

LANGUAGE MAINTENANCE (THE STUDY OF PAU SELLER ON JALAN SELAT PANJANG MEDAN)

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Abstract

Tionghoa people in Medan are the Chinese who has already lived in Medan even in Sumatera in many years ago. All of the Tionghoa ancestors became a part of Indonesia and gave great contributions for Indonesia for ages. One of their contribution is to produce the Chinese culinary in one street in Medan. The purpose of the research is 1) to describe how the Pau sellerto maintain the Mandarin language and 2) to describe why the Pau sellers still maintain the Mandarin language. This research is the qualitative research. The researchers used the observation and interview to collect the data. The result of this research, the Pau sellers used many ways to maintain the mandarin language in their shops are 1) they use Mandarin Language to name their shops that is *Siu Hua Kue Pau* and under of that name they put the Mandarin Language 2) They also make the list of Pau by giving the kinds of Pau and also using the Mandarin Language.

Keywords: *Language; maintenance; Pau Seller; Medan*

Abstrak

Orang Tionghoa di Medan adalah orang Tionghoa yang sudah tinggal di Medan bahkan di Sumatera bertahun-tahun yang lalu. Semua nenek moyang Tionghoa menjadi bagian dari Indonesia dan memberikan kontribusi besar bagi Indonesia selama berabad-abad. Salah satu kontribusi mereka adalah memproduksi kuliner Cina di salah satu jalan di Medan. Tujuan dari penelitian ini adalah 1) untuk mendeskripsikan bagaimana penjual Pau mempertahankan bahasa Mandarin dan 2) untuk mendeskripsikan mengapa penjual Pau masih mempertahankan bahasa Mandarin tersebut. Penelitian ini adalah penelitian kualitatif. Para peneliti menggunakan observasi dan wawancara untuk mengumpulkan data. Hasil dari penelitian ini, para penjual Pau menggunakan banyak cara untuk mempertahankan bahasa mandarin di toko mereka adalah 1) mereka menggunakan Bahasa Mandarin untuk menamai toko mereka yaitu *Siu Hua Kue Pau* dan di bawah nama itu mereka menempatkan Bahasa Mandarin 2) Mereka juga membuat daftar Pau dengan memberikan jenis Pau dan juga menggunakan Bahasa Mandarin.

Kata kunci: *Bahasa; pemeliharaan; penjual Pau; Medan*

A. Introduction

The world has been developed yet should not forget the originality of the language. Tionghoa people in Medan are

the Chinese who has already lived in Medan even in Sumatera in many years ago. All of the Tionghoa ancestors became a part of Indonesia and gave great

contributions for Indonesia for ages. One of their contribution is to produce the Chinese culinary in one street in Medan. And this street became very famous because all the delicious food that sold in this street. That street is namely Selat Panjang. People could found many variation of food including one kind of Chinese bread namely Bakpau or Pau. The researchers found in one shop that the seller put the list types of Pau. It depends on the taste it is put. One thing is very interesting the seller still put the Mandarin explanation beside the explanation of in Bahasa Indonesia. It is indicated that the seller of Pau is still doing the Mandarin Language Maintenance.

Language Maintenance means the situation when the minority language is maintain by its traditional speech community without the intervention of language planning activities (Hyltenstam, C. and Stroud, 1996). The minority maintained by many ways as Paramida explained (Paramida, 1967) There are : 1) *Regarding the ethnic language as important*: if the ethnic language is regarded as an important symbol of identity, it is likely to be maintained longer. For example, Polish people eyed their language important wherever they immigrated to preserve their identity. Therefore, the Polish language was maintained for three or four generations. The case is similar with Greek migrants to Australia, USA and New Zealand. 2) *Frequency of contact*: if families from a minority group live near each other, their ethnic language is likely to be more preserved. For example, members of the Greek community in New Zealand belong to a common church where they use Greek, and have also established shops where they sell Greek food. In the market place they also used Greek with each other. The same goes with Indian and Pakistani

communities in UK, in USA, Chinese people who live in Chinatown also preserved their Chinese dialect. 3) *Degree of frequency of contact with homeland*: migrants to another country or visitors need to keep their ethnic language alive. New Zealand Polynesian visitors arriving in New Zealand are being welcomed by the Polynesian New Zealands. The visitors provide a new linguistic input to the New Zealand community. Also, organizing trips back home is also a good opportunity to maintain fluency. Greek New Zealanders regard a trip to Greece as essential, which forces them to maintain proficiency in Greek. 4) *Social factors may also help in resisting language shift resulting from economic pressures*: Using the language in home, banning intermarriages help in maintaining the language. Associating the use of language with a particular setting like the school or the place of worship also helps in maintaining the ethnic language. 5) *Institutional Support*: governmental offices, media, press, education, law or religion are domains of the predominant language. If the ethnic language is tied to such domains it will be maintained for sure.

Thus base on the theory Tionghoa people tried to maintain their language because of the social factor and there was the institutional support. The purpose of the research is 1) to describe how the Pau sellerto maintain the Mandarin language and 2) to describe why the Pau sellers still maintain the Mandarin language.

B. Research Method

This research is the qualitative research. The researchers used the observation and interview to collect the data. Beside that the researchers used the theory of Miles and Huberman using the

three steps they are 1) Data condensation 2) Data display and 3) verification of the data.

C. Research Finding and Discussion

The result of this research, the Pau sellers used many ways to maintain the mandarin language in their shops are 1) they use Mandarin Language to name their shops that is *Siu Hua Kue Pau* and under of that name they put the Mandarin Language 2) They also make the list of Pau by giving the kinds of Pau and also using the Mandarin Language.

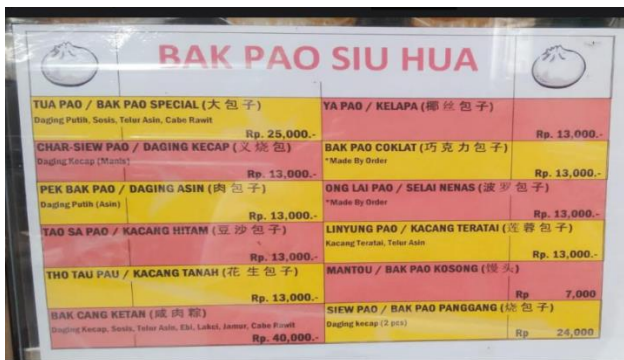
Picture 1

The name of the shop



Picture 2

The list of Pau



Moreover base on the interview the researcher found the information, eventhough some of the buyers are not the Tionghoa and do not understand of the Mandarin language, the seller still use Mandarin language because all the Tionghoa who are living around Medan they are still use Mandarin and always order using Mandarin Language. So, the seller finally still maintains the Mandarin

language by putting the Latin alphabet and also the Mandarin alphabet with the explanation in Bahasa Indonesia.

Discussion

The language maintenance that applied by the seller of Pau in Jalan Selat Panjang Medan is very interesting. The seller does not only sell on their shop they also sell through go food. Thus the result the seller does not only getting the benefit in material (money) but also they do something for maintaining their culture and hopefully the next generation will maintain the mandarin and do not forget their identity as a Indonesia Chinese (Tionghoa) though they are already as part of Indonesia.

There are many research has done about language maintenance they are (Ningsih, 2016) or (Wijaya et al., 2020) however, they did not explain about language maintenance in culinary food, as the researchers have done in this study.

D. Closing Conclusion

The effort of Pau Seller should be appreciate. The mission of Pau seller not only taking the advantage in material (money) but also they do the social action to maintain the Mandarin Language and hopefully it could be inherited to next generation as The Tionghoa people .

Suggestion

The suggestion that the researchers hopefully the Pau seller on Jalan Selat Panjang can still maintain their identity through Mandarin Language maintenance. Beside that the researchers also hope the local government support their effort to maintain their identity and continue to promote Jalan Selat Panjang as the culinary

food and one of the best tourism destination.

E. References

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