

## Utilizing Illustrations to Visualize Javanese Vocabulary at the Ngoko Level through Social Media Platforms

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### Abstract

Javanese, spoken by over 46% of Indonesia's population, features complex verb variations at the Ngoko level, where one verb can have multiple names depending on context. This diversity makes documenting daily vocabulary challenging and often overlooked in general dictionaries. This research supports the Merdeka Belajar Episode Seventeen program for regional language revitalization by documenting Ngoko vocabulary. Using action research, it collects linguistic publications, field notes, and recordings to create animated visual media that illustrate verb variations. Social media tools like Instagram, Twitter, and Facebook are also used to document and share vocabulary, leveraging virtual interactions for additional insights.

Keywords: Vocabulary trainer; Ngoko Javanese

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### 1.0 Introduction

Three provinces in Indonesia dominate Javanese speakers in Indonesia based on data from the Central Bureau of Statistics, namely Central Java 34,738,200, Yogyakarta 3,919,2000, East Java 39,955,900. In addition to these three provinces, areas in the country that massively use Javanese are Banten, Sumatra, and a small part of the Maluku, Papua, and Kalimantan communities. In addition to Indonesia, Javanese is also spoken by 68,278,000 people, spread across Suriname, New Caledonia, and Sabah, Malaysia.

Although the Javanese language is still in a safe condition according to UNESCO, it is also gradually experiencing threats, as mentioned by Austin and Sallabank (2011: 5-6)

- Economic factors, such as rural poverty, cause urbanization. Basuki Hadimuljono said Java Island will become an urbanized island when the High-Level Roundtable on Fostering Growth and Inclusion in Asia's Cities is opened at the Kempupera building in Jakarta on Monday, September 30, 2019. "In the future, urbanization may no longer be in cities. Java has become an urbanized island. Maybe it will not take five years if the toll road network is connected,"
- The factor of cultural domination by the majority community, for example, education and literature that only uses the majority language or the state language; as a result, regional languages become marginalized. In 1928, when Malay was named Indonesian and followed in 1945, it became the state language, as stated in the 1945 Constitution Article 36. Thus, Indonesian automatically

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became the state's official language and was widely used in official (formal) domains such as, for example, as a language of instruction in state events and educational institutions, causing Javanese to experience a shift (language shift).

- c. Attitudinal factors, for example, minority languages are associated with poverty, illiteracy, and suffering, while majority languages are associated with progress. The general perception of Javanese people is still shrouded in negative stigma, for example, the nickname "udik", "ndeso", and a weak economy and low education. This causes the younger generation of Javanese to prefer the national or even the international language when interacting, including in the virtual realm.

It is related to these conditions and supports the Ministry of Education, Culture, Research and Technology (Mendikbudristek) program, namely launching Merdeka Belajar Episode Seventeen: Revitalization of Regional Languages. One form of revitalization that can be done is language documentation.

Language documentation begins with developing activities to cooperate with the speech community in a language. Its development can be seen from several stages, including data collection, processing, and storage. In detail, Austin (2006: 89-110) identifies the documentation process in five stages: Recording, Recording relates to the use of visual media and text. It is capturing digitizing the conversion of analog media into digital. Analysis: analysis relates to transcribing, translating, annotating, and notating metadata. Archiving deals with the creation of archives and access and usage rights. Mobilization and mobilization deal with publishing and distribution.

The results of this research can serve as a crucial reference for efforts to preserve other regional languages in Indonesia that are beginning to disappear, particularly those spoken on islands beyond the region of study. Indonesia's vast archipelago is home to immense linguistic diversity, yet many regional languages face the threat of extinction due to diminishing speakers and shifting cultural practices. By analyzing the factors that contribute to language endangerment and the methods used to promote revitalization in this study, similar approaches can be tailored to the unique contexts of other islands. For instance, integrating local languages into school curriculums, utilizing digital platforms to document and teach these languages, and fostering intergenerational transmission are strategies that can be replicated. This research underscores the urgency of preserving regional languages not just as communication tools but as carriers of cultural identity and history, ensuring their survival amidst Indonesia's dynamic and diverse cultural landscape.

## 2.0 Literature Review

### 2.1 Research Objectives

1. To collect Ngoko Javanese at the level of Javanese-speaking communities and to develop corpus data. The vocabulary set at the level of community speakers can be used as a complement to Javanese dictionaries, especially at the ngoko level.
2. Give verbal meaning and then visualize the vocabulary in a visual illustration format so that it can be easily identified and understood by people from all walks of life.
3. Distributing Ngoko Javanese vocabulary on social media platforms and then utilizing the interaction in the comments column to collect vocabulary not recognized by other loci even though they both speak Javanese.

### 2.2 Problem Identification

As we know today, many regional cultures, including the regional language, have begun to be forgotten. Many people prefer foreign languages and slang to existing local languages. This results in a decline in the preservation of existing regional culture. Many people need help learning existing regional languages due to the variety of languages in Indonesia; one example is the regional language from Java, which has several levels of language in its use; therefore, a medium is needed to make it easier to learn existing regional languages. Applied research related to Ngoko Javanese vocabulary props is focused on the following aspects:

- a. Ngoko-level Javanese vocabulary content is limited to verbs with hypernym-hyponym structure. The diversity of vocabulary that refers to one activity is influenced by position, pose, gesture, and chronology.
- b. Tembung Kriya (verbs) of Ngoko Javanese is limited to daily vocabulary in interactions between individual Javanese speakers.
- c. Ngoko Javanese vocabulary is limited to Javanese speakers commonly used in the Yogyakarta area; for the vocabulary of Javanese speakers domiciled in the Central and East Java regions, vocabulary is only taken that has similar pronunciation and dialect.
- d. Social media used for corpus data collection is WhatsApp application, then for media distribution purposes using Instagram, Twitter, and Facebook.

## 3.0 Methodology

The method used in this research is descriptive qualitative. This research was studied through two approaches: the theoretical approach and the methodological approach. Theoretically, a sociolinguistic approach is used. Meanwhile, methodologically, a descriptive qualitative approach is used. This approach was chosen because the research method used in this study is the Research & Development (R&D) method. The R&D model is a stage or sequence of steps supporting each other. These stages are expected to answer the problems of this research. The object of this research is linguistic terms often used in the daily communication of Javanese people. The data were obtained from literature and respondents from the community with a specific age range in Yogyakarta and Surakarta. Data were collected through interviews, observations, and questionnaires.

The type of applied research chosen is action research, which focuses on social action. The aim is to develop the lives and conditions of the research subjects. Applied research is conducted because it aims to find a solution to a problem directly faced by the community or industrial/business organizations.

The applied research stages of designing Ngoko Javanese vocabulary props in the classification of tembung kriya are:

- a. The preparatory stage includes determining the purpose of making vocabulary props and the work approach. The next step is collecting the elements used, such as capital, computers, human resources, and other equipment needed.
- b. Corpus data development, the second stage after designing the Ngoko Javanese vocabulary trainer is corpus data development. This stage involves collecting as many references as possible to collect the original words used by the Javanese-speaking community. After the words are collected, what needs to be done is sorted according to a specific pattern.
- c. Data processing: After going through the collection and sorting stages, the words are analyzed in this stage. At this analysis stage, it produces a classification of words in the form of Leah words (unnecessary), new words, neologism words (new words but rarely used), and words that experience changes in Meaning.
- d. Giving Meaning: Giving Meaning is the last stage in data preparation in the Ngoko Javanese vocabulary. At this stage, each word that has gone through the above process is described in terms of its Meaning. This means giving is allowed to refer to existing references such as dictionaries, glossaries, and other references that are still relevant.

## 4.0 Findings

This research uses data from a collection of Javanese words derived from the Javanese-Indonesian language dictionary. Researchers limit the scope of this research; applications that will be made in the research can run using mobile phones with an Android operating system and only discuss translators of Javanese words into Indonesian and Indonesian into Javanese.

In the design of social media content, tembung kriya (verbs) utilizing the snowball sampling technique is a method for identifying, selecting, and sampling in a continuous network or chain of relationships. Researchers present a network through a sociogram image as a picture of circles associated or connected by lines. Each circle represents one respondent or case, and the lines show the relationship between respondents or between cases (Neuman, 2003). Another opinion says that the snowball sampling technique is a method in which the sample is obtained through a rolling process from one respondent to another. Usually, this method is used to explain a particular community's social or communication patterns (sociometrics).

Applying the snowball sampling technique in the applied research of vocabulary documentation of colloquial verbs in Javanese society through social media applications and interactions therein can significantly contribute to revealing extraordinary phenomena in the field of Javanese vocabulary. One of the contributions of applying the snowball sampling technique can be described below. When the researcher, a social media admin, releases three samples of Javanese vocabulary on a specific schedule, tempting kriya basa on the post within a certain period, the sampling or social media followers will interact in the comments column. The interaction is in the form of responses and responses expressed in the form of writings that can be collected and documented with valid data in the form of commenters, time including the day, date, and time of commenting, and the form of text thrown. The comments can be classified into seven response patterns: comparison, confirmation, clarification, validation, verification, affirmation, and submission.

1. Responses in the form of comparisons: usually, the respondent compares the vocabulary posted with vocabulary with the same meaning, but there are differences, even if only in terms of dialect or writing. For example, the vocabulary of tembung kriya refers to a fall in the Sleman area of Yogyakarta, and the city generally uses the term "tiba." However, some respondents said that in their area, they use the terms "jiglok, lugur".
2. Responses in the form of confirmation are generally respondents expressing reaffirmation of whether the proposed meaning is correct; this often occurs due to differences in pronunciation and meaning due to geographical differences. For example, the vocabulary in the post is "jempalik" then the respondent asks again, "Isn't the correct one "jempalit"".
3. In Response to clarification, generally, respondents try to fix the meaning that needs to be completed, not incorrectly. For example, in the vocabulary post "ngeplak" the meaning mentioned is hitting the cheek area with the palm. However, there was a clarification from the respondent who said that "ngeplak" is not always in the cheek area but can be in all areas of the head.
4. Feedback in the form of validation: respondents tried to do an act of proof. Usually, respondents provide links from sources considered more valid, such as online dictionaries, expert opinions, or research results. Feedback in the form of validation is needed to increase the repertoire of meanings from valid sources and references.
5. Response in the form of verification generally involves respondents conveying a logical statement about something presented in the post. In some conditions, a valid source is sometimes used as a reference for the post, but some respondents complement the meaning with additional sources.
6. Response in the form of affirmation Generally, respondents express positive determination, affirmation, and affirmation of the post, both visual and verbal interpretation, usually added with a request to add and continue posting the following vocabulary.
7. Response in the form of submissions Generally, respondents propose additional vocabulary that has not been mentioned. Response in the form of submission is the main objective in applying the snowball sampling technique. The comment section elicits responses with the presentation of additional vocabulary.

## 5.0 Discussion

### 5.1 Exploration of The Illustration Style

Line art is a work in which each picture consists of straight or curved lines arranged to form an object. Line art can also be interpreted as graphic art that uses lines as the basis for creating illustrations. Line art is used to draw two or three-dimensional objects, colored inside and out for various purposes.

In its application, line art can also be given additional shading and texture to add a specific artistic impression to create valuable art. Before photography, line art was the standard illustration for print media when conveying information. Until now, line art has been used for illustration and instructional purposes, such as in instant noodle food packaging to show how to cook.

Generally, line art uses black colors, but for specific purposes, line art uses colors other than black. Coloring line art other than black is to identify specific information, such as distinguishing an object and background. The color difference in line art is also intended to distinguish section by section.



Fig. 1. Initial exploration of the design style to illustrate the sitting posture.  
(Source: Jatmiko, 2024)

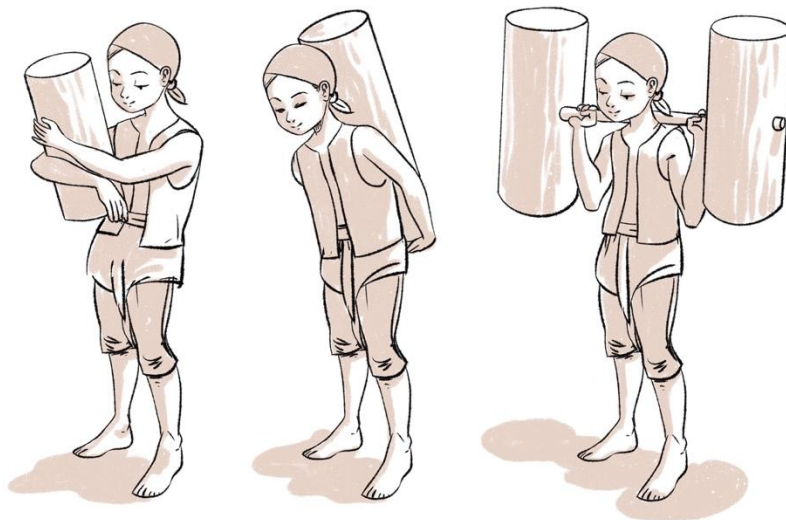


Fig. 2. Initial exploration of design force determination to illustrate lifting attitude.  
(Source: Jatmiko, 2024)





Fig. 3. Final results of the sitting posture vocabulary demonstration.  
(Source: Jatmiko, 2024)

## 6.0 Conclusion and Recommendations

The emphasis of this research is on the translation between two different formats, namely verbal, as a collection of Javanese vocabulary at the level of oral use, with a single vocabulary translated into a qualitative description using the illustration format. These two visual formats certainly have characters and patterns of artistry and output results that differ significantly even though they highlight and raise the same object, namely vocabulary. Vocabulary visualized in the form of illustrations can present a visual form closer to meaning than verbal descriptions.

In today's digital era, where social media platforms like Instagram dominate daily interactions, people who use Javanese and other regional languages in Indonesia have a unique opportunity to actively discuss and promote the rich vocabulary of these languages, particularly words and expressions that are beginning to disappear and are rarely recognized. Regional languages are not only a means of communication but also a repository of cultural heritage, values, and wisdom passed down through generations. However, many words and phrases are at risk of being forgotten as younger generations increasingly shift to using Bahasa Indonesia or even foreign languages online. By leveraging Instagram's widespread reach and engaging visual formats, such as reels, stories, or carousel posts, speakers of Javanese and other regional languages can showcase these endangered vocabularies through creative content. For instance, they can share word-of-the-day posts, use traditional words in memes, or create short videos explaining their meanings, cultural context, and relevance. Such efforts would not only make these words more familiar to younger audiences but also spark interest and curiosity in exploring their linguistic roots. Additionally, using trending hashtags and collaborating with influencers or cultural organizations can amplify the visibility of these efforts, ensuring that regional languages are celebrated and preserved in modern discourse. By being proactive in incorporating disappearing vocabularies into social media discussions, people can transform platforms

like Instagram into tools for linguistic preservation, ensuring that the beauty and depth of Javanese and other regional languages remain alive and accessible to future generations.

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## Paper Contribution to Related Field of Study

The benefits of research with the title "Illustrations for Javanese Vocabulary Props" for the scientific field of Visual Communication Design (DKV) include:

### 1. Increasing the Effectiveness of Visual Communication

This research can contribute to developing effective visual communication methods to introduce and teach Javanese vocabulary. With the exemplary illustration, vocabulary can be understood faster and easier by various groups, including children and adults.

### 2. Culture Preservation and Conservation

Through illustrations that highlight Javanese vocabulary, this research helps preserve local culture. Attractive visualization can promote the use of the Javanese language in daily life, especially among the younger generation, who may be less familiar with the language.

### 3. Learning Media Development

This research can be the basis for creating interactive and creative learning media that combine text and illustrations. This will assist educators in delivering Javanese learning materials in a more exciting and accessible way.

### 4. Innovation in Visual Design

Using illustrations in Javanese vocabulary aids encourages innovation in design techniques and styles. This challenges designers to create visually pleasing and functional designs in the context of education and communication.

### 5. Application of Design Principles in Local Context

This research enables the application of universal design principles in a local context, namely Javanese language and culture. This can be an example of how visual communication design can be adapted to meet specific cultural needs.

### 7. Visual Literacy Enrichment

This research helps enrich visual literacy by introducing illustration as a language-learning tool. It teaches how visuals can be a powerful communication tool in education.

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