

BUILD THE CULTURAL IDENTITY OF BANYUMASAN THROUGH NGAPAK DIALECT ON SOCIAL MEDIA

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ABSTRACT

Ngapak dialect is a cultural identity from Banyumasan area which includes Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen regency. The Ngapak dialect has a unique pronunciation that is assertive (luged) and without a doubt (ampang). However, there is a stereotype with the language and ngapak dialect. Ngapak dialect was considered as marginal and it makes the speakers are reluctant to use it when interacting with people from other regions. By the development of the internet in Indonesia, especially social media, several communities from the Banyumasan slowly began to show their cultural identity on social media, and it makes ngapak dialect starting to be seen by the other regional communities. This research explains how the ngapak dialect was chosen as a symbol of the Banyumasan's cultural identity to interacting on social media. This research uses a qualitative method with a virtual ethnographic approach and also supported by the constructivism paradigm. The data was collected by observation, interviews, and documentation as the primary data and literature studies as the secondary data. The results of this research are ngapak dialect is the development of the perceptions of the stereotypes with the ngapak dialect that exist and the dialect of ngapak itself. The perception of the Banyumasan cultural community regarding the Ngapak dialect is unique, cool, and rich so don't be embarrassed and should be proud because Ngapak dialect has potential. Banyumasan cultural community uses dialect ngapak as content with comedy themes. The reflection of the comedy itself is the character of the Banyumasan folks called cablaka and mbanyol. Cablaka means pure and mbayol means silly or funny.

Keywords: Cultural Identity, Social Media, Ethnographic, Banyumasan Culture, Ngapak Dialect.