

A Variety of Languages and Banyumasan Identity Appear in Verbal Communication on the YouTube Channel "Cerita Koplak"

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Abstract. The goal of this research is to characterize the variety of Banyumasan languages and identities that may be found on the "Cerita Koplak" YouTube channel. This study was conducted through the stage of collecting data utilizing the observational approach and note-taking procedures. The sophisticated approach employed in this study's data analysis is the technique of sorting out the determinants, while the process of evaluating the data utilizes an equivalent method. Research data analysis results are presented using both formal and informal presentation techniques. The study's findings indicate that language use diversity is categorized according to the speaker's aspect, or dialect, and according to formality, or informal variety and intimate variety. The identity of the language used on the YouTube channel "Cerita Koplak" contains linguistic elements typical to the Banyumas region, such as phonological features.

Keywords: Languages, Identities, YouTube

1 Introduction

Human life requires language for various activities. Language becomes a human culture that has a very high value, because with language humans will be able to carry out their survival properly and regularly. Language is an arbitrary sound symbol system that is used by members of social groups to work together, communicate, and identify themselves (Chaer, 2012:32). Languages are very diverse with their own characteristics. The use of language in Indonesia itself can be said to be not small in number, this can be proven by the existence of various ethnicities, races and cultures. Sudaryati (2018) states that language is said to be varied or diverse, because heterogeneous speakers use language who have different habits and social backgrounds. The use of language varieties or variations can occur anywhere, one example is in Indonesia which has many tribes and cultures.

A variety of languages can also be found in young people who, with their creativity, always manage to find forms of language that have never been used before and then create new languages. Forms of language that appear often occur due to mixing with other languages, especially foreign languages. It cannot be denied that the regional language is still an identity. Other people will be able to easily find out someone's origin through the use of language. Banyumas people in a big city like Jakarta use the Banyumasan language, they will be able to identify the characteristics of the use of the language.

Banyumas is a socio-political entity as well as an ethnic culture that has a regional language which is often called the Ngapak dialect as its identity. Communities in the Banyumas area use the ngapak dialect in everyday life to communicate. Language is the identity of a community

entity that cannot be replaced by anything. Paying attention to the existence of a language also means paying attention to the culture and identity of its people. Banyumasan is spread over at least five districts, namely: Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen which is shortened to (BARLINGMASCAKEB) so that Banyumas becomes the cultural identity of the people in the region.

The science of language is called linguistics. In general, branches of linguistics are divided according to the object of discussion. Some of the objects of discussion are phonetics as well as phonology or language sounds, morphology, namely word formation, syntax or rules for forming sentences, as well as semantics or word meanings. Language identity can be seen from several branches of linguistics. In this study, more specifically Banyumas language identity regarding consonant phonology. There is an example from the YouTube channel "Cerita Koplak" in a collection of short films with the title "Nggolet Duit" the consonant phoneme /p/ of the word arep is included in the bilabial consonant. The word arep appears when the consonant /p/ is distributed as a closing word and the word in question is at the end of the sentence.

2 Method

This type of research is qualitative research. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., holistically, by means of descriptions in the form of words and language, in a special natural context and with various natural methods (Moleong, 2010:6). In this study, the researcher describes the data in the form of actors' speeches in the video collection "Ngapak Short Films" on the YouTube channel "Cerita Koplak". The data taken are sentences that contain a variety of languages that reflect the identity of Banyumasan. The source of the data in this study is the speech of the actors in the video collection "Ngapak Short Films" on the YouTube channel "Cerita Koplak". The video collection consists of 7 videos with different titles. The providing stage in this research is to use the listening method and note-taking techniques. This study uses the equivalent method and the advanced technique used is the determinant element sorting technique. As for what is meant by the equivalent method according to (Sudaryanto, 1995:13) that the determinant is outside the language and is detached and does not become part of the language in question. The method of presenting the results of data analysis in research uses formal and informal presentation methods.

3 Result and Discussion

The research entitled Variety of Languages and Banyumasan Identity that Appears in Verbal Communication on the YouTube Channel "Cerita Koplak" produces two discussions, namely the variety of languages and Banyumas language identity in the form of phonological peculiarities. The variety of languages that appear on the YouTube channel "Cerita Koplak" in the video collection "Short Films" found two variations of the variety of languages in the form of variations in terms of speakers. In terms of speakers, there are two variations found, namely dialect and basilek. Dialects are variations of language that are used in a limited way by certain social groups. In this study, the Banyumasan language was only used by the Banyumas people, meaning that the Banyumasan language was only used in a limited way and not everyone could

and knew the meaning of the Banyumasan language spoken especially in the video collection "Short Films" on the YouTube Channel "Cerita Koplak". The Banyumas language variation is in the form of basilek, because the social variation is considered less prestigious, or even looked down upon. There are still many people who consider the Banyumasan language to be a low language because of its distinctive pronunciation. Feelings of prestige or because they do not want to be considered as non-modern people, which then makes many people increasingly switch to everyday language with a language that does not have a full Banyumasan dialect. In contrast to the slang language which is considered good because it follows the times in its pronunciation.

Aprianti, et al in Rahayu (2022), today's people prefer and like foreign culture, they are even proud of foreign culture and are proud to use their own national culture (local culture) because they consider local culture to be old-fashioned and not in accordance with current trends or associations. The use of language that is decreasing is marked by people who prefer modern languages that are considered to follow the times. The use of slang is also considered to provide convenience, so that people increasingly reduce the use of local languages. According to Sudarma, et al in Rahayu (2018) languages with a high level of prestige tend to last longer than languages with a low level of prestige. Indonesian and foreign languages can be said to be languages with a high level of prestige because they have a wider area of use than regional languages.

The identity of the Banyumasan is also referred to as the hallmark of the Banyumas which includes language, food and arts. Of the three scopes specified in the scope of the language only. The identity of the banyumasan that appears in the use of language in the YouTube video channel "Cerita Koplak" in the video collection "Short Films" has a lingual specificity. This particularity in this study only specializes in the field of phonology. There are 23 Javanese consonant phonemes. Based on the place of articulation, the 23 phonemes can be grouped into 10 types. The ten types of consonants are bilabial /p, b, m/; labio-dental w/; apico-dental /t, d/; apico-alveolar /n, l, r/; apico-palatal /t, d/; lamino-alveolar /s, z/; medio-palatal /c, j, n, y/; dorso-velar /k, g, i/; laingal /h/; and glottal stop /ʔ/. Based on how it is inhibited or how it is articulated, consonant phonemes can be divided into six types. yaitu consonant letthal /p. b. t. i. t. d. c. j. k. g. ʔ/: nasal /nu m fl r/; side /l/: shift /f. s. z. h/: trills /r/: and semivowel /vv.>.

The Banyumas identity that emerged from the data taken on the YouTube video channel "Cerita Koplak" in the video collection "Short Films" namely the word *arep* is included in the bilabial consonant. The word *arep* appears when the consonant /p/ is distributed as a closing word and the word in question is at the end of the sentence. There is a word *kapan* which belongs to the type of apico-alveolar consonant. The allophone [n] in the word when occurs because [n] is distributed at the beginning of the word, the middle of the word, and the end of the word, if a word that ends with [n] is not at the end of the sentence. It was found that the word *buang* which is included in a non-continuous bilabial consonant. The allophone [b^h] in the *buang* word appears if /b/ is distributed at the beginning of a word or at the beginning of a syllable. The apico-alveolar allophone [r] continuum is found in the word *rega*. Pronunciation of [r] by blocking the passage of air currents from the lungs repeatedly and quickly. The word *sikil* is found in the speech of the actor which belongs to the continuous lamino-alveolar allophones. Allophone [s] pronunciation is done by constricting the passage of air currents from the lungs so that the air currents are blocked and come out by shifting, but the vocal cords do not vibrate.

There are two types of non-continuous medio-palatal allophones, namely [c] and [y]. A *cekel* word with an allophone [c] is pronounced by completely blocking the airflow from the lungs and then releasing it suddenly, but the vocal cords don't vibrate. The allophone [y] is found in the word *payu* pronounced with an obstacle in the form of a middle tongue that is almost

pressed against the hard palate. Non-continuous dorso-velar allophone namely [k] is found in the word *karepe* which appears because it is distributed at the beginning of a word or in the middle of a word as far as starting syllables. Non-continuous dorso-velar allophones with the [g] allophone are found in *ganu* which are distributed at the beginning or in the middle of a word as the beginning of a syllable and immediately followed by a vowel. The data found is the word *nyong* which has a continuous media-palatal allophone [ŋ] which is pronounced by tightly blocking air from the lungs through the oral cavity. The continuous dorso-velar allophone has the phoneme [ŋ] found in the word *nganggo*. The phoneme [ŋ] is pronounced by tightly blocking air from the lungs through the oral cavity.

Overall, the variety of languages and Banyumas identities in terms of phonology found in the utterances on the YouTube channel "Cerita Koplak" only provide an understanding of the variety of languages in the form of speakers. Based on the variety of languages on the YouTube channel "Cerita Koplak" which is still relatively low, as Indonesian people, especially Banyumas people, it is necessary to introduce and introduce the Banyumas language or Ngapak language to the wider environment. If the Ngapak language is understood and used by the general public, then the perception of the Ngapak language as an inferior language will disappear. The identity of Banyumas in terms of phonological type of language makes people understand better that the Ngapak language has characteristics in terms of its pronunciation.

4 Conclusion

Language is one of the important factors in people's lives. Without language life has no meaning. The knowledge of language is very diverse, one of which is regarding the variety of languages and phonology which are the topics of research in the actors' speeches on the YouTube channel "Cerita Koplak" in the video collection "Short Films". All videos on the YouTube channel use the Banyumas language or what is called the ngapak language. The use of the Banyumas language in videos on YouTube is not only entertainment for the general public, but also has a good impact in the form of preserving and introducing the Banyumas language to the wider community. The variety of languages found in this study are in the form of language variations in terms of speakers, namely dialects and basilek. The Banyumas language is a dialect of the Banyumas community where only certain groups use the language. Basilek is a type of Banyumas language, because the Banyumas language is still looked down upon by the wider community with its medok characteristics. Identity that appears from a phonological point of view to speakers on the YouTube channel "Cerita Koplak" in the video collection "Short Films" in the form of bilabial consonants, apico-alveolar consonants, non-continuous bilabial consonants, continuous apico-alveolar, continuous lamino-alveolar, non-continuous medio-palatal, dorso-velar noncontinuous, media-palatal continuous, and dorso-velar continuous.

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