

## An Attempt to ‘Write’ a Vernacular Variety: Written Manado Malay in Advertising, Pop Songs, and Social Networking.

Manado Malay is a variety of Pidgin-derived Malay spoken in North Sulawesi and neighboring areas such as Gorontalo province and Sangir islands. It has features (some shared by many Malay vernacular varieties of East Indonesia) that make it distinct from Standard Indonesian. The features include the change of schwa to /a/ and other vowels, vowel lowering (such as /u/ → /o/ and /i/ → /e/), and consonant deletion (predominantly stops in coda and /h/).

In the Soeharto era and earlier, vernacular Malay varieties were, at least formally, not regarded as prestigious languages, and as is often the case with vernacular varieties, Manado Malay had seldom been written. Recently, however, people have begun to write Manado Malay in several registers. First, advertising billboards and banners are sometimes written in Manado Malay. Pop songs in Manado Malay have been popular for many years, and their lyrics are also written down in CD liners as well as in VCD subtitles. Finally, as more and more people started to communicate with SMS and chat on social networking sites such as Facebook, Manado Malay has become increasingly preferred.

This presentation aims to describe how Manado Malay is used and spelled in advertisements, lyrics, and social networking. For example, although standard Indonesian is overwhelmingly used in advertisements, Manado Malay, which is phonologically transcribed, is sometimes selected presumably when an advertiser wants a strong appeal to the customers, such as ‘*pilih jo* ‘go on, choose (this)’ (*jo* is a hortative discourse particle). It is to be noted that only linguistic elements specific to Manado Malay are written so as to reflect the local pronunciation, while those shared with standard Indonesian are written in standard spelling. If a Manado Malay speaker pronounces ‘*pilih jo*’, they would not pronounce /h/, so the phonological transcription should be ‘*pili jo*’, but since ‘*pilih*’ is also found in standard Indonesian, the orthographic spelling is selected. Pop song lyrics, however, tend to accurately reflect Manado Malay pronunciation even in words shared with standard Indonesian, such as ‘*bukang*’ for ‘*bukan*’ and ‘*parcaya*’ for ‘*percaya*’. In addition to this, in SMS and on Facebook, they employ unique spellings for Manado Malay, such as ‘*jw*’ for ‘*jo* (discourse particle)’, ‘*dloē*’ for ‘*dulu*’. Those spellings are never found in advertisements and lyrics.

This presentation further discusses when and why Manado Malay is selected in advertisements and lyrics, and shows its function compared to standard Indonesian.