

## **Proposal for Presentation**

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| (1) Paper title             | Reading Recent Indonesian Non-conventional Expressions   |
| (2) Sub-field               | Discourse  |
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## Abstract

It is a truism that language undertakes changes in some respects along the course of history (see e.g., Burkette, 2001; Goss, 2002; Nawata, 2000). A gross evidence of language changes is the split of one language into two or more languages in its later development. Malay and Indonesian, which are now of two different entities, used to be of one language. People also now consider English no longer as a single monolithic English, rather, as (World) Englishes (Doyle, 1989; Norton, 1997; Flowerdew, 2001).

There are, however, some other changes which are not as apparent as the split of a language. Within a language, a novel accentuation, as a form of the change, might come to the fore. In Indonesian, for instance, certain words enjoy wider recognition and use relatively more than the others. Especially, such a situation is apparent in the language of media, particularly, advertisement. This holds true with the word *banget* in Indonesian media, be they electronic or print. A recent instance is *Delon banget*, an expression spoken by Ata, a presenter of 'Indonesian Idol' at its first contest grand final on August 28, 2004, televised direct across the country by RCTI TV station.

Seemingly, the recent popularity of such a word is due to its non-conventional use. The normal orthography of *banget* has been frequently written in the media as *BANGEEET* and the should-be pronunciation of *BANGEEET* as /baŋə:t/ (with the stress on the second syllable) is also violated by the use of /ba::ŋət/ (with the first syllable being stressed). This suggests that, basically, certain words potentially gain certain reception or appreciation due to, referring to Saussurean linguistics, its non-conventional use.

Yet, there has been, hitherto, no document which deals with this recent phenomenon in Indonesian language. The present paper is, therefore, devoted to providing an initial intimation of such non-conventional expressions in the light of Saussurean concepts of language, particularly, those around the notion of convention vis-à-vis syntagm and paradigm (Saussure, 1959).

Saussure's conception of language is powerful for analysis of (unusual) phrases; yet, as to why there is now a somewhat burgeoning use of nouns to replace adjectives (paradigmatic and syntagmatic manipulation) in Indonesian language is beyond pure Saussurean concepts of human language. This paper will, as a conclusion, level critiques at Saussurean linguistic concepts around this problem and put forth alternative explanation about the issue at stake.

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