ANALYZING COMMUNICATION STRATEGIES IN POLYGLOT
INDONESIA NATIONAL GATHERING CHAPTER SEMARANG:
ETHNOGRAPHY OF COMMUNICATION STUDY

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ARTICLE INFO
Published: September 25th, 2023
Keywords: ethnography of communication, Indonesian polyglot, cross-cultural communication, multilingualism, communication strategy

This article presents the results of an ethnographic research on communication about the Indonesian Polyglot community, with a focus on the Semarang Chapter of the Indonesian Polyglot. Communication ethnography is used as an approach to understand the communication practices that occur in this community. This study involved an interview method with members of the Semarang Chapter of the Indonesian Polyglot as the main informant. The data collected was then analyzed using the Ethnographic Communication theory framework developed by Dell Hymes. This data analysis includes the communication practices, norms, and values found within this polyglot community. The results of the study show that communication within the Polyglot Indonesia Chapter Semarang community is very dynamic and is influenced by the diversity of languages owned by the members. Community members use various languages in their interactions, such as Indonesian, foreign languages, and regional languages. They also use effective communication strategies, such as code-switching, code-mixing, and body language, to facilitate understanding and successful communication. This study has important significance in the context of the study of cross-cultural and multilingual communication. In this era of globalization, cross-cultural communication is becoming increasingly relevant, and the study of polyglot communities can provide valuable insights into understanding how people communicate in multilingual and multicultural situations. The results of this research can also provide valuable input for the development of the Indonesian Polyglot community and similar communities in Indonesia.

INTRODUCTION
Indonesia is a country that has more than 700 regional languages spread throughout the archipelago (Aji et al., 2022; Kohler, 2019). This diversity of languages reflects the rich cultural plurality in Indonesia. In the midst of this multilingual and multicultural environment, a community known as Polyglot Indonesia emerged. This community aims to facilitate language exchange, learning, and cultural understanding between its members. One of the branches of this community is Polyglot Indonesia Chapter Semarang, which is located in Semarang, Central Java.

Polyglot Indonesia Chapter Semarang is a place where individuals from various cultural and linguistic backgrounds gather to learn and interact. Its members consist of students, students, professionals, and the general public who have an interest in learning a new language. They share their knowledge, experience, and love for the culture and languages they learn. In the context of cross-cultural and language communication, the Polyglot Indonesia Chapter Semarang community offers a unique environment. Members of this community are involved in interactions involving various languages, including Indonesian, foreign languages such as English, Mandarin, Japanese,
and regional languages. They share their knowledge and experiences in learning languages, help each other improve their communication skills, and foster deeper cultural understanding (Eulis, 2017).

Previous studies in the field of ethnography of communication and cross-cultural communication have provided a strong theoretical foundation for understanding communication practices in the context of multilingual communities. Dell Hymes, an anthropologist and linguist, developed the theoretical framework of Communication Ethnography which bases research on observations of communication practices, norms, and values in a community. This theoretical framework helps in understanding how members of the Polyglot Indonesia Chapter Semarang community communicate and interact with one another. Previous research relevant to this topic offers insight into cross-cultural communication, multilingualism, and community studies. Research by Ochieng and Price (2010) explores the factors that influence successful communication between individuals from different cultures. Research by Korne and Fleming (2007) looks at cross-cultural communication strategies and identity shifts in the context of multilingualism. These studies provide important theoretical foundations and provide insights into the phenomena of cross-cultural communication and multilingualism that are relevant to this research.

Deng and Gibson (2008) conducted research exploring the factors that influence successful communication between individuals from different cultures. Their study emphasized the role of cultural values, norms, and communication styles in cross-cultural interactions. They highlighted the importance of developing intercultural competence and adapting communication strategies to effectively navigate cross-cultural encounters.

Yim and Clement (2021) conducted research on cross-cultural communication strategies and identity shifts in the context of multilingualism. The study focused on how individuals negotiate their identities and employ communication strategies such as code-switching and code-mixing to navigate diverse linguistic and cultural contexts. It highlighted the dynamic nature of communication and the role of language in shaping cultural identity.

These studies provide important theoretical foundations and offer insights into the phenomena of cross-cultural communication and multilingualism. They emphasize the significance of understanding cultural values, communication styles, and the use of language in diverse social contexts. By drawing upon the findings and concepts from these studies, the research on the Polyglot Indonesia Chapter Semarang community can further contribute to the existing knowledge in the field.

This study aims to complement existing knowledge by focusing on the Semarang Chapter of the Indonesian Polyglot. It analyzed the communication occurring within the Polyglot Indonesia Chapter Semarang community, how community members use language and communication strategies in their interactions, and the communication practice in the Polyglot Indonesia Chapter Semarang community reflected in the existing norms and values. The results of this study are expected to provide deeper insight into communication practices in the context of the Polyglot Indonesia Chapter Semarang community. The results of this study can also contribute to theoretical
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understanding of cross-cultural communication and multilingualism as well as provide practical input for the development of the Indonesian Polyglot community and similar communities in Indonesia.

METHOD

This study uses an ethnographic communication approach with a focus on the case study of the Semarang Chapter of the Polyglot Indonesia. The ethnographic approach to communication is used to understand the communication practices that occur in this community. The research method used was an interview method with members of the Semarang Chapter of the Indonesian Polyglot as the main informant. The collected data were then analyzed using the Ethnographic Communication theory framework developed by Dell Hymes (1964). This data analysis includes the communication practices, norms, and values found within this polyglot community. The participants in this study were members of the Semarang Chapter of the Indonesian Polyglot who had diverse cultural and linguistic backgrounds. Participants were selected based on their involvement and activeness in the community. As key informants, participants were interviewed to gain an in-depth understanding of communication practices in the community.

The research process consists of several stages. First, researchers made initial observations of the Polyglot Indonesia Chapter Semarang community to understand the context of the communication that occurred. Then, the researcher identified relevant participants and conducted interviews with participants who were willing to participate in this study. Interviews were conducted individually with participants using a structured interview guide. The interview guide includes questions related to communication practices, language use, and communication strategies used in daily interactions. In addition, researchers also observed communication practices in community meetings and other activities. During the interview, the researcher recorded the responses of the participants and asked for clarification if needed. Interviews were recorded with the permission of the participants to ensure the accuracy and accuracy of the data collected.

Data collected from interviews and observations were analyzed using the Ethnographic Communication approach. This approach includes an analysis of the communication practices, norms and values found in the Polyglot Indonesia Chapter Semarang community. In data analysis, researchers used concepts developed by Hymes (1964), such as communicative competence, communicative practices, and the norms and values governing communication in the community.

RESULT AND DISCUSSION

Communication That Occurs in The Polyglot Indonesia Chapter Semarang Community

Communication within the Polyglot Indonesia Chapter Semarang community is characterized by its dynamic and diverse nature, as members come from various cultural and linguistic backgrounds. This community serves as a platform for language exchange, learning, and cultural understanding, creating a rich and multilingual communication environment. To understand how communication occurs within this community, it is essential to examine the
communication strategies employed, such as code-switching, code-mixing, and nonverbal communication.

Code-switching is a prevalent communication strategy observed within the Polyglot Indonesia Chapter Semarang community. Code-switching refers to the practice of alternating between different languages within a single conversation or interaction (Bocoum, 2022; Zainil & Arsyad, 2021). It allows individuals to draw on their multilingual repertoire to express certain ideas or emotions more effectively, create rapport, or indicate group membership (Brdarević-Čeljo et al., 2021; Stavans & Porat, 2019). Code-switching serves as a resource for communication, enabling members to navigate between languages and bridge linguistic gaps, ensuring mutual understanding (Almoaily, 2023; Cesaria et al., 2023).

The practice of code-switching within the community can be understood through the framework of language choice and its social functions. Code-switching is often influenced by factors such as language proficiency, topic of discussion, and participants' identities (Sentana, 2022). Members strategically choose when and how to code-switch based on their linguistic abilities, the linguistic resources available to them, and the communicative goals they aim to achieve. For example, a conversation may start in Indonesian, switch to English when discussing language learning techniques, and then transition to a regional language to share cultural anecdotes. Code-switching enables members to adapt their language use to the specific context and the linguistic backgrounds of the participants involved (Johnson et al., 2022; Lehti-Eklund, 2013).

Code-mixing is another communication strategy employed within the Polyglot Indonesia Chapter Semarang community. Code-mixing involves blending elements from different languages within a single utterance. This practice allows individuals to fill lexical or cultural gaps in a particular language and convey complex ideas more comprehensively. Code-mixing is often used when specific terms or expressions are more readily available in one language compared to others. For instance, a member might say, "Kita harus practice speaking skills kita agar bisa improve our language proficiency," combining Indonesian and English to convey the message more effectively (Ng, 2018).

Nonverbal communication and body language also play a significant role within the Polyglot Indonesia Chapter Semarang community. Nonverbal cues, such as facial expressions, gestures, and intonation, are used to convey meaning, express emotions, and enhance understanding. These nonverbal signals complement the spoken words and can be particularly useful in situations where language proficiency may vary among participants. Nonverbal communication serves as a universal mode of expression that transcends linguistic barriers and contributes to effective communication within the community (Gabbott & Hogg, 2001).

The communication practices observed within the Polyglot Indonesia Chapter Semarang community are influenced by the speech community's norms, values, and shared goals. The community values language learning, cultural exchange, and respect for linguistic diversity. These norms and values shape communication practices by establishing expectations and guidelines for appropriate behavior. The use of multiple languages, code-switching, code-mixing, and nonverbal
communication strategies are not only accepted but also encouraged within this community, as they facilitate effective communication and contribute to the overall language learning and cultural understanding goals.

To support the analysis of communication practices within the Polyglot Indonesia Chapter Semarang community, the theoretical framework of Ethnography of Communication, developed by Hymes (1964), can be applied. This framework emphasizes the importance of studying communication within its social and cultural context, considering the cultural, social, and linguistic aspects of interactions. It provides a comprehensive lens through which to understand the complex dynamics of communication within a multilingual and multicultural community.

By examining the communication practices within the Polyglot Indonesia Chapter Semarang community, this research contributes to the understanding of cross-cultural communication, multilingualism, and the development of language communities. The findings shed light on the strategies employed by individuals in multilingual communities to navigate between languages and bridge linguistic gaps. This knowledge can inform language education practices, promote effective communication strategies, and contribute to the broader field of intercultural communication research.

The Way Community Members Use Language and Communication Strategies in Their Interactions

Community members of the Polyglot Indonesia Chapter Semarang employ various language and communication strategies to foster meaningful interactions and bridge language barriers. These strategies are instrumental in creating an inclusive environment where individuals with diverse linguistic backgrounds can engage with one another effectively. Language choice plays a crucial role in the communication practices of community members. They demonstrate a high degree of language flexibility, using multiple languages based on factors such as participants' proficiency, language preference, and the context of the interaction. This flexibility allows them to accommodate the needs and preferences of different individuals, ensuring that everyone can participate and contribute to discussions comfortably.

In formal settings, such as community meetings or language learning workshops, Indonesian serves as the lingua franca. It is the most widely spoken language in Indonesia and acts as a common ground for individuals with different mother tongues. By using Indonesian as the primary language in formal interactions, community members ensure mutual comprehension and effective communication among all participants. However, during more informal interactions or language practice sessions, community members freely switch between languages based on their language proficiency and shared interests. This practice of code-switching and code-mixing allows them to leverage their multilingualism and create an inclusive environment where individuals feel comfortable expressing themselves in their preferred languages. For example, if a group of members shares an interest in learning English, they may switch to English to discuss language learning strategies, share experiences, or engage in cultural exchange related to English-speaking countries (Putra et al., 2021; Slapac, 2021). This language flexibility also extends to foreign
languages. Many community members have proficiency in languages other than Indonesian, such as English, Mandarin, or Japanese. They take advantage of this linguistic diversity to promote language learning and cultural exchange within the community. When members engage in conversations or activities related to these foreign languages, they may use them extensively to facilitate communication and deepen their understanding of different cultures.

Moreover, the community members of Polyglot Indonesia Chapter Semarang demonstrate a high level of tolerance and patience towards language errors and limitations. They understand that language learning is a journey, and mistakes are an inevitable part of the process. Instead of focusing on errors, they emphasize support, encouragement, and constructive feedback. This supportive environment encourages individuals to practice their target languages without fear of judgment or embarrassment, fostering a positive and growth-oriented atmosphere. Community members actively engage in language learning activities to enhance their communication skills. Language learning workshops, study groups, and language exchange programs are some of the initiatives organized by the community. These activities provide opportunities for members to practice their target languages in a supportive and immersive environment. By actively participating in such activities, individuals can improve their language proficiency and gain confidence in using different languages in real-life conversations (Noprival et al., 2022).

Furthermore, the community members recognize the importance of cultural exchange in language learning. They understand that language is deeply intertwined with culture and that learning a language involves understanding the customs, traditions, and perspectives of the people who speak it. To facilitate cultural exchange, community members often organize events, such as international food festivals, movie screenings, or cultural presentations. These activities provide a platform for individuals to share their cultural backgrounds and learn from one another, fostering a sense of appreciation and respect for different cultures.

In addition to in-person interactions, technology and online platforms play a significant role in the language and communication strategies of community members. Online forums, social media groups, and language exchange apps enable members to connect with language learners and speakers from around the world. These platforms provide opportunities for virtual language practice, discussions, and sharing resources. The use of technology allows community members to extend their language learning beyond physical boundaries and engage with a global community of language enthusiasts. In conclusion, community members of the Polyglot Indonesia Chapter Semarang utilize various language and communication strategies to create an inclusive and supportive environment. Through language flexibility, code-switching, and code-mixing, they ensure effective communication among individuals with diverse linguistic backgrounds. By promoting tolerance, patience, and support for language learners, they create a safe space for practicing and improving language skills. Cultural exchange and the use of technology further enrich their language learning experiences (Kim, 2020; Onishchuk et al., 2020). The community's language and communication strategies foster meaningful interactions, bridge language barriers, and contribute to the growth and development of its members as proficient and culturally aware language users.
Communication Practices in The Polyglot Indonesia Chapter Semarang Community Are Reflected in Existing Norms and Values

The communication practices within the Polyglot Indonesia Chapter Semarang community are strongly influenced by the existing norms and values of the community. These norms and values shape the way members interact with each other, approach language learning, and foster a supportive and inclusive environment for all participants.

One of the fundamental norms in the community is the appreciation and respect for linguistic diversity. Members recognize the importance of embracing different languages and cultures represented within the community. This norm reflects the value of cultural exchange and understanding, as it encourages members to learn from one another's linguistic backgrounds and share their own cultural experiences. By valuing and celebrating linguistic diversity, the community creates an inclusive space where individuals feel welcomed and accepted regardless of their language background.

The norm of active participation and mutual support is also prevalent within the Polyglot Indonesia Chapter Semarang community. Members are encouraged to actively engage in conversations, language practice sessions, and other community activities. This norm promotes a sense of shared responsibility for language learning and growth. It also reflects the community's value of collective learning, as members recognize that they can learn from each other's experiences and support one another in their language learning journeys. This norm is manifested through the active involvement of community members in providing feedback, sharing resources, and offering encouragement to their peers (Akrim et al., 2021).

Another value that is reflected in the communication practices of the community is the importance of empathy and understanding. Members demonstrate a high level of tolerance and patience towards language errors and limitations. They understand that language learning is a process, and mistakes are an integral part of that process. This value of empathy creates a safe and non-judgmental environment where individuals feel comfortable practicing their target languages and taking risks in their language learning endeavors. The community encourages constructive feedback and provides support to help members overcome challenges and improve their language skills. Moreover, the norm of reciprocal language exchange is highly valued within the community. Members recognize that language learning is a two-way process, and they actively seek opportunities to both receive and provide language practice. This norm encourages members to engage in language exchanges where they can offer assistance in their native language while also practicing their target language with native speakers. This reciprocal exchange fosters a sense of equality and mutual benefit, as members learn from each other while contributing to each other's language development (Martin-Beltrán, 2010).

The norms and values of the Polyglot Indonesia Chapter Semarang community are also reflected in the communication strategies employed by its members. Code-switching and code-mixing, for example, are common practices that allow members to bridge linguistic gaps and facilitate understanding. These strategies reflect the community's value of effective communication and inclusivity, as they enable individuals to use the languages they are most
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comfortable with and ensure that everyone can actively participate in conversations. Furthermore, the use of nonverbal communication and body language also aligns with the community's values of understanding and empathy. Members pay attention to nonverbal cues such as facial expressions, gestures, and intonation to enhance understanding and convey emotions. This reliance on nonverbal communication supports the community's commitment to creating an inclusive environment, especially when language proficiency varies among participants (McGroarty, 2009).

The norms and values of the Polyglot Indonesia Chapter Semarang community are reinforced through the collective efforts of its members, community leaders, and the establishment of guidelines and expectations. These norms and values are often communicated through community events, workshops, and online platforms. They serve as a framework for members to navigate their interactions, language learning activities, and support systems within the community. In conclusion, the communication practices within the Polyglot Indonesia Chapter Semarang community are deeply rooted in its existing norms and values. The appreciation of linguistic diversity, active participation, mutual support, empathy, reciprocal language exchange, and the use of effective communication strategies all contribute to the inclusive and supportive environment that the community strives to create. By embracing these norms and values, community members foster meaningful interactions, bridge language barriers, and promote language learning and cultural understanding.

Analysis S-P-E-A-K-I-N-G Model In Polyglot Indonesia Chapter Semarang

In the context of the SPEAKING model applied to the research findings of the Polyglot Indonesia Chapter Semarang community, here is a more detailed explanation of each element:

1) Setting: The Polyglot Indonesia Chapter Semarang community serves as the backdrop for this study. It is a multicultural and multilingual environment where individuals gather to learn languages, exchange knowledge, and foster cultural understanding. The setting provides the physical and social context in which communication takes place.

2) Participants: The participants of the study are members of the Polyglot Indonesia Chapter Semarang community. They consist of students, professionals, and the general public who share an interest in learning languages. The community attracts individuals from diverse cultural and linguistic backgrounds, creating a rich and varied participant pool.

3) Ends: The main goal of communication within the community is to facilitate language exchange, learning, and cultural understanding. The members actively participate in sharing their knowledge, experiences, and love for languages and cultures. The ends reflect the overarching purpose or objectives of communication within the community.

4) Acts: Communication within the community involves various acts or communicative behaviors. These acts include language choice, code-switching (shifting between languages), code-mixing (combining languages within a single utterance), and the use of body language. By employing these acts, community members enhance communication and ensure mutual understanding.
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5) Key: The key to successful communication in the community lies in the members' communicative competence. This encompasses their ability to navigate and utilize multiple languages, employ effective communication strategies, and adapt to the diverse linguistic backgrounds of their fellow community members. Communicative competence is a crucial factor in achieving successful communication outcomes.

6) Instrumentalities: The instrumentalities employed by community members refer to the means and tools used in communication. Spoken languages, such as Indonesian, foreign languages, and regional languages, are essential instrumentalities. Additionally, nonverbal cues, such as body language, facial expressions, and gestures, play a significant role in facilitating communication and conveying meaning.

7) Norms: Norms within the Polyglot Indonesia Chapter Semarang community relate to language learning, cultural exchange, and respect for linguistic diversity. These norms guide communication practices and influence appropriate behavior within the community. They ensure that members engage in respectful and inclusive communication, fostering a supportive and enriching environment.

8) Genre: The genre of communication within the community encompasses various activities and events. Language learning activities, cultural exchange events, and community meetings serve as genres in which members engage in communicative practices. These genres provide structured platforms for community members to interact, practice languages, and achieve the community's goals.

The research findings highlight the dynamic nature of communication within the Polyglot Indonesia Chapter Semarang community. The diverse linguistic backgrounds of its members contribute to the use of various languages, effective communication strategies, and adherence to norms. By embracing linguistic diversity and employing appropriate communication acts, the community fosters successful communication and cultural understanding among its participants.

CONCLUSION

The Polyglot Indonesia Chapter Semarang community has created a dynamic and inclusive learning environment that promotes language acquisition, cultural exchange, and personal growth among its members. This community thrives on a set of established norms and values that guide its members' behavior, interactions, and communication practices.

One of the fundamental norms within the community is the encouragement for active engagement in language learning activities. Members are motivated to participate actively in discussions and language-related events, such as language exchange sessions, workshops, and study groups. By actively engaging in these activities, individuals can practice their target languages, expand their vocabulary, and improve their language skills. This norm of active participation creates a vibrant and stimulating environment where language learners can interact with one another and receive guidance and support from fellow community members.

Central to the community's success is the value placed on collaboration and mutual support. The members understand that language learning is a challenging journey that requires dedication.
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and perseverance. Therefore, they actively support and encourage one another in their language learning endeavors. This norm of collaboration fosters a sense of camaraderie and solidarity among community members, creating a positive and motivating atmosphere where individuals feel comfortable seeking help, sharing resources, and celebrating each other's successes. It promotes a collective approach to language learning, where everyone's progress is celebrated, and the community as a whole benefits from the diverse range of experiences and expertise.

An important aspect of the community’s values is the promotion of open-mindedness and curiosity. Members are encouraged to explore different languages, cultures, and perspectives. The community recognizes that language learning is not solely about mastering grammar and vocabulary but also about understanding and appreciating different cultures and ways of thinking. This value is reflected in the diverse range of languages practiced within the community and the opportunities for cultural exchange. By fostering an environment of openness and curiosity, the community promotes continuous learning and personal growth among its members. It encourages individuals to step out of their comfort zones, embrace new challenges, and expand their horizons.

Respect for language errors and a non-judgmental attitude are also crucial norms within the community. The members understand that making mistakes is an integral part of the language learning process. Instead of focusing on errors, community members offer support, encouragement, and constructive feedback to help one another improve their language skills. This norm of respect for language errors creates a safe space for individuals to practice their target languages without fear of embarrassment or judgment. It fosters a culture of learning from mistakes and encourages individuals to take risks and experiment with their language use. This inclusive approach to language learning enhances confidence, self-esteem, and motivation among community members.

Furthermore, the norm of adaptability and language flexibility is evident in the communication practices of the community. Members understand that effective communication requires adjusting their language use based on the proficiency and preferences of the participants involved in a conversation. This norm promotes effective communication and mutual understanding by allowing individuals to switch between languages, code-switch, or code-mix to accommodate the linguistic needs and backgrounds of the participants. It encourages a flexible and adaptable approach to language use, creating an inclusive and accessible environment for all members, regardless of their language proficiency.

The communication practices within the Polyglot Indonesia Chapter Semarang community reflect and reinforce these established norms and values. Members actively demonstrate these norms through their language choices, communication strategies, and supportive interactions. Whether it is during language exchange sessions, online discussions, or social events, the community members engage in conversations that embody the values of collaboration, open-mindedness, respect, and adaptability. These communication practices contribute to a cohesive and harmonious community where language learning, cultural exchange, and personal growth are nurtured.
In conclusion, the Polyglot Indonesia Chapter Semarang community has created a vibrant and inclusive learning environment through its adherence to established norms and values. The active engagement in language learning activities, the promotion of collaboration and mutual support, the encouragement of open-mindedness and curiosity, the respect for language errors, and the norm of adaptability and language flexibility all contribute to the community’s success. By embodying these norms and values in their communication practices, the community members foster an environment where language learners can thrive, cultural exchange can flourish, and personal growth is nurtured. The Polyglot Indonesia Chapter Semarang community serves as an inspiring example of how language learning communities can create a positive and empowering space for individuals to develop their language skills, expand their cultural knowledge, and form meaningful connections with others.

REFERENCE


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