

## Article Sociolinguistics

### Vocabulary That Is Rarely Used by People in Kuok Village, Kuok District, Kampar Regency

**Elgi<sup>1</sup>, Muhammad Levi<sup>2</sup>, Rafika Makhiro<sup>3</sup>, Riri Zelpia<sup>4</sup>, Dwi Riva Aini Fitri,<sup>5</sup> Restu Putri Ananda<sup>6</sup>.**

Program Studi Pendidikan Bahasa Inggris, Universitas Pahlawan Tuanku Tambusai  
2024

#### Abstract

This article is entitled "Vocabulary That Is Rarely Used by People in Kuok Village, Kuok District, Kampar Regency". This research was carried out in Kuok Village, Kuok District, Kampar Regency. The problems raised are (1) How to use regional languages in communication among the people of Kuok Village, Kuok District, Kampar Regency (2) What are the uses of regional languages among the people of Kuok Village (3) Languages that are rarely used and often used by people in the Kuok Village area in this article The aim is to find out the use of regional languages in communication in the Kuok Village community, Kuok District, Kampar Regency, then find out the use of regional languages among the Kuok Village community, and find out languages that are rarely used and frequently used in the Kuok Village area. This article uses qualitative methods, while the data collection techniques during the research process use observation, interviews and documentation methods. The results of this research show that in this article there is some data, namely the use of regional languages in communication where the people of Kuok Village, Kuok District, Kampar Regency use the Ocu Regional Language to reflect cultural identity, traditions and linguistic diversity, strengthen social relations in the community, use Regional language among the people of Kuok Village has an important role in maintaining culture, local identity, enriching cultural life, maintaining traditions, and strengthening social ties among residents of Gumai Village, and has a language that is rarely and often used by people in the Kuok Village Area, Kuok District, Regency Kampar.

**Kata kunci:** *Regional Languages, Intercultural Communication, Society*

## BACKGROUND

In everyday life, wherever someone is, there is always someone interacting and communicating with someone from another class, race, nation or culture. Interacting or communicating with people from different cultures is a new experience that is always faced. Researchers can say that communication is a very common daily activity that must be carried out in interactions between people.

Understanding intercultural relationships and communication is important. Understanding intercultural communication because people learn to communicate through cultural influences, and perceived cultural similarities allow similar meanings to be assigned to social objects or events. The way of communication, the environment in which communication is communicated, the language and language style used, and nonverbal behavior are the main responses and functions of the culture in which communication occurs. Communication is bound by culture. Because there are differences between cultures, the communication practices and behavior of individuals raised in these cultures also differ..

In interacting with different cultures, they have different value systems so they determine different life goals. The way people communicate is also largely determined by the culture of a community; language, rules and norms of each society. Even though different groups increasingly interact using the same language, this does not mean that communication will be smooth or that mutual understanding will automatically be established because, among other things, some people still harbor social prejudices against other cultural groups and are reluctant to communicate with other groups. them, exchange ideas with other cultural groups and socialize with them (Abdul Majid, 2013).

Misunderstandings often occur when communication takes place between immigrant and native communities who use their own languages and accents. For example, people from the Salo area communicate with indigenous people in Kuok Village, Kuok District, Kampar Regency, these two areas have the same regional language but have different meanings and this makes communication between them give rise to misunderstandings. Meanwhile, immigrant communities have different regional languages from indigenous communities in the Kuok Village area, Kuok District, Kampar Regency, such as people from the Salo area (Muslim, 2024). Even though they use Indonesian, the accent of their regional language is still attached to them when using Indonesian when communicating with indigenous people in the Kuok Village area who are not used to the accent of the Salo people, this causes the indigenous people in the Kuok Village area to not understand what is being said. by the people of Salo (Edison, 2024).

All human activities cannot be separated from social interaction. As long as they are still alive and trying to fulfill their living needs, their activities do not stop with their daily routine. In life, it is impossible for humans not to communicate and interact with other people. Communication has a social and cultural system, that is the difference between humans. It is known that in Indonesia alone there are thousands of ethnic groups, and each region also has different regional languages, which creates barriers between communities. Therefore, Indonesia needs a communication system.

Currently, we generally know that communication is one of the tools humans use to interact with each other. Oral and written communication contributes to the interactive process. In communication systems, from a geographical point of view, communication can be divided into two types. One of which is

First, urban community communication carried out by urban communities. Second, rural community communication carried out by rural communities (Bob Andrian, 2020: 2). Apart from that, there are also various types of communication that are often used, divided into four types, namely communication with oneself, interpersonal communication, public communication and mass communication (HafiedCangara, 2019: 64).

Kuok Village, Kuok District, Kampar Regency is one of the areas in South Sumatra that has a wealth of distinctive regional languages. However, with the times and the influence of globalization, the use of regional languages in communicating in the Kuok Village community has decreased. The use of regional languages is dominated by the use of Indonesian as the official and national language. This makes the younger generation tend to be more accustomed to using Indonesian in communicating, so that the use of regional languages becomes limited. Second, the increasingly widespread influence of mass media and information technology. The people of Kuok Village are also exposed to foreign cultures that use Indonesian or foreign languages, so that the use of regional languages is increasingly being displaced (Kusuma, 2018: 123).

The importance of analyzing the use of regional languages in communicating among the people of Kuok Village, Kuok District, Kampar Regency has high relevance in today's industry. In the era of globalization and advances in information technology, preserving regional languages is becoming increasingly important. Regional languages are one of the cultural assets that must be maintained and preserved. In the context of tourism, the use of regional languages can be a special attraction for tourists who want to get to know local culture. In addition, in the media and entertainment industry, the use of regional languages can provide variety and uniqueness in the content presented. Therefore, analysis of the use of regional languages in Kuok Village can provide insight and recommendations for the government and related parties in efforts to preserve regional languages and develop the cultural industry in the area.

It is important to preserve regional languages because regional languages are the last wealth of a nation as evidence of civilization, art, culture, even the existence of the nation itself which is passed down both orally and in writing. Regional languages have also played a role as identities, characteristics, communication tools and instruments for centuries to thousands of years through oral and written language. Apart from that, regional languages also function as cultural languages, languages for intra-ethnic unification, strengthening closeness, and for knowing history and evidence of ancestral heritage in the form of oral instruments. If regional languages are not preserved, this wealth will disappear and become extinct, so it is important to protect and preserve them so that future generations can learn from previous times.

## **METHOD**

In this article we will use a qualitative method because this method is suitable for seeing and searching for meaning, understanding or a phenomenon that occurs in society, the approach taken can involve researchers directly or indirectly. Qualitative research in the analysis carried out emphasizes deductive and inductive processes and looks at the relationships or dynamics that occur in the object of analysis. using scientific logic. Qualitative research is also called natural condition research, where this research will analyze in depth the natural conditions of the subject and will not draw generalizations. The location of this research will be carried out in Kuok Village, Kuok District, Kampar Regency.

## **RESULTS AND DISCUSSION**

### **1. Use of Regional Languages in Communication in the Kuok Village Community, Kuok District, Kampar Regency**

Kuok Village Community, Kuok District, Kampar Regency. Use of regional languages in communication refers to the use of a language system that is unique to a particular region or group in daily interactions. It includes a variety of words, sentence structures, and vocabulary unique to communication in the local environment. The use of regional languages can reflect the cultural identity, traditions and linguistic diversity of an area, playing an important role in strengthening social relations within the community. The use of regional language in communicating among the people of Kuok Village, Kuok District, Kampar Regency is using the regional language "ocu".

The use of regional languages in social interactions in Kuok Village can strengthen ties between residents because it creates a strong sense of togetherness and cultural identity. Apart from that, the use of regional languages can also reduce communication barriers and increase understanding between citizens in a social context. This was explained by Edison as the head of RT Kuok, Kuok District, Kampar Regency, saying, "This social interaction is very strong, so between one community and another, they communicate using the regional language. This is very connected, because we said earlier that we want to use language. Indonesia is good and correct, maybe other citizens are not able to use Indonesian well and correctly. So, that's how this familiarity gave rise to our regional language" (Edison, interview 20 March 2024). Based on the results of the interview above, it can be concluded that the social interactions of the people of Kuok Village predominantly use regional languages because the people of Kuok Village do not understand Indonesian and if they are asked to communicate using Indonesian they do not understand what they want to convey. So, if they want to communicate, they only use regional languages that they understand.

The use of regional languages for young people in the Kuok Village community is considered a way to protect and maintain their cultural heritage. In their view, regional languages can be a tool to strengthen local identity and solidarity among young people. Apart from that, the use of regional languages can also be considered as a way to maintain the continuity of traditions and values passed on from previous generations. This was

explained by Muhammad Azmil Azali, the youth of Kuok Village, Kuok District, Kampar Regency, who said, "For the people of Kuok Village, especially the youth of Kuok Village, for daily language communication, it can be said that one hundred percent of the OCU language communication or the regional language is authentic. (Harris, 2024). Based on the results of the interview above, it can be concluded that the people of Kuok Village are very consistent in using their language or regional language in daily communication, reaching one hundred percent. This shows that regional languages have a very dominant role in the daily interactions of the village community, playing a major role in their daily communication.

## **2. The Use of Regional Languages Among the Kuok Village Community**

The use of regional languages among the people of Kuok Village plays a role in maintaining their culture and identity. By using regional languages, they can convey and pass on cultural values, traditions and local stories from one generation to the next. Regional languages are a strong tool for maintaining uniqueness and cultural heritage, strengthening social ties, and confirming their identity as part of the Kuok Village community. This was explained by Andis as Head of Kuok Village, Kuok District, Kampar Regency, saying, "The role of regional languages here is that they really influence culture or identity. Because with this language our people can communicate well and fluently, because there are still many of our people who live in this village who cannot use Indonesian well and correctly. "Most of us prefer to use the original regional language or Palembang language" (Andis, Interview 20 March 2024).

Based on the results of the interview above, it can be concluded that the role of regional languages in the village is very significant in forming and maintaining community culture and identity. Regional languages are the main means of effective communication in the village, enabling good and smooth interaction between residents. This is because the majority of village people are not proficient in using Indonesian properly and correctly, so the regional language or Ocu language becomes the main choice in their daily lives.

The use of regional languages among the people of Kuok Village encourages their use in daily communication because it is closely related to their cultural identity. In this context, regional languages are considered as a characteristic and unique characteristic of the village's cultural heritage. Even though regional languages are dominant, it cannot be ignored that efforts to use Indonesian more in communication may still exist, especially if people want to engage in interactions involving groups that use Indonesian as the main medium. However, the main priority remains the preservation and use of regional languages to maintain the cultural identity of Kuok Village.

The use of regional languages among the people of Kuok Village shows that regional languages are not just additional languages, but are the main language in daily communication. In this context, regional languages have a central role as the main medium for interacting and conveying messages among the residents of Kuok Village. This was explained by Haris, a native of Kuok Village, who said, "Yes, we use regional language every day because it is our own regional language" (Haris, interview 20 March 2024). Based on the results of the interview above, it can be concluded that

these people use regional languages in their daily lives because these regional languages are their original regional languages and cannot be separated.

### 3. Languages that are rarely used and often used by people in the Kuok Village area

The majority of the Kuok people use regional languages in their daily communication and apart from that, of course, we as the authors of this article explain through a table what words are often used and what words the Kuok people are starting to rarely use.

The following is a description of the data we have collected for this article:

| No. | Rarely Used Vocabulary        | frequently used vocabulary      |
|-----|-------------------------------|---------------------------------|
| 1.  | Panenan<br>(Toy)              | Mainan<br>(Toy)                 |
| 2.  | Baleco<br>(Joking)            | Bagara<br>(Joking)              |
| 3.  | Sudu<br>(Spoon)               | Sendok<br>(Spoon)               |
| 4.  | Cinan<br>(Love)               | Suko<br>(Love)                  |
| 5.  | Sigha<br>(Red)                | Merah<br>(Red)                  |
| 6.  | Tilam<br>(Mattress)           | Kasu<br>(Mattress)              |
| 7.  | Ciku<br>(sapodilla)           | Saus<br>(sapodilla)             |
| 8.  | Tali Tecin<br>(Plastic strap) | Tali Plastik<br>(Plastic strap) |
| 9.  | Minyak Ghe<br>(Kerosene)      | Minyak Tanah<br>(Kerosene)      |
| 10. | Batanggang<br>(stay up late)  | Bagadang<br>(stay up late)      |



Use of Ocu Language in Educational Institutions (Campuses)



Use of Ocu language in society (event)



Use of Ocu language in government institutions (extension)

## CONCLUSION

Based on the article above with the title "Vocabulary That Is Rarely Used by People in Kuok Village, Kuok District, Kampar Regency" it can be concluded that:

1. Use of regional languages in communication:
  - a) The people of Kuok Village, Kuok District, Kampar Regency use the Ocu Regional Language as a medium of daily communication.
  - b) Regional languages reflect cultural identity, traditions and linguistic diversity, strengthening social relations within the community.
2. Usefulness of Regional Languages among the Kuok Village Community:
  - a) Regional languages have an important role in maintaining local culture and identity.
  - b) Enrich cultural life, maintain traditions, and strengthen social ties among the residents of Kuok Village.
3. Application of the Kuok Regional Language "Ocu" in Various Community Circles:
  - a) The vocabulary "Ocu" which is rarely used tends to be spoken by older people in Kuok and conversely the vocabulary "Ocu" which is often used tends to be spoken by young people in Kuok.
  - b) Regional languages are not only used within society, but are also used in the political and educational realms as well.

## BIBLIOGRAPHY

- Andrian, B. (2020). Budaya Komunikasi Masyarakat Perkotaan (Ditinjau Dari Aspek Sosiologi Dan Antropologi Komunikasi). Jurnal Ilmu Komunikasi, Penyuluhan Dan Bimbingan Masyarakat,3(1).
- Astriani, I. D. (2021). Analisis Penggunaan Bahasa Daerah Kampar Dalam Pembelajaran Bahasa. IAIN Riau.
- Basuki, K. (2019). Tujuan Deskriptif Analisis. Jurnal Online Internasional&Nasional,7(1). ISSN 2502-3632 (Online) ISSN 2356-0304 (Paper).
- Cangara, H. (2019). Pengantar Ilmu Komunikasi. Depok: PT RajaGrafindo Persada.
- Faizatul, F., Amelia, L., & Umamah, C. U. (2023). Analisis Penggunaan Bahasa Daerah Sebagai Bahasa Ibu Pada Anak Usia Dini. Jurnal Pendidikan Anak,9(2).
- Fakaubun, N. (2021). Pemberdayaan Masyarakat dalam Pelestarian Bahasa Kei di Desa Kuok Kecamatan Kuok Kabupaten Kampar