

ABSTRACT

Local languages play an important role in shaping the cultural identity of a society. In Indonesia, each region has a language that reflects cultural values and local traditions. One of the regional languages that has a big role in people's lives is Sundanese, which is used by people in the West Java region, especially Bandung City. Sundanese is not only a means of communication, but also a symbol of Sundanese cultural identity that has been passed down from generation to generation. In this context, junior high school students' perceptions of Sundanese play an important role in determining how often the language is used in daily life and how strongly Sundanese cultural identity can be maintained among the younger generation today. This study aims to examine the influence of junior high school students' perceptions on the use of Sundanese speech levels and how it relates to their perceived Sundanese cultural identity. This study used a quantitative approach with a survey method through questionnaires distributed to 103 junior high school students in Bandung City. The results show that positive perceptions of Sundanese language have a significant influence on the level of Sundanese language use in daily life, which in turn strengthens Sundanese cultural identity among students. The findings also show that the more positive the perception of students towards Sundanese culture. This research contributes to understanding how perceptions of regional languages, especially Sundanese, can strengthen cultural identity among students in this era of modernization. Based on the findings of this study, it is suggested that schools in Bandung City should integrate Sundanese language learning in various academic and extracurricular activities to strengthen the preservation of Sundanese language and culture among the younger generation.

Keywords: *Perception, Sundanese Language, Level of Speech, Cultural Identity, Junior High School Students.*