

Degrees of acceptance of newly coined words in the corpus planning of the Indonesian Language

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Abstrak

This paper reports on the results of a survey conducted with a view towards finding out why words coined or introduced by the Indonesian National Center of Language Development are readily, half-readily or not readily accepted by the target speech community as exemplified by the words *mantan* ("former";) *anda* ("you") and *sangkil* ("efficient") respectively. Data were drawn by means of a survey questionnaire which was developed on the basis of an assumption that corpus planning products can be likened to manufactured goods and that members of the community will "buy" them if: (1) they know that they exist; (2) they need them; (3) they believe they are good (or better than the existing ones); (4) other people (possibly whose socioeconomic status is higher) use them; and (5) they know how to use them. The data obtained were analyzed along this line of thinking, including using a five-point semantic-differential scale for measuring respondents' assessment of some newly coined or introduced words or terms. The implications of the findings for the corpus planning of Indonesian, the national language of Indonesia, are considered.