UTILIZATION STRENGTHENING NATIONAL IDENTITY OF NUMERAL CLASSIFIER WORDS IN TRADING AT MODERN MARKET

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Abstract

Problematic utilization of words and terms in Indonesian language is various and complex. One of them can be identified as utilization of numeral classifiers in trading activity, especially at modern market. Most of numeral classifier words that are used in that situation do not come from Indonesian language, they are derived from foreign languages, especially English. Meanwhile Indonesian language has much varied words and terms in the numeral classifier. As a result, there are number of words in Indonesian numeral classifier that begin to disappear or are not used anymore. As the national language and the language of the country, it is obligation to Indonesian to maintained, nurtured, and developed it. Maintaining the Indonesian language is necessary in order to maintaining the national identity of Indonesia. In other hands, nurturing Indonesian language is very important to straighten the standardized Indonesian language. Whereas in the context of development, Indonesian language must be developed by referring to the word or term that already existed in Indonesia rather than form other languages. Based on these three aspects, it can be clearly seen that Indonesian language as National Identity of Indonesia, especially in utilization of numeral classifier words in trading activities at modern market, has not functioned appropriately. Therefore, utilization of numeral classifier words at the modern market must follow the Indonesian language guidance to strengthen Indonesian National Identity and to avoid the existing numeral classifiers of Indonesian language from becoming archaic words.

Keyword: archaic, identity, trading, numeral classifier words, modern market

A. INTRODUCTION

In well known proverb said that "the language identified the nation" which means language is one of national identity. So that for Indonesia, this role performed by Indonesian peoples. Therefore, it is obligation for every Indonesian to respect the Indonesian language as stated in the 1928 Youth Pledge. This respect can be performed by the attitude of the speakers, such as loyalty, pride, and awareness to norms and rules of the language. If it is not owned, it is just the time for Indonesian peoples to lose their identity then consequently, it also deplete a sense of nationalism. Correlating with that point, Nadra (2011) has presented a paper at an international seminar on "*Nasionalism in Indonesia and Southeast Asian Countries*". On the seminar, Nadra (2011) explained that there are still many problems during the implementation of the Regulation of the Republic of Indonesia Number 24 of 2009 about national language (read: Indonesian).

Mahsun (2011) stated that the role of the Indonesian language as national identity has not been fully comprehended. This statement starts from two basic issues, which is associated with: (1) the low quality of Indonesian language learning outcomes and (2) the quality of Indonesian language among the Indonesian citizens is still low, such as language that use in banners, signage, and the speech by the officials which inserting many elements of a foreign language even the rules are already standardized by Indonesian authority. In other words, the role of Indonesian language as national identity is not yet functioning optimally.

The discussion in this paper focuses on the use of the Indonesian numeral classifier which use in trading at the modern market. The emerging of the modern market in Indonesia also emerge the new way of buying and selling, particularly bargaining system like in traditional markets altered with fix price at modern market. Buyers can check the price directly from which goods or items they like. Therefore, size and price of the goods must also be certain.

In this paper, the modern market is defined as a mall, supermarket, and hypermarket. The discussion focused on the use of the numeral classifier because those problems become important issue in use of words or phrases in Indonesian as stated above. Numeral classifier that using for trading at the modern market rarely explored from Indonesian language but is more oriented to the foreign language, especially from English. Meanwhile Indonesian language has much varied words and terms in the numeral classifier. As a result, there are number of words in Indonesian numeral classifier that begin to disappear or are not used anymore.

As the national language and the language of the country, it is obligation to Indonesian to maintained, nurtured, and developed it. Maintaining the Indonesian language is necessary in order to maintaining the national identity of Indonesia. In other hands, nurturing Indonesian language is very important to straighten the standardized Indonesian language. Whereas in the context of development, Indonesian language must be

developed by referring to the word or term that already existed in Indonesia rather than form other languages. To achieve this purpose, firstly it is very necessary to make a study about the use of numeral classifier.

Numeral classifier is words that play an important role because those words have a function to classify the objects. Especially in the selling and buying, objects should be clear what the size is, how much it is, or how the contents is. Those words are very crucial during the transaction. Those words are also along with the object and located after the number. If someone is going to buy rice, for example, it should be clear whether the 2 kg rice, 2 packs, 2 sacks, or 2 jutes. The words such *kg, packs,* sacks, or *jute* is exactly what is meant by the numeral classifier.

In Indonesian, there are some terms used which refers to the classifier, among them is the type indicator words, auxiliary of number words, classifier words, unit word, and measuring words. The term of *kata penunjuk jenis* (type indicator words) proposed by Hadidjaja (1959:36—108). The term of *kata bantu bilangan* (the auxiliary of number words) used by Keraf (1984:78), Brataatmaja (1987: 85), and Walujeng (2002:165), while the term *kata penggolong* (the classifier) used by Kridalaksana (1994:71), Alwi (2000:282), and Kentjono et al. (2004:188). Meanwhile, the term *kata* satuan (the unit words) proposed by Ramlan (1983) and the term *kata penyukat* (measuring word) is also expressed by Ramlan (1993). This word in English commonly called *numeral classifier.*

This study will use linguistic analysis. Descriptively, the study was conducted solely based on the fact in daily life or the phenomena that empirically exist in the native speakers' interaction. Data collection will be doing by listening and then followed by recording. The prices tag in the mall, supermarket, supermarkets, and *hypermarkets* use as the data of the study. Those data will be collected from the modern market which located at two major cities in Indonesia, Jakarta and Surabaya. In addition, data were also obtained from the trading over the internet. For analyzing step, the data will be processed by intralingua unified method as like proposed by Mahsun (2005:112—115). Intralingua unified method is a data analysis method by means of connecting and comparing the lingual elements in the contents. There are three basic techniques in this method, connect-compare-liken (*hubung banding menyamakan*/HBS) technique, connect-compare-distinguish (*hubung banding membedakan*/HBB) technique, and connect-compare-liken the basic element (*hubung banding menyamakan hal pokok*/HBSP) technique. This method along with the technique is considered as suitable for analyzing the data. Furthermore, the results of this analysis are presented in narrative way.

B. NUMERAL CLASSIFIER AND USES IN TRADING AT MODERN MARKET

Based on the analysis conducted on the use of the numeral classifier in trading at the modern market which held in two major cities in Indonesia, Jakarta and Surabaya, there are 26 the numeral classifier forms found. Those forms are: (1) *pc/pcs*, (2) *pouc*h, (3) *ml*, (4) *tube*, (5) *gr*, (6) *kotak* (box), (7) *unit*, (8) *inci*, (9) *ikat* (bunch)*,* (10) *klg* (*kaleng/*can), (11) *bks* (*bungkus/*wrap), (12) *btl* (*botol/*bottle), (13) *pak/pack*, (14) *ktg* (*kantong/*bag), (15) *set*, (16) *liter*, (17) *kg*, (18) *strip*, (19) *pasang* (*pair),* (20) *potong* (pieces), (21) *pot*, (22) *meter*, (23) box, (24) *karton* (cardboard), (25) *cup*, and (26) *jar*. The forms like *potong*, *meter, box,* and *karton* are only found in the modern market in Jakarta, while the shape of *pot, cup,* and *jar* are only found in the modern market in Surabaya.

In the next discussion, the found numeral classifier forms, both in modern market in Jakarta and Surabaya, will be explained.

1.   *Pc /pcs*

Numeral classifier *pc* or *pcs* used in modern markets in Jakarta and Surabaya are not consistent. That means the form of *pc* can be used for any objects which single unit and also plural. It also appears in shape description. Numeral classifier *pcs* can be used in plural and also single one. It happened either for the same object or different objects. The word classifier *pc/pcs* is the most common form used in modern markets in Jakarta and Surabaya.

Example:

a.   celana pendek: Rp 6.900 per*/pc*
      'shorts: Rp 6,900 per/pc'

b.   piring ceper: Rp 26.900/*1pcs*
      'dinner plate: Rp 26,900 /1 pcs'

c.   beli 2 *pcs* "SUSTAGEN" tin 800 gr all yar diskon Rp 25.000,-
      'buy 2 pcs "SUSTAGEN" tin 800 gr all yar discounts Rp 25,000, -'

d.   gratis 4 *pcs* kacamata 3 D (inbox)
      'free 4 pcs 3-D glasses (inbox)'

e.   mainan anak-anak: Rp 900.000,-/*6 pc*
      'children's toys: Rp 900,000, - /6 pc'

f.   + Rp 1000 dapat 2 *pcs*
     '+ Rp 1000 get 2 pcs'

For more detail, the use of the classifier *pc/pcs* can be explained as follows. For fruits, only the large one can be classified as the classifier *pc/pcs* such as melon and watermelon. Meanwhile, the kinds of toiletry which can use this classifier are a solid soap, toothpaste, bath scrubs, and towels. Furthermore, the kind of foods which using this classifier are cheese, sausages, instant noodles, bulk chicken eggs, sardines, and instant coconut milk powder. For kinds of drink, the numeral classifier can only use for juice in the box. The word classifier *pc/pcs* is also used for all the cooking utensils, such as cookers, crock, crockery, and cooking spoons. For hygiene kits, this classifier can be found in such staffs like brooms, buckets, trash, and mop stick. There are also kinds of furniture such as plastic benches, chairs, mattresses, tables, desks, cabinets, TV racks, decorative glass, and study desk use the classifier *pc/pcs*. Classifier word is also used for clothing, such as nightgowns, pants, shorts, underwear, socks, and T-shirts. Tableware such as plates, cups, spoons, and bowls are also used these classifiers. For drugs, the classifier was only found for pill form. In addition, the classifier *pc/pcs* are used for shoes and sandals, waist bags, and suitcases.

2.   *Pouch*

Numeral classifier *pouch* is used at modern market in Jakarta and Surabaya for the following objects, there are bath soap, shampoo, garment and bath perfume, dish soap, soy sauce, cooking oil, and tomato sauce. The classifier *pouch* is derived from English which in Indonesian means 'bag'. This numeral classifier refers to fairly thick and airtight plastic bags which are usually used to include the liquid.

Numeral classifier *pouch* is categorized as unit of measurement classifiers for container stuff.

Example:

a.   molto ultra sekali bilas: mulai dari Rp 5.400/*pouch*
      'molto ultra rinse once: from USD 5,400/pouch'
b.   minyak goreng kelapa 2 lt Rp 22.500/*pouch*
      'palm cooking oil2 lt Rp 22,500 /pouch'
c.   Sleek karbol wangi 450ml Rp 3.600/*pouch*
      'Sleek carbolic fragrance 450ml Rp 3,600 /pouch'

3.   *Ml*

The word *ml* is used in trading as a measurement unit for the volume of liquid objects. Object in this context is a drink, such as juice in a bottle, mineral water, canned juice, milk, and tea. This classifier is also used for liquid soap, shampoo, and garment perfume. Furthermore, the classifier *ml* is also used to measure the volume of soy sauce, chili sauce, and tomato sauce. It also appears in medicine with liquid form.

Example:

a.   air mineral: Rp 2000 isi bersih 600 *ml*
      'mineral water: Rp 2000 net content 600 ml'
b.   ABC Special Grade Cocopandan, melon botol 585 *ml* Rp16.500/btl
      'ABC Special Grade Cocopandan, bottle of melon 585 ml Rp16,500/bottle'
c.   shampoo & conditioner 200 *ml* mulai Rp 19.400
      'shampoo & conditioner 200 ml from Rp 19,400'

4.   *Tube*

This numeral classifier is used in the modern market to sell the objects in the form of a viscous liquid (ointment), such as toothpaste (toothpaste), medicine, and soap. As the classifier, *the tube* is unit of measurement classifiers for container stuff. The size of *tube* is irregular but usually determining for small size stuff. The volume of the *tube* is usually measured again with standardized volume unit like *milliliter* (*ml*) or measured by weight unit such as *gram* (g).

Example:

a.   Sensodyne pasta gigi 100 gr Rp 16.400/*tube*
      'Sensodyne toothpaste 100 gr Rp 16,400 /tube'
b.   Acnes creamy wash tube 100 gr Rp 14,900 /*tube*.
      'Acnes creamy wash tube 100 gr Rp 14,900 /tube'
c.   obat gosok Rp 20.000/*tube*
      'liniment: Rp 20,000 /tube'

5.   *Gr*

Traders in the modern market in Jakarta and Surabaya using this classifier word in selling solid stuff. The stuff are sold using the classifier are 1) toothpaste, 2) soap, 3) detergent powder, 4) margarine, 5) raw crackers, 6) green beans, 7) peanut, 8) sugar, 9) shreddedbeef, 10) processed chicken meat, 11) meat, 12) fish, 13) wholesale chicken eggs, 14) red/ white onion, 15) vegetables (such as cabbage, lettuce), 16) wholesale

spices, 17) flour, 18) fruits (such as oranges, mangoes, and melons). This classifier is used to measure the weight of the object, either without packaging or packaging, such as soap detergent powder in plastic bag.
Example:
a.   telur negeri curah/100 *gr* Rp 1995
     'wholesale domestic egg/100 gr Rp 1,995'
b.   handuk kiloan kecil/100 *gr* Rp 9.990
     'weight measured small towel/100 gr Rp 9,990'
c.   jahe merah/10 *gr* Rp 8.000
     'red ginger/ 10 gr Rp 8,000'

6.   *Kotak/ktk* (box)
     The numeral classifier *ktk* (box) is used in the modern market in Jakarta and Surabaya to sell stuff such as 1) instant coconut milk (liquid) and 2) tea (liquid). This classifier is usually made of cardboard rectangle shaped. Filler in the box is measured again with volume unit such as *ml*. Classifier *box* is categorized as unit of measurement classifiers for container stuff.
Example:
a.   Bendera susu cair Choco & strawberry 6 x 115 ml Rp 11.175/*ktk*
     'Bendera brand liquid milk Choco & Strawberry 6 x 115 ml Rp 11,175 /box'
b.   Nutri Sari jeruk manis box 500 gr Rp 29.000/*ktk*
     'Nutri Sari orange flavor box 500 gr Rp 29,000/box'
c.   teh kotak Rp 14.100/*ktk*
     'boxed tea Rp 14,100 /box'

7.   *Unit*
     The numeral classifier *unit* is used for selling the following products stationary, cooking sets, cleaning equipment, furniture, electronics, automotive equipment, toys and others. The examples of each product can be seen as follows 1) stationary such as: paper, envelop, tip ex, and scissor, 2) cooking sets such as pot and pan, 3) cleaning equipment such as broom, pail, basket, and mop, 4) furniture, such as: plastic bench, chair, bed and spring mattress, table, cupboard, shelf, TV rack, mirror, studying bench; 5) elektronics, such as: TV, AC, fan, blender, refrigerator, washing machine, dispencer, DVD, VCD, home teater, camera, HP, computer, and laptop; 6) automotive equipment, such as: bicycle, car shampoo, kit, kanibo, and hose; 7) toys, such as: die cast, cappistol; 8) suitcase. This word refers to product in whole as an integrated thing. This may be used as individual numeral classifier.
Example:
a.   Kopin pinggan tahan panas 16 cm Rp 9.900/*unit*
     'Kopin heat resistant plate16 cm Rp 9,900 /unit'
b.   Aneka cetakan kue anti lengket Rp 24.900/*unit*
     'Non-stick cake molds Rp 24,900 /unit*'
c.   Sepeda lipat Rp 649.000/*unit*
     'Folding bikes Rp 649,000 /unit'

8.   *Inci* (Inch)
     This numeral classifier is used in two cities for certain product with certain measurement; mostly it indicates the length of that product. One inch is equal to 2,54 cm. Based on the research findings, the products which are indicated by this numeral classifier include suitcase and bicycle. So, *inch* is numeral classifier for length measurement.
Example:
a.   Polo Santa Barbara HY5257 20 *inci* Rp 499.000/unit
     'Santa Barbara Polo HY5257 20 inches Rp 499,000/unit'
b.   Sepeda 26 *inci* Rp 3.499.000/unit
     '26 inch bicycle Rp 3,499 million/unit'

9.   *Ikat* (Bunch)
     At the modern market, the numeral classifier *ikat* (bunch) only use for trading a group of kale (*kangkung*) that usually consists of several stalks. The classifier bunch are categorized as collective classifier, which brings together many objects into the bonds.
Example:
     Kangkung 480 per *ikat*
     'Kangkung 480 per bunch'

10. *Klg/Kaleng (canned)*

The numeral classifier *klg* (canned) is used in the modern market to sell: 1) sardines, 2) juice in cans, 3) sweetened condensed milk, and 4) milk powder. *Klg or Kaleng* (can) is categorized as unit of measurement classifiers for container stuff.

Example:

a. Chilkid platinum 800 gr semua rasa Rp 184.900/*klg*
   'Chilkid platinum all teste 800 gr for Rp 184, 900 /klg'
b. Baygon Aerosol 600 ml Rp 28.900/*klg*
   'Baygon Aerosol 600 ml Rp 28,900 /klg'
c. Vinisi Tuna Nasi Goreng 120 gr, beli 2 gratis 1, Rp 6.600/*klg*
   'Vinisi Tuna Fried Rice 120 g, purchased 2 free 1, Rp 6,600 /klg'

11. *Bks/Bungkus (wrap)*

This numeral classifier is only used for objects which wrapped with plastic. The objects were counted using the classifier are: 1) detergent powder, 2) raw crackers which packaged in plastic, 3) instant noodles, 4) meatballs (packaged), 5) sausages (packed), 6) peanuts (packed), 7) sugar (packed), 8) processed chicken (packed), 9) flour (packed), 10) domestic chicken eggs (packed), 11) face cotton and 12) biscuit candy. *Bks/bungkus* (wrap) is the collective classifier which contain in the package.

Example:

a. Mie goreng 90 gr Rp 1.475/*bks*
   'Fried noodles 90 gr Rp 1,475 /bks'
b. Singa kopi murni 180 gr Rp 14.100/*bks*
   'Lions Brand original coffee 180 gr Rp 14,100 /bks'
c. Dettol soap kemasan ekonomis 70 gr Rp 8.800/*bks*
   'Dettol soap economical package 70 gr Rp 8,800 /bks)'

12. *Btl/botol (bottle)*

The numeral classifier *btl/botol* (bottle) is used in trading at modern market for liquid measurement. Based on this study, objects are sold using the classifier *bottle* are: 1) dish soap, 2) soy sauce, 3) sauce, 4) tomato sauce, 5) mineral water, 6) the juice in the bottle, 7) liquid milk in the bottle, 8) tea (liquid) in the bottle, 9) ointment. As the classifier, *btl/botol* (botol) is categorized as unit of measurement classifiers for container stuff.

Example:

a. Nusantara madu murni 650 ml Rp 68.500/*btl*
   'Nusantara pure honey 650 ml of Rp 68,500 /bottle'
b. air mineral/btluki minyak telon 30 ml Rp 8.600/*btl*
   'mineral water/btluki telon oil 30 ml Rp 8,600 /bottle'
c. Kiranti pegal linu botol 150 ml, beli tiga lebih hemat. Jatuhnya Rp 3.300/*btl*
   'Kiranti stiff off herb 150 ml bottle, bought three more saving. About Rp 3,300 /btl'

13. *Pak /pack*

This type of numeral classifier word is used in the selling and buying to count objects in a single package that contains objects in a certain amount, for example 10 packs. The kind of stuff in this category are: 1) seasoning, 2) chicken eggs (packed), 3) wipes, 4) baby diapers, 5) pads, 6) juice (Buavita) in the box, and 7) the juice in cans.

Pak/pack is a measurement unit with the exact amount of classifier and also collective noun which expressed the group of a certain amount of stuffs. The form of classifier *pak* and *pack* sometime are written irregularly. In one object, it used forms of *pak* but sometimes they use *pack*.

Example:

a. Paseo white roll 4's diskon 10% Rp 16.200/*pak*
   'Paseo white roll 4's 10% discount for Rp 16,200 /pack'
b. Aneka bumbu /*pack*
   'Assorted spices /pack'
c. Fitti basic jumbo M 48, L42, XL 34 diskon 20%, Rp 52.700/*pak*
   'Fitti basic, jumbo size M 48, L42, XL 34 20% discount, Rp 52,700 /pack'
d. Anget Sari susu jahe Rp 4.600/*pak*
   'Sari anget ginger milk Rp 4,600 /pack'

14. ***Ktg/kantong* (bag)**

Beside the utilization of numeral classifier of *kg*, to sell rice at modern market, the word *ktg/kantong)* (bag) is often used. *Kantong* which used in sell rice are made by plastic that contains 5 or 10 kg. *Ktg/kantong* is categorized as unit of measurement classifiers for container stuff and also categorized as indefinite unit. However this classifier is belong to the collective noun classifiers.
Example:

beras 5 kg, Rp 52.000/*ktg*
'5 kg rice, Rp 52,000 /ktg'

15. ***Set***

This numeral classifier is used in the trading in the modern market at Jakarta and Surabaya for a set of objects like tableware and a set of furniture. For example, this classifier is used for a group of cups (usually consist of 5 or 6 pieces) include with pot (water container) and a group of chairs include one table. The classifier set is collective noun which indicate one object is paired with others.
Example:

gelas Rp 19.900/*set*
'glass Rp 19.900 /set'

16. **Lt/liter (liters)**

The word *liter* is the numeral classifier used by the trader to sell liquid stuff, such as vegetable oil and juice. *Liter,* as like as explained before, are categorized as volume unit of size classifier with standardized internationally.
Example:

Filma minyak goreng pouch 2 *lt* Rp 18.900/pouch.
'Filma vegetable oil pouch 2 liters Rp 18,900/pouch'

17. ***Kg***

Numeral classifier *kg* in the modern market are only used to sell rice, whereas to measuring other solid objects are commonly using another measurement unit classifier such as gram (g). In this case, rice is also usually measured with another numeral classifier like sacks or plastic bag. The filler in each sack or plastic bag are measured again with the unit of measure based on the international standardized units. Usually, a suck or plastic bag consists of 5 or 10 kg. *Kg* is also categorized as weight measurement unit of the numeral classifier.
Example:

beras 5 *kg*
'rice 5 kg'

18. ***Strip***

The numeral classifier *strip* is used to selling medicines which placed in a particular container which looks like sheets and consists of 2 pills at least but usually consist of 2, 4, 6, or 10 pills. *Strip* is a unit of measure based on shape. This classifier includes the collective noun classifier and indefinitely measurement unit.
Example:

Supradyn 6 pcs/*strip*
'Supradyn 6 pcs /strip'

19. ***Pasang* (pair)**

The numeral classifier *pasang* (pair) is used for selling shoes or sandal in Jakarta and Surabaya modern market. This type of word can be included in collective classifier. Example:

Ando sandal wanita, mulai dari Rp 29.900/*psg*.
'Ando woman's sandals, starting from Rp 29,900 /psg'

Based on usage, the most dominant numeral classifier which used in trading at modern market in Jakarta and Surabaya is *pc/*pcs. The classifier *pc* or *pcs* used inconsistently. It means the classifier *pc* can be used for objects in single stuff or can also use in plural stuff. Vice versa, the clasiffier *pcs* can be use for single stuff and also for plural stuff. The classifier is sometime used to substitute other numeral classifier in Indonesian. In many case like: (1) *buah,* such as melon and watermelon; (2) *butir,* such as chicken eggs; (3) *bungkus,* such as noodles; (4) *kaleng,* such as canned sardines and milk; (5) *kotak,* such as juice in the box; (6) *helai* for pants and shirts; and (7) *pasang* for shoes and sandals.

Moreover, the other using numeral classifiers are measurement units with standardised internationally, such as: *ml, l,* g, and *kg*. Furthermore, there are also uncertainty measurement unit of classifier that use, such as: *kotak* (boxes)*, kaleng* (cans)*, botol* (bottles)*,* and *packs.* Those classifiers usually have a certain size, such as *a*

box which one or some particular small bag inside; *kaleng* (cans) available in several size such 500 g, 1000 g and etc. These variations are based requirement on the selling and buying purpose.

Based on the analysis above, it shown there are numbers of existing classifiers in Indonesian which is not using anymore in trading at modern market at Jakarta and Surabaya. For example *buah*, *butir*, and *helai* is already replaced by *pc/pcs* which is actually derived from a foreign language (English). In addition, a part of classifiers are replaced by the form of *pc/pcs*. For examples, *bungkus* (wrappers)*, kaleng* (cans)*, kotak* (boxes), and *pasang* (pair) are still using in some part of market, but mostly the other part has been replaced by form *pc /*pcs. If there is no prevention, the rich Indonesian numeral classifier will be lost, or might alter into archaic form or in worse case, it will not used anymore. With the increase of use of foreign languages domination, particularly in the using of the numeral classifier, it shows that awareness of the language role as the national identity is still low.

C.   CONCLUSION

Based on the explanation above, it can be concluded that the utilization of numeral classifier at modern market in both city, Jakarta and Surabaya is dominated by foreign language (English). The dominant form of the classifier found is *pc/pcs*. This form is starting to replaced another classifier such *butir* and *helai* in Indonesian so that those forms are no longer used at the modern market of Surabaya and Jakarta. Meanwhile, the word *pc/pcs* has also replaced some Indonesian numeral classifier, such as: *buah, bungkus, kotak, kaleng*, and *sepasang*. With the increase of use of foreign languages domination, particularly in the using of the numeral classifier, it shows that awareness of the language role as the national identity is still low. Hence, one of the efforts to strengthen the national identity is to conduct this kind of study and those results can be used as reflection and evaluation to re-awaken the use of classifiers that exist in Indonesian itself.

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