

ABSTRACT  
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This paper is aimed at elaborating how Javanese words are used in the articles of ‘Radar Malang’ Jawa Pos. This topic is selected based on the idea that the use of these Javanese words not only influence the smoothness of delivering ideas but also represent the Javanese identity. It is because the connection between language and identity is as ‘the undeniable ties that bind localized version of reality to social interaction’ (Berman, 1998 p 6). To a certain extent, these Javanese words speak more effectively the Javanese values as the relation between language and identity is sometimes ‘so strong that even a single feature of the language suffices to identify someone’s membership in a given group’ (Tabouret-Keller, 1998 p 317). As the main instrument of delivering the message is Indonesian, it becomes pertinent to study why some Javanese words are used and how these words represent the Javanese values.

Grice theory of implicature is used to analyze the data obtained from the news section of ‘Radar Malang’ Jawa Pos, one of the newspapers in Indonesia with national coverage. This theory is used to reveal how the implied message could express the Javanese sense. It is indicated that the use of these Javanese words, even a single word, influence the flow of the message especially by offering stronger effect than using the equivalent words from Indonesian. Even though the frequency of the use of the Javanese words tends to decrease compared to the one published four years ago, the existence of these Javanese words is interesting to observe as this code mixing ‘constituted dialogically identities formed through resistance and appropriation’ (Bhatt, 2008 p.1). Thus, the use of Javanese words in the news constitutes more than just a linguistic phenomenon but speaks an identity.

#### REFERENCES

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