

Maintaining and Changing Dialects in The Era of Globalization: Social and Cultural Implications

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ABSTRAK

Dalam ilmu linguistik, perbedaan antara bahasa daerah dan dialek terkadang kurang jelas, namun ada beberapa faktor yang membedakan keduanya. Dialek mengacu pada variasi bahasa yang terjadi pada suatu wilayah atau kelompok sosial tertentu. Perbedaan pengucapan, kosa kata, dan tata bahasa menjadi ciri dialek ini. Dialek sering dianggap sebagai variasi regional dari bahasa induk yang lebih umum digunakan. Sementara itu, bahasa daerah memiliki cakupan geografis yang lebih spesifik dan terkait erat dengan identitas budaya, sejarah, atau suku bangsa yang sama. Bahasa daerah digunakan di wilayah geografis yang lebih kecil atau oleh komunitas dengan latar belakang etnis dan budaya yang beragam. Contoh bahasa daerah adalah bahasa Jawa di Jawa Tengah dan Jawa Timur, bahasa Sunda di Jawa Barat, atau Minangkabau di Sumatera Barat. Sementara batas antara bahasa daerah dan dialek dapat membingungkan, faktor-faktor seperti identitas budaya, penutur asli, dan status resmi memainkan peran penting dalam menentukan apakah suatu variasi bahasa dianggap sebagai bahasa daerah atau dialek. Dalam beberapa hal, variasi bahasa yang semula dianggap sebagai dialek dapat ditingkatkan menjadi bahasa daerah atau bahkan bahasa resmi melalui upaya pengayaan dan pembakuan secara sistematis. Pemahaman yang jelas tentang perbedaan bahasa daerah dan dialek penting dalam upaya melestarikan keragaman bahasa. Mengenali bahasa dan dialek daerah sebagai bentuk bahasa yang valid dan berharga membantu pelestarian identitas budaya dan warisan linguistik. Upaya mempertahankan bahasa dan dialek daerah dapat dilakukan melalui pendidikan, pendokumentasian dan dukungan masyarakat. Dengan menjaga kekayaan bahasa dan dialek daerah, kita dapat menjaga keragaman bahasa sebagai bagian penting dari warisan budaya kita.

Kata Kunci: linguistik, dialek, globalisasi

ABSTRACT

In linguistics, the distinction between regional languages and dialects is sometimes blurred, but there are several factors that differentiate the two. Dialect refers to language variations that occur in a particular area or social group. Differences in pronunciation, vocabulary, and grammar characterize these dialects. Dialects are often thought of as regional variations of the more commonly spoken parent language. Meanwhile, regional languages have a more specific geographic scope and are closely related to the same cultural identity, history, or ethnic group. Regional languages are used in smaller geographic areas or by communities with diverse ethnic and cultural backgrounds. Examples of regional languages are Javanese in Central and East Java,

Sundanese in West Java, or Minangkabau in West Sumatra. While the boundaries between regional languages and dialects can be confusing, factors such as cultural identity, native speakers, and official status play an important role in determining whether a variation of a language is considered a regional language or a dialect. In some cases, language variations that were initially considered as dialects can be upgraded to regional languages or even official languages through systematic enrichment and standardization efforts. A clear understanding of the differences between regional languages and dialects is important in efforts to preserve language diversity. Recognizing regional languages and dialects as valid and valuable forms of language helps in the preservation of cultural identity and linguistic heritage. Efforts to maintain local languages and dialects can be done through education, documentation and community support. By maintaining the richness of regional languages and dialects, we can maintain linguistic diversity as an important part of our cultural heritage.

Keywords: *linguistics, dialects, globalization*

INTRODUCTION

In the study of sociolinguistics, the maintenance and change of dialect in the era of globalization is an issue that attracts attention. Globalization, which involves cultural exchange, migration, information technology, and cross-cultural interactions, has had a significant impact on the maintenance and change of dialects around the world. This phenomenon has social and cultural implications that can be analyzed through a sociolinguistic approach. In a sociolinguistic context, dialect is seen as a reflection of social structure, cultural identity, and the dynamics of social interaction. In the era of globalization, the interactions between various languages and cultures are increasingly complex and interrelated. Factors such as population migration, cultural exchanges, and the influence of the mass media have contributed to language and dialect changes (Jamil&Yusof, 2015). The maintenance of dialect in the era of globalization also reflects the tension between the forces of global homogenization and the desire of local people to maintain their identity and cultural diversity. How society and individuals adapt to dialect changes and to what extent they can maintain dialects in the context of globalization are the focus of attention in sociolinguistic research.

In addition, the maintenance and change of dialect in the era of globalization also has significant social implications. The use of certain languages and dialects can influence social relations, group identity, and understanding across cultures. Social considerations such as social status, ethnicity, and social mobility also play a role in dialect changes and language choices. In terms of culture, the maintenance and change of dialect can affect the cultural heritage of a community. Dialects are often symbols of local identity, connecting individuals to their cultural roots, and reinforcing a sense of pride and attachment to their community.

By considering the complexity of the relationship between language, social, and culture in the context of globalization, the study of literature on dialect maintenance and change in this era can provide valuable insights into the field of sociolinguistics. Through in-depth analysis, this research can reveal patterns, factors, and social and cultural implications of dialect changes in the era of globalization.

Dialect is one of the interesting aspects in the study of language and sociolinguistics. Dialects are language variations that appear within a particular geographical area or social group. These variations can include differences in pronunciation, vocabulary, grammar, and other characteristics. In many societies, dialect is not just a means of communication, but is also an integral part of cultural identity and community identity.

The link between dialect and language is that dialect is an integral part of a language. Dialects are local or regional variations in language use that arise due to geographical, historical, cultural or social factors within a language community. In a broader context, these dialects are related to the larger or standard language that speakers of that language generally recognize and understand. Dialect is the result of language changes that occur in a particular community over time. Even though there are differences in dialect usage and characteristics, they are still related to the same language. For example, the Indonesian language has various dialects that appear in various regions in Indonesia, such as Javanese dialects, Sundanese dialects, or Malay dialects (Wardiah, 2021). Although there are differences in vocabulary, pronunciation, and grammar between these dialects, they still belong to Indonesian as a whole.

In language studies and sociolinguistics, an understanding of the relationship between dialect and language is important for understanding the complexity of language variations and social interactions in society. Through research on dialect change and maintenance in the era of globalization, we can gain better insight into how dialect is related to language, cultural identity, and the social changes that occur in language communities.

Language is a communication system used by humans to convey thoughts, ideas and information. Language has structured components, including sounds or phonemes, words, grammar, and the rules governing the selection and use of these elements. Language is a characteristic that distinguishes humans from other living things. Humans use language to communicate with others, convey information, interact socially, store knowledge, and express their thoughts and feeling (Gani, 2018). Language is also an important means of forming cultural identity, appreciating traditions, and passing on knowledge from generation to generation.

Language has several features that set it apart from other communication systems. First, language has an arbitrary nature, which means that the relationship between words or symbols and the meaning they contain is conventional or coincidental. For example, there's no clear reason why the word "cat" is used to refer to a fur animal, while the word "dog" is used to refer to any other pet. Second, language is productive, which means that with a limited number of sounds or symbols, humans can produce and understand an unlimited number of new utterances or sentences. This allows humans to adapt and use language to convey complex ideas and concepts. In addition, language is also systematic, with rules governing the arrangement of words and sentence structures that make communication more effective and understandable to listeners or readers. This aspect is known as grammar.

The link between languages, regional languages and dialects lies in their hierarchy. Language is a broader entity and includes variations in the forms of regional languages and dialects. Regional languages are variations that develop in certain areas and have local characteristics that distinguish them from standard languages (Zalukhu, 2022). Dialect is the variation that appears in a community and related to geographical or social differences in language use. In the sociolinguistic context, this linkage also

involves social, cultural, and identity aspects. Regional languages and dialects are often used as a means of showing affiliation with a particular group or community. They reflect local aspects, history, and cultural identity of a region or group of people. The maintenance and change of regional languages and dialects also has important social and cultural implications in the context of globalization.

A regional language is a language used in a particular region or region by groups or communities that share the same cultural, historical or geographical identity. Regional languages are also known as local languages, regional languages, or dialects. Regional languages can have differences in pronunciation, vocabulary, grammar, or other characteristics compared to standard languages that are more commonly used at the national or international level. Regional languages are often closely linked to a community's cultural and ethnic identity. They play an important role in maintaining and passing on traditions, cultural values and local knowledge from generation to generation. Regional languages are also a means of communicating in everyday life, whether in the context of the family, local community, or in informal interactions within the community.

However, in the era of globalization and modernization, regional languages often face challenges in their maintenance and sustainability. Technology, mass media, migration, and increasingly intense cultural interactions can affect the use and status of regional languages. As a result, several regional languages have experienced a decrease in the number of speakers or are even threatened with extinction. It is important to realize the value of language diversity and the importance of maintaining regional languages as a valuable cultural heritage. Efforts to maintain and revitalize regional languages through education, documentation and active use can help strengthen cultural identity, build awareness of linguistic richness, and promote multiculturalism and tolerance in society (Devianty, 2017). In society, language does not only function as a means of communication, but also plays an important role in identity formation, social life, and interactions between individuals. Language also reflects cultural differences and values in society, as well as being a means of maintaining the sustainability and cultural heritage of a group or community.

Communication involves expressing one's feelings to another. When communicating with other people, speech acts appear as a result of sentences uttered under certain conditions. Speech act is the smallest unit of language communication that determines the meaning of a sentence. When someone wants to convey something to the other person, they want to convey the meaning or purpose of the sentence. How to convey the meaning or purpose needs to be realized in the form of speech acts. The choice of speech acts is strongly influenced by several factors. Speakers must consider various possible speech acts according to their position, the communication situation, and the structure of the language used. Speakers tend to use language according to their needs in communicating. The choice of language by speakers focuses more on effective language for communicating. With a clear situational context, communication can run smoothly. In communication, speech act is a way to express the meaning or purpose to be conveyed to the interlocutor. Selection of appropriate speech acts and communicative language plays an important role in achieving a good understanding between speakers and interlocutors in a communication interaction.

Research on dialects and the social and cultural factors that influence them has important relevance in sociolinguistic contexts. Sociolinguistics is a field of study that examines social roles in language use and change. In this study, emphasis is placed on

the interaction between language and society, and how social factors such as social status, cultural identity, and social change affect dialect maintenance and change. It is hoped that the results of this journal will provide deeper insight into how dialects adapt and change in an increasingly connected and global environment. The social and cultural implications of dialect changes will also be explored by considering factors such as cultural identity, social solidarity, and changes in cultural values in societies affected by globalization (Arifin&Tasai, 2008). With a better understanding of the change and maintenance of dialects in the era of globalization, we can recognize and appreciate the diversity of languages and encourage efforts to maintain and protect linguistic wealth amidst the ever-moving modernization currents.

METHOD

The methodology used is through literature studies by analyzing theoretically in order to achieve the goal of knowing how the preservation of dialects and the use of regional languages during globalization also has a positive impact on change. With a multidisciplinary approach, we will combine concepts and theories from the fields of linguistics, sociology, anthropology, and cultural sciences to comprehensively analyze language change.

RESULTS AND DISCUSSION

Changes in language and dialect in the era of globalization have a significant impact on the social and cultural aspects of society. Globalization, with the rapid growth of information technology, population mobility and cultural exchanges, has changed the way people communicate and interact globally. In this context, dialect maintenance and change is an important issue affecting language diversity and cultural identity (Fauzan, 2022).

One of the social implications of dialect changes in the globalization era is the decrease in the use and understanding of dialects by the younger generation. Pressure to use a standard language or a more dominant global language has led to dialects being marginalized and endangered. This affects the way individuals communicate and can reduce their sense of attachment to cultural heritage and local identity. On the other hand, dialect changes can also produce complex cultural consequences. Dialects are often symbols of local identity and play an important role in strengthening people's solidarity and pride in their origins. When dialects change or even disappear, this can threaten cultural heritage and affect social dynamics in communities.

The factors that affect the maintenance and change of dialect in the era of globalization are very complex. Information technology and mass media play an important role in accelerating the spread of standard languages or global languages, while migration and cultural exchanges can bring new influences that affect dialect use. In addition, social and economic changes in society can also affect language preferences and dialect maintenance. However, there are efforts and strategies that can be made to maintain the dialect in the era of globalization. Formal education that includes local language education, special education programs, and oral and written preservation can be an important step in strengthening dialect maintenance (Faser, 1978). In addition, the use of local media, cultural and community activities, and public awareness of the importance of maintaining language diversity can also be effective strategies.

In this journal, we will analyze in depth the maintenance and change of dialects in the era of globalization, by exploring the associated social and cultural implications. We will examine the factors influencing dialect maintenance and change, see how society and individuals adapt to these changes, and investigate strategies and efforts that can be made to maintain dialect sustainability in the context of globalization. With a deeper understanding of dialect change and maintenance, it is hoped that we can protect linguistic and cultural diversity, as well as maintain cultural heritage and local identity as an integral part of human diversity.

Globalization certainly has an impact on change and also the maintenance of dialects very significantly. Globalization certainly has wide-ranging social, economic and technological consequences which will unconsciously also affect the use of language when communicating in the surroundings. The influence of globalization is of course also related to the change in the dialect itself. In the era of globalization, of course, we accept interaction with other cultures. The influence of globalization on dialect changes and maintenance is very significant. Globalization has far-reaching social, economic, and technological consequences, which directly affect language and communication in society (Rahmawati, 2014). Following are some of the major influences of globalization on dialect change and maintenance:

1. **Influence of Foreign Languages:** Globalization opens doors for cultural interaction and exchange of information across countries and across cultures. Through the mass media, the internet and migration, people are exposed to more and more foreign languages. The influence of a foreign language can change pronunciation, vocabulary, and grammatical structures in dialects, causing changes in languages that are more homogeneous and similar to the dominant language.
2. **Changes in Communication Style:** Globalization has also affected the way people communicate. Communication technologies, such as text messages, social media and other digital platforms, encourage the use of language that is simpler, shorter and less formal. The denser communication styles affect the use of traditional dialects which tend to be richer and more complex.
3. **Population Mobility:** Globalization facilitates higher population mobility, both in the form of migration and international travel. This has led to a mixture of dialects and languages, especially in big cities and areas that are centers of cultural and economic convergence. Population mobility can trigger changes in dialect and language use, and threaten the maintenance of smaller dialects.
4. **Domination of Global Languages:** In the context of globalization, global languages such as English is becoming more dominant as a language of international communication. The widespread use of English in business, media, and technology is causing shifts in everyday language use. People tend to turn to global languages to increase social mobility and economic opportunities, reducing the use and retention of local dialects.
5. **Role of the Mass Media:** The mass media, including television, film, and music, play an important role in influencing language and dialect. The use of dialect in the mass media is often adapted or replaced by a more standardized or global language. This can reduce the use and maintenance of dialects in everyday life.

Although globalization presents a challenge for dialect maintenance, several efforts have been made to maintain language continuity and diversity. This includes developing dialect education programs, dialect documentation and research efforts, as well as community awareness of the importance of maintaining local language heritage.

One of the social consequences of dialect changes in the globalization era is the decrease in the use and understanding of dialects by the younger generation. The influence of global languages, such as English being the dominant language in business and technology communications, has led to an increase in the use of these languages and the neglect of local languages. This can result in a loss of cultural heritage and local identity associated with the use and maintenance of dialects (Wijana, 2005).

On the other hand, dialect changes also have cultural consequences involving identity, solidarity and diversity in society. Dialects are often symbols of local identity and unite communities in the use of a distinctive language. When dialects change or are threatened with extinction, it can undermine individuals' sense of pride and attachment to their own culture. In addition, dialect changes can also affect oral traditions, literature, and cultural practices related to the use of local languages.

Dialect changes in the era of globalization have significant social and cultural consequences. Here are some of the consequences that can occur:

1. **Loss of Cultural Identity:** A change in dialect can lead to a loss of local cultural identity. Dialects are often symbols of the identity of a particular community or region. As dialects decline in use and maintenance, important aspects of local cultural heritage are also threatened. This can affect people's self-awareness and sense of pride in their cultural identity.
2. **Changes in Communication and Comprehension:** Changes in dialect can cause communication difficulties between the older and younger generations. If traditional dialects are replaced by more common forms of language or global languages, communication gaps can occur between the generation that still uses the dialect and the generation that is more familiar with the more common language. This can affect the understanding and interaction between generations in society.
3. **Increased Social Inequality:** Dialect changes can lead to social inequality between individuals or groups who are able to adapt to change and individuals or groups who prefer to maintain traditional dialects. People who do not speak a more common or global language may face difficulties in accessing education, employment and other opportunities. This can strengthen existing social and economic inequalities in society.
4. **Global Influence on Local Culture:** Globalization can bring dominant cultural influences, which can displace or change local cultural practices. Dialect change can be one aspect of this global influence. The use of a more common or global language can influence local cultural practices, such as art, music, traditions and customs. In some cases, local cultural practices may decline or be forgotten as a result of strong global influences.
5. **Preservation of Cultural Heritage:** Changes in dialect can also trigger efforts to preserve cultural heritage. When communities become aware of the potential

loss of their traditional dialects, they can take steps to record and preserve these dialects through education, documentation and research programmes. Efforts to preserve this cultural heritage can help maintain language and cultural diversity in the era of globalization.

It is important to remember that the social and cultural consequences of changing dialects are not always negative. Some language changes can facilitate wider communication and allow access to global opportunities. However, it is also important to pay attention to and maintain a balance between changing and maintaining dialects so that cultural diversity and local identity are maintained (Wicaksana&Pratama, 2020).

In an era of globalization characterized by increasingly intense technological growth and cultural exchanges, society and individuals are faced with demands for adaptation to dialect changes. In this context, adaptation refers to the ability of communities and individuals to change and interact with the dialect changes that occur around them. Dialect changes can be caused by various factors such as migration, the influence of mass media, cultural exchanges, and social mobility. Societies and individuals need to adapt in order to remain relevant and connected to the communications that exist in their social environment. The process of adapting to dialect changes can involve shifts in language use and communication styles. Individuals may adopt new terms, vocabulary, and language rules that come from outside influences (Muliawati, 2017). In addition, they may also change their pronunciation, intonation, and sentence structure according to the norms and style of communication prevailing in the changing dialect.

In the context of globalization, society and individuals adapt to changing dialects in the following ways:

1. Use of Standard or Global Language: Society and individuals tend to use standard or global language in formal situations and official communication. This language is more widely known and understood, thus facilitating communication between individuals from various cultural and linguistic backgrounds. In professional or educational settings, the use of a standard or global language is important for social mobility and career opportunities.
2. Use of Mixed Languages: In some cases, communities and individuals adopt mixed languages that combine elements from local dialects and global languages. This mixed language reflects global influences as well as local identities. For example, the use of "slang" which combines modern vocabulary and style with the local dialect.
3. Mastery of Multilingualism: In the context of globalization, individuals tend to develop multilingual skills to communicate more effectively in various contexts. They learn an additional foreign or global language in addition to their local dialect. Mastery of multilingualism enables individuals to participate in cultural exchanges, international mobility and global employment opportunities.
4. Dialect Preservation Awareness: Some societies and individuals recognize the importance of maintaining their dialect as part of their cultural identity. They take steps to learn and retain dialects in everyday communication, informal education, and special education programs. Dialect maintenance can also be

done through documentation, research, and cultural efforts to teach dialect to younger generations.

5. Use of Communication Technologies: Communication technologies, such as social media, instant messaging applications, and online platforms, play an important role in sustaining and adopting dialect changes. Individuals can use the platform to communicate with individuals from different cultural and linguistic backgrounds, broaden social networks, and share cultural experiences. Technology also enables access to educational content and resources to learn and retain dialects.

Adaptation to dialect changes in the context of globalization is a complex and individual process. Societies and individuals actively interact with global languages and cultures while maintaining local identities and traditional values.

Changes in dialect in the era of globalization are not only influenced by internal factors in the language community, but also by a number of external factors related to rapid global developments. Globalization, which involves cultural exchange, migration, information technology, and cross-cultural interactions, has had a significant impact on the maintenance and change of dialects around the world (Djarot, 2020). The factors that affect the maintenance and change of dialect in the era of globalization are very complex. There are several factors that affect the maintenance and change of dialect in the era of globalization, including:

1. Influence of Mass Media and Technology: The mass media, such as television, radio, and the internet, as well as communication technologies such as social media, have had a major impact on dialect change. Extensive exposure to the dominant language in the mass media can lead to decreased use of local dialects. On the other hand, communication technology enables individuals to maintain and adopt dialect changes through online interactions and access to diverse language content.
2. Mobility and Migration: Globalization has facilitated higher mobility of people, both in the form of internal and international migration. When individuals change their place of residence or interact with different communities, they can be influenced by the language used in their new environment. This can result in dialect changes as individuals begin to adopt elements of a new language or mixed languages.
3. Language Education and Standards: The education system plays an important role in dialect maintenance or change. In a formal education environment, language standards or standard languages are often taught which lead to the use of uniform and homogeneous language. This can lead to a decrease in the use of local dialects. On the other hand, education can also strengthen dialect retention by teaching local dialects as part of a special education curriculum or program.
4. Social and Economic Changes: Social and economic changes that occur in the era of globalization can affect the use and maintenance of dialects. Factors such as urbanization, modernization, and shifting of jobs from the agricultural sector to the industrial or service sectors can cause dialect changes. For example, in a multicultural urban environment, the use of a global or more common language tends to increase.

5. Awareness of Cultural Identity: Awareness of the importance of cultural identity and the desire to maintain local cultural heritage can influence dialect maintenance. When individuals and communities have a strong awareness of their cultural identity, they tend to be more committed to using and preserving local dialects. Efforts to preserve dialects can be carried out through educational programs, documentation and cultural activities.
6. Role of Government and Language Policy: The language policy implemented by the government can also influence dialect maintenance and change. Governments can promote the use and maintenance of local dialects through policies that support the teaching of dialects in the education system or through official recognition of dialects as regional languages. On the other hand, policies that encourage the use of a standard language or national language can influence dialect changes. These factors interact and influence each other in influencing the maintenance and dialect changes in the era of globalization.

In the turbulent era of globalization, dialect maintenance is a crucial issue. Dialects, as an integral part of a community's cultural heritage, face serious threats due to the domination of standard languages and massive global cultural influences (Siregar, 1998). However, efforts have been made to maintain the existence and sustainability of dialects in the context of growing globalization.

Researchers, language activists, local communities and governments play an important role in formulating strategies that can be used to maintain dialects amid the pressures of globalization. Various creative approaches and efforts have been made to offset the negative effects of globalization and promote dialect sustainability. There are several strategies or efforts made to maintain dialect in the era of globalization. Some of them include:

1. Formal Education: Through the formal education system, dialects can be included in the curriculum as part of language lessons or local cultural studies. Formal education that teaches and promotes understanding, use, and appreciation of dialects can help maintain local language and cultural heritage.
2. Special Education Programs: The establishment of special education programs that focus on dialect maintenance can be an important step. Such a program could include local language courses, cultural activities, workshops, or an engaging language immersion program active use of dialect in communicative situations.
3. Oral and Written Preservation: Dialect preservation efforts can involve documentation and research to record and understand oral knowledge of dialects. In addition, efforts can be made to publish literary works, dictionaries and other literature in dialects, both in written form and audio or video recordings.
4. Use of Local Media: Communities can encourage the use of local media, such as newspapers, magazines, or local radio and television broadcasts, to develop and promote the use of dialects in mass communication contexts. Local media platforms can provide space for the production and consumption of content using active dialects.
5. Cultural and Community Activities: Organizing cultural and community activities that emphasize the use and maintenance of dialects can help people

feel connected to their linguistic and cultural heritage. Activities such as festivals, art performances, lectures, or workshops can be forums for strengthening dialect understanding, appreciation, and use.

6. Public awareness and education: Raising public awareness about the importance of maintaining dialects can be done through education and information campaigns. Discussions, seminars, or community education programs can provide an understanding of the values and identities contained in dialects and the impact of globalization on their maintenance.
7. Collaboration and Partnerships: Collaboration between government, educational institutions, local communities, and language advocacy groups can strengthen dialect maintenance efforts. Through these partnerships, resources and knowledge can be exchanged, and effective defense strategies can be designed and implemented.

It is important to remember that dialect maintenance efforts must involve the active participation and support of the local community and related stakeholders.

CONCLUSION

In the study on Dialect Maintenance and Change in the Era of Globalization: Social and Cultural Implications, it can be concluded that globalization has a significant impact on dialect change and maintenance. The influence of global culture, technology, migration, mass media, and cross-cultural interactions are the main factors influencing language and dialect changes in the era of globalization. Dialect changes in the context of globalization tend to lead to a decrease in the use and understanding of dialects by the younger generation, because there is pressure to use a standard language or a more dominant global language. Nonetheless, dialect maintenance has an important value in maintaining the cultural and social identity of a community (Endang). Dialects become symbols of local identity, connect individuals to their cultural heritage, and strengthen a sense of pride and attachment to the community. To maintain dialects in the era of globalization, collaboration between the government, educational institutions, communities, and language advocacy groups is needed. Appropriate strategies include formal education, special education programs, oral and written preservation, use of local media, cultural and community activities, and raising community awareness. The importance of maintaining dialect goes beyond purely linguistic aspects, but has social and cultural implications that involve identity, solidarity, diversity, and broader cross-cultural understanding. Therefore, an understanding of dialect change and maintenance in the era of globalization is crucial to protecting language and cultural diversity. Collaborative efforts from the government, community, and language advocacy groups are urgently needed to maintain and promote dialect sustainability as an integral part of cultural heritage and local identity.

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