

## Color Categories in Kerinci Language

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### ABSTRACT

Among the two main views on color categories, Universalism and Relativism, the debate has not yet come to an end whether color cognition should be looked at as an innate physiological process or more of an intra-cultural process. In the middle of the debate comes an alternative view that looks at the combination of the two previous views. This study is not going to argue or support either one of the views. However, this study aims to be a preliminary study of color perception in Kerinci language in Jambi province. This study was conducted by using Munsell color chart adopted from World Color Survey. Six native speakers were selected based on certain criterias and later were shown the color chart. Result of this study will give insight on what color categories known in Kerinci language, which color is the most prominent one for each category, and how the local people categorize colors in their specific culture. This preliminary study is expected to be a basis for further and more comprehensive research on color categories in Kerinci language.

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