

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 mostly an unconscious act that has been facilitating the continued movement of PM through both the actual and virtual world. I start by looking at a brief trajectory of PM, then, I go on to argue that language ideological brokers are now increasing in numbers after the fall of Soeharto regime in 1998 and playing their significant role in promoting PM as a language that indicates an identity of Papuans.