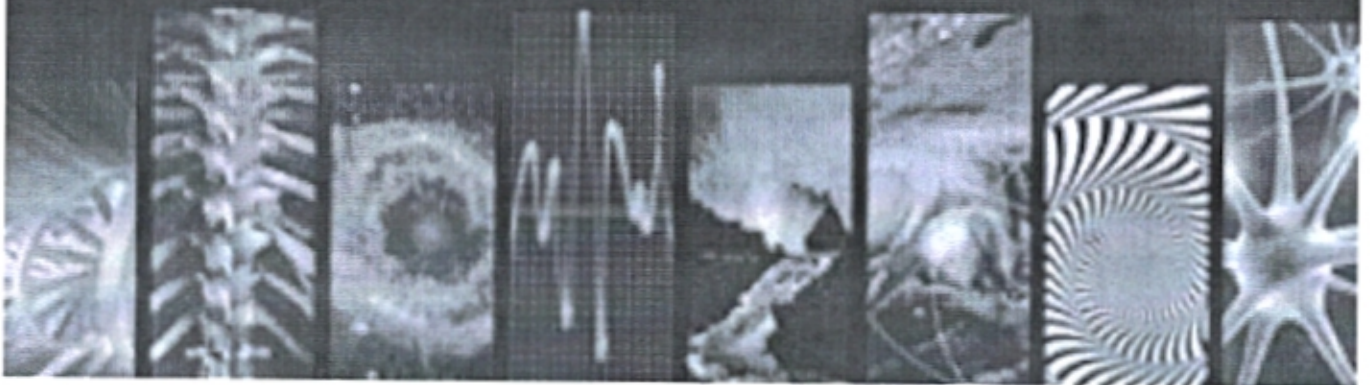




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The Implementation of Regional Regulation Number 09 Year 2012 in Using, Maintaining, And Developing Sundanese Languages, Literature and Script in the City of Bandung, West Java, Indonesia: A Language Planning Study

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Abstract:

Bandung Regional Regulation (Perda) No. 09 of 2012 on the Use, Maintenance and Development of Sundanese Language, Literature and Script (P3BSAS) is one of the political policies issued by the regional Government of Bandung as an effort to preserve Sundanese culture. This law or rule also serves as a strong foundation in language planning that puts Sundanese culture as an integral part of the regional cultural or political strategy in West Java and Indonesia. This study aims to examine the efforts that have been done by the Government of Bandung in realizing P3BSAS. The method used in this study is qualitative descriptive using literature review as a means of obtaining research data. Primary data of this research is Local Regulation (Perda) Bandung No. 09 Year 2012. The secondary data of this research is various information about policy or program of Bandung City. The result of the research shows that from seven ⁽⁷⁾ strategies which resolved by Local Regulation No. 09/2012, Bandung City Government has implemented five programs, namely ⁽¹⁾ Sundanese Language Program in Education Curriculum, ⁽²⁾ Rebo Nyunda Program, ⁽³⁾ Naming Program of Street with Sundanese letter, ⁽⁴⁾ Bandung Cultural Anugerah Program, ⁽⁵⁾ Sundanese Programs held by institution/community. Two other programs that still need to be improved are the Sundanese Language Enrichment Program in the Library; and the Qur'an Recitation Program in the Sundanese Language Translation.

Key Words: Language Planning, Sundanese Language, Sundanese Letter, and Sundanese Literature, Bandung

Introduction:

Indonesia is an archipelago country which has 1,340 ethnic groups. The largest number of tribes occupied by the Javanese as much as 41% and the second largest tribe is the Sundanese as much as 15%. The Sundanese tribe has regional languages which are also called Sundanese language. The results of Population Census in 2010 shows that Sundanese speakers are estimated to number 36 million people. Although the language used by many speakers, a study conducted by Balai Bahasa Bandung shows a symptom that Sundanese speakers is declining by as much as 20% each year. (Pikiran Rakyat, 2010). Sundanese is not just a medium of communication

for Sundanese people. Sundanese is also not just a differentiation identity from other tribes. Sundanese has a system of values, knowledge, and perspective on the living universe of its speaker society. Therefore, Sundanese should continue to be used, maintained, and developed. Some of the factors causing the declining number of Sundanese speakers in Bandung are geography-economic and science-technological factors. Bandung as the administrative center and the center of economic activity has caused capital to flow rapidly, including global capital. This is slowly eroding the mindset of the people to become economic oriented, including in the field of language. Speakers choose only languages that are considered economically profitable and ignore other