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***The Key to Success in Speaking Indonesian in the Era of Globalization: A Study of
Dell Hymes' Sociolinguistic Theory***

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Abstract

This research aims to improve the Indonesian language in an era of increasingly advanced globalization. Research focused on communication errors or speech acts in everyday life when Indonesian is used in conversation. The method used uses qualitative research methods with content analysis techniques from language that is often used in everyday life. The results of the research show that in Indonesian, in general, there are still many errors in pronunciation. The use of Indonesian is often underestimated by some people in general. The use of language is considered a normal thing and it is not important to blame each other when speaking. The form of speech in the concept of everyday interaction is the object of study in this research. Through sociolinguistic theory, Hymes dissects an utterance in language through eight aspects which are usually called SPEAKING, namely: background and situation, communication participants, purpose, sequence of actions, and tone or attitude. Through these eight elements, this research is focused and can be well directed. So this form of research will later become a key in exploring success in Indonesian.

Keywords: *Speech; Sociolinguistics; Speaking; Keys to Success; Indonesian; Dell Hymes.*

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Introduction

Indonesian is a very popular language wherever and whenever. The use of Indonesian, apart from being the official language of the Indonesian state, is of course a language that becomes a very important language in communication every day. Indonesian has an important role in all aspects of life since it was designated as a national language and the state language of Indonesia. Over time, Indonesian has experienced many forms of development and the number of existing speakers has increased, both foreign speakers and native speakers. With the development of the increasingly digital era, language has become a threat that is considered less important. It is a shame for

people to learn a language in itself because they assume that the language we often use every day is enough. Learning a language is an individual activity that produces its own experience for those who learn it and of course in this case it will influence the behavior (behavior change) of each individual and of course will produce a change that leads to maturity for those who learn it (Agustin et al., 2022).

Language style is an expression of thoughts through a distinctive language style that shows the psychology and personality of the language user. (Hayati & Amelia, n.d.) revealed that language style must be related to three elements, namely; honesty, politeness, attractiveness. A language style will be directly related to existing society, the existence of a style in a language will indicate that the language has its own style in its application.

Talking about language as a communication tool will of course be closely related to sociolinguistics as a branch of linguistics that studies the use of language in interaction and communication. Language and society have a special relationship that can never be separated, because we know that language will be used and practiced in everyday life within society. Through a sociolinguistic approach, it can be said that social is society and linguistics is the study of language (Malabar, 2015a). In another opinion, language is a system of sound symbols in which the symbols and sounds show that the symbols are arbitrary, varied, dynamic, productive and very human (Muhammad Saleh & Mahmudah, 2006).

(Harimurti Kridalaksana, 2008) provides a definition of the study of sociolinguistics as a science that studies the characteristics and various variations of language. As well as a relationship between language experts and the characteristics and functions of language variations in a language community. (Nababan et Restu et al., 2020) wrote that sociolinguistics is the study of language whose elements are related to social dimensions. We cannot avoid the presence of globalization, globalization has an influence on a global social order and of course knows no territorial boundaries. Moreover, the increasingly rapid and rapid development of technology and information is capable of making the process of globalization spread throughout the world.

With the development of the current era of globalization and the existence of the Indonesian language as a challenge in facing the state level, it is certainly an obligation for good citizens to continue to voice that Indonesian is a language that is very close and will not be consumed by the times. In the era of increasingly rapid digitalization, the key to success in Indonesian lies not only in technical communication skills, but also in a deep understanding of the sociolinguistic context described by Dell Hymes, who emphasizes the importance of communicative skills which include eight main components, namely setting (background).) and scene (situation), participants (communication participants), ends (purpose), act sequence (sequence of actions), key (tone or attitude), instrumentalities (tools and methods), norms (norms), and genre (type of discourse) ; all of this influences the way we use Indonesian effectively and efficiently on various digital platforms, from social media, blogs, to online discussion forums, so that we can bridge various interests and cultural backgrounds, and support more inclusive and meaningful interactions.

Many studies have stated that at the level of Indonesian language and sociolinguistic studies facing the era of globalization it is very important to study, such as research from (Sofiani et al., 2023) which discusses "The Role of Indonesian in the

Current Era of Globalization to Support Student Achievement". The research studied discusses how language plays a role in being an answer in the era of globalization as a support for student achievement. In the discussion carried out by researchers, the focus on student achievement is very important in this era of globalization. As times progress, the direction of student achievement is often left behind, therefore this research focuses on the role of the Indonesian language in improving student achievement.

Further research is based on research written by (Agustin et al., 2022). In this research study, Dell Hymes's sociolinguistic theory is used as a study in everyday life. The object studied in this research is a telegram group, which is a group that provides communication for existing teaching campus students. In the study presented, it is linked to Dell Hymes's sociolinguistics which includes setting (background) and scene (situation), participants (communication participants), ends (purpose), act sequence (sequence of actions), key (tone or attitude), instrumentalities (tools and methods), norms, and genre (type of discourse) which is usually shortened to Speaking. The next research is entitled "The Existence of Indonesian Language Use in the Era of Globalization" written by (Murti et al., 2015). The discussion in this article relates to the existing use of the Indonesian language in the era of globalization. The article discusses the existence and impact of rampant globalization in Indonesia. The impacts that exist when globalization and the development of technology have begun to enter Indonesia. Public awareness of the greatest challenges related to language and the rapid development of technology means that public awareness of language is increasingly decreasing.

With the previous research that has been described, in this discussion the researcher considers that the title Key to Success in Speaking Indonesian in the Era of Digitalization: A Study of Dell Hymes' Sociolinguistic Theory is really needed to further study the effectiveness of the Indonesian language from time to time. Through sociolinguistic studies studied by Dell Hymes regarding setting (background) and scene (situation), participants (communication participants), ends (purpose), act sequence (sequence of actions), key (tone or attitude), instrumentalities (tools and methods), norms (norms), and genre (type of discourse) which is usually shortened to Speaking.

Based on the description that has been explained in this research, this researcher will discuss and analyze the keys to success in Indonesian in the era of digitization using the theory studied by Dell Hymes which is related to speaking. The object that will be discussed is related to existing culture and explains the keys to success and tips that will be shared using Dell Hymes' sociolinguistic theory.

Method

The research method in this study uses qualitative methods. (Malabar, 2015) said that in using sociolinguistic studies the appropriate method to use is qualitative. Qualitative research method is a method that can be said to be naturalistic research that is used naturally (Sugiyono et al., 2021). In the qualitative research from the title of this research, we will discuss Indonesian using Dell Hymes' theory so that using good Indonesian will also have a good influence on the readers of this research later.

Using this qualitative method will produce descriptive data in the form of written words from a group of people or persons (humans) which can be researched according to what the researcher does. (Sugiyono, 2016) provides an understanding that the

qualitative method is a method that can combine key instrument data collection techniques.

Results and Discussion

According to (Jannah , 2017 et Restu et al., 2020) sociolinguistics is a branch of linguistics where the placement of language use looks at the position of language speakers and social relationships. According to (Sumarsono & Pratana, 2007), sociolinguistics is a combination of two words, namely sociology or society and linguistics, which means the study of linguistics. By using this definition, it can be said that sociolinguistics is a science that studies language which is closely related to social conditions, where this relationship will later be supported by social sciences and theories in particular sociology. Sociolinguistics examines the language levels found in human life, especially students who study Indonesian in various ways, such as dialects and code mixing in communication.

Sociolinguistics proposed by Dell Hymes is research within the branch of sociolinguistics in general, but there are several things that differentiate sociolinguistics in general. Hymes states that there are eight components of speech events which can be shortened to Speaking (Chaer & Agustina et Meidian Pratama, 2021). These eight components include, among others; setting (background) and scene (situation), participants (communication participants), ends (purpose), act sequence (sequence of actions), key (tone or attitude), instrumentalities (tools and methods), norms (norms), and genre (type of discourse) which is usually shortened to Speaking. (Miller at Paulstom, 2003 et Agustin et al., 2022) suggests that the eight components in Hymes' sociolinguistics consist of:

Table 1 Dell Hymes' Sociolinguistic Components

No	Dell Hymes' Sociolinguistic Components	information
1.	S (<i>Situation</i>)	Consists of settings and scane. Setting refers to information about the time, place, and physical form of the conversation. Scane refers to a position that exists at the psychological level of conversation/discussion.
2.	P (<i>Partisipans</i>)	Includes the speaker, addressee, sender and finally the recipient.
3.	E (<i>Ends</i>)	Includes the purpose of the objectives and the results received.
4.	A (<i>Act Saquence</i>)	Consists of the form of the message and the content of the message conveyed.

5.	K (<i>Key</i>)	Refers to the tone and manner or spirit of the sender of the message.
6.	I (<i>instrumentalities</i>)	Refers to the language used in conversation, such as written and spoken.
7.	N (<i>Norms</i>)	Refers to norms or rules.
8.	O (<i>Genres</i>)	Includes types of forms of presentation such as poetry, rhymes, and so on in the conversation.

With eight aspects being studied in this research, the research entitled "The Key to Success in Speaking Indonesian in the Era of Digitalization: A Study of Dell Hymes' Sociolinguistic Theory" will make this research produce a language level that brings newness and follows up on several problems that exist in everyday life in general. language.

Speech Events in Improving Indonesian Language Skills in the Digital Era

(Susiyanti et Sofiani et al., 2023) said that language errors, both intentional and unintentional, often occur in speaking activities that humans usually carry out in their daily lives. There are many things that human habits often make mistakes in conveying the meaning of a word, resulting in misunderstandings which result in misunderstandings, giving rise to many undesirable events.

By looking at global conditions that make digitalization a very natural thing and side by side with everyday life, language is a challenge that will be overcome over time. (Samsuri et Assapari, 2014) say that language is a social reality that can be studied without connecting existing time and history. In this case, it can be defined that the existence of a language should not be a problem considering the current conditions. (Wahyu et, 2022) states that اصوات يعبر بها كل قوم عن اغراد هم which can be interpreted as the various sounds used by the community to express various intentions for their purposes.

With Hymes's sociolinguistics, which dissects language or speech which causes various errors in language to become things that we can overcome in the future, so that practicing proficiency in Indonesian will be very easy to understand in the future. Some examples of language errors that we often use every day are: "Where are you going?, Here are you!, Who are you?, No, , Already, Yes, Use, That's right," or with sentences like: "No, I mean "Who's at fault between the two of us?, weren't you the one who did it first, why are you carrying around food like that?, it's true that you are like that to your friends" and many others. With frequent language interactions, we often make mistakes in pronouncing language and of course without realizing it.

The results of the analysis carried out by researchers regarding language errors that we often make, researchers carried out an analysis using the following table:

Table 2 Kesalahan dalam Berbahasa

No	Kata	Aspek Kajian	Analisis Kesalahan	Keterangan
1.	Gak	Jenis Kesalahan	Kesalahan dalam pengungkapan	Penutur salah dalam mengungkapkan atau menyampaikan kata yang ada dipikirkannya. Seharusnya kata <i>enggak</i> yang diungkapkan oleh penutur
2.	Udah	Jenis Kesalahan	Kesalahan dalam pengungkapan	Penutur salah dalam menyampaikan sebuah kata. Seharusnya kata <i>sudah</i> yang disampaikan oleh penutur.
3.	Pake	Jenis Kesalahan	Kesalahan dalam pengungkapan	Penutur salah dalam mengungkapkan. Seharusnya menggunakan kata <i>pakai</i> dalam mengungkapkan apa yang terjadi.
4.	Bener	Jenis kesalahan	Kesalahan dalam pengungkapan	Penutur salah dalam mengungkapkan kata yang diberikan. Seharusnya kata yang diungkapkan adalah <i>benar</i> .
5.	Tuh	Jenis Kesalahan	Kesalahan dalam pengungkapan	Penutur dalam kalimat ini salah mengungkapkan kata tersebut, sebenarnya kata yang benar yakni <i>itu</i> .

6.	Ngelapor	Jenis kesalahan	Kesalahan dalam imbuhan	Dalam kata ini, penutur salah dalam mengungkapkan sebuah imbuhan. Dalam awalan kata Ngelaporin, kata yang benar seharusnya <i>melapor</i> . Dalam imbuhan kata kebalik, ada kesalahan yang mengakibatkan perbedaan makna yang tidak sesuai. Seharusnya kaya tersebut mendapatkan imbuhan <i>ter</i> sehingga kata tersebut menjadi <i>terbalik</i> .
7.	Kebalik	Jenis kesalahan	Kesalahan dalam imbuhan	Penutur dalam kata merubah sangatlah seringkali terjadi. Seharusnya dalam kata tersebut kata <i>merubah</i> yang harusnya menjadi bahasa dalam keseharian yang benar.
8.	Merubah	Jenis kesalahan	Kesalahan dalam pengungkapan	Dalam pengungkapan nama bulan yang ada, seringkali penutur melakukan sebuah kesalahan dalam berbahasa. Seharusnya yang diucapkan adalah <i>November</i> sebagai
9.	Nopember	Jenis kesalahan	Kesalahan dalam pengungkapan	

10.	Pebruari	Jenis kesalahan	Kesalahan dalam pengungkapan	nama bulan yang ada. Dalam pengungkapan nama bulan yang ada, seringkali penutur melakukan sebuah kesalahan dalam berbahasa. Seharusnya yang diucapkan adalah <i>Februari</i> sebagai nama bulan yang ada. Dalam kegiatan sehari-hari kata yang seringkali muncul Ketika menngungkapakan sebuah rumah/daerah/tempat sebagai pemukiman. Seharusnya kata yang benar dalam hal ini adalah <i>permukiman</i> yang dimana awal kata berasal dari kata mukim.
11.	Pemukiman	Jenis kesalahan	Kesalahan dalam imbuhan	

The results of the analysis are from various words that often appear in everyday conversations. Looking at various aspects of SPEAKING in Hymes' sociolinguistic studies, researchers describe these factors as follows:

- Setting and Scane: The setting or what is usually called the background in several existing sentences occurs in everyday life and in places that cannot be specifically specified. Through the various words that have been researched, the settings that exist mostly occur during informal conversations. (Sumarsono at I Made, n.d. 2019) provides an understanding that a setting or place is usually related to physical conditions, while the atmosphere is related to the psychological condition of the speaker.
- Participants: participants from the various words above related to conversations between people, both individually and in groups. The words that are in the series of discussions above are related to what is in everyday

Ends:	conversation. . (Agustin et al., 2022) said that participants are the people who will be involved in the conversation. the meaning of what is meant by several words is related to a conversation that occurs in everyday life. The existence of the words that have been described by the researchers above means that the acquisition of words that will become part of everyday conversation can run well. By correcting the words in this case, errors in language can be overcome well. (Najiyah et al., n.d.) states that ends indicate a problem with the aim and purpose of the conversation not needing to be similar to existing goals.
Ant Sequences:	The word form of what has been explained in the research contains existing dialogues that we often do in our daily lives. The variety of languages that exist from these various words is in the form of non-formal or informal use. Ant Sequences relate to the content of an utterance. (Hymes at Sumarsono: 2012) said that previously Hymes was of the opinion that the content of a message had different components. The topic concerns the way something can be said and reported, while the form of the message concerns the issue of what is said and concerns the topic and changes in a topic.
Key:	Regarding the tone of the conversation that occurs, the various words above are often used in relaxed, not relaxed, high-pitched, low-pitched and spontaneous conditions. However, in some of the words in the words above, it seems that their use is not always in what is mentioned. There are many things that make this word that often appears a type of informal language in everyday conversation. (Chaer at Melissa 2016) says that in a tonal language there are usually five types of tones, namely a rising tone, a flat tone, a falling tone , falling tones rise, and rising tones fall.
Instrumentalities:	the language pathway in words that often appear in a conversation is through the verbal route conveyed in existing interactions. The use of spoken language in the various words above is something that occurs every day in human conversation in general. In line with this, (Chaer 2010) said that instrumentalities are also related to the speech code that will be used, such as language in a dialect, fragam, or a register.
Norms:	the norms contained in these various words are very diverse, seeing that many words are actually just affixes in conversation, but the researchers included them as a study because these words are often an error in good language. (Pudjiatusti: 2007) said that David A. Karp and Wc Yoels in 1997 published a book entitled Symbols, Selves, And Society: Understanding Interaction. The book discusses three types of rules in social interaction relating to time, movement and body attitudes.
Genres:	the genre in the words above is a dialogue in everyday life. Dialogue in everyday life often experiences errors. So using words that are not appropriate means that our skills in Indonesian are often neglected. (Richard at Sumarsono: 2012) says that in the analysis of a discourse, a

genre is a group of speech events which are considered by the speech community to have the same type.

Based on the data provided by the researchers, it is clear that many words or phrases in daily usage are frequently mispronounced. The researchers believe that these eleven data points serve as a comparison indicating that there are still many errors in everyday language usage. The expansion of vocabulary that often emerges during a child's development also influences language use. Children begin to realize that effective communication requires fluent language skills with anyone. Consequently, this leads to an increased understanding of existing languages (Jhon at (Rahayu et al., n.d.)). The use of digital media significantly affects language and communication with anyone. Therefore, language study is an individual activity that yields specific experiences. Understanding language naturally determines the quality of behavior in that individual.

Conclusion

Based on the analysis results related to training proficiency in Indonesian language in the era of globalization, precision is required. This Hymes sociolinguistic theory attempts to dissect each word where its usage does not align with what exists. Hence, in communication, a word that does not conform can be justified by various circumstances. Through Hymes' sociolinguistic study summarized in these eight components, including setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre commonly abbreviated as Speaking. The use of language or speech in communication is certainly related to current conditions. The influence of globalization often results in language retardation influenced by several situations such as social media, online magazines, increasingly modern language, language diversity, and slang which have become customary in daily events.

Dell Hymes' sociolinguistic theory highlights the importance of applying sociolinguistic theory in mastering the Indonesian language amid globalization. Dell Hymes' theory proposes communicative competence as the key to success in language use. This competence includes not only understanding and correctly using grammar but also adapting language use to different social and cultural contexts. In the era of globalization, international and cultural interactions are intensifying, demanding more adaptive and flexible language skills. Dell Hymes teaches that understanding social norms, context, and communication expectations in every situation is essential for effective communication. Applying this theory in Indonesian language learning can encompass:

1. Understanding Social Contexts: Learning appropriate communication methods in various social situations, both formal and informal, to enhance politeness and communication efficiency.
2. Cultural Adaptation: Developing the ability to adjust communication styles with interlocutors' cultures, ensuring messages are well-received without misunderstanding.
3. Multilingual Ability: Honing skills in using more than one language or dialect, often necessary in cross-cultural interactions.

4. Communication Strategies: Learning various communication strategies to convey messages clearly and effectively, and to understand interlocutors' intentions and goals.

By understanding and applying Dell Hymes' sociolinguistic theory, Indonesian language learners can enhance their communicative skills, enabling them to interact more effectively and efficiently on the international stage. This not only improves individuals' communication abilities but also strengthens Indonesian language's competitive and adaptive position in the era of globalization.

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