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DOI: 10.14673/IJA2023341113

Tengger Communities Creativity and Language Preservation in Text-Speak on the WhatsApp Social Media Platform

This article aims to figure out the types of creativity from the Tengger community while applying their own language especially in WhatsApp messaging. The Tengger language is extremely threatened due to increased contact with lowlanders who speak the prestige language. The use of text-speak in Tengger Communities is a form of creative expression and innovation that can lead to the development of new forms of Tengger language that reflect the changing needs and realities of these communities. This research aims to inquire the use of text-speak and language preservation among the Tengger Communities in the context of the WhatsApp social media platform. A qualitative technique was applied in this research's methodology and the data was gathered through interviews and library research. The result showed that there are types of creativity that appear in text-speak of the Tengger community, such as orthographic abbreviation and phonological abbreviation. Each type of creativity represented the way the Tengger community revitalized their indigeneous language. This research will also provide practical guidance and advice for Tengger Communities on how to effectively use text-speak for language preservation while taking into account the specific linguistic and cultural characteristics of these communities. Ultimately, this research promotes linguistic diversity and multiculturalism by showcasing the beauty and richness of the Tengger language and cultural heritage to the wider world.

KEY WORDS: *creativity, language preservation, Tengger communities, text-speak, WhatsApp.*

Introduction

The Tengger communities are a group of ethnic people living in the Bromo Tengger Semeru National Park in East Java, Indonesia. They have their own unique culture, which includes a distinct language, beliefs, and customs (Tohari & Azizah, 2022: 95). The Tengger people can be called an indigenous community because of the close relationship between the people, the earth, and their language culture. A

dialect of Javanese known as Tengger has numerous variations and dialects and is not standardized.

The ingenuity, resourcefulness, and strong sense of community of the Tengger people are well renowned. But now the Tengger people have experienced various changes from time to time (Santosa & Firdaus, 2022: 925). This change in conditions has caused the existence of the Tengger language to become very threatened. Changes in Tenggerese society can be a serious threat to the current Tenggerese language (Yuanjaya & Meiwanda, 2021: 7). This change is not limited to the language factor, but also relates to other aspects such as the class structure and power that exist in the Tenggerese community. Not only that, advances in information technology have also made it possible for Tengger residents to use mobile phones and various applications (Ghavami, 2020: 1553). This certainly can be a factor that influences language change.

The use of language in the media is very limited by various things such as credit owned, number of words, and delivery time so that users tend to be faster, more efficient, informal, and creative (Liechty, 2022: 168). As a result, grammatical rules and traditional communication styles need to be adapted to conversational contexts and become more flexible. This form of change in language can be a threat to the native Tengger language as well as a form of user creativity. Considering the urgency given, this study aims to analyze the creativity of the Tengger people in using their local language in digital conversations on WhatsApp. Not only that, this study also aims to find out how the process of preserving the Tengger language is reflected in the text on WhatsApp social media.

As the world becomes more digital, many Tengger people are turning to social media platforms like WhatsApp to communicate with each other and their families (Mazyra, et al., 2023: 102913). WhatsApp is a popular choice for communication among Tengger communities and it is also used by organizations like schools, local clubs, and non-profit organizations to communicate securely and get things done. Recently, WhatsApp added a new feature called “Communities” that allows individuals to organize multiple groups under one umbrella (Parthiban, 2021: 102256), making it easier for Tengger people to manage their various groups and stay informed. WhatsApp offers a suite of tools for businesses, including WhatsApp Business, which can help Tengger people integrate WhatsApp into their business strategies for improved customer experience and increased profitability.

Communicating in Tengger language can be challenging because of the lack of standardization and the complexity of the language. Tengger language is a Javanese dialect and, as such, it has a complex grammar and vocabulary (Connors, 2020: 253). There are many variations and dialects of Tengger language, which can also make communication difficult. Tenggers have developed strategies for overcoming

these obstacles, and one of them is the usage of text-speak on messaging apps like WhatsApp. Text-speak is a method of communication that employs acronyms, slang, and abbreviations to communicate ideas more succinctly and effectively (Sultan, 2023: 3). In spite of the difficulties the language presents, this makes it possible for Tengger people to communicate more efficiently and easily with one another. To overcome these challenges, many Tengger people have developed their own unique form of text-speak on WhatsApp. This text-speak includes abbreviations, acronyms, and slang that are specific to Tengger language and culture.

Literature review

Previous researchers have conducted studies on text-speak. Handayani & Lutfi (2019) attempts to investigate the possibilities of oral tradition by finding prohibition-related idioms already present in the Tengger community. This article looks at the use of text messaging among Tenggerese speakers in East Java, exploring how it affects their linguistic competence and ability to use their native language. The process of internalizing and socializing cultural values of the community has worked incredibly effectively to sustain tradition's value as a religious system in the practice of daily life.

Al-Sharqi & Abbasi (2020) discuss how technology has affected English writing and literature in everyday life. In this article, it is discussed how social media provides a forum for the open discussion of ideas through posts. Social media can be used to revitalize and preserve endangered indigenous languages, with a focus on how social media can help connect speakers of the same language and provide a platform for language learning and practice.

Dahdal (2020) integrates WhatsApp use into gradable tasks, weekly pre- and post-lecture discussions, and other course requirements. In order to increase incentive to actively engage in the lecture's content, this article investigates how WhatsApp can be utilized to encourage the usage of languages, concentrating on how the platform can be used for language acquisition and practice. The use of WhatsApp in gradable assignments for classes can promote active learning and improve group learning.

Meighan (2021) analyzed some of the most important lessons learned about the impact of digital and online technologies in the revival of Indigenous languages during the past three decades since the World Wide Web's founding in 1989. Social media can be used to revitalize and preserve endangered indigenous languages. It discusses how social media can be used to connect speakers of the language and provide a platform for language practice.

These articles provide insights into how social media platforms like WhatsApp can be used for language preservation and revitalization among minority and endangered language communities, which are relevant to the topic. This paper aims to explore how Tengger communities use text-speak to preserve their language and culture while also being creative and innovative. This paper also aims to find out how the process of preserving the Tengger language is reflected in the text on WhatsApp social media.

Research methods

This research includes qualitative research with content analysis methods. This research can be used to gather and analyze the content of the text in the form of messages sent by the Tengger community on WhatsApp. The content analysis can focus on the use of the Tengger language, including the use of colloquial words and abbreviations, and the preservation of the language through text-speak.

The sample in this study were the Tengger people who were randomly selected and religious leaders as one of the representatives of the Tengger community leaders. The choice of the Tengger people as the object of research is because the Tengger people belong to the indigenous community.

The primary data source for this study was obtained from interviews with the Tengger natives and secondary data obtained through previous research and text sources through a literature review process. Interviews can be conducted with Tengger people to gather in-depth information on their use of WhatsApp for communication and language preservation. Interviews can also be used to gather information on the cultural significance of the Tengger language and the role of text-speak in preserving the language.

The research location is located in Ngadiwono Village, Tosari, East Java, Indonesia. The data collection process begins with conducting open-ended interviews to give the interviewees the freedom to provide answers so that the data obtained is more complete. The interview data obtained was then processed to be presented in the form of a critical analysis.

Text-speak in Tengger Communities

Text-speak has become an integral part of communication among Tengger Communities. It is a type of shorthand that enables Tengger people to communicate difficult ideas more effectively and succinctly. Text-speak has developed to incorporate a variety of Tengger language- and culture-specific acronyms, abbreviations, and

slang. In addition to making communication simpler for Tengger people, this type of communication also contributes to the preservation of their language and culture in the era of technology. One of the reasons why text-speak is popular among Tengger Communities is that it allows for faster and more efficient communication. Tengger language is known for its complexity, and text-speak enables Tengger people to communicate more easily and effectively with each other. The following thematic observations are presented in Table 1.

TABLE 1. Language

Language	Application Example
Old Javanese	use of Javanese alphabet
Jawa Krama	<i>Kulo</i>
Sanskrit	<i>Swastyastu</i> and <i>swaha</i>
Indonesian	also and no

The results of the interviews show that the Tengger language is a derivative of Old Javanese which also has similarities with the Javanese Osing and Javanese Ngapak dialects. This language blend is the result of the acculturation of the inhabitants of the Majapahit Kingdom who fled to the Tengger mountains and Bali when the Majapahit Empire collapsed. At first, the indigenous people of Tengger spoke Old Javanese. This is evidenced by the existence of the Muncang inscription written in Old Javanese which was inaugurated in 929 AD.

The Tenggerese people use the Tenggerese language in their daily life with a choice of language that is not influenced by social stratification such as Javanese. However, the Tengger language also has language levels that pay attention to the speaker’s social status and the context of the conversation. For example, the use of the greeting ‘Sir’ for all ages. In spiritual aspects such as worship, the Hindu community in Tengger uses Old Javanese in their worship rituals. The Tengger language is one of the well-guarded cultural assets of the Tengger people. Apart from at school, the process of learning languages is also often carried out at home and places of learning in pasraman or dormitories. In these places, children are taught religious values, culture and local content, including language.

Even though they are well-known for maintaining cultural preservation, the Tengger people do not necessarily close themselves to the times. The results of the interviews show how the people of Tengger are very open to digitalization. An ex-

ample is the results of interviews which stated that young children in the village of Ngadiwono, Tengger, use gadgets to access entertainment such as watching videos on YouTube and playing games. In addition, many Tengger youths use social media such as WhatsApp, Facebook, Tik Tok, and others for interpersonal communication. In addition, a group is also formed, usually on Whatsapp, to build communication and community coordination virtually. The Tik Tok application and the WhatsApp Story feature are also often used to introduce the beauty of the Ngadiwono village and Tengger culture.

TABLE 2. Language Structure

Structure	Application Example
Abbreviation	<i>dalam</i> become <i>dIm</i> , <i>juga</i> become <i>jg</i> , <i>ini</i> become <i>ini</i>
Phonological Abbreviation	<i>Share loc</i> become <i>serlog</i>
Emoticon	used in casual conversation
Excessive use of punctuation	<i>Di... pura ngadiwono, ndak...</i>

The use of applications such as Whatsapp to communicate causes a language to change structure or features. One of the observable structural changes is the phenomenon of orthographic abbreviation. The term orthographic refers to writing and using language appropriately according to its function. Meanwhile, abbreviation is characterized by the omission of certain letters in words, such as the word “in” becomes “in” and the word “also” becomes “jg”. The purpose of using abbreviation is to shorten time and avoid character limits or the number of words on some social media. Abbreviation is often used especially in the process of non-oral interactions that are non-formal. Based on research results, this type of structural change is easy to find in conversations via Whatsapp.

The results of the study also found the use of phonological abbreviation as in the word “shareloc” which was changed to “serlog”. The word has a different shape in writing but retains the same meaning and is simple to comprehend. The phrases used in the message have undergone lexical mutation; for example, “no” has changed to “no”. This lexical change follows the oral pronunciation that is often used and heard in everyday life.

Apart from abbreviation, emoticons and stickers were also found in private conversation processes via WhatsApp. The use of emoticons is usually inserted at the end of a sentence in a short message. Meanwhile, stickers are used between conversations to express what the sender of the message is feeling or as a reaction given as the recipient of the message. The data in the table shows that emoticons are often used when conversations use Indonesian, Javanese Tengger dialect, and Sanskrit such as “swaha”, “Swastyastu”, and “Astungkata”. There is also the use of emoticons only without including text messages. Both the use of emoticons and stickers takes place via Whatsapp via private chats and in the context of non-formal chats.

In the context of language application, there is a slight difference in the use of language when the Tengger people post statuses on social media. The Tengger people are dominant in posting statuses on social media using Javanese language and script. The use of Javanese language and script can often be found in WhatsApp story posts.

In addition to captions, research data also shows that conversations in non-formal contexts sometimes use excessive punctuation to convey specific meanings such as in the sentence “Di..., pura ngadiwono” and the application of the punctuation mark “,,,” at the end of the word “No.... ” in conversation. The excessive use of punctuation marks could be intended to describe a friendlier tendency of sentences, bearing in mind that written language is different from spoken language.

Apart from writing, another common form of communication on social media is sending voice messages. In the communication that is often carried out by the Tengger people, the language used when sending voice messages is the everyday language that is usually used. Users of these features are usually older people. Language interactions in the community using the Tenggerese language do not show significant differences that are influenced by social strata, as well as differences in the conversations between parents and children and between siblings. People in the age range above thirty years interact using a similar language, namely Tenggerese, without any differences in manners.

Text-speak in Tengger Communities is also a way of preserving their language and culture. Tengger language is an important part of Tengger culture, and text-speak allows Tengger people to use their language in the digital age. By using text-speak, Tengger people are able to communicate in their language more easily and frequently on WhatsApp, which helps to keep the language alive. Moreover, text-speak is a form of cultural expression that reflects the unique identity of Tengger Communities and their language.

The use of text-speak in Tengger Communities is a creative and innovative way of preserving their unique language and cultural heritage. By using text-speak on the Whatsapp social media platform, Tengger people are able to communicate more eas-

ily and frequently in their native language, while also expressing their creativity and humor through abbreviations, onomatopoeia, and wordplay. This form of communication not only makes communication more fun and enjoyable but also reinforces the cultural identity of Tengger Communities.

There are prospects for continuous research and development despite the difficulties of text-speak usage in Tengger Communities, such as the absence of standardization and potential deterioration of conventional forms of language. By collaborating with linguists, community members, and technology experts, Tengger Communities can develop standardized forms of text-speak that are accessible and easy to use for all members of the community. Moreover, efforts can be made to promote the use of traditional Tengger language alongside text-speak, to ensure that the language and cultural heritage of Tengger Communities are preserved for future generations.

Overall, text-speak in Tengger Communities is a testament to the creativity and resilience of these communities, as they adapt to new forms of communication while also preserving their unique language and cultural heritage. Through ongoing research and collaboration, Tengger Communities can continue to develop and evolve their use of text-speak in ways that support language preservation and promote linguistic diversity and multiculturalism.

Creativity and Innovation Trough the WhatsApp Social Media Platform

Tengger people have developed their own unique form of text-speak that incorporates Tengger language and culture. This form of text-speak is constantly evolving and changing, as Tengger people come up with new abbreviations, acronyms, and slang to express themselves more effectively on WhatsApp. The creativity and innovation involved in the development of text-speak among Tengger Communities is a testament to the ingenuity and resourcefulness of these communities.

Communication with the Tenggerese indigenous people in the WhatsApp application often uses the Tengger regional language itself. This is done as an effort to maintain spoken language which is increasingly being eroded by changes in weather, globalization, and technology. As it is known that spoken language can also experience enculturation so that it experiences a shift or improvisation. For this reason, it is necessary to revitalize it because the oral tradition is dynamic and it is not impossible that it will move from its current position but also disappear due to the influence of globalization and technology. If the maintenance of the spoken language of a community is carried out, then directly, the culture in that community will also be maintained.

The Tengger people also carry out various linguistic creativity through various communication systems, especially on social media WhatsApp. When using WhatsApp with the Tengger spoken language, many reduced, abbreviated, and acronym phrases appear. This phenomenon occurs based on the desire of people to express shorter and shorter language. Text-speak is a variety of techniques used to shorten words or phrases in exchanging messages. However, the variability in an aspect of language in the text-speak can also function as a marker of vocabulary, pronunciation, grammar, paralinguistic elements, and the physiological form of written language. The emergence of text speaking in the Tenggerese society cannot be separated from the frame of reference (framework of thought) of the Tenggerese who consider language practice to be like dressing, appearance, or musical taste which must always keep up with the times, dynamic, non-contaminating, and free.

The most popular type of text-speak is the emergence of reductionism which is understood as a simplification of forms from complex to non-complex forms. In the lingual context, reductionism in text-speak is a symptom characterized by the omission or release of one or more syllable sounds in a word, either at the beginning, middle, or end of the word. In Indonesian, there are several examples of words that experience symptoms of reductionism, such as the word “sensitive” becomes “sensi”, “concentration” becomes “concent”, “laboratory” becomes “lab”, “America” becomes “Amrik”, “comments” becomes “comment”, “admin” becomes “min”, “juragan” becomes “gan”, and “typographical error” becomes “typo”.

There are also forms of abbreviation that are often encountered in text-speak practices on various platforms. Some of these abbreviations come from Indonesian words, regional languages (Sundanese, Javanese and Betawi languages), as well as foreign languages (English). In Indonesian, for example, there is the term PHP which stands for giving false hope or ‘bullshit’. In addition, an acronym is a group of letters (sounds), syllables, or a combination of letters (sounds) and syllables that are treated or regarded as words and are placed in the starting, middle, or final places. Here are some instances of Indonesian abbreviations that are frequently used in text-speak, such *japri*, which stands for “private line,” and *gaje*, which stands for “unclear”.

Text-speak in Tengger Communities is not only a practical solution to communication challenges but also a form of creative expression. Tenggers use text-speak in a style that is exclusive to their language and culture to communicate their emotions, humor, and creativity. Tengger people, for instance, may use wordplay or onomatopoeia in their text-speak to communicate a specific meaning or mood. This form of creative expression not only makes communication more fun and enjoyable but also helps to reinforce the cultural identity of Tengger Communities.

Creativity and innovation are integral to text-speak in Tengger Communities. Through text-speak, Tengger people are able to express themselves more effectively

and creatively on WhatsApp, while also preserving their language and culture. Tengger Communities' continued creation and evolution of text-speak is evidence of their adaptation and resiliency, and it serves as an example for other minority and endangered language communities around the world.

The usage of acronyms, onomatopoeia, and wordplay showcases the Tengger people's inventiveness in coming up with new and inventive methods to express themselves in their original tongue. Tengger Communities have the chance to display their ingenuity and inventiveness to a larger audience by using text-speak on the Whatsapp social media platform, thereby promoting their cultural history and identity. Additionally, text-speak innovation and creativity can result in the creation of new tengger language varieties that reflect the shifting demands and realities of Tengger Communities. For instance, the use of text-speak may lead to the development of new slang expressions and idioms better suitable for the digital age, such as emojis and memes. The traditional features of Tengger language are preserved through this type of language innovation, which also enables it to change and adapt to new means of communication.

The creativity and innovation in text-speak in Tengger Communities also have practical benefits for language preservation. By developing new forms of text-speak that are accessible and easy to use for all members of the community, Tengger Communities can ensure that their language remains relevant and useful in the digital age. This, in turn, can help to promote the use of traditional Tengger language alongside text-speak, ensuring the continued preservation of the language and cultural heritage of Tengger Communities. Creativity and innovation can play a significant role in language preservation efforts. The use of text-speak on WhatsApp is an innovative way for the Tengger community to preserve their language and cultural heritage. Tengger speakers may adapt their language to new technology and platforms thanks to this kind of creative expression, making it more approachable and pertinent for future generations.

Social media and technology use have created new opportunities for language preservation projects. Language speakers can write and communicate on digital platforms, which lowers the cost of printing and encourages literacy. As a result, creativity and innovation in language preservation are critical to ensure the survival of endangered languages like Tengger. This sub research result highlights the importance of creativity and innovation in language preservation efforts. It shows how using digital platforms and technology can be extremely useful in protecting endangered languages and cultural heritage. Therefore, initiatives to foster innovation and originality in language preservation should be supported and promoted.

Language Preservation to Maintain Diversity and Cultural Identity

Language preservation is a significant concern for Tengger Communities. The Tengger language is a crucial component of their cultural identity, therefore losing it would mean losing their knowledge of their history and culture. One approach for Tengger Communities to maintain their language in the digital era is through the use of text-speak. By using their language on WhatsApp, Tengger people are able to keep their language alive and transmit it to future generations. In Tengger Communities, conserving the language is only one aspect of language preservation; it also entails preserving the customs and practices that are connected to the language. Tengger dance, music, and other cultural forms are strongly related to Tengger language. Tengger Communities are able to pass on their cultural heritage to future generations by retaining their language.

Preserving the Tengger language is a strategy to advance multiculturalism and linguistic diversity. The preservation of the Tengger language is a part of a larger initiative to support linguistic variety and safeguard the cultural heritage of minority people. Tengger is one of many minority and endangered languages in the world. Tengger Communities are in a position to support multiculturalism and the worldwide movement to preserve linguistic diversity by maintaining their language. The threat of losing their language and culture owing to the pressures of globalization and the influence of popular culture makes language preservation a crucial problem for Tengger Communities. In order to create a digital environment where Tengger language and culture can be preserved and enjoyed, Tengger communities can use text-speak as a means of overcoming this issue. By using text-speak in their daily communication on WhatsApp, Tengger people are able to maintain their language and cultural heritage while also adapting to the changing communication needs of the modern world.

The Tengger community in Indonesia has been using WhatsApp and text-speak as a means of preserving their language and cultural heritage. For the sake of retaining cultural diversity and identity, language preservation is essential. Due to several reasons like globalization, urbanization, and modernisation, endangered languages face extinction. Therefore, efforts to protect endangered languages are crucial if cultural heritage and knowledge are to continue existing. The Tengger community has been using WhatsApp and text-speak as a means of adapting their language to new technologies and platforms. This form of creative expression allows Tengger speakers to communicate and write in their language, making it more accessible and relevant to younger generations. Furthermore, the use of digital platforms can reduce the cost of publishing and promoting literacy, making language preservation efforts more feasible.

Efforts to preserve endangered languages like Tengger require collaboration between communities, linguists, and policymakers. The article highlights the need for policymakers to support and promote language preservation efforts, including the use of digital platforms and technologies. It also underlines the significance of neighborhood-led language preservation programs that involve youth and encourage imagination and innovation. Policymakers, linguists, and communities must all pay attention to and support the important subject of language preservation. Language preservation efforts can benefit greatly from the usage of digital platforms and technology like WhatsApp and text-speak since they make languages more approachable and pertinent to younger generations.

The use of text-speak in Tengger Communities can also help to promote linguistic diversity and multiculturalism. Tengger people are able to convey the complexity and richness of their culture to a larger audience by employing their distinctive language and cultural expressions in text talk. This in turn can aid in fostering tolerance and empathy for communities who speak minority and endangered languages. The use of text-speak in Tengger Communities is a powerful tool for language preservation and cultural heritage. By embracing creativity and innovation in their use of text-speak, Tengger people are not only preserving their language but also showcasing its beauty and richness to the world. In doing so, they are helping to ensure that the language and cultural heritage of Tengger Communities are preserved for future generations.

Discussion

The use of text-speak in Tengger Communities is a prime example of how minority communities can adapt to new communication technologies and preserve their language and culture in the digital age (Putri, et al., 2022: 20). By using text-speak on the WhatsApp platform, Tengger people are able to communicate more effectively and creatively, while also preserving their language and cultural heritage. In addition to being a helpful tool for overcoming communication barriers, text-speak allows Tengger Communities to express their own cultural identity. One issue is that text-speak in Tengger is not standardized, which can cause confusion and misunderstandings among Tengger speakers. As younger generations grow increasingly acclimated to utilizing text-speak in daily communication, the use of text-speak may potentially contribute to the deterioration of the traditional forms of Tengger language.

To make sure text-speak is a viable and useful mode of communication and language preservation in Tengger Communities, constant research and development are required. To create standardized forms of text-speak that are accessible and simple

to use for all community members, linguists, community members, and technology specialists should work together on this research (Selman et al., 2022: 587). Additionally, initiatives should be taken to encourage the usage of traditional Tengger as well as text-speak in order to protect the language and cultural heritage of Tengger Communities for coming generations.

Language preservation among indigenous peoples, including the Tenggerese, has become a major concern (Purwanto, et al., 2022: 126). The urgency of the extinction of regional languages in the midst of globalization has become a mission burden that needs to find a solution for the people of Tengger. Moreover, the number of speakers of the Tengger language is also decreasing from year to year so that the revitalization of the Tengger language is hampered. Even though language is a very emotional issue in indigenous communities, and language fluency is synonymous with their identity as indigenous peoples (Sidi, 2020: 101), the Tengger people are no exception.

However, through the data obtained in this research, it can be seen how the people of Tengger are currently trying to embrace technology as a means to revitalize their language. Preventive steps and the creativity of the Tengger people in language can be seen in every text-speak conversation on WhatsApp social media. This is interpreted as a form of creativity and adaptation to communication media which is limited by the number of characters and words. The form of language creativity of the Tengger people can be seen in the form of combining several of their local languages into one conversational sentence that they will send and/or also changing the structure/writing features of the language according to how they pronounce it (Suratri & Gunawijaya, 2021: 44). The greater visibility afforded to code mixing in online contexts by the Tenggerese community helps to normalize and legitimize the practice in which language revitalization is being carried out (Chemers & Santana, 2022). This normalization of mixing was also able to reduce the barriers that the Tengger people felt to participate in using their language online. One word at a time and sporadically across discussions, postings, and comments, people can start utilizing their native tongue right away (Cassels, 2019: 25). The language creativity of the Tengger people is also identified as an effort to produce, consume and build solidarity with one another. Therefore, the phenomenon of text-speak that exists in the Tengger people also participates in the preservation of existing cultural heritage and customary practices.

This research supports previous research. For example, Handayani & Lutfi (2021) stated that the use of text messaging among Tenggerese speakers in East Java affected their linguistic competence and ability to use their native language. This research is also supported by Al-Sharqi & Abbasi (2020) that the social media can be utilized to revive and conserve endangered indigenous languages by connecting

speakers of the same language and offering a venue for language acquisition and practice. Dahdal (2020) also applies the use of WhatsApp to promote the use of language to increasing motivation to participate actively with a focus on how the platform can be used for language learning and practice. The results of this study corroborate those of other investigations, including Meighan's (2021), which examines that social media can be used to revitalize and preserve endangered languages by connecting language speakers and providing a platform for language practice.

There is a lack of specific research on the topic of Tengger Communities Creativity and Language Preservation in Text-Speak on the Whatsapp Social Media Platform. Most of the available research on text-speak and language preservation focuses on broader issues related to language diversity and cultural heritage. This means that there is a need for further research on the specific challenges and opportunities associated with text-speak in Tengger Communities. A further limitation of the research is that it frequently emphasizes the advantages of text-speak in language preservation rather than pointing out potential drawbacks or unfavorable effects. While text-speak is undoubtedly a useful tool for communication and language preservation, it is important to acknowledge that there may be challenges associated with its use, particularly in terms of standardization and erosion of traditional forms of language.

The available research tends to be more theoretical than practical, with little guidance or advice for Tengger Communities on how to effectively use text-speak for language preservation. Therefore, there is a need for practical research and guidance on how to develop and implement effective text-speak strategies for Tengger Communities that take into account the specific linguistic and cultural characteristics of these communities.

Conclusion

It can be concluded that there are various linguistic phenomena carried out by the Tengger people in the communication system on the WhatsApp media. Text-speak in Tengger communities is a unique and innovative way of communicating in Tengger language on Whatsapp. It functions as a tool for communication as well as the maintenance of language and culture. Tengger people are using text-speak to develop new terminologies, idioms, and expressions that are specific to their language and culture. Text-speak is also helping to bridge the gaps between different dialects of Tengger language and create a common language that all Tengger people can understand. Overall, text-speak in Tengger communities is a testament to the creativity, innovation, and resourcefulness of the Tengger people. This phenomenon certainly reflects the language creativity of the Tengger people in the current era of

modernization as a form of adaptation to the limited number of characters and words in communication media. From the data obtained, it was found that words belonging to the linguistic phenomena of orthographic abbreviation and phonological abbreviation were used to shorten the message conveyed. Lexical changes were also found in several words written via text messages, following the oral pronunciation that is often used and heard every day. Not only that, in contrast to the use of Indonesian in private chat rooms, Tengger people use Javanese and Javanese script when posting statuses on WhatsApp social media to write captions. This phenomenon that occurs is a form of language revitalization that occurs in the Tengger community so that it is maintained along with the times.

The use of technology, including digital platforms and social media, can help preserve the Tengger language by enabling its native speakers to write and communicate in their language, reducing the cost of publishing, and promoting literacy. The use of text-speak on the WhatsApp social media platform is a form of creative expression that can help preserve the Tengger language and cultural heritage. It is recommended that Tengger Communities continue to use text-speak on WhatsApp and consider utilizing other digital platforms and technologies to further promote and preserve their language. Governments and educational institutions should also consider promoting bilingual education programs that focus on popular literacy in endangered languages. Civil society and philanthropists can support efforts to preserve endangered languages and indigenous cultures.

Maintaining cultural diversity and the knowledge that goes along with it depend on the survival of endangered languages. By allowing native speakers to publish works in their own languages, lowering the cost of publishing, and fostering literacy, technology, such as computers and digital platforms, can be utilized to support the preservation of these languages. Text-speak is a type of creative expression that Tengger communities employ on WhatsApp to help preserve their language and cultural heritage. It is recommended that Tengger Communities continue to use text-speak on WhatsApp as a means of preserving their language and cultural heritage. They should also consider utilizing other digital platforms and technologies, such as online dictionaries and virtual worlds, to further promote and preserve the Tengger language. It is also important for civil society and philanthropists to support efforts to preserve endangered languages, including those spoken by indigenous peoples. Finally, governments and educational institutions should consider promoting bilingual education programs that focus on popular literacy in endangered languages to help ensure their survival.

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