and educational materials, can encourage younger generations to engage with the language in meaningful ways.

This study also found that 100% of respondents agreed that literacy habits should begin in the family environment. Fishman (1991) asserts that literacy in the mother tongue contributes to the maintenance of minority languages. Additionally, the study

indicates that families play a crucial role in encouraging the use and preservation of the mother tongue, particularly in environments under pressure from the majority language (Hornberger, 2008). A total of 96% of respondents agreed that reading proficiency in the Minangkabaunese language is closely related to its frequency of use at home. Cummins (2000) states that literacy skills in the mother tongue support literacy development in other languages. Furthermore, research by Skutnabb-Kangas (2009) shows that children who develop reading skills in their mother tongue are more likely to achieve higher literacy competence in their second language.

A total of 98% of respondents believe that the Minangkabaunese language needs to be preserved due to its role as part of cultural identity and local wisdom. Crystal (2000) states that a language not used in daily communication is at risk of extinction within two or three generations. Furthermore, UNESCO Ad Hoc Expert Group on Endangered Languages (2003) classifies languages experiencing a decline in the number of speakers as endangered. Some respondents emphasized the importance of technology in language preservation, such as the creation of digital content in Minangkabau to enhance its appeal among younger generations (Daniels & Bright, 2010). With appropriate interventions, such as bilingual education policies and regionally based digital media, the Minangkabaunese language can continue to survive in a modern context (Grenoble & Whaley, 2005).

This study indicates that the use of the Minangkabaunese language in family communication has undergone a significant shift due to the dominance of the Indonesian language, urbanization, and the influence of digital media. Nevertheless, public awareness of the importance of preserving the Minangkabaunese language remains high, with the majority of respondents supporting literacy efforts and the use of technology as a means of language revitalization. With supportive policies and community involvement, the Minangkabaunese language still has the potential to endure within the ever-evolving social and cultural dynamics.

Conclusion

The results of this study reveal that the use of Minangkabaunese language in family communication has shifted significantly. The main factors causing this include the preference for Indonesian as the main language in communication between family members, both in husband-wife relationships and between parents and children. Although some respondents still use Minangkabaunese language for reasons of communication effectiveness, emotional intimacy, and cultural preservation, the more dominant proportion of Indonesian language use indicates that Minangkabaunese language is facing a threat of decline in the domestic setting. This is in line with the findings of Holmes (2013) and Spolsky (2003), which show that when national languages are favored in education and economics, local languages tend to decline in use.

In addition, this study also found that although Minangkabaunese language literacy is considered important, its implementation in daily life is still limited. Almost all respondents agreed that literacy should start from the family, but the relationship between the habit of reading Minangkabau texts and language use at home still needs to be strengthened. The majority of respondents also emphasized the importance of preserving the Minangkabaunese language as part of cultural identity, although a minority considered this not essential in modern life.

To ensure the sustainability of Minangkabaunese language and culture in the digital era, various technology-based strategies need to be implemented. The development of interactive learning applications and educational games can be a solution

to increase the younger generation's interest in learning the Minangkabaunese language. In addition, the production of digital content such as YouTube videos, podcasts and animated films in Minangkabau can strengthen the existence of this language in everyday life. Educational institutions can also integrate digital technology in the learning curriculum, such as e-learning, augmented reality (AR) and virtual reality (VR), to make language and culture learning more interesting and relevant.

In addition to technology-based approaches, the involvement of the Minangkabaunese diaspora community is also important in language preservation efforts. Online discussion forums, cultural webinars and virtual classes can provide a platform for interaction between native speakers and the younger generation living outside West Sumatra. The government and educational institutions need to collaborate in creating policies that support digital literacy in Minangkabaunese language, including providing widely accessible online learning resources. With the implementation of this strategy, Minangkabaunese language can not only survive but also thrive in the dynamics of modern society, while enriching national cultural diversity in the era of globalization.

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