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| **RESEARCH ARTICLE**

The Language Choice of Madurese Ethnics in Urban Area: A Case Study of Jember City

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| **ABSTRACT**

Jember society is an urban and bilingual community because they master Javanese, Madurese and Indonesian. This article examines language choice forms of the Madurese community in Jember and the factors underlying the choice of the Madurese community's language. The study was conducted through a qualitative method. Data was collected through a questionnaire. The results show that the Madurese language (BM) selected by the Madurese community in Jember is generally dominant (55%). The BM's choice of family domain is higher (58%) than the neighboring domain (52%). The dominant factors in determining language choice include speech situations, participants, and means of speech.

1. Introduction

Jember is an urban city in East Java. One of the important characteristics of urban society is society that is "literate" in politics (Risnawati, 2022). The characteristic of "literate" in politics is also in line with the fast development of facilities and infrastructure in Jember. At least the rapid development of social facilities and infrastructure has occurred in the last 20 years. This development was marked by the emergence of several shopping facilities that mixed the concepts of shopping and recreation. The concept of spending is predicted to have changed the Jember society's attitude in almost all aspects of their life: work, education, health, and even worship.

Jember society is at the same time classified as a plural society because they consist of several ethnic groups, such as Javanese, Madurese, and ethnic minorities, such as Chinese, Arabian, Minangkabau, and Batak. This plurality has produced the Javanese and Madurese a bilingual society. There are three languages that are used dominantly in daily social interactions by the Javanese and Madurese in Jember City, namely Javanese, Madurese, and Indonesian, with their variants.

Some studies on language choice have been carried out in Indonesia. Several examples of language choice studies in the form of doctoral dissertations were conducted by Rokhman (2003), Wibisono (2008), Sariono (2007), and various studies of language choice in Masters and Bachelors final assignments. In general, the study of language choice focuses on the description of the language choice forms and the factors that determine the language choice. These language choice studies base factor analysis on speech component theory (Hymes in Wardhaugh and Fuller, 2015).

It is estimated that the language choice profile of Madurese and Javanese people in Jember is different. This article examines language choice in Madurese society. The use of language by the Madurese people led to language choice in their daily lives. It is estimated that there are dominant factors that influence language choice. The concept of speech components (Hymes in Wardhaugh and Fuller, 2015) is used as a basis for identifying the dominant factors that influence language choice.

2. Literature Review
In sociolinguistic studies, various sociolinguistic problems arise in a bilingual society (Bell, 1995). One of them is the issue of language choice (Bell, 1995; Ibrahim, 1993; Wardhaugh and Fuller, 2015; Sumarsono, 2013: 199; and Chaer and Agustina, 2014). Language choice involves language with its variations (Ibrahim, 1993:66; Wardhaugh and Fuller, 2015; Chaer and Agustina, 2014:154) which are mastered and used by the people studied. All languages and their variations are called language varieties (Hudson, 2011). All language varieties that are mastered and used by society are called the verbal repertoire (Wardhaugh and Fuller, 2015: 131).

In every speech, they must consider which language varieties to use in order to suit the speech context they have. The speech context is the context of speech component as formulated by Hymes (in Bell, 1995:124-126; Wardhaugh and Fuller, 2015; Sumarsono, 2013:325-335; and Chaer and Agustina, 2014:48-49) which states that there are eight speech context components, namely setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre. This speech context is used to explain the factors that determine language choice (Wardhaugh and Fuller, 2015). The concrete speech context form is the community situation and social and cultural conditions being studied.

3. Methodology
The research object of this article is the Madurese ethnic community who live in Jember Regency. In line with Sutarto (2006) and Zoebazary (2018) regarding the Pandhalungan community, Madurese is grouped into two groups, namely Madurese, who are relatively separated socially and geographically from the Javanese and Madurese, who lives side by side in close socio-cultural interactions with Javanese community that is mentioned as Pandahalungan community. The two Madurese community groups can be found in the city sub-district (ex-Kotatif Jember). In the city sub-districts, there are villages (kelurahan) where almost all residents are Madurese and villages (kelurahan) whose residents consist of ethnic Javanese and ethnic Madurese in the same number.

Data were collected by observation, closed interviews, open interviews, and documentation. The observation is carried out by a participatory and non-participatory to obtain general data about the object of study: the geographical, social and cultural conditions of the community. The closed interview with a number of questionnaires was used to collect language choice data. The open interview was used to obtain additional data about language choice as well as data to determine the relationship between language choice and ethnic identity. Documentation is used to obtain data about the social situation of the community based on official data from the government.

The respondent was determined in the following way. Madurese people are grouped based on age and occupation. Based on age, Madurese is divided into two age groups, namely (1) the group of 30 years or less and the group of 35-50 years. Based on occupation, Madurese is divided into two groups, namely (1) farmers and laborers and (2) private employees, traders, and civil servants. Thus, the Madurese people are grouped into four social groups, namely (1) groups of farmers and laborers aged 30 years or less, (2) groups of farmers and laborers aged 35-50 years, (3) private employees, traders, and Civil servants aged 30 years or less, and (4) private employees, traders and civil servants aged 35-50 years. Five respondents were taken from each social group, so the total number = 2 villages x 4 groups x 5 respondents = 40 respondents. It is hoped that this informant choice technique can produce comprehensive language choice data that can represent real conditions in the field.

Data analysis was carried out using the qualitative analysis model of Miles and Huberman (2009). The components of data analysis include; data reduction, data presentation (data display), and drawing/verifying conclusions. Data reduction includes data classification activities in several levels and criteria. Data from closed interviews are grouped according to the existing problems. Observational data, open interviews, and in-depth interviews were abstracted and classified. At the data presentation stage, the classification result data is arranged in the form of data tabulations and narratives. Data presentation would facilitate the implementation of drawing conclusions.

Drawing conclusions is carried out in several ways. The language choice profile description is done by calculating the average respondent's answers. The description of language choice profile determinants in the family domain is carried out by detailing the average profile of language choice into speech components: setting and scene and various respondent criteria (age, social status, and kinship). The description of language choice profile determinants in the neighborhood domain is carried out by detailing the average profile of language choices into speech components: setting and scene and various respondent criteria (age, social status, ethnicity, and social relations).

4. Result and Discussion
Madurese ethnic community in Jember masters three languages, namely Madurese (BM), Javanese (BJ), and Bahasa Indonesia (BI). BM that is mastered has two variants of speech levels, namely ngoko speech level (BMN = enjek iye) and the middle speech level (BMM = enggi bunten). BJ that is mastered has two speech level variants, namely BJ ngoko (BJN) and BJ krama (BJK). Thus, Madurese ethnic community in Jember mastered five varieties of languages, namely BMN, BMM, BJN, BJK, and Bahasa Indonesia (BI). However, this article reports only the choice of three language varieties, namely BM, BJ, and BI.

4.1 Pemilihan Bahasa pada Masyarakat Etnik Madura di Kota Jember
The language choice profile of Madurese ethnic community in Jember is presented as follows. The description of the language choice profile includes two domains, namely the family domain and the neighborhood domain.

The description of the language choice profile is presented in table (4.1) below.

Table 4.1. Language Choice of Madurese Society

No.	Domains	BI	BM	BJ
1	Family	28	58	14
2	Neighborhood	27	52	21
	Average	28	55	18

Table 4.1 reveals that the choice of Madurese language (BM) by the Madurese community in Jember is generally dominant (55%). The choice of BM in the family domain is higher (58%) than in the neighborhood domain (52%). These three numbers show that BM is still one of the ethnic identities of the Madurese society. The comparison of BI and BJ use in the family and neighbor domain is quite interesting. The use of BI in the neighborhood area is slightly lower than in the family domain. In contrast, the use of BJ in the neighborhood is higher than in the family domain, with a difference of 7%.

The choice of BI in the family domain and the neighborhood domain, and the average score for the two domains, is always higher than the BJ choice. However, the percentage difference between the two domains differs significantly in the use of BJ, namely in the family domain, 14% and in the neighborhood domain, 21%. This figure shows that the use of BM in the neighborhood domains is decreasing, being replaced by the use of BJ.

4.2 Factors Influencing Language Choice
The results of the data analysis in subchapter 4.1 show that the choice of BM in the family and neighborhood domains is still dominant. However, the tendency is different when language choice is associated with various speech components. In the following, the results of language choice data analysis which are linked with various speech components, are presented.

A. Family Domain
Table 4.2 below shows the influence of the kinship background of the speech situation in determining the profile of language choice.

Table 4.2. Language Choice in the Family Domain

No.	Question items and Speech Components	BI	BM	BJ
	What language do you use every day...			
1	to your father at home	6	77	16
2	to your mother at home	6	79	15
3	to your in-laws at home	23	63	13
4	to your young sister at home	13	66	22
5	to your old sister at home	3	83	13
6	to your wife/husband at home	25	54	21
7	to your child at home	50	33	17
8	to your grandmother at home	3	88	9
9	to your grandfather at home	9	76	15
10	to your brother-in-law at home	17	63	20
11	What language does your child use every day when speaking with you at home	47	37	17
12	when you send WhatsApp (WA) to parents	50	41	9
13	when you send WhatsApp (WA) to a child	79	17	3
14	when you have a big family meeting	29	61	10
15	What language does your child usually use when sending a message via WhatsApp (WA) to you	73	23	3
	Average	28	58	14

Table 4.2 shows that kinship influences the form of language choice. There are two striking tendencies that can be seen from the table, namely, the tendency for the choice of BM and BI. The BM choice rate is quite high (71%) when respondents spoke to

partners who are both adults, namely to older speech partners: father, mother, in-laws, grandmother, grandfather (questions 1, 2, 3, 8, 9), speech partners are equal in kinship: younger siblings, older siblings, husband/wife, and brothers-in-law (questions 4, 5, 6, 10), as well as traditional formal situations (questions 14). Meanwhile, BI tends to be chosen when talking to children or children to respondents (questions 7, 11, 12, 13, 15).

Questions (12, 13, and 15) show that the factor of mobile instrumentalities also influences the choice of Bahasa Indonesia. Mobile is a modern means of communication, and BI is a language that is synonymous with its modernity factor. For most people in Indonesia, BI is the second language that is mastered after mastering the first language/local language. Besides being used in everyday life, BI is also studied in schools, namely, an educational institution that has modernity.

The influence of mobile factor as speech media is seen to stand out in questions (12, 13, 15) which are compared to questions (7, 11). In questions (7 and 11), BI is used face-to-face in everyday life at home. The results are (50% and 47%). Meanwhile, on questions (12, 13, and 15) the results are (50%, 79%, and 73%). The two groups show that mobile speech media produces a higher result in using BI than face-to-face communication.

B. Neighborhood Domain
Table 4.3 shows the influence of participants and speech situations on language choice in the neighborhood domain.

Table 4.3. Language Choice in the Neighborhood Domain

No.	Question Items	BI	BM	BJ
	What language do you normally use…			
1	when talking to guests who are familiar and ethnically Javanese	22	19	59
2	when talking to guests who are not familiar and ethnically Javanese	73	9	18
3	when talking to guests who are familiar and ethnically, Madurese	0	97	3
4	when talking to guests who are not familiar and ethnically, Madurese	26	74	0
5	when holding a small thanksgiving	46	51	3
6	when holding a big thanksgiving	53	41	6
7	when talking to Javanese neighbors who are older and/or have higher social status	50	22	28
8	when talking to Javanese neighbors of the same age and/or social status	24	12	64
9	when talking to Javanese neighbors who are younger and/or of lower social status	15	18	67
10	when talking to Madurese neighbors who are older and/or have a higher social status	6	94	0
11	when talking to Madurese neighbors who are at the same age and/or social status	0	94	6
12	when talking to Madurese neighbors who are younger and/or have lower social status	6	88	6
	Average	27	52	21

Table 4.3 shows the influence of participants and speech situations in determining language choices. There are several types of participants, each of which has a different influence on language choice. There are ethnic factors, social status, and the nature of social relations. The following are explained one by one.

The ethnic difference factor influences language choice. When talking to guests who are familiar with and ethnically Javanese, the respondent uses BJ. The language choice rate is 59% (question 1).

One of the respondents revealed:

> Ya tergantung. Kalau memang tetangga saya ini Madura, saya *ngomong* ('berbicara') Madura. Tapi kalau sebelahnya ini Jawa, saya *ngomong* Jawa. Sebelah sini saya Madura, jadi ya *ngomong* Madura. Soalnya tergantung kita. Kita ini bisa *ndak* ('tidak')? Kalau saya *ndak* bisa, tetap saya bahasa Madura, gitu. Bahasa Indonesia kebanyakan. Orang Madura itu banyak yang bahasa Indonesia kalau *ndak* bisa Jawa.

> Yes, it depends on. If indeed my neighbor is Madurese, I speak Madurese. But if my neighbor is Javanese, I speak Java. If they are Madurese, so I am speaking Madurese. Because it depends on us, can we or not? If I cannot, I still speak Madurese. Mostly Bahasa Indonesia. Many Madurese speak Bahasa Indonesia if they cannot speak Javanese.

The statement above explains that if the respondent can speak Javanese, then he will use BJ when communicating with Javanese people who are already familiar. If you can not speak Javanese, then he chooses to use BI. This statement explains the BI choice rate of 22%. Not being able to speak Javanese in this statement could mean absolutely not being able to; it could also mean not being able to use BJK. The numbers in Question 2 prove that when talking to guests who are unfamiliar and ethnically Javanese, the resulting numbers are BI 73%, BM 9% and BJ 18%.

This explanation also applies to questions (7, 8, 9). Question 7: when talking to Javanese neighbors who are older and/or have a higher social status, the language choice rates are BI 50%, BM 22%, and BJ 28%. Question 8: when talking to neighbors of Javanese who are of the same age and/or social status, the language choice rate is BI 24%, BM 12%, and BJ 64%. Question 9: when talking to Javanese neighbors who are younger and/or have lower social status, the language choice rate is BI 15%, BM 18%, and BJ 67%.

In question 7, the BI choice rate is higher, namely 50%. The determining factor is the age and social status of the speech partner. Speech partners who are older or have a higher social status must be respected by using BJK. In this situation, some Madurese feel insecure about using BJK. They are afraid of being wrong in using BJK, so they choose to use BI.

Unlike the numbers in question 7, the numbers in questions 8 and 9 place the highest BJ, namely 64% and 67%. In the situation of speaking with Javanese people who have equal or lower social status and age, respondents are more confident in using BJ, both BJN and BJK. If the social relations are familiar, some even continue to use BM. If the social relationship is not familiar or just known, then the respondent chooses to use BI.

When talking to guests who are Madurese, questions (3, 4, 10, 11, 12) give BM a much higher score than BJ and BI. Respondents have the choice of using BMN (questions 3, 11, 12) or BMM (questions 4, 10) depending on familiarity, age, and social status of the interlocutor or speech partner. In this speech situations, BJ and BI are almost never used. The numbers on the five questions show that in intra-ethnic relations, the use of BM still dominates utterances. BM is still a strong language identity for Madurese society.

The speech situation also has a significant influence on language choice. Questions (5, 6) provide evidence of this influence. When holding small (question 5) or large (question 6) thanksgiving, the choice of BM and BI is the highest choice. There is a tendency for the size of the event to be taken into consideration as well. In small gatherings attended by relatives and close neighbors, the BM choice rate is slightly higher (51%) than BI (46%). Close neighbor has close or non-familiar social relations and have higher, equal or lower social status and age. In this case, it would be interesting to see the number of language choices based on the age and social status of the respondents.

5. Conclusion
Based on the data analysis in section 4, several conclusions are put forward as follows. The Madurese ethnic language choice profile in Jember shows an average rate of 55% for all domains. The average number of language choices in the family domain is 58%, and the neighborhood domain is 52%.

The determinants of language choice in the family domain include speech background factors, participants (kinship relations), setting and scene factors, and speech media factors (mobile phones). The kinship factor is divided into two groups: speech partners with equal or higher kinship determine a higher tendency towards selecting BM, while speech partners with lower kinship determine a lower tendency towards selecting BM.

The determinants of language choice in the neighborhood domain include participant factors (ethnicity, social relations), speech situations, and speech media (mobile phones). The old age factor determines a higher tendency towards selecting BM. The young age factor determines a lower tendency towards selecting a BM. The Madurese ethnic speech partner factor determines a higher tendency towards selecting BM. The non-Madurese speech partner factor determines a lower tendency towards selecting BM. The situational factor of traditional speech determines a higher tendency toward selecting BM. The modern speech situation factor determines a lower tendency towards selecting BM. The speech facility factor (mobile) determines a strong tendency to choose BI.

Conflicts of Interest: The authors declare no conflict of interest.
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