

**Language Ideological Brokers:  
Raising the value of Papuan Malay**

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*Abstract*

This paper discusses how ideological brokers of Papuan Malay (PM) play their crucial role in raising the value of PM. Drawing inspiration from the work on language ideologies and using a range of historical texts, signs, songs, media footage, and lived experiences I argue that in recent years ideological brokers of PM have raised the value of PM in a social world. This revaluation is an intentional act that has been facilitating the continued movement of PM throughout the Land of Papua both in an actual mode and throughout the virtual world on the internet. I start by looking at a brief trajectory of PM, then, I go on argue that language ideological brokers are now increasing in numbers as a result of being aware that PM is a language, a lingua franca and an identity.