

THE ROLE OF LANGUAGE IN SHAPING THE SOCIAL STRUCTURE OF THE PASIR KARAG VILLAGE COMMUNITY

Hernah Hernah¹, Pipin Muspiroh²,
Nisa Marsanda³, Eneng Liah Khoiriyah⁴, Iim khairunnisa⁵

¹⁻⁵STKIP Syekh Manshur

Surel: ¹hernah63@gmail.com, ²pipinmuspiroh90@gmail.com, ³marshandanisa727@gmail.com,
⁴nengkhour03@gmail.com, ⁵iimkhairunnisa@gmail.com

Article Information

Article History:

Sent: 12-01-2024
Revision: 24-01-2024
Recieved: 02-02-2025

Keyword:

Language, Social Structure,
Rural Community,
Sociolinguistics

Corresponding Author:

Pipin Muspiroh dkk

ABSTRACT

This research aims to explore the contribution of language in shaping social structure in the community of Pasir Karag Village. This village, located in a rural area, exhibits cultural and social diversity that reflects the dynamics of interaction between the local community and various outside factors that influence their social structure. This study uses a sociolinguistic approach to examine the role of language as a tool of communication, identity and power in shaping social interactions among individuals and groups in the village. Through the application of participatory observation, in-depth interviews, and conversational text analysis, this study shows that language plays an important role in strengthening social structures, defining gender roles, and creating solidarity among community members. Language also acts as a tool to maintain local cultural values, but on the other hand, it also reflects the process of social change arising from modernization and globalization. The results of this study show that language in Pasir Karag Village plays a role not only as a means of communication, but also as a symbol of power, social organization, and identity that always develops along with the social changes that occur. This finding is expected to contribute to the understanding of the relationship between language and social structure, especially in rural communities that are facing social change.

©2024: *Jurnal Pendidikan dan Penelitian*

INTRODUCTION

Language, an essential element of human social existence, acts not just as a means of communication but also significantly contributes to shaping and strengthening the social structure within the community. From a sociolinguistic perspective, language can be seen as a social phenomenon reflecting the interactions between individuals and groups within the

community, influenced by changes brought about by globalization. Language, as a reflection of social dynamics, can influence, sustain, or even alter current social structures (Hasyim, 2017). Language is also a Communication Tool, language allows individuals to convey ideas, feelings, information and instructions to others. Through language, social interaction can

occur (Eneng liah Khoiriyah, 2023).This research highlights the significance of language in influencing social frameworks in Pasir Karag Village, a community that is abundant in tradition and culture.

Pasir Karag Village is located in a rural area that still maintains local cultural values, although it is not spared from the impact of social change due to modernization and globalization. In general, the definition of society is a group of individuals/people who live together (Eneng liah khoiriyah, 2023) .The interaction between the local community and these external factors affects both language usage and the village's social structure. This research seeks to examine how language contributes to establishing social hierarchy, defining gender roles, and fostering solidarity within communities, while considering the social transformations caused by globalization.

According to Eneng liah khoiriyah (2023). Sociolinguistics is Contains the words socio and linguistics, a combination of sociology and linguistics. Socio implies society and that is related to society (system, structure, tradition, custom, culture etc.) Sociolinguistics, as a field studying the connection between language and society, offers an appropriate approach to examine the function of language within social contexts. According to Gumperz and Hymes (1972), language serves not only as a tool for communication but also as a method for

establishing social identity, preserving power, and shaping prevailing social norms within a community. Thus, language in the Pasir Karag Village community not only functions as a means of communication, but also as a tool that regulates interaction patterns between individuals and groups in society.

Previous research shows that language plays an important role in shaping the social structure in society. In a study conducted by Siregar (2015), it was revealed that language is often used to strengthen social stratification, where the choice of words and the way of speaking reflect the differences in status between people or groups in indigenous communities. Furthermore, a study by Puspita (2018) on the function of language in village communities in West Java shows that language acts as a means to preserve local cultural values, as well as build attachment and solidarity between community members. These findings indicate that language functions as more than just a means of verbal communication, but also as a symbol of authority, identity and social mastery that impacts the overall social structure.

On the other hand, modernization and globalization also result in changes in language use, both in terms of vocabulary and ways of social interaction. According to Hasyim (2017), modernization often encourages a shift in the use of new languages influenced by technology and global media, which indirectly changes the existing social

order in society. These changes not only impact the way of communication, but also affect the function of language in describing social position and power relations in society.

This study applies a qualitative approach through participatory observation, in-depth interviews, and analysis of conversational texts to investigate how language plays a role in building social structures in Pasir Karag Village. By analyzing conversations, this study seeks to uncover how language plays a role in strengthening social structures, defining gender roles, and forming solidarity among community members. In addition, this study also emphasizes how language reflects the social changes that occur as a result of globalization and modernization. With a deeper understanding of the function of language in the social structure in Pasir Karag Village, this research is expected to contribute to enriching sociolinguistic studies, especially related to the dynamics of social change in village communities. In addition, the findings of this study can provide a new understanding of the relationship between language, power, identity, and social change, and provide a brighter picture of the role of language in shaping and influencing social structures in the midst of changes that occur.

RESEARCH METHODOLOGY

This study adopted a qualitative approach using the case study method to

deeply understand the social phenomena taking place in Pasir Karag Village. Data collection was conducted using various key techniques:

Detailed Interviews: Interviews were conducted with community leaders, cultural figures and members of the village community to explore the role of language in their social lives. These interviews aimed to understand the ways in which language is used in shaping social identity and reinforcing an individual's position within the community.

Participatory Observation: The researcher engages in various social and cultural activities in the village to observe interactions among community members and language use in these social contexts. Observations were made at traditional ceremonies, village meetings, and daily activities.

Discourse Analysis: Research was conducted on dialogue recorded during interviews and observations, in order to recognize patterns of language that emerge in particular contexts and their relationship to social structures. This discourse analysis contributes to understanding the way language shapes or reinforces social relations in society.

RESULTS AND DISCUSSION

Based on the analysis of data collected through observation and interviews, the

research shows that local language in Pasir Karag Village has a central role in building the social and cultural structure of the community. This language is used to affirm cultural identity, strengthen social relations, and maintain hierarchy within the community. This finding can be seen through the following aspects:

Language as a Social Communication Tool

In Pasir Karag Village, language is not only used to convey information, but also as a tool to build and maintain social relationships. For example, in traditional celebrations or ceremonies, language is used to show respect and social status. In this context, the choice of words used by certain people shows the difference in social status between older individuals or traditional leaders and younger ones. For example, a traditional leader in a ceremony might use language that is more formal and full of symbolic meaning, while younger participants or those with lower social status use simpler language.

Example: In a village *selamatan* ceremony, a traditional leader might say a prayer with a very formal expression such as “O God, may this village be granted safety, strength and prosperity,” while other villagers might simply say “Amen” with a lower intonation. This difference in word choice reflects each person's social position and role in the event.

Language and Social Identity

Language also plays an important role in shaping social identity. In Pasir Karag Village, there are certain groups that use dialects or language variations that distinguish them from one another. This social identity is not only related to ethnic background or economic status, but also to one's position in society.

Example: In this village, most residents use Sundanese as their daily language. However, there are older groups or traditional leaders who still maintain the use of certain terms that are only used by those who have a high position in the social structure, such as traditional leaders. The use of this more traditional or more formal language emphasizes their position in the social hierarchy. Meanwhile, younger groups may be more relaxed and not use more formal vocabulary.

Language in Setting Social Hierarchy

One of the main functions of language in Pasir Karag Village is to reinforce social hierarchy. Language is used to differentiate a person's position based on age, economic status, and role in society. The use of more polite or lower language can reflect respect for people who are older or have a higher position.

Example: In everyday conversation, a child talking to his parents or a traditional leader will use more polite forms of language, such as “*pun*” or “*nya*”, to show respect. In

contrast, if the conversation is with peers, the language used tends to be more casual and less formal.

Language and Social Norm Formation

In the community of Pasir Karag Village, language serves as a tool to express social norms and values. For instance, during discussions that take place within gotong royong, principles like unity, assistance to one another, and esteem for others are highlighted through the medium of language. In a conversation regarding village events, a leader will communicate a message highlighting the significance of collaboration with phrases like, "Together, let's maintain the village's cleanliness for the comfort of all," which underscores the value of unity and collective responsibility. In this context, language serves to strengthen social norms and guarantee that commonly embraced cultural values persist within the village.

CONCLUSION

Language plays a crucial role in shaping and maintaining the social structure in Pasir Karag Village. As a medium of communication, local languages not only function as a way of interacting in daily life, but also as a sign of cultural identity that strengthens social cohesion. Language use reflects the social order, cultural norms and ethical values that guide people's lives. Through language, interactions between

individuals and groups are organized according to the principle of mutual respect, while traditional values are passed down from one generation to the next. In addition, language acts as a means to resolve conflicts and strengthen unity within the community. Therefore, maintaining the local language is crucial to preserving social harmony and cultural wealth in Pasir Karag Village.

REFERENCES

- Hidayat, I. (2021). *Bahasa dan Identitas Sosial dalam Masyarakat Multikultural*. Universitas pendidikan Indonesia press.
- Wibowo, S. (2022). *Bahasa, Budaya, dan Masyarakat Pedesaan di Indonesia*. Graha Ilmu.
- Sibarani, R. (2023). *Bahasa Dan Struktur Sosial di Masyarakat Pedesaan Sumatra Utara*. *Jurnal Linguistic Indonesia*, 37(1), 92-105.
- Zuraidah, Z. (2022). *Stratifikasi social dan Peran Bahasa di Komunitas Pedesaan Jawa Barat*. *Jurnal Anthropology Sosial*, 26(3), 174-189.
- Nugroho, D. (2020). *Peran Bahasa Dalam Membangun Struktur Sosial di Pedesaan*. *Jurnal pendidikan Dan Kebudayaan*, 22(4), 210-225.
- Alwi, H. (2021). *Sosiolinguistik : Konsep, Teori dan Aplikasi dalam Konteks Masyarakat Pedesaan*. Balai Pustaka.
- Septiani, D., Nurwanda, R. E., Irmanda, T., Khoiriyah, E. L., & Khairunnisa, I. (2023). Analysis of the baduy community's social response to the presence of tourists. *Journal of humanities and social studies*, 1(03), 1286-1293.
- Jamaludin, Anang, Intan Putri Bungsu, Fatma Aisyah, Eneng Liah Khoiriyah, Iim Khairunnisa, and Eka Dewi Fithrotunnisa (2023). *Analysis Of The Social Influence Of The Outside*

Society On The Changes In The Life Style Of Baduy Luar Tribe. *Educativo: Jurnal Pendidikan* 2, no. 1: 326-333.

Oktaviyani, A. D., Azahra, S., Melawati, M., Khoiriyah, E. L., & Khairunnisa, I. (2024). Analisis Penggunaan Bahasa Slang pada Masyarakat Baduy Luar. *Al-Tarbiyah: Jurnal Ilmu Pendidikan Islam*, 2(2), 55-61.

Khoiriyah, E. L., Puspa, T., Imtihanudin, D., Khairunnisa, I., Fithrotunnisa, E. D.,

Yulianingsih, N., ... & Munawar, B. (2023). Sosialisasi Pengenalan Keragaman Budaya Melalui Etnografi Pada Suku Baduy Mata Kuliah Sociolinguistic. *Wahana Dedikasi: Jurnal PkM Ilmu Kependidikan*, 6(1), 148-154.