

Indonesian Language Pride in Nihongo Mantappu's YouTube Channel

A Sociolinguistic Study

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ABSTRACT

Technological development has to be used as an opportunity to introduce the Indonesian language as the identity of the Indonesian nation abroad. YouTube is one of the heterogeneous virtual platforms that involves people all over the country. This phenomenon encourages Indonesian to continue to compete with foreign languages so that efforts to introduce and maintain Indonesian should be intensified. This qualitative descriptive study aims to qualitatively describe the phenomenon of the Indonesian language pride of Jerome Polin Sijabat on the YouTube channel of Nihongo Mantappu. The data were the utterances of Jerome Polin Sijabat and other supporting YouTubers who use Indonesian and written comments from netizens obtained from the Nihongo Mantappu YouTube channel. The data sources of this research were the YouTube channel of Nihongo Mantappu. Data were collected by downloading, screen capturing, note-taking techniques, and viewing techniques. The results of this study indicated that Jerome Polin Sijabat has a proud attitude of speaking Indonesian. It is indicated when Jerome Polin Sijabat makes Indonesian as his identity. Jerome Polin Sijabat uses Indonesian when asking, inviting, informing, promoting to his friends who are originally from Japan on the YouTube channel of Nihongo Mantappu.

Keywords: Indonesian, language pride, Nihongo Mantappu, sociolinguistics, YouTube.

1. INTRODUCTION

Indonesian language is the identity of the Indonesian. All Indonesian speakers should be proud of this language. A proud attitude towards Indonesian language will encourage speakers to continue to develop, introduce, and make Indonesian as their identity. The existence of the Indonesian language is very strong because it has been guaranteed in the Law of the Republic of Indonesia Number 24 of 2009 concerning the flag, language, state symbol, and national anthem. The part that explains language is Chapter I Article 1 point 2, "*Bahasa Negara Kesatuan Republik Indonesia yang selanjutnya disebut Bahasa Indonesia adalah bahasa resmi nasional yang digunakan di seluruh wilayah Negara Kesatuan Republik Indonesia*" (The unitary State language of the Republic of Indonesia hereinafter referred to as Bahasa Indonesia is the official national language used in all Unitary State territory of the Republic of Indonesia). Laws related to the Indonesian language can also be found in Presidential Regulation Number 63 of 2019 concerning the use of the Indonesian language which in which the content of this

regulation is the same as Law Number 24 of 2009. The Indonesian language has three functions, namely as a symbol of national pride, a symbol of national identity, a unifying tool for various ethnic groups with different social backgrounds and language, as well as means of intercultural and interregional communication (Alwi & Sugono, 2011).

Considering the strong position of the Indonesian language in the law, its existence may be still threatened by other languages, especially foreign languages. Language competitions occur in conventional spaces, but Indonesian can still survive strongly in Indonesian society. However, when it is used in a virtual space, it does not guarantee that its existence will remain safe.

Currently, the Indonesian language has to compete with foreign languages to keep survive and not be eroded by technological developments. At the national level, even, there are concerns about the preservation of national language and identity (Gardner-Chloros, McEntee-Atalianis, & Finnis, 2005). Language preservation refers to the continued use of language to

compete with socially and regionally stronger languages (Mesthrie, Swann, Deumert, & Leap, 2009). Therefore, technological development should not be seen as a frightening enemy for the Indonesian language. But it must be utilized as an opportunity to strengthen the Indonesian language as the identity of the nation.

One of the virtual spaces that can be used as an opportunity to strengthen the Indonesian language is YouTube. It is an opportunity for the Indonesian to introduce, maintain, and be proud to speak Indonesian in a virtual space to be able to realize the dream to make the Indonesian language the language of instruction for the United Nations in 2045. Indonesian should be aware and proud of the national language and realize the language politics as explained earlier. It is because language is an important symbol of social identity (Bourhis, 1983; Bourhis et al., 1973; Dragojevic & Giles, 2016).

Research related to language pride has been studied by Chadijah (2017) entitled "Indonesian Language Pride in Purwakarta". The study focused on the language attitude of Polibisnis Purwakarta students. The results showed that the students think that Indonesian is a rigid and official language so that in everyday life, they are more likely to use foreign languages than using Indonesian equivalents. The previous study examined the use of Indonesian in conventional spaces, while this current study examined the use of language in virtual spaces. It can be seen that the pride of speaking Indonesian does not only occur in conventional spaces but also in virtual spaces.

1.1. Sociolinguistic

Sociolinguistics studies the relationship between language and society (Holmes, 2013; Hudson, 1996) resulted from the phenomenon of '*why do we speak differently in different social contexts*'. Sociolinguistics is the study of everyday life about how language works in ordinary conversation and the media we encounter, the existence of norms, policies, and laws of society that discuss language (Wardhaugh & Fuller, 2015). Besides, sociolinguistics is defined as the study of language associated with social conditions (Sumarsono, 2017).

1.2. Language Attitudes

Attitude is often used as a general concept for "belief" or "knowledge" and "evaluation" (Adegbija, 2000). Attitudes do not only come from the internal aspects of the individual but also involve things brought by the closest group. Attitudes develop through experience and can influence a person's linguistic behavior (Aghyisi & Fishman, 1970). These linguistic attitudes identify the status and membership of speakers in a speech group and mark them in the relationship between speech communities (Achugar & Pessoa, 2009). Therefore, research on language attitudes is important, especially in

the case of minority languages because attitudes play a key role in the success of the transmission, revitalization, and survival of the speaker (Loureiro-Rodriguez et al., 2013).

In general, language attitudes talk about the speaker's attitude to accept or reject a language. Language attitudes arise when one social group relates to another group that has a different language (Ting, 2003). Then, each group develops an idea about the other group's language. Language attitudes can essentially shape language behavior which then determines the tendency to maintain and use language in future generations (Shameem, 2004). In line with Shameem, language attitudes can change dynamically as a function of the social categorization process because each speaker has an intrinsic motivation to maintain a positive self-concept. Each speaker tries to build and maintain a positive social identity to increase self-esteem (Dragojevic & Giles, 2014). Research on language attitudes required a large data set to be examined to see the conversational landscape in which language attitudes are expressed. The researcher then analyzed the attitude in each example, looked for the overall pattern, and sorted the attitude expressions into categories according to the arguments that would be made by providing examples from each category in the discussion (Liebscher & Dailey-O'Cain, 2009).

The characteristics of a speaker with a positive attitude towards a language can be seen from the language loyalty, language pride, and awareness of language norms (Garvin & Mathiot, 1968). This study focuses on the pride of using the Indonesian language. Language pride tends to encourage speech communities to continue developing their language and make the language an identity and community unity. Language pride is the same as a sense of belonging to the language. Speech communities who are proud and have a sense of ownership of the language will always protect and preserve their language. This current study focuses on the attitude of language pride.

2. METHOD

This study used a qualitative descriptive method. It aims to qualitatively describe the phenomenon of Jerome Polin Sijabat's pride in speaking Indonesian on the Nihongo Mantappu's YouTube channel. The data were speeches of Jerome Polin Sijabat and other supporting YouTubers who proudly use the Indonesian language in the Nihongo Mantappu's YouTube channel. The data source was Nihongo Mantappu's YouTube channel. Data were collected by downloading, screenshots, note-taking, and listening techniques. The note-taking technique covered 1) watching the video, 2) downloading the video, 3) transcribing the speech of Jerome Polin Sijabat and other supporting YouTubers who proudly use the Indonesian language, and 4) recording the video title, publish date, number of viewers, and conversation.

Then, the listening technique covered 1) watching videos and 2) listening to the speeches of Jerome Polin Sijabat and other supporting YouTubers who proudly use the Indonesian language.

3. FINDINGS AND DISCUSSION

3.1. Findings

Data on Indonesian language pride found on Nihongo Mantappu's YouTube channel is classified based on language use including 1) asking; 2) joking; 3) responding; 4) explaining/informing; 5) inviting; 6) commanding; 7) promoting; and 8) quiz. The classified data were then described.

3.1.1 Asking

The language pride showed by Jerome in a video entitled "*CUMA PAKAI BAHASA INDONESIA SEHARIAN KE ORANG JEPANG!* (Only using Indonesian language to Japanese people all day!)—Waseda Boys Trip #26" published on Monday, November 9, 2020, and watched 2,200,750 times.

Excerpt 1

- Jerome : *Sekarang, kita akan ke mana?* (Now, where are we going?)
 Tomo : *Sekarang, kita mana? Makan ramen.* (Now, where? Eat ramen.)
 Jerome : *Makan ramen. Oke.* (Eat ramen. Okay.)
 Otsuka : *Makan Miso.* (Eat Miso.)
 Jerome : *Makan ramen apa kita hari ini?* (What kind of ramen are we eating today?)
 Yasuke and Otsuka: *Makan.* (Eat.)
 Jerome : *Makan ramen apa kita hari ini?* (What kind of ramen are we eating today?)
 Yasuke : *Sekali (dalam Bahasa Jepang).* (Once [in Japanese]).
 Jerome : *Makan ramen apa?* (What kind of ramen?)
 Yasuke : *Miso ramen.*
 Jerome : *Oh iya bener. Namanya apa?* (Oh, that's right. What is the name?)
 Otsuka : *Sora.*

Based on Excerpt 1, Jerome deliberately asked Tomo, Yasuke, and Otsuka to use Indonesian. Jerome asked about the place to go and the kind of ramen to eat. Jerome kept asking about the ramen in Indonesian when Yasuke did not understand the meaning of his question.

3.1.2 Joking

Jerome's language pride in speaking the Indonesian language can be seen a video entitled "*CINTA KEBUDAYAAN INDONESIA, ORANG JEPANG INI KULIAH JURUSAN BAHASA INDONESIA* (Love Indonesian culture, this Japanese man takes Indonesian

language program)" which was published on Friday, June 5, 2020, and watched 3,117,226 times.

Excerpt 2

- Honomi : *Nama saya Honomi Terao. Saya orang Jepang asli. Saya pernah tinggal di Indonesia selama 1 tahun.* (My name is Honomi Terao. I am originally from Japan. I've ever been to Indonesia for 1 year)
 Jerome : *Oh iya pernah tinggal di Indonesia? Di mana?* (Oh, ever been to Indonesia? Where?)
 Honomi : *Di Cibubur.* (In Cibubur)
 Jerome : *Cibubur tuh dekatnya cinasi, ciberas. Tau?* (Cibubur is close to Cinasi, Ciberas. Know it?)
 Honomi : *So so.*
 Jerome : *Tau? (Know it?)*
 Honomi : *Gak tahu.* (Don't know)
 Jerome : *Jokes.*

Based on Excerpt 2, it can be seen that Jerome used the Indonesian language when he joked with Honomi. Although Honomi did not fully understand his jokes, Jerome still used the Indonesian language. In the video, Honomi was asked to introduce herself. When Honomi told him that she had lived in Indonesia, in Cibubur for 1 year, Jerome immediately joked with Honomi. In Indonesia, rice that has been harvested is called *beras*. The rice that has been cooked are called *nasi*, but if it is cooked with large amounts of water until the texture is much softer and watery, it is called *bubur* 'porridge'. However, Honomi did not understand the joke.

3.1.3 Responding

Jerome's language pride in speaking the Indonesian language can also be seen in a video entitled "*PERTAMA KALI PUASA DALAM HIDUP WASEDABOYS! - DAY 2!* (First time fasting for *wasedaboys!* - day 2)" which was published on April 21, 2021 and watched 3,659,251 times.

Excerpt 3

- Otsuka : *Aku ingin mengetes kosakata bahasa Indonesia yang tidak Jerome ketahui. saboru?* (I want to test the Indonesian vocabulary that Jerome does not know. Saboru? [in Japanese])
 Jerome : *Bolos.* (Absence.)
 Yasuke : *Kazoeru?*
 Jerome : *Menghitung, hitung.* (Counting, count.)
 Tomo : *Ya iyalah dia tahu.* (Of course, he knows it. [in Japanese])
 Otsuka : *Sengen suru?*
 Jerome : *Menyampaikan.* (Informing.)

Otsuka : *Wah keren banget! Kalau aku sih udah nyerah pasti.* (Wow cool! If it was me, I had given up for sure. [in Japanese])

Based on Excerpt 3, Otsuka wanted to know Jerome's Indonesian vocabulary ability by asking some vocabulary, such as *saboru*, *kazoeru*, and *sengen suru*. Then, Jerome answered all of Otsuka and Yasuke's questions correctly. Still, in the same video, Yasuke asked Jerome about the menu that would be cooked for the iftar. Jerome answered Yasuke's question using Indonesian. Check Excerpt 4.

Excerpt 4

Yasuke : *Kita masak apa?* (What are we cooking?)

Jerome : *Es buah. Oke, berikutnya adalah es.* (Cold fruit soup. Okay, next is ice.)

3.1.4 Explaining/informing

Jerome used Indonesian in asking, joking, and responding to questions, as well as in explaining or informing. For example, a video entitled "JEROME VS ERIKA TES PENGETAHUAN BAHASA INDONESIA! SERU BANGET! (Jerome vs. Erika test Indonesian knowledge! So exciting!)" published on November 16, 2020, and viewed 1,559,917 times, contained Jerome's explanation about the video content that will be created. Check Excerpt 5.

Excerpt 5

Jerome : *Oke guys! Jadi, ini merupakan video yang spesial banget, khususnya buat aku juga karena ini merupakan project yang sama dengan Badan Bahasa Kemdikbud. Jadi kan mimpi aku kan jadi Menteri Pendidikan. Jadi, video ini bertemakan "Battle Bahasa Indonesia". Ini pertama kali bahasa Indonesia. Meskipun aku dan Erika jauh dari Indonesia juga, tapi kita tetep harus mengingat dan melestarikan budaya dan bangsa kita.* (Okay guys! So, this is a very special video, especially for me because it is the same project as the Ministry of Education and Culture's Language Agency. So, it's my dream to be the Minister of Education. The theme of this video is "Indonesian language Battle". This is the first time. Even though Erika and I are far from Indonesia too, we still have to remember and preserve our culture and nation.)

Erika : *Iya bener banget! Gak boleh karena di Jepang kita lupa pake bahasa Indonesia. Kita harus tetap inget sama Indonesia.* (That's right! We cannot forget to use the Indonesian language just because we are in Japan. We must remember Indonesia.)

Based on Excerpt 5, Jerome used the Indonesian language to inform the video content that would be made with Erika, namely, "Indonesian language Battle". The content is a joint project with the Ministry of Education and Culture of the Republic of Indonesia.

3.1.5 Inviting

Jerome feels proud of using the Indonesian language, even he invites his YouTube followers to use the Indonesian language too and remains proud of Indonesian culture. Jerome's language pride also can be seen in a video entitled, "JEROME VS ERIKA TES PENGETAHUAN BAHASA INDONESIA! SERU BANGET! (Jerome vs. Erika Indonesian knowledge test! So exciting!)" was published on November 16, 2020 and watched 1,559,917 times.

Excerpt 6

Jerome : *Pokonya inget! Di manapun kita, kita harus menjunjung tinggi bahasa persatuan, bahasa Indonesia! Jangan sampe lupa dengan bangsa dan budaya sendiri.* (Anyway, remember! Wherever we are, we must uphold the language of unity, Indonesian! Don't forget your own nation and culture.)

Based on Excerpt 6, Jerome firmly invites his YouTube followers to uphold the Indonesian language everywhere and not to forget the nation and culture. Apart from this video, Jerome also uses Indonesian when he invites his friends to cook. Pay attention to the transcript of a video entitled "BIKIN MAKANAN KHAS LEBARAN (OPOR, RENDANG) BARENG WASEDABOYS! (Cooking special food for Eid (opor, rendang) with *wasedaboys!*)" published on April 27, 2021 and watched 1,775,962 times.

Excerpt 7

Jerome : *Kalo gitu.* (If so.)

Tomo : *Kalo gitu.* (If so.)

Jerome : *Ayo kita masak!* (Let's cook!)

Yasuke, Otsuka, Tomo: *Ayo kita masak!* (Let's cook!)

Yasuke : *Watashi tachi wa, ima kara ryouri wo tsukurimasu!*

Jerome : *Ayo kita masak!* (Let's cook!)

Yasuke, Otsuka, Tomo: *Masak!* (Cooking!)

Based on Excerpt 7, Jerome used the Indonesian language when inviting Tomo, Yasuke, and Otsuka to cook. Yasuke even translated the invitation to cook into Japanese. Jerome also invites Yasuke to keep his spirits up for the 2nd day of fasting in a video entitled "PERTAMA KALI PUASA DALAM HIDUP WASEDABOYS! - DAY 2 (first time fasting for *wasedaboys!* - day 2)" published on April 21, 2021 and watched 3,659,251 times. Check Excerpt 8.

Excerpt 8

Jerome : *Yo semangat yuk!* (Let's cheer up!)
 Yasuke : *Semangat yuk!* (Let's cheer up!)

3.1.6 Commanding

A video entitled "BIKIN MAKANAN KHAS LEBARAN (OPOR, RENDANG) BARENG WASEDABOYS! (Cooking special food for Eid (opor, rendang) with *wasedaboys!*)" published on April 27, 2021, and watched 1,775,962 times, showed how Jerome commands his friends to use Indonesian.

Excerpt 9

Jerome : *Bisa ga, Bro?* (Can you do it, Bro? [asking Tomo who is cutting meat])
 Yasuke : *Anda bisa?* (Can you?)
 Jerome : *Ayo, Bro! Potong, Bro!* (Come on, Bro! Cut, Bro!)
 Jerome : *Cepat.* (Come on.)
 Otsuka : *Cepat.* (Come on.)
 Jerome : *Cepat, Tomo!* (Come on, Tomo! (Tomo is slicing meat))
 Otsuka: *Cepat, Tomo!* (Come on, Tomo!)

Based on Excerpt 9, Jerome commands Tomo to cut the meat. Still, in the same video, Jerome also commands Tomo to cut the meat faster and it is followed by Otsuka.

3.1.7 Promoting

Jerome's language pride can also be seen when he used Indonesian to promote products and online shopping applications. For example, Jerome also promoted Sasa products using the Indonesian language with Tomo, Yasuke, and Otsuka in a video entitled "BIKIN MAKANAN KHAS LEBARAN (OPOR, RENDANG) BARENG WASEDABOYS! (Cooking special food for Eid (opor, rendang) with *wasedaboys!*)" published on April 27, 2021, and watched 1,775,962 times. Check Excerpt 10.

Excerpt 10

Jerome : *Sasa juga lagi ada promo di Alfamart khusus untuk nasi goreng sambel matah mulai dari tanggal 16-30 April 2021. Jadi jangan sampai ketinggalan ya guys!* (Sasa has a promotion at Alfamart, especially for fried rice *sambal matah* from 16 to 30 April 2021. Don't miss it guys!)
 Jerome : *Sasa?*
 Yasuke, Otsuka, Tomo: *Praktis melezatkan!* (Practically delicious!)
 Jerome, Yasuke, Otsuka, dan Tomo: *Karena hidup bisa dibikin enak!* (As life can be made good!)
 Tomo : *Enak jiwa!* (Very delicious!)

Based on Excerpt 10, Jerome promoted Sasa with his Japanese friends using Indonesian. Indirectly, Jerome introduced Indonesian to his friends by promoting a product. Besides, in a video entitled "NGERAYAIN AKHIR TAHUN DENGAN MASAK & MUKBANG MAKANAN INDONESIA! (Celebrating the end of the year with Indonesian food cooking & mukbang!)" published on December 29, 2020 and watched 1,922,412 times, Jerome promoted a drink, called *Teh Pucuk Harum* along with Honomi and Stefy. Honomi is from Japan, while Stefy is from Indonesia.

Excerpt 11

Jerome : *Oke guys! Makanannya udah jadi, tapi nih kalo misalnya di Indonesia abis makan tuh biasanya minum es teh manis ga sih?* (Okay guys! The food is ready, but in Indonesia, after eating, we usually drink sweet iced tea?)
 Honomi : *Emang ada?* (Do you have it?)
 Jerome : *Kalian tau Teh Pucuk ga?* (Do you know *Teh Pucuk*?)
 Honomi dan Stefy: *Tau! Wah makasih!* (Of course! Wow, thanks!)

Based on Excerpt 11, Jerome promoted *Teh Pucuk Harum* by reminding Honomi and Stefy of the Indonesian habit of always drinking iced tea after eating. Jerome promoted it using Indonesian.

3.1.8 Quiz

Jerome's language pride can be seen in his YouTube content that uses the Indonesian language. Jerome introduces Indonesian more to his foreign friends through quizzes. Jerome created content about Yasuke, Lisa, and Bun Hyun Jin's skills in writing Indonesian vocabulary. In this content, Jerome mentioned Indonesian vocabulary, and then Yasuke, Lisa, and Bun Hyun Jin were asked to write what he said on the board.

They come from different countries. Yasuke is from Japan; Lisa is from China, and Bun Hyun Jin is from South Korea. The transcript of a video entitles "APAKAH ORANG JEPANG, KOREA, CHINA BISA MENULIS BAHASA INDONESIA?! (Can Japanese, Korean, Chinese people write Indonesian language?!)" published on May 9, 2020 and watched 2,727,819 times.

Excerpt 12

Jerome : *Monyet.* (Monkey)
 [Yasuke wrote *monu*]
 [Lisa wrote *mornia*]
 [Bun Hyun Jin wrote *monyak*]
 Yasuke : *Susah ya.* (It's difficult)

Based on Excerpt 12, Jerome mentioned the word 'monkey'. However, no one could write the word

correctly. Even Yasuke said that it was difficult to the words. Still, in the same video, Jerome introduced Indonesian through a quiz. Check Excerpt 13.

Excerpt 13

Jerome : *Selamat pagi.* (Good morning.)

Yasuke : *Selamat pagi.* (Good morning.)

Jerome : *Se-la-mat pa-gi.* (Go-od mor-ning.)

[Yasuke wrote *selamat pagi*]

[Lisa wrote *baghi*]

[Bun Hyun Jin wrote *selamat pagi*]

Jerome : *Gimana sejauh ini? (dalam bahasa Jepang).* (What do you think this far? [in Japanese])

Yasuke : *Susah banget.* (Very difficult.)

Based on Excerpt 13, Jerome said *selamat pagi* ‘good morning’, even he spelled it per syllable to make it easier for Yasuke, Lisa, and Bun Hyun Jin to write. Compared to the word *monyet* ‘monkey’, the word *selamat pagi* ‘good morning’ was easier for them to write. It can be seen from Yasuke who is almost able to write *selamat pagi* ‘good morning’.

3.2. Discussion

Based on the findings above, the use of Indonesian language in Nihonggo Mantappu’s YouTube channel can be classified into eight, namely 1) asking, 2) joking, 3) responding, 4) explaining/informing, 5) inviting, 6) commanding, 7) promotion and 8) quiz. Jerome introduced the Indonesian language through daily conversation. It can be seen that Jerome is proud of the Indonesian language as evidenced by introducing the language to his Japanese friends. Jerome is a minority Indonesian speaker in Japan. However, he still uses Indonesian as his identity as a native speaker of Indonesian when he is in Japan. He does not only make the Indonesian language his identity but also often invites his Japanese friends to speak and write in Indonesian slowly.

Jerome often involves his friends from Japan, China, or South Korea in his YouTube content. He always inserts the Indonesian language, both when asking, joking, responding, explaining/informing, inviting, ordering, promotion, and quiz. Moreover, he specifically made YouTube content related to the Indonesian language, such as quiz on writing the names of animals, heroes, islands, food names, artists, and others in Indonesian. He indirectly introduced the Indonesian language through the correct spelling in Indonesian in the quiz.

Jerome is always proud and tries to introduce Indonesian to his friends and invites all his 6.97 million YouTube channel followers to be proud of using Indonesian anywhere. Besides, he deliberately communicates using Indonesian to his foreign friends. Although his friends often find it difficult to understand

his words, they enjoy communicating using Indonesian. Jerome’s efforts to introduce Indonesian made his friends interested in learning Indonesian. Even Otsuka, Yasuke, and Tomo who attend the mathematics study program took part in taking Indonesian courses at Waseda University, Japan.

It is not only Jerome who is proud of the Indonesian language, but also Indonesian people, such as students of the English study program (2017), students at 38 Cirebon universities (2017), students of SMA Negeri 1 Metro (2017), and 118 randomly selected respondents (2016). They are also aware of the importance of the Indonesian language. However, this proud attitude occurs in conventional spaces. Besides, Fitri, Haerudin, and Solehudin (2020) showed that the attitude of language pride in the virtual space also occurs towards Sundanese. This shows that technology can also be used to introduce regional languages.

4. CONCLUSION

Based on the findings and analysis, it can be concluded that Jerome Polin Sijabat has a positive attitude towards the Indonesian language. He is one of the Indonesian speakers who are proud of the Indonesian language. Therefore, he is motivated to introduce and develop Indonesian in virtual spaces. This attitude then becomes a strategic step to strengthen the Indonesian language in virtual spaces. The phenomenon of pride in speaking Indonesian in a virtual space can only be obtained from the Fiction YouTube channel. Thus, language phenomena and data related to Indonesian pride in the virtual space can develop and even become more complex. Therefore, future studies are suggested to examine the attitude of pride in speaking Indonesian in other virtual spaces, such as Instagram, Twitter, and other social media.

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