



## Indonesian Language Pride in Multicultural Indonesian-Korean Family: A Sociolinguistic Study of The Kimbab Family Youtube Chanel

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### ABSTRACT

The research was conducted to demonstrate Indonesian language pride on the Kimbab Family YouTube channel. The purpose of this study is to examine how an Indonesian-Korean multicultural family uses Indonesian in regular discourse on YouTube. To promote Indonesia as the nation's identity overseas, advanced technologies must be utilized. YouTube is one of these numerous virtual platforms that attract users from all around the world. This situation encourages Indonesian to compete with other languages; therefore, efforts to promote and preserve Indonesian must be supported. The data for this descriptive qualitative study was collected through documentation and listening. The data were YouTube comments from the Kimbab Family channel. According to the results of this study, the Kimbab family is proud of their Indonesian language skills. The Indonesian employed on the YouTube channel of Kimbab Family may be categorized into eight categories: questioning, replying, explaining/informing, inviting, demanding, quizzing, promoting, and joking.

**Keywords:** Indonesian, language pride, multicultural, sociolinguistics

### ABSTRAK

Penelitian ini dilakukan untuk menunjukkan kebanggaan berbahasa Indonesia di channel YouTube Kimbab Family. Tujuan dari penelitian ini adalah untuk mengkaji bagaimana keluarga multikultural Indonesia-Korea menggunakan bahasa Indonesia dalam wacana reguler di YouTube. Untuk memajukan Indonesia sebagai jati diri bangsa di luar negeri, teknologi maju harus dimanfaatkan. YouTube adalah salah satu dari banyak platform virtual yang menarik pengguna dari seluruh dunia. Situasi ini mendorong bahasa Indonesia bersaing dengan bahasa lain; Oleh karena itu, upaya pemajuan dan pelestarian bahasa Indonesia harus didukung. Data dalam penelitian deskriptif kualitatif ini dikumpulkan melalui dokumentasi dan mendengarkan. Datanya adalah komentar YouTube dari saluran Kimbab Family. Berdasarkan hasil penelitian tersebut, keluarga Kimbab bangga dengan kemampuan berbahasa Indonesiannya. Orang Indonesia yang dipekerjakan di saluran YouTube Kimbab Family dapat dikategorikan ke dalam delapan kategori: bertanya, menjawab, menjelaskan/menginformasikan, mengundang, menuntut, menanyai, mempromosikan, dan bercanda.

**Kata kunci:** Bahasa Indonesia, kebanggaan bahasa, multikultural, sosiolinguistik



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### 1. Introduction

Humans utilize language to express and communicate their thoughts and emotions. Additionally, language plays a crucial function in the interaction process. A successful encounter will provide a concept that all parties involved can comprehend. Emerging concepts will result in common meanings that are accepted by all parties involved in the communication process. This is achievable due to a shared comprehension of the employed language. This language will unite diverse components of society in a wide range of social activities. Since October 28, 1928, the youth oath has been taken, and the three vows demonstrate that the Indonesian language has been agreed upon as the language of unification that will always be maintained. This commitment is founded on a fighting attitude to liberate oneself from colonialism and is not a game.

The Youth Pledge, which includes a linguistic pledge, is the fulcrum around which a state's sovereignty is founded. The next strategic step is therefore to establish Indonesian as the official language.

Discussing language necessitates addressing language as a facet of the lives of individuals who speak it. This indicates that language may adapt to new speakers. This is a difficult task for language development and instruction. In practice, not everyone in Indonesia communicates in Indonesian. Numerous individuals lack a solid grasp of the Indonesian language. The native language has a significant hold on the population. Due to the intrinsic regional aspect of language, the local language has a substantial impact on the national language. Again, the 'power' of a culture dictates the instruments an individual utilizes in his daily existence. It cannot even be described as a type of pride in Indonesia that has lost its significance. Nonetheless, the multiplicity of languages spoken in Indonesia will present obstacles to efforts to retain the national language. Because we were raised in a setting with rich local cultural subtleties, the local language sounds more familiar and pleasant to us.

What about foreign influences that swiftly assimilate into Indonesian culture? Based on one's own country's culture, boundaries that need to be rigid become obvious and impossible to filter. Foreign languages, which are seen to have better selling features, are eroding Indonesia's market share. Today's reality is crystal clear: a foreign language is progressively indoctrinating society to be labeled "modern." The literal definition of national pride appears to have changed. As indicated by the abundance of outdoor media in languages other than Indonesian.

The identity of Indonesians is the Indonesian language. Every Indonesian should be proud of their language [1][2]. A sense of pride in Indonesian will encourage speakers to continue cultivating, introducing, and establishing the language as their identity. Law of the Republic of Indonesia No. 24 of 2009 on the flag, language, state emblem, and national anthem safeguards the Indonesian language, giving it a significant presence.

Indonesian language as a national identity is always maintained, including by requiring students to take Indonesian as a subject. As Indonesian nationals, it would be desirable to continue learning the language properly from elementary school through college. In addition, developing the Indonesian language through formal education aims to: ensure that inhabitants, especially those who seek formal education and have oral and written language skills, have a consistent identity and a positive Indonesian mindset as a form of language pride [3][4].

Despite Indonesia's strong legal position, other languages, particularly foreign ones, may pose a threat to its existence. In traditional situations, language competition exists, although Indonesian can still thrive in Indonesian society. It will be difficult to preserve the Indonesian language if neither the state nor the people believe in it or take pride in it. This is because efforts to inspire Indonesians are not supported by principles that are congruent with the country's culture. The internationalization of the Indonesian language will continue to be a topic of theoretical debate with no actual evidence. The impact of globalization has produced a spatial component that encourages the usage of languages understood outside of Indonesia. Bringing Indonesian to the forefront requires a significant commitment to its implementation in the real world. However, employing it in a virtual environment does not guarantee its security. To demonstrate Indonesian as the national identity of Indonesia abroad, technical progress is required.

Rapid technological advancement is changing a vast array of digital media into necessities for every individual. Digital media are now employed as a source of communication and information in Indonesia, as a result of the country's rising internet usage. Communities are believed to be more efficient and effective because journalists may access information from all around the world. Different digital media have evolved with the advancement of technology, one of which is social media, which is gaining popularity among children, teenagers, and adults for conversing and exchanging information. Various social media platforms, such as WhatsApp, Facebook, Twitter, Instagram, YouTube, and TikTok, are utilized. Various social media for the community are currently used as a platform for self-expression, communication, cooperation, and sharing in a virtual environment.

YouTube is one of the virtual environments that can be utilized to develop the Indonesian language. YouTube is a fast-expanding media website that is in high demand among all age groups, from youngsters to adults. The great utility of the platform for users to exchange information and expertise via the video-sharing

website is fueling YouTube's growth and popularity in 2021. YouTube offers a diverse selection of video content, including news, travel, education, beauty, food, and one's and others' daily activities. Describes language as an arbitrary verbal sign used to enhance intercommunal communication and interaction depending on the culture of each language community [5]. It is feasible to consider language as a collection of symbols used to communicate between individuals and groups in society. As technology improves, language is utilized not only in conversation but also on social media platforms like YouTube. YouTube social media, vlogs, and video blogs featuring dishes are the most popular and most popular with users. A video blog consists of blogging activities that utilize YouTube-uploaded video in addition to text and audio as its principal media types. YouTube is the most popular website among a variety of groups because it provides user-friendly media that is accessible everywhere and at any time there is an internet connection.

This phenomenon necessitates assistance for attempts to introduce and preserve Indonesian since it encourages Indonesian to compete with other languages. It is an opportunity for Indonesians to introduce, maintain, and be proud of their ability to speak Indonesian in a virtual area to realize the 2045 aim of Indonesian becoming the language of instruction at the United Nations. Indonesians should be aware of and proud of their national language, as well as comprehend the language politics previously stated. This is because language is a significant indicator of social identity [6][7].

The researcher selected pride in the Indonesian language among Indonesian-Korean marriage couples on the Kimbab Family YouTube channel as the subject of investigation. The case study about the pride of Indonesian children in a mixed Indonesian-Korean household is highly intriguing because the families are from two different countries. The Kimbab Family is a multiracial South Korean and Indonesian family currently residing in Seoul, South Korea. Through their YouTube channel, Kimbab Family, this family frequently offers information about their daily lives and Korean culture. They upload films to their YouTube channel depicting their family life, from the children's activities to their travels in Korea. Gina Selvina is a native of Bandung, Indonesia. She subsequently wed Jay Yoen, a man from South Korea. Gina and Jay are now the proud parents of three children named Suji [8][9][10]. Gina, as a mother, constantly speaks Indonesian at home so that her daughter knows that she is from Indonesia.

"Indonesian Language Pride in Purwakarta" on language pride. The research centered on the linguistic attitudes of Polibisnis Purwakarta students. According to the data, students perceive that Indonesian is a formal and official language, which makes them more likely than their Indonesian peers to utilize foreign languages in everyday situations. Previous research studied how the Indonesian language is utilized in physical environments, whereas this study examines how language is used in digital worlds. It has been demonstrated that pride in speaking in Indonesian occurs in both traditional and virtual settings.

"Indonesian Language Pride in Nihongo Mantappu's Youtube Channel" in which they described how Jerome Polin Sijabat introduced Indonesian to his Japanese friends and YouTube viewers, leading to the occurrence of language pride [11]. The findings of the study indicate that Jerome takes satisfaction in speaking Indonesian. Consequently, he is compelled to expose and nurture Indonesians through virtualization. The aforementioned perspective then develops into a strategic initiative to strengthen Indonesia in virtual worlds. Mama Gina is an Indonesian who is pleased with the introduction and usage of Indonesian in her family, which consists of her husband and three children. This distinguishes the current study from Sitaresmi's in that the data comes from a multicultural Korean-Indonesian family residing in Korea.

## 2. Method

The descriptive qualitative method was applied in this study. It seeks to describe qualitatively the phenomenon of a culturally diverse Korean-Indonesian family's pride in communicating Indonesian on the Kimbab Family's YouTube channel. The data consisted of speeches by Ginna Selvina (Mama Gina), Yeon Seung Jay (Appa Jay), and their three children, Suji, Yunji, and Jio, who proudly use Indonesian on the Kimbab Family's YouTube channel. Kimbab Family's YouTube channel served as the data source. Downloading, screenshots, note-taking, and listening techniques were used to collect the data. The note-taking procedure included the following steps: 1) watching the Kimbab Family's YouTube videos about using Indonesian, 2) downloading the Kimbab Family's YouTube videos about using Indonesian, 3) transcribing the speech of the Kimbab Family, who proudly speak Indonesian, and 4) documenting the video title, publication date, number of viewers, and dialogue (excerpt). The listening technique then includes 1) seeing YouTube videos of the Kimbab Family and 2) listening to remarks by Kimbab Family members who speak Indonesian with pride. Findings and Discussions.

### 3. Result and Discussion

The YouTube channel of the Kimbab Family categorizes data on Indonesian language pride according to language use, which comprises 1) inquiring; 2) answering; 3) explaining/informing; 4) inviting; 5) demanding; 6) quizzing; 7) promoting; and 8) joking. The classified information was then explained.

#### 1. Asking

In a YouTube video titled "MISI LATIHAN NGOBROL HANYA PAKAI BAHASA INDONESIA!! (Talk Practice Missions Only Using the Indonesian Language!!)" uploaded on July 9, 2022, and seen 1,082,880 times, the Kimbab Family expresses their satisfaction in speaking Indonesian through the use of inviting language.

##### Excerpt 1

Jio : *Sekarang abang lagi apa?* (What are you doing now, brother?)

Abang : *Lagi duduk.* (Sit still.)

Jio : *Abang udah makan?* (Have you eaten?)

Abang : *Udah, udah makan.* (Yes, I have eaten.)

Jio : *Jio juga udah makan.* (Jio has also eaten.)

Based on Excerpt 1, Mama Gia and her husband challenged their children especially Jio to have an online video call conversation with his cousin, whom he calls brother, in Indonesian so that they are accustomed to conversing with his cousin when they return home to Indonesia. Jio can properly and correctly ask questions using Indonesian with his brother in Indonesia.

The Kimbab Family also shows their pride in speaking Indonesian through the use of asking language in another of their YouTube video entitled "*LATIHAN BAHASA INDONESIA! BELI BAKSO SENDIRI!!* (Indonesian language training! Buy your meatballs!!)" published on Wednesday, November 17, 2021, and watched 2,029,332 times.

##### Excerpt 2

Mama Gina : *Anak-anak?* (Kids?)

Suji: *Ya?* (Yes?)

Mama Gina : *Dingin-dingin gini enaknya makan apa ya?* (It's cold like this, what do you like to eat?)

Suji : *Cilok.* (Cilok.)

Mama Gina : *Kalo mama lagi?* (How about mom again?)

Jio: *Jio Mah! Bakso.* (Jio Mah! Meatballs.)

Mama Gina: *Bakso! Appa juga lagi pengen bakso tadi katanya. Kita beli bakso ya.* (Meatballs! Appa also wants meatballs, he said. Let's buy meatballs.)

According to Excerpt 2, Mama Gina requested that Jio, Suji, and Yunji shop for meatballs using their Indonesian language skills. Mama Gina had a question about the types of foods that are recommended to eat while the temperature is cold. Both Suji and Jio mentioned that cilok and meatballs are foods that are good to consume when the weather is cold. After that, the youngsters went to the meatball business on their own and purchased the meatballs from the vendor while speaking Indonesian to them.

#### 2. Responding

The Kimbab Family shows their pride in speaking Indonesian through the use of responding language in their YouTube video entitled "*HANYA BICARA BAHASA INDONESIA DI RUMAH!!* (Only talking in the Indonesian Language at home!!)" published on Thursday, October 14, 2021, and watched 1,834,501 times.

##### Excerpt 3

Appa Jay: *Jio.* (Jio.)

Jio: *Ya Appa?* (Yes Father?)

Appa Jay : *Anak laki-laki?* (Son?)

Jio: *Disini.* (Here.)

Mama Gina : *Yunji datang.* (Yunji is coming.)

Appa Jay : *Selamat datang.* (Welcome.)

According to Excerpt 3, Mama Gina instructed Appa Jay to conduct games with the kids so that they could properly guess the Indonesian names of the things that were surrounding them. The correct answer will earn points and will also receive a gift. The goal of this Indonesian quiz is to improve children's memories of

commonplace objects that they use daily. It appeared as though Suji, Yunji, and Jio were capable of responding to their father and mother's words in Indonesian.

Excerpt 4

Mama Gina : *Mama tau adek pasti tau ini apa.* (Mama knows sister must know what this is.)

Yunji : *Keju.* (Cheese.)

Mama Gina : *Adek hebat.* (Great sister.)

Suji : *Hebat.* (Great.)

According to Excerpt 4, Mama Gina served the dinner, and she questioned the youngsters about the Indonesian names of the dishes she served. Yunji, who at first was reluctant to speak for fear of embarrassing himself, was eventually convinced to answer in Indonesian based on cheese. She may respond by providing an accurate answer, and if she did so, Mama Gina would comment that she did a great job. Suji, her older sister, could also respond by praising the work of her younger sister.

### 3. Explaining/Informing

The Kimbab Family shows their pride in speaking Indonesian through the use of explaining/informing language in their YouTube video entitled “*BICARA HANYA BAHASA INDONESIA SEHARIAN!! TANTANGAN UNTUK SUAMI KOREA!!* (Speaking Indonesian only day!! Challenge for Korean husband!!)” published on Sunday, October 18, 2020, and watched 1,592,450 times.

Excerpt 5

Mama Gina : *Capek ya kang.* (I am so tired.)

Appa Jay : *Cuacanya sudah mulai dingin jadi gampang capek.* (The weather is getting cold so it's easy to get tired.)

Mama Gina: *Oh gitu?* (Oh I see?)

Appa Jay : *Gitu memang karena cuaca musim gugur dingin-panas-dingin-panas. Biasanya kekebalan tubuh berkurang 30% kalo cuaca dingin.* (That because the autumn weather is cold-hot-cold-hot. Usually the immune system decreases by 30% when the weather is cold.)

According to Excerpt 5, Mama Gina mentioned that she was feeling a little tired even though she had just gone for a short walk. After this, Appa Jay offered his explanation, which was that it was because of the changeable cold weather, which caused the body's immunity to diminish. Even though he stutters a little bit when he speaks Indonesian, Appa Jay can provide a satisfactory explanation in Indonesian of how the seasons change in Korea.

The Kimbab Family also shows their pride in speaking Indonesian through the use of explaining/informing language in another of their YouTube video entitled “*HANYA BICARA BAHASA INDONESIA DI RUMAH!!* (Only talking in the Indonesian Language at home!!)” published on Thursday, October 14, 2021, and watched 1,834,501 times.

Excerpt 6

Mama Gina : *Nanti ada tetangga yang udah lama tidak ketemu terus nanya ini namanya siapa, umurnya berapa.* (Later there will be neighbors who haven't seen each other for a long time and then ask who your name is, how old are you.)

Jio : *Namaku Jio, umurku 4 tahun.* (My name is Jio, I'm 4 years old.)

Based on Excerpt 6, Mama Gina teaches her kids Indonesian in this video so that they will be able to converse in Indonesian with their relatives and neighbors when they get home. Inquire about name and age if the neighbors haven't seen each other in a while. It turns out that Jio can adequately describe his name and age—he is 4 years old—by saying that his name is Jio.

The Kimbab Family also shows their pride in speaking Indonesian through the use of explaining/informing language in another of their YouTube video entitled “*TUKERAN BAHASA SEHARIAN! BAHASA KOREA vs BAHASA INDONESIA!* (Language Exchange all day! Korean vs Indonesian!)” published on Thursday, February 4, 2021, and watched 835.178 times.

Excerpt 7

Mama Gina : *Gimana belajar bahasa indonesia?* (How do you learn Indonesian?)

Appa Jay : *Kalo saya pernah tinggal di Bandung Indonesia hampir 3 tahun bolak-balik gitu.* (I've lived in Bandung, Indonesia for almost 3 years and back and forth like that.)

Mama Gina : *Tidak belajar di sekolah?* (Not studying at school?)

Appa Jay : *Sehingga tidak belajar di sekolah tapi kadang-kadang baca buku atau sering ngomong sama keluarganya istri jadi bisa sedikit-sedikit sampai sekarang dan kalau sekarang sering ngomong ke keluarga online jadi sering dipakai bahasa korea.*

(So I don't study at school but sometimes I read books or often talk to my wife's family so I can do it a little bit until now and now I often talk to my family online so I often use Korean.)

Mama Gina : *Eh?* (Huh?)

Appa Jay : *Bahasa Indonesia-nya gitu.* (That's Indonesian.)

According to Excerpt 7, Mama Gina proposed to her husband the challenge of switching back and forth between the two languages throughout the day. Throughout the day, she was tasked with speaking Korean while her Korean husband was expected to communicate in Indonesian. Children are reminded to pay attention and offer corrections for any words or pronunciations that are spoken incorrectly. After that, Mama Gina requested Appa Jay, asking him to talk about utilizing and learning Indonesian. There, Appa Jay was able to describe how he learned Indonesian through the combination of reading books and utilizing the language in his day-to-day life while residing in Indonesia.

#### 4. Inviting

The Kimbab Family shows their pride in speaking Indonesian through the use of inviting language in their YouTube video entitled “*MISI LATIHAN NGOBROL HANYA PAKAI BAHASA INDONESIA!!* (Talk Practice Missions Only Using the Indonesian Language!!)” published on Saturday, July 9, 2022, and watched 1,082,829 times.

##### Excerpt 8

Mama Gina : *Makanya belajar bahasa indonesia dari sekarang yuk. Kalo mama ngomong kan ngerti anak-anak. Mulai dari sekarang ngomongnya bahasa indonesia kalo gitu biar nanti di Indonesia sudah terbiasa ngomongnya. Disana semua orang Indonesia gak ada orang korea, jadi gak ada yang ngomong bahasa korea.* (So let's learn Indonesian from now on. If you say that, you know the children. From now on, speak Indonesian, if so, so that later in Indonesia, they are used to speaking it. There are all Indonesians, there are no Koreans, so no one speaks Korean.)

According to Excerpt 8, Mama Gina encourages her children to speak Indonesian because she and her husband intend to go back to their birthplace. This is done so that their offspring would be accustomed to speaking Indonesian when they visit Indonesia in the future.

The Kimbab Family also shows their pride in speaking Indonesian through the use of inviting language in another of their YouTube video entitled “*HANYA BICARA BAHASA INDONESIA DI RUMAH!!* (Only talking in the Indonesian Language at home!!)” published on Thursday, October 14, 2021, and watched 1,834,501 times.

##### Excerpt 9

Mama Gina : *Dedek kalo bahasa indonesia itu susah nya apa? Pinter adek tadi bisa kan. Kenapa tadi nangis?* (Little sister, what's difficult about Indonesian? You can do it smart. Why were you crying?)

Yunji : *Karena dedek gak bisa bahasa indonesia.* (Because I can not speak Indonesian.)

Mama Gina : *Pinter kok adek tadi. Kalo terus belajar pasti bisa ya.* (How smart was that little sister. If you keep learning, you can do it.)

Yunji: *Iya.* (Yes.)

According to Excerpt 9, Mama Gina questioned Yunji about why she had been crying earlier and why she did not want to speak Indonesian, even though in the end, she was able to provide an answer that was accurate and satisfactory. Yunji retorted that she was unable to communicate in Indonesian. Then Mama Gina extended an invitation to Yunji to continue her Indonesian language education so that she might become more proficient and lose her fear of the language.

#### 5. Commanding

The Kimbab Family shows their pride in speaking Indonesian through the use of commanding language in their YouTube video entitled “*BICARA HANYA BAHASA INDONESIA SEHARIAN!! TANTANGAN UNTUK SUAMI KOREA!!* (Speaking Indonesian only day!! Challenge for Korean husband!!)” published on Sunday, October 18, 2020, and watched 1,592,450 times.

##### Excerpt 10

Appa Jay : *Jangan main bola di jalan ya.* (Don't play the ball on the street.)

Jio: *Ya.* (Yes.)

Mama Gina : *Pegang aja ya.* (Just hold on.)

Jio: *Iya.* (Yes.)

Appa Jay: *Pinter.* (Smart.)

According to Excerpt 10, Appa Jay told Jio, who was holding the ball at the time, to refrain from playing ball in the middle of the highway while using Indonesian. Jio, who has comprehension, complies with his father's instructions, and his father compliments Jio on his intelligence.

## 6. Quizzing

The Kimbab Family shows their pride in speaking Indonesian through the use of quizzing language in their YouTube video entitled “*MISI LATIHAN NGOBROL HANYA PAKAI BAHASA INDONESIA!!* (Talk Practice Missions Only Using the Indonesian Language!!)” published on Saturday, July 9, 2022, and watched 1,082,829 times.

### Excerpt 11

Mama Gina : *Quiz bahasa indonesia coba kang.* (Indonesian quiz, try it, bro?)

Appa Jay : *Kalau jawabannya betul ada hadiah, tau kan?* (If the answer is correct, there is a prize, you know right??)

Appa Jay : *\*menunjuk meja\** (\*points the table\*)

Suji, Jio : *Meja.* (Table.)

Appa Jay : *Masing-masing dapat satu point ya.* (Each one gets one point.)

Mama Gina : *Ini? \*menunjukkan pensil* (How about mom again?)

Suji : *Pensil.* (Pencil.)

According to Excerpt 11, Mama Gina instructed Appa Jay to conduct games with the kids so that they could properly determine the Indonesian names of the things that were surrounding them. The correct answer will earn points and will also receive a gift. The goal of this Indonesian quiz is to improve children's memories of commonplace objects that they use daily.

## 7. Promoting

The Kimbab Family shows their pride in speaking Indonesian through the use of promoting language in their YouTube video entitled “*BELAJAR BAHASA INDONESIA LEWAT RESEP KUE LEBARAN!!* (Learn the Indonesian Language through Lebaran cakes recipes!!)” published on Saturday, April 30, 2022, and watched 593,785 times.

### Excerpt 12

Mama Gina, Appa Jay : *Halo, apa kabar?* (Hello, how are you?)

Mama Gina : *Hari ini ngabuburit nya ngapain keluarga online yang puasa? Kalo kita lagi ngapain nih kang?* (What are the online families doing today? What are we doing now?)

Appa Jay : *Kita dapat rekomendasi satu aplikasi namanya aplikasi Helo.* (We can recommend an application called the Helo application.)

Mama Gina : *Jadi hari ini kita ngabuburit nya sambil buka-buka aplikasi Helo.* (So today we're hanging out with the Helo app)

Appa Jay : *Iya.* (Yes.)

According to Excerpt 12, Mama Gina and Appa Jay are advertising the Helo application from Indonesia. This program offers various things, such as recipes for Eid cakes, and it also makes it possible for them to fill the fun time that their family has while waiting for the time to break their fast.

## 8. Joking

The Kimbab Family shows their pride in speaking Indonesian through the use of joking language in their YouTube video entitled “*BELAJAR BAHASA INDONESIA LEWAT RESEP KUE LEBARAN!!* (Learn the Indonesian Language through Lebaran cakes recipes!!)” published on Saturday, April 30, 2022, and watched 593,785 times.

### Excerpt 13

Mama Gina : *Kacangnya sudah, tinggal dipakai.* (The peanuts are ready, just use them.)

Appa Jay : *Sangrai kacang tanah sudah.* (Roast the peanuts already.)

Mama Gina : *Sangrai.* (Roasted.)

Appa Jay : *Sangrai.* (Roasted)

Suji : *Shanghai?* (Shanghai?)

Yunji : *Sanggrai?* (Sanggrai?)

Mama Gina : *Sangrai, bukan shanghai bukan sanggrai, senggrai. Sangrai.* (Roasted, not shanghai not sanggrai, senggrai. (Roasted.)

Suji, Yunji, Appa Jay : *Sangrai~* (Roasted~)

According to extract 13, Mama Gina, Appa Jay, and their children had planned to use a recipe from an Indonesian program called Helo to prepare pastries or cookies in preparation for Eid. The recipe is written entirely in Indonesian in this particular application. Therefore, Mama Gina pushed the children to figure out

how to follow the instructions on their own. The next word that pops up is "Sangrai," which has a challenging pronunciation. So in the end, they decided to make a joke out of speaking the term "Sangrai," and after Mama Gina had corrected their pronunciation, they were finally able to say it correctly.

Following the findings, the use of the Indonesian language in Kimbab Family's YouTube channel can be divided into eight classifications: 1) asking, 2) responding, 3) explaining/informing, 4) inviting, 5) commanding, 6) quizzing, 7) promoting, and 8) joking. Mama Gina, an Indonesian, taught her family Indonesian through daily conversation just so her family would indeed remember where she came from. Mama Gina values the Indonesian language, as evidenced by her efforts to educate her family in it. Mama Gina is a representative of the Indonesian minority in Korea. When she is in Korea, she maintains her Indonesian identity by speaking the language fluently. Not only does she make Indonesian her identity, but she also frequently invites her family to speak and write in Indonesian slowly. The Indonesian language is always used in Kimbab Family YouTube content, whether asking, responding, explaining/informing, inviting, ordering, quizzing, or joking.

In the Kimbab Family channel on YouTube, she also seems to be creating specific content about the use of the Indonesian language as a challenge to her family as an introduction and habituation to the use of the Indonesian language in her family. Mama Gina always involves her family when she wants to use Indonesian, telling them new Indonesian vocabulary and correcting her husband's and children's pronunciation so they can pronounce it correctly. Mama Gina is always proud, and she tries to introduce Indonesian to her husband and children, as well as invites all of their 2.29 million YouTube channel subscribers to be proud of using Indonesian anywhere. Furthermore, she communicates with her husband and children in Indonesian on purpose. The findings indicate that the Kimbab family's pride in the Indonesian language exists in general, but it has not been fully awakened due to a lack of motivation and role models in Indonesian by rules outside the home environment. They only use Indonesian at home because they live in Korea, where Indonesian is rarely used.

#### 4. Conclusion

The Kimbab Family appreciates the Indonesian language, based on the findings and discussions. Kimbab Family speaks Indonesian with a sense of pride. Mama Gina speaks Indonesian and is incredibly proud of her background. As a result, she feels compelled to introduce Indonesian to her family and promote the language online. This perspective turned into a deliberate initiative to improve the Indonesian internet. As a result, it is necessary to cultivate a sense of pride in Indonesian (love Indonesian) by encouraging all Indonesians, regardless of whether they reside in Indonesia or not, to always use Indonesian by the rules and to appreciate the value of speaking Indonesian correctly and properly by providing real-world examples (exemplars) in using Indonesian. The Indonesian language will not become extinct in comparison to other languages around the world. Fantasy YouTube is the only online destination for the phenomenon of Indonesian language pride.

As a result of this research, the phenomenon of language and data associated with Indonesian national pride in cyberspace might expand and become even more complex because of the rapid advancement of technology. The researcher suggests that future research should look at people's pride in speaking Indonesian in other virtual places, such as Instagram, Twitter, and other social media..

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