



# 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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Accepted 2018-05-12, Published 2018-05-18

## 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 <sup>(7)</sup> strategies which resolved by Local Regulation No. 09/2012, Bandung City Government has implemented five programs, namely <sup>(1)</sup> Sundanese Language Program in Education Curriculum, <sup>(2)</sup> Rebo Nyunda Program, <sup>(3)</sup> Naming Program of Street with Sundanese letter, <sup>(4)</sup> Bandung Cultural Anugerah Program, <sup>(5)</sup> 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

languages (including Sundanese). The development of science and technology has also shut down some of Sundanese language vocabularies, along with the un-representation of existing concepts in a word or vice versa. The anxiety over Sundanese phenomenon as mentioned above which may have encouraged the Local Government (Pemda) Bandung City to give birth to policy in the form of Birth of Regional Regulation (Perda) Bandung No. 09 of 2012 on the Use, Maintenance, and Development of Language, Literature, and Sundanese script (P3BSAS). The above hypothesis is similar to what is envisaged in the Regional Regulation No. 9 of 2012 which states that what prompted the birth of this P3BSAS Regulation is because (1) with the increasing flow of globalization in various joints of social life has had an impact on the weakening of the use, maintenance and development of Language, Literature, and Sundanese script, (2) that Sundanese Literature, Language and Literature have noble values in socio-cultural life as ancestral heritage and become the identity of Bandung community that is well-mannered, friendly and dignified, (3) that in order to strengthen social life, community culture Bandung Citizen as a polite Bandung society, friendly and dignified it is necessary to regulate the use, maintenance and development of Language, Literature and Sundanese script in everyday life. The legalization of P3BSAS regulation should be appreciated positively by all levels of Bandung society because it is very positive and soulful with the breath of the times of Sundanese phenomenon today. In addition, this law or rule can also be a strong foundation in language planning that puts Sundanese language as an integral part of the strategy or politics of regional culture in West Java and national. Regulation No. 9 of 2012 is in line with the West Java Provincial Regulation No. 14 of 2014 on Amendment to Regional Regulations of West Java Province No. 5 of 2003 on Maintenance of Language, Literature, and Regional Script. Chapter II of Article IV of regulation No. 9 of 2012 explicitly states that the objectives of the use, maintenance and development of Sundanese Literature and Script through this regulation are: (a) to strengthen and establish the existence and continuity of the use of Sundanese literature and script as supporting factors for the growth of the identity and pride of the region; (b) strengthening and establishing the status and function of Sundanese Literature, Language and Script in socio-cultural life that inherited noble values as characteristic of a respectable and dignified Sundanese society; (c) protect, develop, empower

and utilize Sundanese Language, Literature and Script which are the main elements of regional culture in order to realize a cultured and characterized nation; and (d) increase the quantity and quality of use, maintenance and development of Sundanese Literature, Literature and Script. In Article 10 (1) it is mandated that the use, maintenance and development of Sundanese Literature and Script is carried out through these strategies: (a) establishing and developing the Sundanese language, literature and literacy materials in the local content curriculum at all levels and formal education units and non-formal; (b) establishing Wednesday as a Sundanese language day in all educational, governmental and civic activities; (c) to write the Sundanese script for names of places, streets, buildings of a public nature other than the use of other languages; (d) encourage and facilitate organizations and social institutions in the use, maintenance of the Sundanese Language, Literature and Script; (e) reward parties that demonstrate a fruitful effort for the use, maintenance and development of Sundanese Literature, Literature and Script, especially for Sundanese language teachers, missionaries, and community leaders; (f) enriching the Sundanese language books in the library; and (g) reproduce the Qur'an in Sundanese translation. What is interesting to study as well as the purpose of this research is what and how the programs implemented by Bandung Government in an effort to realize the Regulation No. 9 of 2012. Whether the various strategies that have been resolved in article 10 (1) above have been fully realized or not, and what obstacles and solutions faced by the government in realizing the Regulation No. 9 of 2012. This regulation can be classified into one of the language planning efforts undertaken by the government through political policy. The term "language planning" was originally used by E. Haugen (1959) in his article when he was planning language on Norwegian language. In such efforts, Haugen has defined "language planning" as any attempt by a particular agency to preserve or nurture language and involves the coaching, regulation, and standardization of the target language. The term "language planning" is also used by J. Rubin and B.H. Jernudd (1971) to refer to the efforts of an institution that aims to impose changes of language codes or language utterances, or both. J.A. Fishman (1968) also uses the term "language planning" and "language development" to refer to the planned steps in the search for a settlement of language problems that are generally carried out at the national level. The study of language planning especially in

Indonesia has been conducted by several researchers, Moeliono (2011) has conducted a study entitled "Language Policy and Language Planning in Indonesia: Constraints and Challenges". The results of his research recommend that in planning the language needs to be done are status planning, corpus planning, and language planning in the Field of Education. The study of language planning in Bandung, has been done by researchers in the field of education, sociology, and communication. Mufti (2015) conducted a study on "Socialization of Rebo Nyunda Program by Ridwan Kamil (Case Study Among Students of Bandung)". The results revealed that the program Rebu Nyunda is one program to preserve Sundanese culture. This program is one of Bandung Kata Government's efforts to implement the Regional Regulation (Perda) Number 2 Year 2012 which states that every Wednesday the citizens of Kata Bandung are required to communicate in Sundanese and Bandung Provincial Regulation No. 9 of 2012. With the existence of such activities, socialization is required which is good for messages can be delivered well to students in Kata Bandung through the selection of appropriate communication media. In addition, Chaerunnisa (2016) conducted the research "Implementation Program Rebo Nyunda In Growing Local Student Wisdom Education". The result of the research shows that the students are still very influenced by the modernization flow, where there are some students who have difficulties in implementing the Sundanese cultural values and some have the desire to develop Sundanese culture, but the environment is not so supportive. Conclusion states that there are inhibiting factors that influence such as students' own awareness due to lack of knowledge, peers who often make fun, and also environment outside school. The driving factors, namely from families and schools that provide facilities to know Sundanese culture better.

### **Methodology:**

The method used in this study is qualitative descriptive using literature review as a means of obtaining research data. The primary data of this study is the Regional Regulation (Perda) Bandung No. 09 of 2012 on the Use, Maintenance, and Development of Language, Literature, and Sundanese Script (P3BSAS). And secondary data of this research is various texts about policy/program of Bandung City. In this study, the data is reviewed chapter by chapter to review the mandate contained in the law. After that, the data obtained from the local regulation is associated with various efforts

that have been realized by the Government of Bandung City Period 2013-2018 led by Mayor Ridwan Kamil and Deputy Mayor Oded Muhamad Danial. This period led by Ridwan Kamil is chosen considering to more focus and formulate the pattern of language preservation by the government in a certain period as a form of political policy in the field of language.

### **Result and Discussion:**

#### **Sundanese Language Program in Education Curriculum:**

Education is one of the areas that became one of the strategies in the P3BSAS Regulation explicit in Article 10 paragraph 1 point a which states (a) establishes and develops Sundanese Language, Literary and Literature teaching materials in the local content curriculum at all levels and formal education units and non-formal. This has been done consistently by the city of Bandung which makes the subjects of Sundanese as one of the subjects in Curriculum Year 2013. This is reinforced by the statement of Head of Bandung Education Office Oji Mahroji who said Sundanese language has become a local content in school. Regulations on regional languages already exist at the city or provincial level. With these rules, local languages still exist, and will be studied in schools. He also added that Sundanese is the mother tongue, the language that must be preserved. As a regional person there must be an effort to defend. Although it has been implemented consistently, the application of Sundanese language lessons through curriculum in Bandung still faces several problems and obstacles. In addition to the interesting interest of the policy aspect, until now the field of education is still overshadowed by various problems and obstacles, especially in the teaching of language, literature, and Sundanese script in school. Among these are problems (1) teachers, (2) students, (3) curriculum, (4) teaching materials, (5) teaching methods, and (6) evaluation system. First, the teacher factor is related to quality and quantity. Currently, the number of Sundanese language teachers in West Java is still small if measured by the ratio between the graduates of UPI Language Education Department and the number of schools (789 graduates versus 4605 schools). Thus, the quality of teachers who teach Sundanese language is not optimal because many teachers of Sundanese language is not derived from Sundanese language education graduates. Second, the students' factors related to the attitude of the language they have are very weak. Students' interest to learn Sundanese is



generally moderate (60%) so that his attitude towards Sundanese became less positive. Third, curriculum factor related to curriculum of Language and Sundanese Literature which is considered too complicated and quite difficult to be elaborated and adjusted in teaching and learning process in the field. Fourth, the existing teaching materials are still considered to be limited in terms of quality and quantity. Sundanese language textbooks for elementary school amounted to five titles and for junior amounted to eight titles with a quality that has not been maximized. (Sudaryat, 2006).

**Picture 1:** Textbook of Sundanese for Senior High School



Source : <https://mts-islamiyahsayang.sch.id>

### Rebo Nyunda Program:

Rebo Nyunda Program is a program mandated in law/rule No 9 of 2012 Article 10 paragraph 1 point (b) which reads Wednesday as a Sundanese

language in all educational, governmental and community activities; This Rebo Nyunda program was introduced in Bandung on November 6, 2013 with the aim of preserving the language and culture of the region. Rebo Nyunda is a part of Bandung Thematic Day Champion set by Mayor of Bandung Ridwan Kamil to invite its citizens to love Bandung city. The thematic days are #Monday Free Bus, #Tuesday Without Smoking, # Wednesday Sundanese, #Thursday English, #Friday Cycling, #Saturday culinary night, and #Sunday Car Free Day. In applying Rebo Nyunda program, every Wednesday, citizens of Bandung City are encouraged to use Sundanese language to communicate with others. Public hotels and facilities are encouraged to use Sundanese and play Sundanese songs. This activity is supported also by the National Private Radio Association of Indonesia (PRSSNI) West Java on 19/5/2017 which stated the will to help the government program in campaigning Rebo Nyunda. The commitment is followed up by the radio media in Bandung City by holding a program of Sundanese language broadcast every Wednesday. In addition, in this activity, all residents of Bandung City are required to wear Sundanese traditional clothing, which is kebaya (traditional blouse) for women and pangsi (black cloth) for men. This activity is done by the entire community of Bandung, ranging from schools, to government officials, and private employees.

**Picture 2 :** Elementary Students are wearing kebaya and pangsi on Wednesday



Source: [www.tempoco](http://www.tempoco) dan <http://indonesiakreatif.bekraf.go.id>

The program of Rebo Nyunda has led Ridwan Kamil as Mayor of Bandung City awarded Cultural Center Award in 2016. The award was to Ridwan Kamil as assessed through Rebo Nyunda managed to build the city of Bandung into a new international-class Metropolitan City, with a metropolis-based cultural

approach combined with local traditions. Including supported by science and technology, accompanied by the respect, preservation and development of collective memory of Sundanese culture so that it will still protect the moral order of its citizens.

**Picture 3:** Public Employee and Privat Employee Wear Kebaya and Pangsi on Wednesday



Source: [www.infobudaya.net](http://www.infobudaya.net) dan [www.automasterbengkel.com](http://www.automasterbengkel.com)

In addition to getting an award from Association of Indonesian Journalist (PWI Center), a survey released by Indonesia Strategic (Instrat) stated that #ReboNyunda Program is the most memorable of all Bandung Champion programs. This is based on survey results that as many as 60.8 percent of respondents stated satisfied or memorable with the program #ReboNyunda. The survey involved 500 respondents chosen proportionally at least 17 years old and has been living in Bandung for the last three years. The sample of respondents spread in 30 districts and 100 urban villages in Bandung with a margin of error of 4.5 percent. In the next sequence are #Monday Free Bus, (51.6%), # Thursday English

(43,6%), # Saturday culinary night (42,8%), and # Tuesday Without Smoking (42,6%. (<http://www.beritasatu.com>).

**Road Naming Program with Sundanese Script:**

Writing Sundanese script for the names of places, roads, buildings that are public in addition to the use of other languages is a strategy mandated by Regulation No. 9 of 2012 Article 10 Paragraph 1-point c. The road naming activity in Bandung City with the Sundanese script is also aligned and fully supported by the Department of Culture and Tourism, Province of West Java which also has the same program that is naming the path with the Sundanese script in all areas of West Java.

**Picture 4:** Name Street in Sundanese Script in Bandung



Source: [www.kairaga.com](http://www.kairaga.com)

Department of Culture and Tourism (Disbudpar) of West Java encourages the use or include the Sundanese script on the name boards of the streets throughout the city in West Java. According to the Head of Department, Nunung Sobari, the use of Sundanese script on the street board is quite effective to socialize the Sundanese script. This is to support the program of introduction and inheritance of the Sundanese script done in schools in West Java. The preservation of the Sundanese script, Nunung said, is part of the local government's task to maintain and pass on the ability to read and write with the script or letter used by the ancestors. In West Java itself

there are three letters / scriptst that developed and used by the Sundanese in the past namely *aksara cacarakan*, *aksara pegon* and *aksara Sunda Kuno*. ([www. https://jabar.antaraneews.com](http://www.https://jabar.antaraneews.com)).

**Bandung Cultural Award Program:**

To reward parties that demonstrate a fruitful effort for the use, maintenance and development of Sundanese Language, Literature and Script, especially for Sundanese teachers, instructors, and community leaders is a mandate of Rule No 9 of 2012 Article 10 paragraph 1 point(e). This award is implemented by the Government of Bandung City



through Bandung Cultural Award Program. Mayor of Bandung Ridwan Kamil gives rewards to a number of artists, in Bandung Cultural Award event 2016 was held at the Grand Royal Hotel Panghegar, Jalan Merdeka, Thursday (29/12) night. The award is a form of appreciation of Bandung City Government towards the parties considered to contribute and to improve the development of culture in Bandung, including some figures in Sundanese Linguists.

**Picture 5:** Bandung Cultural Award event 2016



The Mayor of Bandung Ridwan Kamil emphasizes that the future of Bandung culture is no longer focused on the realm of cultural expression only. Moreover, Ridwan Kamil states that culture is as a human point of view. He also enhances that culture should not be abandoned with translated to the extent of the expression on display only. He hopes, that thinkers or scholars in cultural studies in Bandung

should also question where the direction of cultural development of this city in the future.

### **Sundanese Program held by Organizations / Social Institutions:**

One of the main purpose from the rule is to encourage and facilitate organizations and social institutions in the use, maintenance of the Sundanese Language, Literature and Script mandated by Rule No. 9 of 2012 Article 10 paragraph 1 point (d). Activity programs such as art deferral is actively implemented by organizations / social institutions in the city of Bandung. Various activities are always supported by the Department of Culture and Tourism City of Bandung. Two of the many activities held are (2) Cultural Arts League, which was held in 2017 at Cikapundung Riverspot and Jalan Ir Soekarno and Asia Afrika. A series of activities presented in the form of arts competition and jaipong festival, followed by representatives of each sub-district in Bandung. One of the activity is a contest held in Ujungberung is Jaipong (a traditional dance from West Java) followed by 6 representatives of the sub-district. (2) Department of Culture and Tourism of Bandung City also held Safari Cultural Performing Arts event "Goes to Mall" in May-June 2017. Traditional Sundanese music can be heard by all mall visitors. Disbudpar Bandung unceasingly carry out these activities in a number of malls in Bandung. This activity is the effort of Disbudpar Bandung to continue to display traditional arts of Sundanese traditional ([www.tribunjabar.id](http://www.tribunjabar.id))

**Picture 6:** Activities based on Sundanese Culture in Bandung City



Source : [www.tribunjabar.id](http://www.tribunjabar.id)

### **Conclusion:**

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 Government of Bandung in an effort to preserve Sundanese culture. This rule also serves as a strong

foundation in language planning that puts Sundanese as an integral part of the regional cultural or political strategy in West Java and Indonesia. The results of the study show that based on seven strategies mandated by Local Regulation No. 9 of 2012 in the effort of Maintenance and Development of Sundanese Language, Literature and Script, the Government of Bandung under the leadership of

Mayor Ridawan Kamil (2013-2018) has implemented five program activities, <sup>(1)</sup> Sundanese Language Program in Education Curriculum, <sup>(2)</sup> *Rebo Nyunda* Program, <sup>(3)</sup> Naming Street Program with Sundanese Script, <sup>(4)</sup> Bandung Cultural Awards Program, <sup>(5)</sup> Sundanese Program held by Organization / Social Institution. 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. All programs that have been implemented by the Bandung City Government have succeeded in growing knowledge of the love of the people of Bandung to the Sundanese language and culture, so it is expected that the language and culture of Sunda will remain sustainable now and in the future.

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