

# English and Its Influence on Sundanese Communication among Generation Z in Bandung

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## ABSTRACT

The escalating use of English as a primary mode of communication in Bandung City is impacting the younger generation's interest in learning and using the Sundanese language. This quantitative study investigates the correlation between English and Sundanese language usage among 100 respondents aged 12-21, employing correlation and simple linear regression tests. Results indicate a negative influence of English on Sundanese usage, with higher English usage correlating with lower Sundanese use (correlation coefficient: -0.622, English's effect on Sundanese: 59.5%). The decline in Sundanese usage is attributed to environmental factors, education, and peer interactions. Recommendations include promoting Sundanese among Generation Z to preserve the language.

**Keywords:** Cultural Communication, Language of English, Language of Sundanese, Generation Z

## ABSTRAK

Penggunaan bahasa Inggris semakin diminati. Hal tersebut dipengaruhi oleh kebutuhan sebagai alat komunikasi di lingkungan sekolah, lingkungan kerja, bahkan di lingkungan bermain. Namun, realitas tersebut menimbulkan dampak pada minat generasi muda di Kota Bandung dalam mempelajari dan menggunakan bahasa Sunda. Penelitian ini dilakukan dengan tujuan untuk meneliti pengaruh penggunaan bahasa Inggris terhadap penurunan penggunaan bahasa Sunda. Metode penelitian yang diterapkan adalah metode kuantitatif dengan penerapan uji korelasi dan regresi linear sederhana untuk menganalisis hubungan antara penggunaan bahasa Inggris (variabel X) dan penggunaan bahasa Sunda (variabel Y). Kuesioner disebarakan kepada 100 responden yang dipilih dengan teknik sampling purposif, dengan kriteria usia 12-21 tahun dan tinggal di Kota Bandung. Hasil penelitian menunjukkan adanya pengaruh negatif penggunaan bahasa Inggris terhadap penggunaan bahasa Sunda. Hubungan korelasi antara keduanya adalah -0,622 dan pengaruh variabel x terhadap variabel y sebesar 59,5%. Dengan demikian, semakin tinggi penggunaan bahasa Inggris, semakin rendah penggunaan bahasa Sunda. Kesimpulannya, penggunaan bahasa Inggris dengan frekuensi yang tinggi berkontribusi pada penurunan penggunaan bahasa Sunda, dipengaruhi oleh faktor lingkungan, pendidikan, dan interaksi dengan teman sebaya. Sebagai rekomendasi, peneliti menyarankan adanya program atau kegiatan yang mempromosikan penggunaan Bahasa Sunda kepada generasi Z di Kota Bandung sebagai upaya pelestarian bahasa tersebut.

**Kata Kunci:** Komunikasi Budaya, Bahasa Inggris, Bahasa Sunda, Generasi Z

## INTRODUCTION

In the current era of modernization, culture plays a pivotal role in defining a civilization's advancement, shaped by human thought and learning processes (Koentjaraningrat, 2009). As society evolves, cultural changes driven by factors such as technological advancements and globalization are inevitable, impacting traditional values and customs (Hidayat et al., 2021). While modernization necessitates a shift from traditional to contemporary lifestyles, preserving local traditions with sacred values is crucial for maintaining cultural identity (Budiarto, 2020).

Culture, encompassing knowledge, customs, art, politics, and language, serves as a foundation passed down through generations, shaping human behavior and societal norms (Koentjaraningrat). Language, as a vital component of culture, facilitates expression and communication, intertwined with cultural norms and values (Djojuroto & Sumaryati, 2018). Edward T. Hall's Context Theory emphasizes the symbiotic relationship between language and culture, highlighting their influence on social interactions (Djafar, 2013). Intercultural communication, as defined by Ting-Toomey, underscores the complexities of exchanging meanings between individuals from diverse cultural backgrounds, necessitating mutual understanding (Yayu et al., 2019). Cultural factors significantly influence communication patterns, shaping social identity and self-identification in intercultural interactions (Aljamaliah & Darmadi, 2021; Kaddi & Akifah, 2023). Thus, understanding cultural contexts is paramount for effective communication across diverse cultural landscapes.

Urban communities worldwide are witnessing a surge in multilingualism, driven by globalization and the necessity for a universal language of communication, predominantly English (Mailani et al., 2022). This linguistic phenomenon reflects the interconnectedness of cultures, as language serves as a crucial medium for interacting with diverse communities (Adolf Hualai & Gorys Keraf). Furthermore, language embodies the unique characteristics of the culture from which it originates, shaping communication patterns and societal norms (Nababan & PWJ, 1993; Kriyantono & McKenna, 2017).

In this context, Ting-Toomey's Face Negotiation Theory sheds light on how cultural differences influence negotiation styles and self-image management (Hidayat et al., 2022). The theory underscores the significance of considering cultural nuances in negotiation processes, highlighting the impact of communication patterns and values on individuals' self-perceptions (Griffin, 2011). By emphasizing the role of culture in negotiations, the theory advocates for a culturally sensitive approach to intercultural communication, fostering mutual understanding and effective negotiation outcomes. Communication patterns and the significance of preserving individual images vary significantly across cultures. According to Ting-Toomey's Face Negotiation Theory, cultural types can be categorized into individualistic and collectivistic cultures (West et al., 2010). In individualistic cultures, where personal autonomy is prioritized, individuals may lean towards dominant negotiation styles and language integration, possibly favoring English in intercultural communication. Conversely, in collectivistic cultures, where group interests are paramount, negotiation styles may focus on conflict avoidance to maintain harmonious relations, possibly favoring the use of Sundanese in intercultural communication.

Considering cultural types outlined by Face Negotiation Theory can offer valuable insights into how individuals from different cultures negotiate their self-image in intercultural communication and how the use of English may impact the use of Sundanese. In Indonesia, the increasing use of English due to globalization poses a threat to regional languages like Sundanese, particularly in urban areas such as Bandung. Sundanese, the second-largest language in Indonesia, faces a decline in usage despite its prevalence among West Java residents (Dienaputra & Herlina, 2011; Wahya, 2005; Hidayat & Hafiar, 2019).

To address this issue, researchers have conducted studies examining the influence of English on regional languages like Sundanese. These studies explore various approaches, including investigating the impact of globalization on the Indonesian language and implementing initiatives like "*rebo nyunda (Sundanese Wednesday)*" activities in early childhood education to promote Sundanese language skills (Apriana, 2019; Risnawati & Nuraeni, 2019; Wusqo & Maelani, 2022). Additionally, research on cultural invasion's impact on regional languages underscores the importance of cultural and language theories in analyzing such phenomena (Budiarto, 2020).

This study builds upon previous research by investigating the effect of English usage on Sundanese language among Generation Z in Bandung City. By integrating insights from Face Negotiation Theory and examining cultural factors, this research aims to contribute to understanding

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how language dynamics shape cultural identities and inform strategies for preserving Sundanese language use amidst globalization.

Drawing from the referenced literature, this study focuses on the impact of English usage on Sundanese language among Generation Z in Bandung City (Erzad et al., 2019). By exploring this dynamic, the research aims to enhance understanding of how English usage influences Sundanese language usage within this demographic, shedding light on the evolving language and cultural identities in urban Bandung. To fortify the research framework, insights from communication sociopsychology traditions and public relations in a cultural context are integrated, acknowledging the evolving communication patterns influenced by globalization (Craig, cited in Hidayat et al., 2023). In the contemporary era marked by rapid globalization, English has emerged as a ubiquitous language, particularly among Generation Z in Bandung, permeating various facets of daily life, including education, work, and social interactions (Erzad et al., 2019). However, amidst this linguistic transformation, questions arise regarding its impact on local languages like Sundanese and how Generation Z navigates their cultural identity amidst linguistic changes.

The study aims to delve into the potential repercussions of frequent English usage on regional languages, specifically Sundanese among Generation Z in Bandung City. Through rigorous examination, it seeks to elucidate the extent of English's influence on diminishing Sundanese language usage within this demographic. Furthermore, the study aspires to provide valuable insights for policymakers and stakeholders to develop effective strategies for preserving and promoting Sundanese language usage among Generation Z and beyond. Formulating two hypotheses, the study sets out to empirically test the relationship between English language usage as the independent variable and Sundanese language usage as the dependent variable.

## METHODS

The research methodology adopted for this study entails a survey employing a quantitative approach, strategically selected to address the research inquiries effectively. A structured questionnaire was meticulously crafted, anchored on key variables aimed at probing into the ramifications of English and Sundanese language usage among Generation Z in Bandung City. The data analysis framework encompassed correlation analysis and simple linear regression analysis, meticulously employed to scrutinize the interplay between the identified variables. The analysis technique used for this research is the correlation test and simple linear regression between variable x (use of English) and variable y (use of Sundanese).

The survey was meticulously tailored to target Generation Z residents of Bandung City, constituting a substantial populace of 400,000 individuals. To ensure a judicious selection process, a purposive sampling technique was employed, specifically targeting participants aged between 12 and 21 years. The rationale behind opting for purposive sampling stemmed from the study's emphasis on unraveling the distinctive language and cultural characteristics prevalent among Generation Z in Bandung.

Quantitative research methodologies were deemed optimal owing to their inherent capacity to procure objective data, a prerequisite for accurately delineating the intricate relationship between English and Sundanese language usage patterns. The employment of statistical analyses facilitated rigorous hypothesis testing and the delineation of nuanced relationships between the identified variables.

The determination of the sample size was meticulously executed leveraging the Slovin formula, with due consideration given to a 10% margin of error in the calculation process, thus ensuring the attainment of a representative sample size conducive to robust analysis and interpretation.

$$n = \frac{N}{1 + N(e)^2}$$

Where

n: number of samples N: total population

N: total population

e: percentage allowance (10%)

From the above formula, it can be determined that the number n is as follows:

$$n = \frac{400.000}{1 + 400.000 (0,1)^2}$$

$$n = \frac{400.000}{4.001} = 99,97$$

The calculated sample size for this study amounted to 99.97, rounded up to 100 respondents as adjusted by the researcher. Consequently, based on these calculations, the determined sample size utilized in this research is 100 respondents. The measurement approach adopted herein involved an ordinal scale employing a Likert scale methodology for scoring.

Validity testing was conducted on the research instruments developed, encompassing the variable instruments for English usage (X) and Sundanese language usage (Y), utilizing SPSS 25 statistical software for data processing. Validity was assessed by comparing the obtained correlation coefficient (r count) with the critical value (r table). With a significance level of 5% and 98 degrees of freedom (df = n-2), the critical value (r table) was determined as 0.197.

The validity test outcomes for variable X indicated high validity scores across all indicators, ranging from 0.659 to 0.772, each surpassing the critical values in the R-distribution table. Significance values (Sig.) for all indicators were 0.000, indicative of a very high level of validity. These findings underscore the substantial impact of the indicators on variable X, establishing their efficacy as measurement tools and affirming the quality of the research instruments.

Similarly, validity testing for variable Y revealed high validity scores with extremely low significance levels (Sig. < 0.001) across all indicators, ranging from 0.390 to 0.758. These scores underscore a robust correlation between each indicator and variable Y, substantiating the validity of the instruments for measuring variable Y.

Following the validation of the instruments, the researcher proceeded to conduct a reliability test to ascertain the trustworthiness of the instruments. Data is deemed reliable if the obtained alpha value (α) exceeds 0.70; otherwise, it is considered unreliable and may lead to biased conclusions.

**Table 1.** Reliability Test Results

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Description</b>
Use of English (X)	0,976	Reliable
Use of Sundanese (Y)	0,966	Reliable

Source: Processing results with SPSS 25

Based on the outcomes of the reliability testing, it can be inferred that both variables, namely the independent variable English Usage (X) and the dependent variable Sundanese Language Usage (Y), exhibit Cronbach's Alpha values exceeding 0.70. This signifies that each instrument employed in this study is characterized by reliability and trustworthiness, establishing a robust relationship between the highly reliable variable (X) and the reliable variable (Y). Consequently, these findings affirm the credibility and dependability of each instrument utilized in this study, further underscoring the close association between the highly reliable English Usage variable (X) and the dependable Sundanese Language Usage variable (Y).

## RESULT AND DISCUSSION

Following the distribution of questionnaires, data were collected from 100 respondents meeting the predefined criteria of being aged between 12 and 21 years and residing in Bandung City. Subsequently, correlation and regression tests were employed to analyze the gathered data.

In this study, a correlation analysis was conducted to investigate the potential relationship between variable X, denoting English language usage (referred to as PBI), and variable Y, signifying Sundanese language usage (referred to as PBS). Subsequently, regression analyses were carried out to gauge the magnitude of influence that these variables exert on each other. Through this statistical

methodology, insights were garnered into the presence and nature of the relationship between PBI and PBS, along with quantifying their respective impacts.

**Table 2.** Correlation Test Results

		PBI	PBS
PBI	Pearson correlation	1	-.622**
	Sig. (2-tailed)		.000
	N	100	100
PBS	Pearson Correlation	-.622**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\*Correlation is significant at the 0.01 level (2- tailed).

Source: Processing results with SPSS 25

In analyzing the results of the correlation test, there are guidelines that must be considered as a basis for decision making, namely as follows:

- If the significance value <0.05, the variables are correlated
- If the significance value > 0.05, the variables are not correlated

Based on the correlation results table previously computed, it is evident that the PBI variable (X) and the PBS variable (Y) exhibit a significant correlation, indicated by a significance value below 0.05. The correlation between these variables can be characterized as strong, with a Pearson correlation coefficient of -0.622. This aligns with established guidelines regarding the degree of relationship, wherein values falling within the range of 0.61 to 0.80 are classified as indicative of a strong correlation (Sugiyono, 2013). As delineated in table 4, it can be deduced that a negative relationship exists between the two variables. Therefore, it can be interpreted that heightened English usage (PBI) corresponds to decreased Sundanese usage (PBS), and vice versa.

Subsequent to elucidating the correlation between the variables, the researcher proceeded with a regression analysis to quantify the extent to which this correlation could be predictive. The outcomes of the conducted regression test are as follows:

**Table 3.** Regression Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 <sup>a</sup>	.595	.591	6.396

a Predictors: (Constant), English Language

Source: Processing results with SPSS 25

Table 3 illustrates the correlation coefficient (R), indicating the strength and direction of the relationship between the two variables, which is computed at 0.771. Additionally, the results derived from SPSS software analysis reveal the coefficient of determination (R-square) to be 0.595. This signifies that variable X (PBI) exerts influence over variable Y (PBS) to the extent of 59.5%.

The correlation coefficient (R) serves as a statistical measure elucidating the intensity of the relationship between two variables. In this context, the value of 0.771 signifies a positive and robust relationship between variables PBI and PBS. This suggests that Generation Z individuals in the Bandung City area tend to prioritize English usage in their daily interactions, potentially leading to a decline in the utilization of Sundanese.

Conversely, the coefficient of determination (R-square) provides insight into the proportion of variability in one variable that can be accounted for by another variable. With an R-square value of

0.595, or 59.5%, it can be inferred that variable X (PBI) significantly explains approximately 59.5% of the variance observed in variable Y (PBS).

**Table 4.** ANOVA Results<sup>a</sup>

	Unstd Coeff.		Std. Coeff.	T	Sig.
	B	Std. Error	Beta		
(Constant)	60.295	2.337		25.805	.000
Bahasa Inggris	-.746	.062	-.771	-11.999	.000

a Dependent Variable: Sundanese Language b Predictors: (Constant), English Language  
Source: Processing results with SPSS 25

From the analysis results, it is evident that the regression model portrays a significant correlation between English usage and the decline in Sundanese usage. This conclusion is substantiated by a calculated F value of 143.975, well below the specified significance level of 0.005, with a significance level of 0.000.

Consequently, it can be inferred that the relationship between English usage and the reduction of Sundanese usage within the regression model is not only relevant but also exerts a substantial and significant effect. This relationship can be leveraged as an indicator to forecast changes in the dependent variable (Sundanese usage) based on variations in the independent variable (English usage). Specifically, the findings indicate a noteworthy impact of English usage on the reduction of Sundanese language usage.

As a result, hypothesis testing can be employed to ascertain the magnitude of the influence exerted by English usage on the decline in Sundanese usage.

**Table 5.** Coefficient of Determination Analysis Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5890.554	1	5890.554	143.975
	Residual	4009.556	98	40.914	
	Total	9900.110	99		

Source: Processing results with SPSS 25

From the table above, it can be seen that the constant value (a) is 60.295, while the PBI value (b / regression coefficient) is -0.746, so the regression equation can be written as follows

$$y = a + bx$$

$$y = 60,295 + (-0,746)x$$

The above equation can be described as follows:

- The constant is 60.295, meaning that the consistent value of the PBS variable is 60.295.
- The regression coefficient x of - 0.746 states that every 1% increase in PBI, the PBS value will decrease by 0.746. The regression coefficient is negative, so it can be said that the direction of the influence of variable X on Y is negative.

In the context of simple regression testing, decisions are typically based on both the significance value and the t-value. As per Table 5, the significance value obtained is 0.000, which is less than 0.05. Therefore, it can be inferred that the PBI variable (X) indeed influences the PBS variable (Y).

Furthermore, referencing Table 4, the calculated t-value stands at 11.999, exceeding the tabulated t-value of 1.660. This indicates that variable X (PBI) exerts a negative effect on variable Y (PBS). Consequently, the null hypothesis (H0) is rejected, while the alternative hypothesis (H1) is accepted.

Through the quantitative research conducted via questionnaire distribution and subsequent correlation and regression analyses, it has been revealed that increased English usage significantly impacts the diminished use of Sundanese language among Generation Z individuals in Bandung City.

These findings can be analyzed through the lenses of culture and language theory, intercultural communication theory, and face negotiation theory.

In the domain of culture and language theory, language is often perceived as a reflection of a society's culture and identity (Devianty, 2017). Language serves as a means of self-expression and interaction. It plays a pivotal role in the communication process and is also instrumental in shaping individual identity. Each individual possesses a distinct identity, and language can be harnessed to mirror the distinctions or commonalities among them. Consequently, language can serve as a tool to reinforce individual identity and facilitate connections with specific social groups (Gavrila, 2022).

In this context, the prevalence of English usage among Generation Z individuals may signify a significant foreign cultural influence on its users. Moreover, environmental factors can shape the language preferences of Generation Z in their daily interactions. However, if this trend persists, it poses a potential threat to the vitality and usage of local languages and cultures, such as Sundanese. The theory of intercultural communication is relevant to understanding these findings. Intercultural communication refers to interactions among individuals from diverse cultures (Jandt, 2001). A heightened use of English may indicate a stronger influence of Western culture on its users (Stevanny, 2022), potentially altering individuals' thoughts and behaviors when interacting with people from different cultures (Mailani et al., 2022).

Ting-Toomey's communication theory, specifically face negotiation, explores how individuals maintain or express their identity in social interactions (Syarizka et al., 2021). In this case, increased English usage may reflect individuals' attempts to express their identity as part of Western culture, affecting how they interact with others, including their language usage. Language serves as a powerful communication tool for understanding and influencing other cultures (Kaddi & Akifah, 2023). Therefore, while English usage is not inherently negative, it should be balanced with the acknowledgment, learning, and utilization of local languages. All languages are vital communication tools for fostering cultural understanding.

Hence, the research findings suggest that English usage among Generation Z in Bandung extends beyond mere communication; it reflects cultural and identity dynamics and can significantly impact the sustainability of local languages and cultures. It is crucial to strike a balance between English and local language use to promote cultural understanding and preservation. Factors such as strong foreign cultural influences, technological advancements, global trends, and the prevalence of English in the daily lives of Generation Z in Bandung are all interconnected with public relations efforts. Generation Z often receives messages and images shaped by foreign cultures and global media, where English serves as the dominant means of communication. The strong influence of foreign cultures and globalization affects Generation Z's perceptions and preferences regarding local languages and cultures (Dharma et al., 2021).

In this context, public relations efforts can promote and strengthen the usage of the Sundanese language and preserve local cultural identity amid globalization's influence. This may involve communication campaigns aimed at fostering appreciation for the Sundanese language and encouraging Generation Z to uphold their local language and culture. Additionally, public relations can facilitate collaboration among various stakeholders, including the government, educational institutions, and local communities, to ensure the relevance and sustainability of the Sundanese language. Although not explicitly addressed in this study, efforts to understand and address the challenges facing the Sundanese language in Generation Z's daily conversations in Bandung can be viewed as part of a broader public relations strategy to promote cultural and local language identity in the face of globalization and modernization. Through such initiatives, concrete steps can be taken to preserve the Sundanese language and ensure Generation Z remains connected to their cultural heritage.

## CONCLUSION

The research findings underscore the negative impact of frequent and intensive English usage on the utilization of Sundanese among Generation Z in Bandung. This phenomenon is shaped by various factors including environmental influences, educational systems, and peer interactions. While English proficiency is crucial for global competitiveness, it must be balanced with the preservation of regional languages like Sundanese to uphold cultural values. Proficiency in English facilitates intercultural dialogue, yet local languages should not be marginalized. The burgeoning influence of English in

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Bandung permeates various aspects of life including education, employment, and media consumption, thereby solidifying its dominance in the daily lives of Generation Z.

Education, both formal and informal, tends to prioritize English over Sundanese, further perpetuating its prevalence. Moreover, interactions with peers from diverse backgrounds reinforce English as the primary mode of communication. To maintain the usage of Sundanese, concerted efforts are necessary to preserve and promote its usage among Generation Z in Bandung. This can be achieved through initiatives such as organizing regional language festivals or providing Sundanese language training programs.

The outcomes of this research are envisioned to serve as recommendations for the broader community, particularly for parents and policymakers. They can serve as a guide to understanding the significance of preserving Sundanese. Furthermore, these findings can inspire Generation Z in Bandung to integrate Sundanese into their daily communication practices, thereby fostering its continued usage and cultural significance.

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