

Strategic Planning for Wolio Language Maintenance in An Effort to Optimize the Use of Regional Languages in Baubau City

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ABSTRACT

The objectives of this research are to: (1) identify and analyze the role of internal factors in the preservation of the Wolio language in Baubau City; (2) identify and analyze the external factors influencing the preservation of the Wolio language in Baubau City; and (3) formulate strategic planning for the preservation of the Wolio language to optimize the use of regional languages in Baubau City. This study uses both qualitative and quantitative methods. Data were collected through observation, interviews, documentation, and questionnaires. The data were analyzed using the SWOT analysis method. The results show that the role of internal factors in the preservation of the Wolio language in Baubau City falls into several categories: a) language preservation within families is still dominant among speakers over the age of 50, whereas families either older or younger than this age group who live in multiethnic environments tend to use Indonesian or mixed languages; b) local communities play a role in preserving the Wolio language; and c) traditional institutions, religious leaders, and community figures continue to uphold the use of the Wolio language in various activities. External factors also play a significant role in preserving the Wolio language in Baubau City, particularly through: a) national policies such as Law Number 24 of 2009 Article 42 Paragraph 1, Regional Regulation No. 2 of 2022 concerning the Preservation and Development of the Wolio Language, Literature, and Script, and Mayor Regulation No. 17 of 2023 on the local curriculum of Wolio language and script at the elementary and junior high school levels, as well as initiatives by the Southeast Sulawesi Language Center through language revitalization; and b) collaboration between academics, the government, the Southeast Sulawesi Language Center, traditional leaders, cultural figures, and literacy activists. The SWOT-4K analysis of the Wolio language preservation strategy resulted in an IFAS score of 3.232 and an EFAS score of 3.251, indicating that an aggressive strategy is the most appropriate, as it shows strong internal capabilities and promising opportunities for preserving the Wolio language, especially in Baubau City.

Key-words: *Strategic Planning, Preservation, Wolio Language*

1. INTRODUCTION

Language maintenance and shift are two linguistic phenomena that often appear in multilingual societies, including Indonesian society. Both phenomena occur due to contact and competition between two or more languages, which causes some languages to be maintained and others to shift. Language shift occurs when a group of people collectively chooses to abandon their native language and switch to using another language that is considered more functional, modern, or prestigious. Conversely, language maintenance occurs when people remain loyal to using their regional language in their daily lives and refuse to be replaced by another language (Jalbi, 2018). In the Indonesian context, the phenomenon of regional language shift and maintenance is very relevant, considering the existence of hundreds of regional languages that live side by side with Indonesian as the national language.

Wolio language, one of the regional languages found in Southeast Sulawesi Province, is a language that has high historical, cultural, and local identity value. This language was once used as the official language in the government of the Buton

Sultanate and was the main means of communication for the people in Baubau City, Buton Regency, and South Buton Regency. Wolio language is also used in local arts and culture, such as the reading of Kabanti poetry which is part of the oral tradition of the Buton people. However, along with the development of the times, Wolio language faces serious challenges in terms of vitality and intergenerational transmission. Jalbi's research (2018) in Melai Village, Murhum District, Baubau City, shows that the use of Wolio language among young people and families is starting to decline, and there is a significant decline in the process of language inheritance from parents to children.

Furthermore, the Ethnologue report (in Yanti, 2019) shows that the Wolio language is now categorized in status 6b (threatened), where this language is still used by the older generation and in rural areas, but is increasingly rarely used by children in urban areas. This condition strengthens the indication that the Wolio language is in a vulnerable situation to extinction, if no immediate preservation and revitalization efforts are made. Meanwhile, in social interactions between ethnic groups in Baubau City, people tend to use Indonesian as a *lingua franca*. As a result, the communicative function of the Wolio language is limited only to intragroup interactions or in certain customary and cultural contexts (Language Development and Fostering Agency, 2017).

The Indonesian government has actually designed various regulations to protect regional languages from extinction. Law Number 24 of 2009 concerning the Flag, Language, and National Emblem as well as the National Anthem, emphasizes that regional languages have the right to coexist with the Indonesian language. In addition, Government Regulation Number 57 of 2014 concerning the Development, Fostering, and Protection of Language and Literature regulates in detail the efforts to preserve regional languages through education, cultural activities, and the active involvement of regional governments in facilitating the use of regional languages in their respective regions. Article 21 stipulates that fostering regional language users aims to increase awareness, pride, and loyalty to regional languages, as well as encourage an increase in the quality of the use of these languages both orally and in writing.

The Baubau City Government itself has shown strategic steps through the preparation of the Draft Regional Regulation (Raperda) on the maintenance of the Wolio language, script, and literature. This Raperda is a concrete effort in following up on central regulations and supporting the direction of local cultural development as stated in the Baubau City Medium-Term Development Plan 2018–2023. In the Raperda, it is proposed that every educational unit is required to include Wolio language, script, and literature lessons in the school curriculum. This step is expected to revive the enthusiasm of the younger generation in using the Wolio language and encourage increased intergenerational transmission.

However, formal policies alone are not enough. Preserving the Wolio language requires synergy between various elements, both internal and external. Internal factors such as the speaker community, local communities, traditional leaders, and religious leaders play a central role in maintaining the use of everyday languages. Meanwhile, external factors such as the government, academics, educational institutions, and social dynamics due to globalization and migration also contribute to strengthening or weakening the position of regional languages. Therefore, the preservation of the Wolio language must be carried out through a collaborative, systematic, and sustainable approach. As emphasized by Moeliono (1981), regional languages need to be considered before they completely disappear from the face of the earth, because the death rate of languages is much greater than their birth rate.

Thus, strategic planning becomes an urgent need for the preservation of the Wolio language amidst the challenges of the times and socio-cultural changes. This planning is expected to not only help the government in achieving the target of local cultural development, but also ensure the sustainability of the existence of the Wolio language as part of the identity of the Buton community. The success of preserving the Wolio language depends not only on government policy, but also on the awareness and collective commitment of its people in preserving this invaluable cultural heritage

2. LITERATUR REVIEW

Strategy Management

Machali (2016:202) strategic management consists of two words, namely management and strategy. Management can be simply interpreted as a series of processes consisting of planning, organizing, implementing, and supervising which refer to management functions. While strategy as a framework, technique, and plan that is specific or special, Robin (2000: xv). Thus, strategic management is a series of management decisions and actions implemented by all components of the organization in order to achieve predetermined organizational goals. According to Lam (2020:7) The substance of strategic management is designing strategies based on collaboration between internal and external elements of the organization with the aim of creating new strategies with synergistic value. On the other hand, outside of design, the substance of strategic management is maintaining the existence and sustainability of the company's operations. In line with David's opinion (Lam, 2020:4) defines strategic management as the science and art of formulating, implementing, and evaluating cross-functional decisions in an organization to achieve goals. This definition focuses on the process of formulating policies and coordinating cross-functional implementation in the organization. Another opinion was put forward by Daft, Richard L. (2014:248) stating that strategic management is a series of decisions and actions used to formulate and implement strategies that enable a highly competitive fit between the company and its environment so that it can achieve the company's goals. Another opinion was

put forward by David (Novinato: 2019:13) defining strategic management as the art of formulating, implementing, and evaluating organizational decisions to achieve the expected goals. Strategy as an art shows that every process of formulating, implementing, and evaluating organizational decisions requires certain skills or techniques to achieve the expected goals. Hunger (2001:21) explains that strategic management is a set of managerial decisions and actions that determine a company's long-term performance. Includes determining the environment (both internal and external), formulating strategies (strategic planning), implementing strategies, and evaluating and controlling. Therefore, strategic management studies emphasize monitoring and evaluating external opportunities and threats based on the company's strengths and weaknesses to produce and implement new strategic directions for an organization.

Strategy Formulation

Organizational strategic planning is the process of creating and implementing strategies to achieve organizational goals and objectives, Kaufman (1992). This includes current conditions, setting goals, determining strategies, and implementing actions to achieve them. The process of formulating organizational strategies is very important for the development and sustainability of the organization because it provides a roadmap for decision making and resource allocation. Rivai (2015:85) explains that formulating a strategy is choosing one of the various information from the results of the analysis of the internal and external environment of the organization. The choice must be adjusted to the level of accuracy and effectiveness of the organization in achieving its goals. Analysis of the organizational environmental situation is an important component in making organizational strategies. This involves assessing the internal and external environment, which includes the strengths and weaknesses of the organization, Namugenyi, et al. (2019). Understanding the position of the organization allows leaders to identify opportunities for growth and development, as well as any dangers that must be addressed. In addition, stakeholders can set clear and achievable targets during the strategic planning process. For this reason, the targets that must be planned must be specific, measurable, relevant, and achievable, so as to produce an accurate evaluation of progress. To formulate a strategy, an organization requires a SWOT matrix. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats or Strengths, Weaknesses, Opportunities, and Challenges) is an analysis method to identify internal and external factors of an organization, Machali (2016:211). Internal factors are strengths and weaknesses, while external factors are opportunities and threats. By using external and internal factors of the organization, an instrument can be compiled as a way to estimate the best way to develop strategic planning. Rearce (2013:158) explains that SWOT analysis is most commonly used as a logical framework that directs discussion and reflection on the basic situation and alternatives of an organization. What one decision maker considers an opportunity may be considered a threat by others. SWOT analysis can direct the preparation of planning into a measurable approach to analyzing every change that occurs in the organizational environment.

Community, Public And Private Organizations

The Government of the Republic of Indonesia through Law Number 17 of 2013 concerning community organizations, has opened up opportunities for community groups to form community institutions. This is emphasized in Law Number 17 of 2013 Article 1 that Community Organizations are organizations that are founded and formed by the community voluntarily based on common aspirations, desires, needs, interests, activities, and goals to participate in development in order to achieve the goals of the Unitary State of the Republic of Indonesia based on Pancasila. Community institutions, both formal and non-formal in carrying out their activities, need policy support from the regional government, especially in community empowerment. Policy is defined as a concept and principle that is the basis for preparing strategic planning in implementing an activity, leadership, and how to act in an organization so that the goals, principles, and guidelines for organizing the organization can be implemented and achieved properly. Community organizations are a means to channel opinions and thoughts for community members who are considered to have a role in increasing active participation in development. Community organizations are also known as non-governmental organizations (NGOs), namely organizations founded by individuals or groups of people who voluntarily provide services to the general public without the aim of gaining profit from their activities, Amer (2023:18). Through the development of technology and information, management development patterns need to be collaborated, both in terms of collaboration on technological progress and sophistication in the governance of public, private, and community organizations. This collaboration needs to be supported by policies, structures, resources, and rules that have been agreed upon to achieve common goals.

Sociolinguistics

Language is a tool of communication and interaction used by humans in social life. Therefore, everything that humans do in using language will always be influenced by the situation and conditions around them. Sociolinguistics is a science that unites sociology and linguistics. Sociology objectively examines humans and social processes in society, while linguistics is a field of science that studies language and takes language as its object of study. Wijana (2016:7) explains that sociolinguistics is an interdisciplinary science that deals with linguistic problems in relation to social, situational, and cultural factors. Sociolinguistics also discusses all problems related to the role of social organizations in the existence of language, not just language use, but attitudes and behaviors towards language and language use in society. In line with this view, Holmes (2013:1) views sociolinguistics as studying the relationship between language and society. According to Holmes, the object of sociolinguistics is to explain the differences in language use in each speaker in different social contexts and conditions. In

relation to the differences in context and social conditions of language use, sociolinguistics needs to identify the role and function of language use in social relations of a community as a means of conveying and constructing aspects of social identity through language use. Wardhaugh (2015:15) introduces sociolinguistics into two categories, namely microsociolinguistics and macrosociolinguistics. Microsociolinguistics is concerned with the investigation of the relationship between language and society with the aim of a better understanding of language structure and how language works in its function as a means of communication. In addition, microsociolinguistics also tries to find how social structures can be better understood through how certain linguistic features function to characterize certain social orders in society. While macrosociolinguistics studies what society does with their language, namely attitudes and attachments in using forms of speech in communication activities, language shifts, maintenance, replacement, restrictions and interactions in social communities in society.

Language Preservation

In general, language maintenance is defined as the decision to continue using a language collectively by a community that has used the language before, (Nur, 2022: 26). According to Goldin (Nur, 2022: 26) language maintenance is the result of a very long-term language selection process. Language maintenance is more concerned with how a particular speech community maintains its mother tongue. Language maintenance is also related to the issue of attitudes or assessments of a language to continue to be used among other languages. In a pluralistic environment, speakers will tend to choose a language that is considered appropriate to understand the communication situation in the place where they live. Language maintenance can occur in a language community that continues to use its language in several speech situations that are usually mastered by speakers of that language. Pratana (2002) explains that in language maintenance, a community collectively continues to use the language that is commonly used in communication. Language maintenance in a community can last longer if the community considers the regional language they use to have the ability and places the regional language as a symbol of identity as a language user. Wijana (2016:89) emphasized that maintaining a language is not enough just by trying to describe the language system and the region of its users. What is more important is the growth of a sense of pride in Wolio language speakers to use their regional language. Sugiyono (2015:15) explained that there are three things that need to be applied in handling regional languages and literature, namely the development, fostering, and protection of regional languages and literature. In the development of regional languages, efforts are made to modernize regional languages through enriching vocabulary, strengthening and standardizing regional language systems, and developing regional language scales. The context of modernizing other regional languages is also through the use of digital technology, both in the socialization of regional language use and regional language documentation activities.

Wolio Language

Wolio language is one of the regional languages originating from Buton Island, Southeast Sulawesi, and has a history that is closely related to the establishment of the Buton Sultanate. There are three versions of the origin of the name "Wolio" which link this language to Chinese influence, settlement activities, and deforestation. Wolio language is used as the official language in the Buton Kingdom, and has its own script system adapted from Arabic and Jawi scripts. The function of this language is not only as a means of communication, but also as a marker of the identity and culture of the Buton people (Abas, 1983; La Niampe, 2011). Although at a micro level Wolio language is used by the people of Baubau City which numbers more than 160 thousand people, at a macro level this language plays a role as a unifying language for the people of the Buton Islands. However, data from BPS and SP2020 show that the use of regional languages, including Wolio, has decreased in the last decade. The use of Wolio language in family and social communication has been replaced by the dominance of Indonesian. In 2020, only 15.27% of the population mastered Wolio as their first language, while 84.73% mastered Indonesian. Wolio is spoken in Baubau City, Buton Regency, and South Buton, and has seven dialects spread across various sub-districts. The diversity of these dialects reflects the cultural richness of the Butonese people that needs to be preserved. In this context, preserving the Wolio language is important not only to maintain local communication, but also as a cultural heritage that contains historical value, identity, and the identity of the Butonese people.

3. RESEARCH METHODS

The research location is in Baubau City, Southeast Sulawesi Province. This was done considering that the Wolio language is used by the people in Baubau City as their regional language. This study uses qualitative and quantitative methods. Data collection uses observation, interview, documentation, and questionnaire techniques. Data were analyzed using the SWOT analysis method. Informants in this study were divided into several groups, namely: a) Baubau City Community; b) Wolio language users who live in Baubau City; c) administrators of traditional institutions in Baubau City; d) activists of Non-Governmental Organizations/literacy in Baubau City, f) educational institutions (state and private), g) parties in government agencies, and h) academics at universities in Baubau City.

4. RESULTS AND DISCUSSION

General Description Of The Area And Population Of Baubau City

Based on the results of literature studies and interviews with traditional leaders, academics/scholars, and educated people, it shows that population growth in Baubau City will also affect the maintenance of the Wolio language in community life. Population growth influenced by natural factors, for example, the birth rate in Baubau City has increased from year to year, this is due to the culture of large families and improvements in health services both in private hospitals and in government hospitals in services and vaccination programs can reduce infant and maternal mortality. According to data from the BPS of Southeast Sulawesi (2023), the TFR (Total Fertility Rate) of Southeast Sulawesi is around 2.8 children per woman, higher than the national average of 2.4. "If children are born and raised in a family environment that actively uses the Wolio language, it will increase the number of young Wolio speakers, thereby strengthening the continuity of the use of the Wolio language and vice versa". (Interview: Akd lk, Peg lk)

Indonesian And Wolio Language Users In Baubau City

Indonesian and regional languages are two languages that need to strengthen each other. Regional languages function as a reinforcement or supporter of the use of Indonesian and Indonesian also supports the maintenance of regional languages. However, what needs to be considered is that the use of regional languages is gradually being marginalized or eroded by the use of Indonesian as a mother tongue. Nababan (Asrif, 2019) revealed that the use of Indonesian as a first language is increasingly visible in society. "With our current conditions, Indonesian and regional languages must complement each other. Indonesian as a unifier in inter-ethnic communication also prevents social disparities and Wolio language as an identity enhancer, enriches local culture, maintains the wisdom of the Buton community, and needs to be strengthened in local content learning". (Interview: TAd.lk, Gr, lk,pr)

The Role Of Internal Factors In The Preservation Of The Wolio Language

Baubau City as the center of culture and customs of the Buton Sultanate in Southeast Sulawesi, has a unique multicultural and multilingual society rich in socio-cultural characteristics. One part that receives important attention in a multicultural and multilingual society is the diversity of languages of the Baubau City community. The diversity of languages in Baubau City is a reflection of the richness of culture and the history of migration of its people. Internal factors in maintaining the Wolio language are the Baubau City community as direct subjects in maintaining the Wolio language which include: 1) Family and neighborhood environment 2) local communities as native speakers (youth, cultural activists, and literacy activists); and 3) customary institutions and community leaders (customary institutions, community leaders and religious leaders).

The Role Of External Factors In The Preservation Of Wolio Language

Wolio language is one of the cultural riches of the former Buton Sultanate community that reflects the identity, local wisdom, means of communication, and part of the ancestral heritage of the Buton community that is used from generation to generation. However, along with the development of the times, many regional languages including Wolio language have been abandoned by their speakers, especially among speakers among the younger generation because they are influenced by various factors, both internal and external. External factors that influence the maintenance of the Wolio language refer to influences from outside the Wolio language speaking community that can accelerate or hinder efforts to maintain the Wolio language. External factors or so-called supporters from outside the community in maintaining the Wolio language that have a large contribution are: 1) government policy; 2) academics and researchers, 3) migration and economic development of the community; and 4) the dominance of the Indonesian language and globalization.

Swot Analysis (Internal And External Factor Evaluation)

SWOT analysis is an activity to systematically identify and evaluate internal and external factors to formulate a strategy plan for maintaining the Wolio language in Baubau City. SWOT analysis is based on facts to maximize strengths and simultaneously minimize weaknesses as internal factors for maintaining the Wolio language. Strengths are components in internal factors that are beneficial and weaknesses are components in internal factors that are not beneficial for achieving Wolio language maintenance in Baubau City. Opportunities and threats are external factors in maintaining the Wolio language in Baubau City. Opportunities can be interpreted as external factors that are beneficial and threats are external factors that can threaten efforts to maintain the Wolio language. For this reason, through SWOT analysis, we can get an overview to maximize strengths and opportunities, and simultaneously minimize weaknesses and threats.

5. CONCLUSION

Based on the results of the discussion in the previous chapter, the following conclusions can be put forward in this study:

In general, the role of internal factors in the maintenance of the Wolio language in Baubau City is divided into several categories. A). The maintenance of the Wolio language in the family environment is still dominant in speakers over 50 years old, in an environment of Wolio language users, and from the same ethnicity. Conversely, in a family environment that is over or under 50 years old, in a multi-ethnic environment, the use of Indonesian and mixed languages is more dominant than Wolio. B). The local community has a role in maintaining the Wolio language through direct involvement in preparing the drafting of the Draft Regional Regulation and the Mayoral Regulation of the Baubau City Government as a basis for the

protection and preservation of the Wolio language, literature, and script through local content learning. The local community through the literacy community collaboratively carries out training, workshops, competitions, and other forms of activities as an effort to introduce and teach the Wolio language to the younger generation. C). The role of traditional institutions, religious figures, and community leaders in Baubau City still maintains the use of the Wolio language in various cultural, religious, and community activities in Baubau City and its surroundings on Buton Island.

The role of external factors in maintaining the Wolio language in Baubau City has a major contribution, including. A). The central government policy through Law Number 24 of 2009 Article 42 Paragraph 1 states that "Regional governments are obliged to develop, foster, and protect regional languages and literature so that they continue to fulfill their position and function in community life. Law Number 24 of 2009 is the basis for the issuance of Regional Regulation No. 2 of 2022 concerning the Maintenance and Development of Wolio Language, Literature, and Script and Mayoral Regulation No. 17 of 2023 concerning the local content curriculum for Wolio language and script at elementary and junior high school levels. The Southeast Sulawesi Provincial Language Center collaborates with the Baubau City Government to revitalize the Wolio language as an effort to maintain its existence. B). Academics collaborate with the government, the Southeast Sulawesi Language Center, traditional figures, cultural figures, and literacy activists in research, training, workshops, and festivals to support the continued use of the Wolio language.

The results of the Internal factor analysis show a total weighted score of 3.232. The total weighted score through the factor indicators internal (strengths and weaknesses) are above 2.5, this indicates that the position of internal factors in the maintenance of the Wolio language has a strong position. While the results of the external factor analysis with a total weighted score of 3.250, are above the average weighted score of 2.5. This indicates that the position of external factors in the maintenance of the Wolio language has a strong position.

The results of the SWOT-4K analysis of the Wolio language maintenance strategy obtained an IFAS value of 3.232 and an EFAS value of 3.251 and the right strategy in the Wolio language maintenance strategy, especially in Baubau City, is an aggressive strategy, namely having great strength and opportunity in the maintenance of the Wolio language.

The results of this study are expected to be followed up with similar research through strategic planning analysis from the aspects of implementation, monitoring, evaluation, and follow-up of efforts to maintain regional languages in Southeast Sulawesi

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