

THE SOCIOLOGY STUDENTS OPINION IN ACADEMIC YEAR 2013 ABOUT REBO NYUNDA IN 2013 FISIP UIN SUNAN GUNUNG JATI BANDUNG

Irwansyah^a, Yosa Novia Dewi, M. Pd^b

^a Student at Universitas Islam Negeri Bandung, Indonesia

^b Lecturer at Putra Indonesia YPTK University, Indonesia

email address: irwansyah3ap3@gmail.com, yosa.novia@yahoo.com

Abstract

Language and culture are like two sides of a coin that can not be separated. The language used a group of people is a result of the creation of a culture, and finally agreed to use as a tool in the process of communication between communities. Bandung city as the center of Sundanese culture under the leadership of the mayor of his city, Ridwan Kamil, make a weekly program to maintain and preserve Sundanese culture through Rebo nyunda. Rebo nyunda activity is a program of the city government as part of the thematic prevailing in Bandung city. The purpose this research to know the Sociology students opinion in academic year 2013 FISIP UIN Sunan Gunung Jati Bandung regarding the legal basis and the Law Rebo nyunda policy in the city. Result of research found the process of socialization is conducted by Bandung government considered to be quite effective among students. Students are the main target of the program Rebo nyunda. So that Bandung government has a way to conduct the socialization to utilize online media, one of them Twitter. By using hastag #rebonyunda or #randakembang (Wednesday Sundanese in Bandung, this program will be increasingly recognized. Most of respondents stated that the implementation of the program Rebo nyunda Sundanese language will be known. Rebo nyunda program activities also has a function and a role as the revitalization of the use of local languages, namely Sundanese. It will also affect the growing recognition of Sundanese by the outside community as well.

Keyword: Language, Sundanese, Rebo nyunda, Sociology, Student

1. Introduction

1.1 Background of the problem

Language and culture are like two sides of a coin that can not be separated. The language used a group of people is a result of the creation of a culture, and finally agreed to use as a tool in the process of communication between communities. However, along with the development of increasingly faster, the current change and globalization are increasingly sophisticated, more people are forgetting the function of language and culture that has existed in its area. More people choose to study and review the language of modern culture with other nations.

Bandung city as the center of Sundanese culture under the leadership of the mayor of his city, Ridwan Kamil, make a weekly program to maintain and preserve Sundanese culture through Rebo nyunda. Rebo nyunda activity is a program of the city government as part of the thematic prevailing in Bandung city.

In the implementation of Community Bandung Rebo nyunda all people are encouraged to use the Sundanese language in daily activities. The

people not only use Sundanese language but also education institutions and private education encouraged for the use of Sundanese culture attributes in Wednesday, as kebaya clothing for women and pangsia tau Sundanese black.

Its not only the policy that is instructed by the government running well, based on our observations in the field through interaction with our friends as students, we found some opinion stating that the policy has not touched the effective socialization, the media used, not all people know, especially students, regulations and other unknown. So we are interested in doing a research to find out more about that and also public opinion in public, especially among students.

1.2 Identification of the Problems

Based on the background of the problem above, we can identify several problems, that are,

1. Students who come from different areas and should adjust to the policies issued by the city government
2. Culture as the identity of an area that should always be upheld and preserved its existence

1.3 Limitation of the Problem

Various problems arise related to the complexity of the object to be examined. Therefore, restrictions on the problem needs to be done so that the research is not far away with the topics to be research. This is done so the discussion can be more specific and focused, so it would be obtained a conclusion that is focused on the aspects that will be investigated. The limitation of the problem in this research is the Opinion of Rebo nyunda Policy of sociology students of FISIP UIN Sunan Gunung Djati Bandung in academic year 2013

1.3 Formulation of the problem

1. How the Sociology students opinion in academic year 2013 FISIP UIN Sunan Gunung Jati Bandung about the effectiveness of policy implementation Rebo nyunda in Bandung?
2. How the Sociology students opinion in academic year 2013 FISIP UIN Sunan Gunung Jati Bandung about the socialization process Rebo nyunda policy?
3. How the Sociology students opinion in academic year 2013 FISIP UIN Sunan Gunung Jati Bandung regarding the legal basis and the Law Rebo nyunda policy in Bandung?

1.4 Purpose of the Research

1. To know the sociology students opinion in academic year 2013 about Rebo Nyunda in 2013 FISIP UIN Sunan Gunung Jati Bandung.
2. To determine the students sociology opinion in academic year 2013 about the socialization Rebo nyunda FISIP UIN Sunan Gunung Djati Bandung
3. To know the Sociology students opinion in academic year 2013 FISIP UIN Sunan Gunung Jati Bandung regarding the legal basis and the Law Rebo nyunda policy in the city?

1.5 Significance of the Research

The results of this research is the theme of policy opinion Rebo nyunda Among Students in Sociology faculty in 2013 FISIP UIN Sunan Gunung Djati Bandung, it is expected to provide benefits to all parties. The usefulness of this research are as follows:

1. Theoretical Benefit
 - a. This research is expected to get information and also as reference related to policy Rebo nyunda in Bandung.
 - b. This research can be used as research relevant for other researchers.
2. Practical Benefit
 - a. For UIN Sunan Gunung Djati Bandung

- This research is expected to be used as a reference to improve the students' knowledge about the policy Rebo nyunda Among Students.
- b. For the researcher
 - This research was to qualify in order to complete the final subjects of Public Opinion in the Department of Public Communications UIN Sunan Gunung Djati Bandung.
 - Increasing the knowledge and experience of researchers in applying knowledge is gained during the course into a real masterpiece.
- c. For public
 - Expected to increase knowledge and provide extensive information about program policies Rebo nyunda Among Students UIN Sunan Gunung Djati Bandung.

2. Review Of The Related Literature

2.1 Definiton of Opinion

According Cultip dan Center in sastropetro (1987), opinion the attitude about an issue that is controversial. Opinion comes as a result of discussions about controversial issues, which pose a different opinion. Where the opinion comes from the opinions expressed by individual members of a group whose depend on the influences that launched the group.

2.2 Defeniyion of Public

The human according to nature are created by God with the concept of life that cannot be alone, therefore creating relationships between people (sociological). Furthermore, in order to achieve the fulfillment of the human lives that are outwardly different, of course, have different needs, so that sometimes occurs in the overlap between human fulfillments (caused by human ego). For the human life (public) is required for the arrangement of public space. That is what lies beyond our personality is public affairs.

Answering the question about the definition of public, associated with the prologue of human life, then the public can be defined as a group of individuals or humans in large quantities. Furthermore, according to the Public (Herbert Blumer) is also defined as a group of people who:

- ✓ Faced with a problem
- ✓ Various opinions regarding the ways of solving the problem
- ✓ Involved in discussions on the matter

Added by Emery Bogardus, he states that the Public is a number of people who are one in community and have the same stance on a social issue.

2.3 Defention of public opinion

As with other social sciences, the definition of public opinion, it is difficult to formulate a complete and intact. There are various definitions that appear, depending on which side we see it.

Viewed from Sociology, public opinion is defined as a force in society (William G. Summer). Here the power is not derived from an individual opinion, but rather the norm or myths that exist in public. This definition states that if an opinion shared by many people, it is assumed that it is the correct opinion.

Science Communication defines public opinion as an exchange of information that makes up the attitude, decisive issue in the community and expressed openly. Public opinion as a communication regarding certain matters which, if presented in the form or a certain way to certain people would bring a certain effect anyway (Bernard Berelson).

While Psychology defines public opinion as a result of the attitude of a group of people who show the same reaction to the same stimuli from the outside (Leonard W. Doob)

2.4 The process of the formation of public opinion

The process of formation of public opinion in each case may be fast, slow, or suspended. Certain factors limiting and affect a number of facts, experience and judgment on which the opinion formation. There is a possibility of some combination of factors that strengthen the similarity opinions, but there are a number of other factors that strengthen the diversity of opinions.

In some cases, one or several factors influence which exceeds other factors to the opinion held firmly by a certain group. In other cases a number of factors that weaken the influence opinions.

Finally, the opinion forming process may be suspended because there is no information or a strong resolution. There is only a strong influence, or influences are in opposition. In such cases, it is said does not happen opinion formation.

The strength of public opinion:

- a) Being social strength
- b) abolish values and norms in public
- c) Threatening someone's career, the existence of the organization or company

Thus, public opinion is the opinion generated by the elements as follows:

1. The existence of a problem or situation that raises controversial pros and cons.
2. The existence of the public who are lured to these problems and try to give their opinions.
3. There is an opportunity to exchange ideas or arguing about controversial issues.

From the definition above it can be concluded that:

- a) Opinion is a view, a decision, or estimated individual or group.
- b) Public opinion is the expression of the attitude of a person or group.
- c) Opinion is the complexity of an individual or group belief.

- d) Public opinion is an assessment of an individual or group.
- e) Public opinion is the opinion of an individual or a person

The factors are creating the opinion forming, according to DW Rajecki, in his book *Attitude, themes and Advence*, (1982), which has three components, which is known as the ABCs of Attitude, the explanation is as follows:

1. Component A: *Affect* (feeling or emotion)

This component is associated with pleasure, love, affection, fear, hate, sadness, and pride to sick or tired of something, as a result of after taste or arising after seeing and listening to. Then the affective component is an evaluation based on the feeling of someone who is emotive (emotional aspects) to produce the assessment, namely: "good or bad".

2. Component B: *behaviour* (attitude)

This component is showing behavior, for example, reacts to hit, smash, accept, reject, taking, buying, etc.. So it is a component to move a person actively (action element) to perform "acts or behaves" over a reaction at hand.

3. Component C: *Cognition* (understanding or reasoning)

Cognition component is related to one's reasoning to assess the information, messages and understanding the facts relating to the establishment. This component produces assessment or understanding of a person based on the ratio or reasoning ability. The cognitive meaning is an aspect of a person's intellectual abilities related to science. (in Ruslan, 2003:61)

According to Renald Kasali, in his book *Menajemen Publik Relations Konsep dan Aplikasinya di Indonesia*, (2003), the development of individual opinions into public opinion, both are supportive want to come, by and large through several stages:

1. the process of time, Require process time to form a consensus on each individual, and how long it will take is dependent on the element of emotion, perception and trust on an issue news emerging, the same level of experience and to the action taken by news sources.
2. Coverage (public area), consensus on each individual to the formation of public opinion, it usually starts from the most minor segment (small), then sooner or later become a major segment or coalition with a large group.
3. Past experience, Audience generally has had experience of the particular issue being exposed. Intensifying the relationship between the audience and the issues as objects of talks, the more commonality of experience that will be felt by the audience become a consensus.
4. Figures, almost every case including criminal cases exposed out by the mass media, it is definitely there will always be "characters" (actor), both intellectual, politicians,

executives, religious leaders and communities to establish community consensus.

5. the mass media as formers of public opinion, the news is displayed or exposed out by the mass media is an effective way of shaping public opinion or the public (in Ruslan, 2003:65-68).

Opinion individuals emerged as a result of perceptions that arise to a problem that occurs in the community. Opinion is based on the interpretation of each individual or each person will be different views on an issue. The opinion can agree and disagree, or cause the pros and cons. Thus, it will be known that there are others who agree and some do not agree with him, after he was in the conversation with other people. Thus, public opinion is a fusion of the opinions of individuals.

2.5 Public Opinion and Public Policy

In democracy, the one can say that public policy is a function of public opinion, it also makes it clear that public policy is output on public opinion born of public demand for policies referred to above. The argument is the policy agenda is strongly influenced by public opinion is true because in the preparation of agenda setting to define a policy must still pay attention to public opinion among others, what is needed or become factors of the emergence of demand for good policy because the policy is a policy born upon request and needs of the community so that public power is reinforced by the fact that opinions are measured and treated with full attention by policy makers that will be born of a policy that really needed the community.

This is in contrast with the French State, for example, there was not much attention to public opinion, there is no law making body and no comments in newspapers or magazines (Gunn, 1989:251). Contrasts with democratic country that gives freedom to its citizens to channel their opinions and interact sort of free Indonesia in providing insert and direct control of the policy process from agenda setting process until the evaluation of a policy.

1970 appeared a renewed focus on the impact of media on the political process and the relationship between media with public opinion and public policy. *McCombs dan Shaw* concluded that the media plays an important role in determining the agenda has the power to determine which topics to be discussed. In the process of agenda setting aside non-governmental organizations, political parties and interest groups, the media is very central role in providing insight and enter on policy issues that arise from the bottom. *Robert Mayer* examines the role of media in two models for the formation of the agenda setting:

- unidirectional
- multidirectional

McCombs and Shaw propose a framework that states that the media influence public views on issues considered important. The greater's attention given to an issue, the more likely the public to think of it as agenda setting and vice versa.

These models illustrate the importance of the media in the determination of setting a policy agenda, but this model is considered less give an explanation about the influence of media on the personal agenda of the audience means that there is no doubt of media and public relations in developing an issue because the issue is born by the media often do not become representation of the wishes of the people, or in other words the media take at random but not necessarily emerging issues really become a public opinion.

Cobb and Elder revealed that the issue would be created through several possibilities :

1. The issue was made by the political parties concerned
2. The issue is made for personal or group interests
3. Issues created by an unforeseen event
4. The issue is made by people who want to repair.

3. Result And Discussion

3.1 Data Description

3.1.1 Description Research Area Coverage

Department of Sociology in academic year 2013 is part of the Faculty of Social and Political Sciences which is part of UIN Sunan Gunung Djati Bandung, in this research the researchers chose this faculty because of the smaller scope and easily accessible because it is not necessary to go out of the campus daily. Besides, the other reason is a matter of time and mobility were considered easy to be reached and not disturb during the lecture. For that reason we chose in Sociology faculty in academic year 2013.

3.1.2 Description of Informant (respondents)

Informants in this research are 50 people, consisting of students who know about the activities of Rebo nyunda. By the number of informants, researcher is still not able to get a lot of information needed. Population identified is all students majoring in sociology in academic year 2013

3.2 Discussion

In this research, we propose six questions and it will be answered by each respondent. The list of questions is:

Questions	Very agree	Agree	Less agree	disagree	Strongly disagree
I know about Rebo Nyunda in Bandung					
The government is very effective in campaign Rebo Nyunda activities					
I know the legislation about Rebo nyunda activities					
I support the implementation of Rebo Nyunda activities in Bandung					
Rebo nyunda is very effectively applied as efforts to revitalize the functions and role of the use local language					
Sundanese will be known and loved by the Sunda community and other tribes after implementation Rebo nyunda					

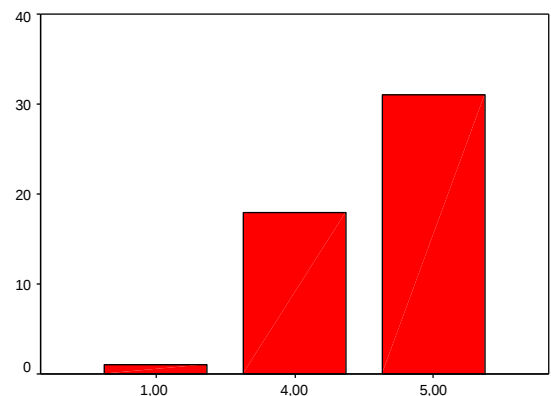
The value each answer divided into provisions:

- ✓ 5= very agree
- ✓ 4= agree
- ✓ 3= less agree
- ✓ 2= disagree
- ✓ 1= strongly disagree

Statistics

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006
N Valid	50	50	50	50	50	50
Missing	0	0	0	0	0	0
Median	5,0000	4,0000	3,0000	5,0000	5,0000	4,0000
Mode	5,00	4,00	2,00	5,00	5,00	4,00
Minimum	1,00	2,00	1,00	3,00	3,00	3,00
Maximum	5,00	5,00	4,00	5,00	5,00	6,00

VAR00001



VAR00001

1. I know Rebo Nyunda in Bandung (62% answer very agree)

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	1	2,0	2,0	2,0
4,00	18	36,0	36,0	38,0
5,00	31	62,0	62,0	100,0
Total	50	100,0	100,0	

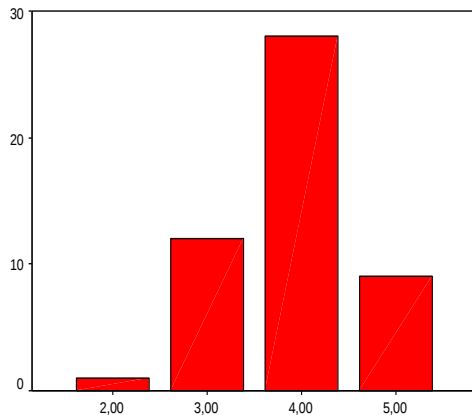
Based on the results above, the graph proved that sociology students UIN Sunan Gunung Djati in academic year 2013 most of them know about the activities of Rebo nyunda. Intensive socialization is done using social media is effective in campaigning for this program as in social media twitter. By emerging *hashtag* or keywords #rebonyunda means Wednesday (language) Sunda atau #randakembang which means Wednesday sunda in Kembang city. Unique keyword is apparently enough to suck the public interest, so that by itself Rebo nyunda increasingly recognized by the public.

2. The Government of Bandung is very effective in campaigning Rebo nyunda program (56% answer agree)

VAR00002

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	2,0	2,0	2,0
	3,00	12	24,0	24,0	26,0
	4,00	28	56,0	56,0	82,0
	5,00	9	18,0	18,0	100,0
Total		50	100,0	100,0	

VAR00002



VAR00002

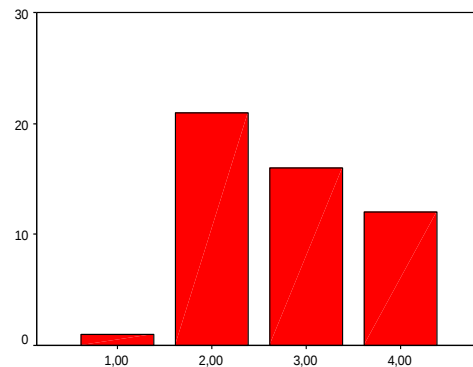
Because involve all elements of public in campaigning program, especially online media, Rebo Nyunda program considered to be very easy to touch all elements of public in the city, especially students as the holder of an active role in sharing information

3. I know the legislation about **Rebo Nyunda**(42% answer less agree)

VAR00003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	2,0	2,0	2,0
	2,00	21	42,0	42,0	44,0
	3,00	16	32,0	32,0	76,0
	4,00	12	24,0	24,0	100,0
Total		50	100,0	100,0	

VAR00003



VAR00003

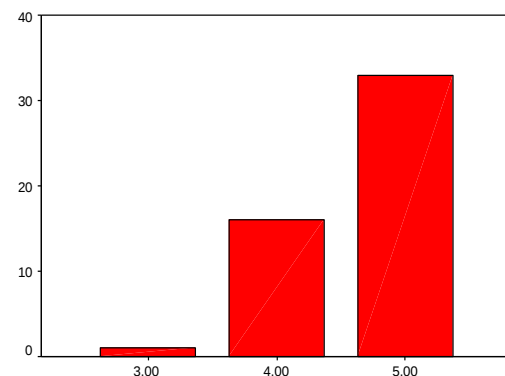
Local regulation (Perda) No Bandung 2 of 2012 concerning the use and preservation of language, literature, and Sudanese script supported by the previous regulation, namely regulation no. 6 of 1996 concerning the preservation, promotion and development of language, literature and literacy Sudanese replaced by regulation no. 5 of 2003 on the maintenance of the language, literature and literacy area. It turns out the majority of Sociology student UIN Bandung 2013 do not yet know about the legal basis of Rebo nyunda program.

4. I support the implementation of **rebo nyunda activities in Bandung** (66% answer very agree)

VAR00004

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	1	2,0	2,0	2,0
	4,00	16	32,0	32,0	34,0
	5,00	33	66,0	66,0	100,0
Total		50	100,0	100,0	

VAR00004



VAR00004

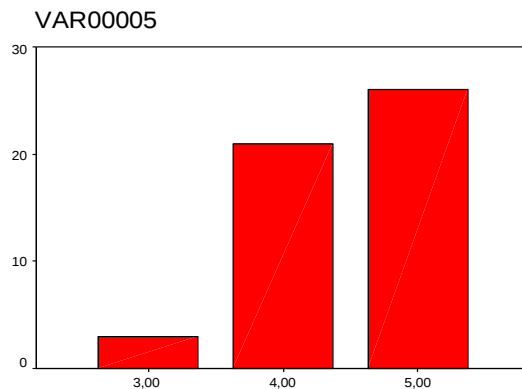
The use of local languages, especially Sudanese among Sociology students UIN Sunan Gunung Djati Bandung in academic year 2013, initially tended to

decrease. But with the presence Rebo Nyunda program policies they felt aware of the importance of preserving the culture of the area and they are very supportive of this positive program.

5. **Rebo Nyunda** is very effective as an effort to revitalize the functions and role of the use of regional languages (52% answer very agree)

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	3	6,0	6,0	6,0
4,00	21	42,0	42,0	48,0
5,00	26	52,0	52,0	100,0
Total	50	100,0	100,0	



VAR00005

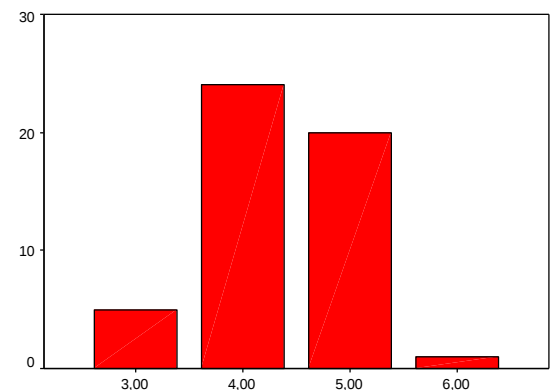
One of causes the extinction of local languages is due to the fewer number of speakers. Regional language is only controlled by the parents while their children are not. For that Rebo nyunda become one of the programs that can be regarded as a program that has the role of cultural revitalization with priority to be implemented in educational institutions such as schools.

6. **Sundanese** will be known and loved by the people and other and after the implementation of **Rebo Nyunda** (48% answer agree)

VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	5	10,0	10,0	10,0
4,00	24	48,0	48,0	58,0
5,00	20	40,0	40,0	98,0
6,00	1	2,0	2,0	100,0
Total	50	100,0	100,0	

VAR00006



VAR00006

Bandung is like a magnet, a lot of people come to this city with just traveled or even settling for staying. Many ethnics such as Batak, Malay, Betawi, Javanese and Chinese, living in Bandung. This will facilitate the Sundanese language will be better known by the people who live in Bandung. Furthermore, after the immigrant communities return to the region then they would still recognize and introduce Sundanese to the public in their area.

4. Closing

4.1 Conclusion

Based on the findings of research and discussion, we can conclude the following matters:

1. The process of socialization is conducted by Bandung government considered to be quite effective among students. Students are the main target of the program Rebo nyunda. So that Bandung government has a way to conduct the socialization to utilize online media, one of them Twitter. By using hastag #rebonyunda or #randakembang (Wednesday Sundanese in Bandung, this program will be increasingly recognized.
2. As a legal basis for local regulation (Perda) No. Bandung. 2 of 2012 concerning the use and preservation of language, literature, and Sundanese script supported by the previous regulation, namely regulation no. 6 1996 about the preservation, training and development of language, literature and literacy Sundanese replaced by regulation no. 5 of 2003 on the maintenance of the language, literature and literacy area. In fact Sociology students of UIN Bandung in 2013 do not yet know about the legal basis of the program Rebo nyunda
3. Most of respondents stated that the implementation of the program Rebo nyunda Sundanese language will be known. Rebo nyunda program activities also has a function and a role as the revitalization of the use of local

languages, namely Sundanese. It will also affect the growing recognition of Sundanese by the outside community as well.

4.2 Recommendation

1. For government

Government as the highest authority, and also regulators should also introduce policies and socialize about the legal basis used in an executable program. It is intended that the community as a target of the program have responsibilities and participate in supporting the program.

2. For public

The public especially students should always support program issued by the government, especially the policy *Rebo nyunda* have a very positive purpose which is to restore the function of the use of regional languages in West Java, especially in Bandung

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Riwayat Penulis

Irwansyah. Pemuda yang sering dipanggil Irone ini lahir di Sukabumi, 16 Januari 1995. Ia merupakan anak ketiga dari enam bersaudara. Saat ini ia sedang menempuh studinya di jurusan Ilmu Komunikasi Konsentrasi Bidang Hubungan

Masyarakat (Public Relations) Fakultas Dakwah dan Komunikasi (FIDKOM), UIN Sunan Gunung Djati Bandung (UIN SGD Bandung).

Yosa Novia Dewi, M.pd. Yosa lahir di Padang pada tanggal 19 Januari 1984. Beliau menamatkan pendidikan S1 di STKIP Lubuk Alung dan kemudian melanjutkan S2 di Universitas Negeri Padang pada jurusan Magister Pendidikan Bahasa Inggris. Beliau menamatkan program magisternya pada tahun 2012. Beliau merupakan salah satu staf pengajar (dosen) di Universitas UPI YPTK. Selain itu, beliau juga bekerja sebagai translator jurnal dan paper. Hingga saat ini, sudah puluhan jurnal yang berhasil beliau translate ke Bahasa Inggris. Hampir semua jurnal dan paper yang beliau translate dipresentasikan di forum Internasional dan dipublikasikan pada beberapa jurnal internasional. Ibu dari 2 anak ini mulai aktif mengakses lomba-lomba penelitian dan paper sejak tahun 2014. Ketertarikan ini muncul saat Beliau aktif menjadi translator jurnal maupun paper tersebut.