

**IMPLEMENTATION OF UNGGAH-UNGGUH BASA IN THE ETIQUETTE OF
COMMUNICATING USING JAVANESE ON SOCIAL MEDIA**

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ABSTRAK

This community service program aims to introduce and instill the values of etiquette and politeness in Javanese language for communicating on social media. The partner of this activity is SMP Negeri 2 Surakarta. This training targets school students. One of the reasons for holding the training at this school is because this school has a very large number of students with the condition that almost all of the students use cellphones in their daily lives. The event carried out was a training in etiquette and politeness in communicating using Javanese language on social media conducted by the Pengabdian Kepada Masyarakat Hibah Grup Riset (PKM HGR-UNS) Tahun 2025 Program Studi Pendidikan Bahasa Jawa, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret Surakarta. The methods used in this community service activity are: (1) expository (explanation), (2) group discussion, and (3) assignments. The results of the activity show that junior high school students have a better understanding of Javanese language ethics in the digital space, and are able to identify and apply appropriate forms of etiquette and politeness in various online communication situations. This activity demonstrates the effectiveness of a local culture-based educational approach in fostering polite and ethical language awareness among the younger generation. Therefore, local wisdom values, such as polite language, need to be continuously internalized in language education, particularly in the context of today's digital communication.

Keywords: unggah-ungguh basa; manners; politeness; social media

INTRODUCTION

Nowadays, almost everyone uses social media as a means of communication and self-expression. Various types of social media platforms have emerged along with technological advancements. Social media is the most modern means of communication. Zainta et al. (2022) explain that social media is a way to communicate with each other online, allowing people to interact without the constraints of time and space. It seems that no one is immune to the proliferation of social media platforms.

Social media falls into the new media category. New media is a digital communication technology device that has a broad reach for its users and functions as a communication tool (Manurung et al., 2021). It is undeniable that communication tools are constantly evolving. The emergence of various types of mobile phones has been followed by an increasing number of social media platforms, such as TikTok, Facebook, X, Threads, Instagram, WhatsApp, Telegram, and so on. Each social media platform offers its own advantages and competes to attract as many users as possible.

The increasingly comprehensive features offered by each social media platform make it easier for users to communicate. Communication via social media, which is not limited by time and space, naturally leads to increased use of social media as a means of communication. However, this creates a gap when the more people communicate through social media, the more people neglect communication etiquette. Communication etiquette encompasses manners and politeness. The purpose of maintaining polite language is to maintain smooth interactions and communication (Putri et al., 2021).

The younger generation, especially students in schools, increasingly uses Javanese or even Indonesian in everyday communication. As part of Javanese society, this is certainly concerning. The pressure to master a foreign language is also a factor in the decline in the number of Javanese speakers. This is evident in the learning process in schools, which often teach foreign languages over Javanese. This is due to the lack of attention given by some parties who consider Javanese an unimportant subject (Chotimah et al., 2019). Javanese is only considered a local content subject and is often neglected with a relatively short study time of only one to two hours per week.

Many people currently believe there's a crisis in the ability to speak Javanese correctly. Furthermore, training for students is expected to equip them, as the next generation, to preserve Javanese culture, particularly the Javanese language. This is important considering that students in schools are part of a social group that frequently engages in community activities. These activities naturally require good language communication skills.

This is where mastering Javanese language, including appropriate manners and politeness, according to the context of the situation, is crucial. This aligns with Retnoningsih (2019), who stated that previous generations described behavior and conduct as appropriate to the Javanese language's levels. These levels are known as *unggah-ungguh basa*.

On this occasion, the object of the problem among students is the less than optimal mastery of language, especially Javanese. Language proficiency referred to in this context includes spoken and written language in various social media. The Javanese language emphasized is Javanese with good manners and politeness when they communicate through social media. The application of Javanese cultural etiquette is accustomed through modeling and habituation from parents in terms of socializing within the family, school, and community environment based on *unggah-ungguh*, etiquette, and cultural values (Apriliani & Dewi, 2019).

Based on the above background, the community service team realized that the use of language in communication requires a high level of etiquette and politeness. In accordance with the Javanese language-based study program and research group, this community service focuses on the use of Javanese language that incorporates etiquette and politeness. This community service will be implemented at a junior high school in Surakarta City. The target of this junior high school is because junior high school-aged teenagers are among the largest users of social media. Furthermore, schools are also an appropriate target, considering that this training will ultimately bring benefits and its sustainability can be further developed through education in schools.

This community service activity is crucial and necessary considering that in the post-pandemic era, students are increasingly using social media for communication. Therefore, training is needed to familiarize students with proper etiquette and manners when communicating in Javanese on social media. This community service activity, targeting school students, is expected to contribute to the preservation of the Javanese language by the Program Studi Pendidikan Bahasa Jawa, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelasa Maret.

RESEARCH METHODS

This community service program aims to introduce and instill the values of etiquette and politeness in the language of communication on social media. The partner of this activity is SMP Negeri 2 Surakarta. SMP Negeri 2 Surakarta is one of the public schools in Surakarta City, precisely at Jalan Apel No. 3, Jajar Village, Laweyan District, Surakarta City, Central Java Province. This training targets school students. One of the reasons for holding the training at this school is because this school has a very large student population with the condition that almost all students use cellphones in their daily lives.

This community service activity was carried out on May 26, 2025, at SMP Negeri 2 Surakarta. The event was a training on etiquette and politeness in communicating using Javanese on social media conducted by the Pengabdian Kepada Masyarakat Hibah Grup Riset (PKM HGR-UNS) Program Studi Pendidikan Bahasa Jawa, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret Surakarta.

The methods used in this community service activity are: (1) expository (explanation), (2) group discussion, and (3) assignment. The expository (explanation) and group discussion methods are implemented to provide material to the target audience regarding the use of good and correct Javanese, the use of Javanese in various situational contexts, and the relevance of the use of good and correct Javanese as a means of forming character and noble character, especially for the younger generation. Assignment activities are implemented to improve abilities in terms of acquiring and mastering good and correct Javanese and the practice of using Javanese in a good and correct variety according to the context of the situation.

RESULTS AND DISCUSSION

Social media has become the most widely used means of communication and interaction. Various social media platforms are constantly evolving. TikTok, X, Instagram, Threads, Facebook, WhatsApp, and Telegram are just a few of the dominant platforms. The dominance of social media as a communication tool is inextricably linked to various technological advances.

Communicating on social media inevitably involves using language as a medium. Every human being uses language to interact with others. Effective communication requires a good command of the language. Good language is communicative and frequently used in both spoken and written communication.

There's something concerning about the use of language on social media. The freedom to communicate sometimes makes people forget that social media communication also requires etiquette and good manners. This forgotten etiquette and good manners can have a negative impact on users. We often encounter impolite words or sentences that ultimately have detrimental consequences for users, especially teenagers. It's not uncommon for issues with communication on social media to end up in court.

Social media, or online media, is currently the most frequently used medium by students. They use social media almost daily and at every opportunity. To avoid negative consequences when communicating on social media, students must be mindful of the language they use.

One way a person's personality is reflected in their language. If someone can speak with good manners and politeness, in accordance with the *unggah-ungguh basa*, then it's certain that the young person possesses noble character, politeness, and morals.

Mistakes in the application of *unggah-ungguh basa* are common in social media communications. This occurs because students often use Indonesian when communicating with teachers, staff, and colleagues during meetings or formal events. Based on these issues, the community service team is working to address them through various efforts, one of which is conducting training on the proper use of *unggah-ungguh basa*, in accordance with polite language, etiquette, and politeness, among students, especially when communicating on social media.

This community service activity was carried out at SMP Negeri 2 Surakarta. The event was a training on etiquette and politeness in communicating using Javanese on social media conducted by the Pengabdian Kepada Masyarakat Hibah Grup Riset (PKM HGR-UNS) Program Studi Pendidikan Bahasa Jawa, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret Surakarta.

The community service entitled "Pelatihan Tata Krama dan Sopan Santun dalam Berkomunikasi Menggunakan Bahasa Jawa di Media Sosial di SMP Negeri 2 Surakarta" was first

opened by the head of the HGR-UNS PKM team, Dr. Djoko Sulaksono, S.Pd., M.Pd. He explained the purpose of the community service carried out by the team.

This training event was held on May 26, 2025, with a total of 50 participants. Participants consisted of students in grades VII, VIII, and IX of SMP Negeri 2 Surakarta. After the opening ceremony, the event continued with presentations by two speakers, Kusmira Dwi Ayuani, M.Pd. and Rosy Trisanti, M.Pd.

Unggah-ungguh basa Jawa are variations in which the differences between one and another are determined by the differences in politeness between the speaker (O1) and the conversation partner (O2). These variations manifest in different words but have the same meaning, for example *rambut-rikma*, *mangan-nedha-dhahar*, *туру-tilem-sare*, and so on. To better appreciate the community service activities carried out by the Pendidikan Bahasa Jawa study program, the description of the results achieved will be presented in both Javanese and Indonesian.

Krama Javanese language training for students and pupils at school aims to foster a love and respect for the Javanese language as part of Javanese culture. The use of *krama* Javanese is expected to foster noble character and good manners among young people. Furthermore, the etiquette of communicating with others via social media is also discussed. As we know, the pandemic has required us to spend more time at home and avoid activities involving large crowds, making social media a crucial tool. However, students often forget that communication on social media also requires proper etiquette and manners. Therefore, material on communicating using Javanese on social media is also emphasized.

The presentation by the community service team received a positive response from the participants, as evidenced by the numerous discussions and questions raised. The results showed that junior high school students had a better understanding of Javanese language etiquette in the digital space and were able to identify and apply appropriate forms of polite language in various online communication situations. This activity demonstrated the effectiveness of a local culture-based educational approach in fostering awareness of polite and ethical language among the younger generation.

Local wisdom values, such as *unggah-ungguh basa*, need to be continuously internalized in language education, particularly in the context of today's digital communication. Below are photos of the activity.



Figure 1. Speech by the Chair of Community Service



Figure 2. Delivery of Unggah-ungguh Basa Material



Figure 3. Delivery of Material on Communication Etiquette on Social Media

CONCLUSION

This community service activity was held at SMP Negeri 2 Surakarta. The event was a training on etiquette and politeness in communicating using Javanese on social media conducted by the Pengabdian Kepada Masyarakat Hibah Grup Riset (PKM HGR-UNS) Program Studi Pendidikan Bahasa Jawa, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sebelas Maret Surakarta. The results of the community service activities indicate that junior high school students have a better understanding of Javanese language etiquette in the digital space, and are able to identify and apply appropriate forms of *unggah-ungguh basa* in various online communication situations. This activity demonstrates the effectiveness of a local culture-based educational approach in fostering polite and ethical language awareness among the younger generation. Therefore, local wisdom values such as *unggah-ungguh basa* need to be continuously internalized in language education, especially in the context of today's digital communication. This community service activity, targeting students, is expected to contribute to the Pendidikan Bahasa Jawa FKIP UNS, in preserving the Javanese language, which is currently considered to be experiencing a crisis in the ability to speak Javanese correctly. Furthermore, training for teenagers is expected to equip the next generation to preserve Javanese culture, particularly the Javanese language. This is important considering that young people, especially youth groups, are part of a social group that frequently engages in community activities. These activities certainly require good language communication. This is where a good and correct command of Javanese, appropriate to the context of the situation, is crucial.

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