

# The Reinforcement Strategy of Indonesian Language in Reaching Apportunities of Becoming International Language in Supporting National Sustainability

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**Abstrak.** The strategy of strengthening Indonesian in planning opportunities to become an international language to support national defense with a strategy, namely 1) increasing positive attitudes with the support of knowledge about Indonesian, love of Indonesian, and using Indonesian itself in supporting activities, as well as information dissemination of the Law Number 24 of 2009 concerning the National Flag, Language and Symbol, as well as the National Anthem; 2) implementation of Law Number 24 Year 2009 concerning Flags, Languages, and National Emblems, as well as the National Anthem to strengthen the Indonesian language; 3) Capacity Building and Role of the Language Development and Coaching Agency in strengthening Indonesian language; and 4) implementation of the tasks and functions of the press in strengthening the Indonesian language by revising Law No. 40 of 1999 concerning Disputes in the law governing the use of Indonesian language that is good and right, polite, and educating. In addition, it is also necessary to partner with the Language Development and Coaching Agency in the context of the dissemination of Indonesian languages at the local, national, regional and international levels.

## 1. Introduction

An important history of this nation was written in gold ink on a pledge of youth long before Indonesia's independence. That day the formidable young people of the Indonesian nation, approximately 20 days, 10 months and 16 years before the Proclamation of Independence of the Republic of Indonesia August 17, 1945 united the souls, ideas and national commitments in Jakarta, on October 28, 1928. Yes, that day was the Oath Young man.

The Oath of Youth 28 October 1928 implies that the basis for the birth and rise of Indonesian nationalism was because it was united by the motherland (geographical), nation, and language. These moments are also the most decisive in the subsequent development of Indonesia until now. There were three oaths declared by Indonesian youths at the time, namely 1) We, the Indonesian Son and Daughter, claimed to have committed one blood oath, the land of Indonesia; 2) We, our sons and daughters of Indonesia, claim to be one nation, the Indonesian nation; and 3) Our sons and daughters of Indonesia uphold the language of unity, the Indonesian language.

The first statement is an acknowledgment that the scattered islands and the oceans that connect the islands which constitute the territory of the Unitary Republic of Indonesia are a bloodied entity called the Indonesian homeland. The second statement is the recognition that the ethnic groups who inhabit the earth of Indonesia are also a unity called the Indonesian people. The third statement is not an

acknowledgment of 'one language', but is a statement of language determination stating that we, the Indonesian people, uphold the language of unity, namely Indonesian [1].

However, over time, the pledge was firmly established and firmly entrenched by young people, especially regarding the third pledge on language, and legitimized by the state constitution in the 1945 Constitution that the state language is Indonesian (Chapter XV, Article 36 ) experiencing a decline in values. Indonesian is considered by some citizens to be insignificant, of little value. The Indonesian language feels even lower for Indonesian children born and raised outside overseas such as in Australia, Singapore, Canada, and in other countries. It is also not uncommon for public figures in this beloved country to be more proud to use English than Indonesian. We are still inferior and very insecure about Indonesian so that our positive attitude towards Indonesian language will decline.

Even Law Number 24 Year 2009, which regulates the Flag, Language and Coat of State, as well as the National Anthem, is only black and white [2]. The many forms of violation of this law indicate that citizens no longer love their nation and country by not complying with laws and regulations. Though it is clear in Law No. 24 of 2009 Article 25 Paragraph (2) that the Indonesian language functions as national identity, national pride, means of unifying various ethnic groups, and means of communication between regions and intercultural areas. We can see many violations of this law. For example, Indonesian must be used in information about products or services produced domestically or abroad circulating in Indonesia (Article 37 paragraph 2). The fact is that many products or services produced in the country or abroad that circulate in Indonesia use a foreign language (English), both in their outer packaging and instructions for use.

Indonesian as a symbol of national sovereignty and honor is no longer upheld. We can learn from Japan, also learn from China who are highly committed to their respective languages. Japan and China understand very well that language is the power of a nation that can affect all national and state life. Never mind products and services, foreign books circulating in Japan there are translations in Japanese, as well as in China. This is done by none other than the progress of the nation. Educating the younger generation by continuing to uphold the language.

Article 25 Paragraph (3) also states that Indonesian as the official language of the state functions as the official language of the state, an introduction to education, national level communication, national culture development, commercial transactions and documentation, as well as the means of developing and utilizing science, technology, art, and the language of mass media. The mandate in this article should be taken care of by the Language Development and Development Board, the Ministry of Education and Culture as if it had not been maximally implemented. Through the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 11 Year 2015 concerning Organization and Work Procedure of the Ministry of Education and Culture Article 648 stated that the Language Development and Coaching Agency has the task of carrying out development, fostering and protection in the field of language and literature. Furthermore Article 649 in carrying out the tasks referred to in Article 648, the Language Development and Development Agency carries out the functions of: a) the preparation of technical policies, plans, programs, and budgets for the development, fostering and protection of language and literature; b) implementation of development, guidance and protection of language and literature; c) monitoring, evaluating, and reporting on the development, guidance and protection of language and literature; d) the administration of the Language Development and Coaching Agency; and e) other functions performed by the Minister. Again, it has not shown positive signs.

Likewise with mass media, both print media, electronic media, and media. Far from obeying Law Number 24 Year 2009 relating to language, the mass media also joined in making Indonesian language more battered. The reason is that in Law Number 40 Year 1999 concerning the Press, none of the laws pertain to Indonesian, especially the mandate to use good and correct Indonesian [3]. Therefore, the attention and love of all elements of the nation towards Indonesian must be increased.

Viewing and understanding the facts mentioned above, the problems that will be raised in this paper are four, namely 1) how is the strategy to increase the positive attitude of language to strengthen Indonesian in capturing opportunities to become an international language to support national security

?; 2) how is the implementation strategy of Law Number 24 Year 2009 concerning Flags, Languages, and National Emblems, as well as the National Anthem to strengthen Indonesian in capturing opportunities to become international languages to support national resilience?; 3) how is the strategy of the Language Development and Development Agency in strengthening Indonesian language in capturing opportunities to become an international language to support national resilience ?; and 4) how is the strategy of implementing the tasks and functions of the press in strengthening Indonesian language in capturing opportunities to become an international language to support national security?

## 2. Discussion

### 1. Strategies to Improve Language's Positive Attitude to Strengthen Indonesian Language

Bung Karno's statement that the resistance he feared the most was not against colonialism, but against the nation itself. This statement is very suitable to be used in this paper. That is because what will be discussed is the lack of positive attitude of Indonesian citizens towards Indonesian. Indonesian which incidentally is the national language as well as the national language.

Indonesia is too easy to follow things from other countries without studying, studying, and understanding the positive and negative sides of something. Or maybe the Indonesian nation is an importing nation, a nation that imitates, likes to cheat so that it always feels inferior and very insecure about what it has. Imitating the Korean lifestyle, imitating Western clothing models, and more proud to use English than Indonesian.

There are three concepts that we need to pay attention to in an effort to attitude towards Indonesian, namely knowledge of Indonesian, love of Indonesian, and using Indonesian itself in communication activities. Thus, if someone can do these three things, then a positive attitude towards Indonesian can be improved. It's enough we keep cheating. The point is not necessarily that the cheat material is good value.

First is knowledge of languages. Knowledge of language is one's competence in knowing and understanding language theories, such as phonology, morphology, phrases, syntax, sentences, paragraphs, discourse, EYD, diction, and so on. For example, which is about morphology or word formation. In word formation, we recognize affixes or affixes. Affixes are sounds that are added to a word - whether at the beginning, at the end, in the middle, or a combination of the three - to form a new word whose meaning is related to the basic word. In general, there are four types of affixes in Indonesian, namely prefixes (prefixes), infixes (inserts), suffixes (suffixes), and confixes (combined).

Give examples of affixes, namely the prefix. Ber- is a productive prefix in Indonesian. That is the impression when we open the Big Indonesian Dictionary Language Center IV Edition which is often a reference. Theoretically the affirmation is indisputable. However, whether we realize it or not, lately the prefix is often ignored. See the following example "If the chalk runs out, he must write on the ground with wooden sticks. Fortunately, students remain enthusiastic ". I quote these two sentences on purpose because I like reading them. So far, what I have often heard is not "stay energized", but "keep spirit". This also hit journalists and state officials. They don't realize that passion and enthusiasm are two different words. They forget that passion is a noun or noun and passion is a verb or work [4].

Second, namely the love of Indonesian. Related to the love of Indonesian, the Indonesian people must continue to improve nationalism. To develop our love of Indonesian, the basic thing that needs to be done is to appreciate the services of the nation's heroes, especially the youth who have vowed on Youth Oath Day on October 28, 1928. How could it not be that those who at that time were from various regions, different ethnic , as well as a variety of languages, with solid respect for Indonesian as a unifying language. We must appreciate the services of the heroes who fought fiercely for this beloved nation and country. In addition, this language attitude can also be improved by disseminating information to Law Number 24 of 2009 concerning the State Flag, Language and Symbols and the National Anthem which was ratified on July 9, 2009. The socialization of Law Number 24 of 2009 aims to increase public awareness about the need to be positive towards the Flag, Language, and National Symbols and the National Anthem and inspire the public to be more concerned with the

development, fostering and protection of the Indonesian language so that a proud attitude of Indonesian language is born.

Third, namely using Indonesian itself in communication activities. Seriousness to use Indonesian consistently and correctly in communication activities must be truly instilled. As the saying goes ala can be because of the usual. Indonesian must become a habit in people's daily communication. It is difficult to be able to manifest a positive attitude towards Indonesian without considering efforts to increase knowledge about Indonesian, increase love of Indonesian, and increase the use of Indonesian itself in communication activities

## *2. Implementation Strategy of Law Number 24 Year 2009 concerning Flags, Languages, and National Emblems, as well as National Anthems to Strengthen Indonesian Language*

One of the efforts to strengthen the Indonesian language is the birth of Law of the Republic of Indonesia Number 24 of 2009 concerning the Flag, Language, and National Symbols, as well as the National Anthem. This law in general has 9 chapters and 74 articles which principally regulate the practice of the determination and procedure for the use of the country's flag, language and symbol, as well as the national anthem along with its criminal provisions. There are at least three things the objectives of the establishment of Law No. 24 of 2009 are 1) strengthen the unity and integrity of the nation and the Unitary State of the Republic of Indonesia; 2) maintaining the honor that demonstrates the sovereignty of the nation and the Unitary State of the Republic of Indonesia; 3) create order, certainty, and standardize the use of flags, languages and national symbols, as well as the national anthem.

Law Number 24 of 2009, especially regarding language (Articles 26 to 39) is still in debate. On the one hand, the existence of this law will become a legal umbrella in developing and fostering Indonesian language as national identity, national pride, a means of unifying various ethnic groups, as well as a means of communication between regions and regional cultures. In other words, Law No.24 / 2009 as an effort to maintain consistency in the use of Indonesian in facing global challenges. But on the other hand, the presence of this law is considered to be an obstacle to national development because there are articles that were born from the law that intersect with the context that existed before the law was enacted.

What is our concern is why there are no restrictions and there is no criminal threat against violations of the use of Indonesian as the use of Indonesian is found in the second part of Law No. 24/2009? Not that it has the same status as a flag, national anthem and national symbol. As stated in the law that the article which regulates the use of Indonesian language consists of 14 articles, namely from article 26 to article 39 as follows.

### **The second part** Use of Indonesian

#### **Article 26**

Indonesian must be used in statutory regulations

#### **Article 27**

Indonesian must be used in official state documents

#### **Article 28**

Indonesian must be used in official speeches of the President, Vice President, and other state officials delivered at home or abroad

#### **Article 29**

- (1) Indonesian language must be used as the language of instruction in national education.
- (2) The language of instruction referred to in paragraph (1) may use a foreign language for purposes that support the students' foreign language skills.

(3) The use of Indonesian as referred to in paragraph (1) does not apply to foreign education units or special education units that educate foreign citizens.

(4)

#### **Article 30**

Indonesian must be used in public administration services in government agencies

#### **Article 31**

(1) Indonesian must be used in memoranda of understanding or agreements involving state institutions, government agencies of the Republic of Indonesia, private Indonesian institutions or Indonesian citizens.

(2) Memorandum of understanding or agreement as referred to in paragraph (1) involving foreign parties is also written in the national language of the foreign party and / or English.

#### **Article 32**

(1) Indonesian must be used in national forums or international forums in Indonesia.

(2) Indonesian can be used in international forums overseas.

#### **Article 33**

(1) Indonesian must be used in official communication in the work environment of the government and the private sector.

(2) Employees in the working environment of government and private institutions as referred to in paragraph (1) who have not been able to speak Indonesian are required to participate or be included in learning to achieve Indonesian language skills.

#### **Article 34**

Indonesian must be used in every agency or individual's report to government agencies.

#### **Article 35**

(1) Indonesian must be used in writing scientific papers and publishing scientific papers in Indonesia.

(2) Writing and publication as referred to in paragraph (1) for the purpose or special field of study may use regional or foreign languages.

#### **Article 36**

(1) Indonesian language must be used in the name of geography in Indonesia.

(2) The geographic name as referred to in paragraph (1) only has 1 (one) official name.

(3) Indonesian must be used for names of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian legal entities.

(4) Naming as referred to in paragraph (1) and paragraph (3) may use regional or foreign languages if they have historical, cultural, cultural, and / or religious values.

#### **Article 37**

(1) Indonesian must be used in information about products or services produced in Indonesia or abroad that are circulating in Indonesia.

(2) Information as referred to in paragraph (1) may be supplemented by regional languages or foreign languages as needed.

#### **Article 38**

(1) Indonesian language must be used in public signs, guides, public facilities, banners and other information tools that are public services.

- (2) The use of Indonesian as referred to in paragraph (1) may be accompanied by regional languages and / or foreign languages.

### Article 39

- (1) Indonesian language must be used in information through mass media.
- (2) The mass media as referred to in paragraph (1) may use regional languages or foreign languages that have special goals or special targets.

Implementation of Law No. 24/2009 tends to be counterproductive to the facts of its use in the field. This can happen because there is indeed no prohibition and no criminal threat against violations of the use of Indonesian. Therefore, due to the absence of prohibitions and the absence of criminal threats so that someone does not feel guilty, the more so they do not feel afraid to violate the provisions of these laws and regulations. Cases of violations can be found in several articles out of several articles as follows: article 28, article 31 (paragraphs 1 and 2), and article 32 (paragraphs 1 and 2).

Article 28 states that "Indonesian must be used in official speeches of the President, Vice-President and other state officials delivered at home or abroad". This article is often violated by the President and other state officials. As conducted by the President of the Republic of Indonesia, Ir. Joko Widodo (Jokowi). President Jokowi spoke in English at a session of the Asia Pacific Economic Cooperation Conference in Beijing on November 10, 2014. It was clear that the president violated Article 28 of Law Number 24 Year 2009 concerning the State Flag, Language and Symbol, as well as the National Anthem.

The president or official who often violates this law is Susilo Bambang Yudhoyono (SBY). It was noted that SBY made several speeches in English. One of them was seen during the Asian-African Parliament Conference (KPAA) in Jakarta on April 23, 2015. SBY acted as the main speaker and his speech was in English. This nation's top brass should set an example to respect their own language. Moreover, Law No. 24/2009 has stated that state officials must use Indonesian in various formal state activities both at home and abroad. We would really appreciate state officials who speak Indonesian in various forums, for showing nationalism and respect for existing laws.

The president or other state officials should not hesitate to use Indonesian in international forums. Even international activities can be a golden opportunity to promote Indonesian for the internationalization of Indonesian, and to show nationalism. It seems that similar violations will still occur if there is no prohibition and there is no criminal threat against violating the law.

Violations also sometimes occur in Article 31 paragraph (1) and paragraph (2) of Law no. 24/2009. The regulation on Indonesian in the law still continues to leave a big question mark in the minds of legal practitioners and business community including foreign investors. So far, the pros and cons are especially related to the provisions governing the use of Indonesian.

The provisions of Article 31 of the said law: Paragraph (1) that "Indonesian must be used in memoranda of understanding or agreements involving state institutions, government agencies of the Republic of Indonesia, Indonesian private institutions or individuals of Indonesian citizens". Paragraph (2) that "Memorandum of understanding or agreement as referred to in paragraph (1) involving foreign parties is also written in the national language of the foreign party and / or English".

The article expressly requires the use of Indonesian in the agreement and if the agreement involves a foreign party then the agreement is also written in the foreigner's national language and / or English. UU no. 24/2009 does not mention sanctions for violations of the obligation to use Indonesian in the agreement. However, many concerns arise especially related to the threat of cancellation of contracts made not using Indonesian that involve foreign parties and using Indonesian law as their legal choice at the time Law No. This 24/2009 applies.

The solution to the problem regarding the contents of article 31 regarding the use of Indonesian language in the making of this memorandum of understanding is that the agreement that was made before this Law was issued is left to remain as it was in original, it does not need to be changed to all

Indonesian. However, the agreement made after this Law is issued, the agreement must use Indonesian language, and if the agreement is made with a foreign party / foreign citizen, the agreement will be made in 2 languages, namely Indonesian language and the language of the citizen concerned or English.

Article 32 paragraph (1) Indonesian language must be used in national forums or international forums in Indonesia. However, the mandate in the article was not given enough attention. The case was found that in international seminars held in Indonesia many prefer to use English. The endeavors want to be endeavored to become an international language as in Article 32 paragraph (2) Indonesian can be used in international forums overseas. Of course it is difficult to be able to achieve the goal of Indonesian internationalization if at home, even in the country do not love to use. Therefore, the imposition of sanctions and the threat of fines or penalties in cases of violations in the use of Indonesian must be applied as stipulated in the aspects of the Flag, State Emblem and National Anthem.

### *3. Strategy of Language Development and Coaching Agency in Strengthening Indonesian Language*

Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 11 Year 2015 concerning Organization and Work Procedure of the Ministry of Education and Culture, which was promulgated on April 17, 2015 specifically in Chapter VIII Article 647 to article 705 which discusses Language Institutions, namely the Language Development and Coaching Agency is one of the country's tools that is able to support the strengthening of Indonesian.

The efforts of the Language Institution in Indonesia, namely the Language Development and Coaching Agency, need to be appreciated. The efforts they have proven are 1) KBBI (Large Indonesian Dictionary) edition I - IV, 2) Dictionary of terms, namely a special dictionary for basic science fields, among others (physics, chemistry, mathematics, and biology); applied science (medicine, philosophy, law, language, literature, mass communication, education, religion, etc.). This dictionary of terms is a collaboration between the Language Center, experts in the field of science, and the Language Council of Brunei Darussalam-Indonesia-Malaysia (MABBIM), 3) Indonesian Language Thesaurus Language Center as a source of word equivalents, 4) Language proficiency test called proficiency test called UKBI (Test of Indonesian Language Proficiency) and developing BIPA teaching materials (Indonesian for Foreign Speakers), and 5) Language Language Draft which will establish three types of languages in Indonesia, namely regional languages as mother languages, Indonesian as national languages, and foreign languages as sources of knowledge. The position of these three languages will be clarified through the law and protected by their use so that they do not attack and defeat each other.

Capacity building and the role of the Language Development and Coaching Agency need to be done. Based on the Republic of Indonesia's Minister of Education and Culture Regulation No. 11 of 2015, the Language Development and Development Board consists of: 1) Secretariat of the Language Development and Development Board; 2) Development and Protection Center; 3) Development Center; and 4) Center for Strategy Development and Linguistic Diplomacy. Based on the four pillars of the support of the language development and development program, we believe that it is not clear that the efforts made by this language institution to establish the strength of Indonesian language in the ASEAN region and internationally. This institution needs to be well aware of the potential and position of Indonesian as a language that is capable of becoming an international language in the dynamics and movement at regional and global levels.

We need to think then is how the strategy of the Language Development and Development Agency in educating Indonesian children to be skilled in English (Singapore, Malaysia, Philippines), skilled in Thai (Thailand), skilled in Vietnamese, Skilled in Lao (Laos), skilled speak Myanmar, speak Khmer (Cambodia) as a reciprocal effort. The logic is that if foreigners learn Indonesian then they have a goal in doing so. Instead, namely how our efforts to learn foreign languages such as English. This needs to be thought out and acted upon.

Provisions regarding foreign language competence for Indonesian citizens have been stated explicitly and clearly in Law No. 24 of 2009 in Article 43 paragraph (1) that the government can

facilitate Indonesian citizens who want to have foreign language competence in the context of increasing the nation's competitiveness. To do this, it is necessary to ask for reinforcement from the supporting ministry, namely the Ministry of Education and Culture to conduct an assessment of culture at the Asean level and the languages of Asean.

At present Indonesian has been studied not only by Asean countries, but also by other countries such as Australia, European countries, America and Africa. In Asean, Indonesian has become the second language used in the economic, political, religious and socio-cultural fields. Whether or not Indonesia is rich in natural resources is another country's attention to enter Indonesia. Before entering, in theory they must first understand Indonesian culture. Furthermore, in order to understand Indonesian culture, they will learn Indonesian. this opportunity can become a stepping stone so that Indonesian can exist and be strong as a language of communication in the Asean region and in the future it will become an international language determined by UNESCO.

Indonesian has enormous potential to become an international language. For example in Arabic that the official Arabic language was established as an international language by UNESCO dated December 18, 1973 ago. The determination is an initiative of Saudi Arabia and Morocco which is an official member of UNESCO. This fact shows that Arabic is very sexy and interesting to learn, understand, and understand. The same thing is also the case in Indonesian. In this regard, we need to pay attention to Law Number 24 of 2009 Article 44 paragraph (1) of the Government increasing the function of Indonesian Language to become an international language in a gradual, systematic and sustainable manner, and paragraph (2) Increasing the function of Indonesian into an international language as referred to in paragraph (1) is coordinated by the language institution.

The article contained explicit or implied meaning that the government was trying to internationalize Indonesian. As for the implementation carried out gradually, systematically, and continuously. Why? Because this intention requires a process that is not fast and not easy like turning the palm of the hand. As for acting as implementing subjects, all elements of the Indonesian people are coordinated by the Language Development and Coaching Agency.

In planning and implementing its policies, the Language Development and Development Agency needs to pay attention to the context and strategic environment of the Indonesian language. Nationally, things that become the strategic environment of Indonesian language today, namely 1) the total population of Indonesia is 253,609,643, the July 2014 estimate (Source: CIA World Factbook) has implications for speakers or large Indonesian users; 2) Trademarks, goods, services, and intellectual property rights are large in number and must use Indonesian in naming them; 3) Indonesian as MPK (Personality Development Subject) in accordance with the Decree of the Directorate General of Higher Education, Ministry of National Education, Republic of Indonesia Number 43 / DIKTI / Kep / 2006, September 6, 2006, concerning the Implementation Signs of Group Development Courses Personality in Higher Education [5]; 4) Indonesian as a subject tested on the National Examination in SMP / MTs / SMPLB and SMA / SMK / SMKLB based on the Minister of National Education Regulation of the Republic of Indonesia Number 45 of 2006 concerning the 2006/2007 National Examination; 5) Indonesian Language Proficiency Test (UKBI) as one of the requirements to pass at the level of education, as well as one of the requirements to graduate from working in government agencies, SOEs, and the private sector; 6) the selection of Language Ambassadors organized by the Language Development and Development Board regularly campaigns for Indonesian in various aspects of life, such as education, economy, tourism, culture, and so on; and 7) Labhortannas Lemhannas RI results which show that vulnerable gatra is ideological and socio-cultural.

The successive Indonesian congresses are held every 5 years where the results are formulated in the form of recommendations to the government regarding efforts to develop and foster Indonesian language do not yet have the power to emphasize policy makers, both at the regional and central levels to force the use of Indonesian good and right in the public sectors. The lack of heedfulness of the recommendations given by the Language Development and Coaching Agency is due to the institution's weak oversight of government policies relating to language. As happened in the Ministry of Manpower Policy No. 16 of 2015 which states that there is no obligation to master Indonesian for

foreign workers. Luckily the regulation was rejected by the DPR. The Language Development and Development Board should function as it functions in Law Number 24 Year 2009, article 649c, which is the monitoring, evaluation, and reporting of the development, development, and protection of language and literature.

#### *4. Implementation of Duties and Functions of the Press in Strengthening Indonesian Language*

Duties and functions of the press are carried out by members of the press as a form of obedience and obedience to the laws and regulations in force. Laws and other government regulations become the corridor of our journalists in carrying out their duties in finding, obtaining, and disseminating ideas and information to the public through various available media, both print, electronic, and online. Therefore, in carrying out these duties and functions must be carried out by always referring to the constitution.

Law Number 24 of 2009 in Article 39 paragraph (1) that "Indonesian must be used in information through mass media", as well as paragraph (2) "Mass media as referred to in paragraph (1) may use regional languages or foreign languages have a special goal or special target ". However, the facts on the ground show us that the media in Indonesia do not take sides with the use of Indonesian language that is good and right.

Looking back that before the existence of regulations on mass media in Law No. 24/2009 Article 39 that there is Law Number 40 of 1999 concerning the Press. But strangely, there is not a single article that touches on the use of Indonesian in the mass media in the law. This has an impact on the disorderly use of Indonesian in the world of the press itself.

Law No. 40 of 1999 consists of 10 Chapters and 21 Articles. Chapter I contains general provisions; Chapter II principles, functions, rights, obligations and role of the press; chapter III journalist; chapter IV press company; chapter V press council; chapter VI foreign press; Chapter VII concerning community participation, Chapter VII concerning criminal provisions; Chapter IX concerning transitional provisions; and chapter X about the closing rules. In this case, namely regarding the regulation of the use of Indonesian in the mass media, an effort should be made to revise Law No. 40 of 1999.

Chapter II concerning the Principles, Functions, Rights, Obligations, and Role of the Press is the right object to be revised, especially the press obligation which must use good, correct, polite Indonesian language and educate the Indonesian language. Then chapter III about journalists, that journalists must have competence and skills in Indonesian (four language skills, namely listening, speaking, reading and writing) as evidenced by the UKBI certificate (Test of Indonesian Language Proficiency). Therefore, the policy that can be taken by the mass media is through the Press Council as stated in Law No. 40/1999 chapter V Article 15 paragraph (2) especially in point (e) facilitates press organizations in formulating regulations in the field of press and improving the quality of the journalism profession. The mandate in the aforementioned article is very relevant to accommodate the interests of the development and fostering of Indonesian language in which the Press Council facilitates press organizations in drafting regulations regarding the use of Indonesian language that is good and right, polite, and educating, and improving the quality of the journalism profession by providing opportunity to conduct an Indonesian Language Proficiency Test. The UKBI results will then be the basis of whether journalists have the competence and skills in Indonesian language or not. If not, the journalist concerned must train and improve his Indonesian language skills.

Recommendations on the results of the X-Indonesian Congress held on 28 - 31 October 2013 can be used as a strategic foundation for developing and strengthening Indonesian. This is stated in point 13, namely there needs to be strict sanctions for parties who violate Article 36 and Article 38 of Law Number 24 Year 2009 in connection with the obligation to use Indonesian for names and information media which are public services. Point 25, namely the role of the mass media as a means of dignifying Indonesian language and literature in the international arena needs to be optimized. Point 26, namely, the Indonesian Broadcasting Commission (KPI) needs to remind and give a warning to broadcasters using Indonesian language that is good and right. Point 28, namely the Indonesian Broadcasting

Commission (KPI) received a proposal from the public to convey a reprimand to broadcasters who did not use Indonesian properly and correctly. Point 29, which requires synergistic cooperation from all parties, such as state officials, government officials from the central to the regions, the mass media, the Press Council, and the Language Development and Coaching Agency, for the realization of a logical and polite language of the media.

On the one hand that there are no explicit and explicit rules regarding the use of Indonesian in the mass media in Law Number 40 of 1999 concerning the press, it turns out that the press is very active in developing Indonesian. In terms of vocabulary, there are a number of regional language vocabularies promoted through mass media and then successfully standardized into Indonesian. this is a necessity because basically the language develops.

There are many regional language vocabularies that have been standardized and become the new entry for the Big Indonesian Dictionary. "Indifferent" is now becoming commonplace as a social language variation of "indifferent" which sounds more formal. Tempo first wrote it in 1987, quoting singer Henny Purwonegoro in the rubric "Principal & Figure" about his ignorance being considered strange singing while holding a drum. This word is "contemporaneous" with "ngeceng" as the equivalent of "selling looks" and "hanging out" which is commonly used by young people in Jakarta who like to "mejeng" in Melawai, South Jakarta. Now no one does not know the meaning of "ngabuburit" because of the role of television that capitalizes Ramadan. Ngabuburit comes from the word burit which means "evening / evening / dusk". The prefix "nga" is the same as "me" in Indonesian which means "to make". The repetition of "bu" refines the basic word by referring to the activities carried out en masse. Then "ngabuburit" is an activity together when waiting for breaking the fast. Soon "blusukan" will probably enter the dictionary because it has been accepted and become public since Joko Widodo became the most widely reported media in the Jakarta Governor election in 2012 (Bagja Hidayat in Tempo, 7 December 2015).

Observing the facts about the role of the press which quickly informs and disseminates new vocabulary or terms, the press can become a strategic partner of the Language Development and Coaching Agency to disseminate Indonesian language at the local, national, regional and international levels. Thus, a harmonious collaboration will be established between the two parties to continue to push Indonesian to become the official international language of the United Nations such as English, Mandarin, Arabic, Russian, Spanish, and French.

### 3. Conclusions

- a. The strategy to strengthen Indonesian in capturing opportunities to become an international language to support national resilience is pursued with the following efforts:
- b. Increase the positive attitude of the language to strengthen the Indonesian language. Three concepts we need to pay attention to in an effort to improve attitudes towards Indonesian language, namely knowledge of Indonesian, love of Indonesian, and using Indonesian itself in communication activities, as well as the socialization of Law Number 24 of 2009 concerning Flags, Languages, and State symbol, as well as the National Anthem.
- c. Implementation of Law Number 24 Year 2009 concerning Flags, Languages, and National Emblems, as well as the National Anthem to strengthen Indonesian language, namely the imposition of sanctions and the threat of fines or penalties in cases of violations in the use of Indonesian must be applied as stipulated in aspects of the Flag , National Symbol, and National Anthem.
- d. Increasing the capacity and role of the Language Development and Development Agency in strengthening Indonesian language, namely popularizing KBBI, dictionary of terms, Indonesian language thesaurus, UKBI, BIPA, draft language laws, and strict supervision of government policies related to Indonesian.
- e. The strategy of implementing the tasks and functions of the press in strengthening the Indonesian language is the revision of Law No. 40 of 1999 concerning the Press so that the law regulates the

use of Indonesian language that is good and right, polite, and educational. Another thing that needs to be done by the mass media is improving the quality of the journalism profession by providing opportunities to conduct Indonesian Language Proficiency Tests, as well as partnering with the Language Development and Coaching Agency to disseminate Indonesian language at local, national, regional and international levels.

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