

MAINTAINING IDENTITY IN THE FLOW OF GLOBALIZATION

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Abstract

Language use in public spaces not only reflects aspects of communication but also represents national identity, symbolic power, and the direction of state policy. In Indonesia, regulations on the use of Indonesian have been regulated through various legal instruments, such as Law Number 24 of 2009 and Presidential Regulation Number 63 of 2019. However, implementation in the field still faces challenges, such as the dominance of foreign languages, weak law enforcement, and low social awareness. On the other hand, the preservation of regional languages through the practice of bilingual signage is a form of harmony between national and local languages. This article highlights the importance of language policies that are not only normative, but also strategic and inclusive, by proposing four main recommendations: language literacy campaigns, creative language design, proportional regulatory enforcement, and multi-sectoral collaboration. With a comprehensive approach, public spaces can become a vehicle for dignified representation of Indonesian while respecting national linguistic diversity.

Keywords: *language* policy , public space, Indonesian, regional languages, language regulations

INTRODUCTION

Language is not only tool communication, but also a symbol of identity and character something nation. In the context room public, use Language reflect power symbolic, direction policy government, and ways A public interpret its existence. Therefore that , regulation use language in space public own significance major social and political (Fishman, 2006) .

In Indonesia, the policy language in space public play role strategic in strengthen the function of Indonesian as Language unity , at the same time guard harmony with Language region and language foreign .

Legal Basis of Language Policy in Indonesia

Policy language in space Indonesian public is regulated legally , especially through :

- Constitution Number 24 of 2009 concerning Flag , Language and National Emblem and National Anthem . Article 36 paragraph (3) states that Indonesian is mandatory used in the names of buildings , structures and facilities general .
- Regulations President Number 63 of 2019 concerning Use of clear Indonesian