

## **Asserting peripherality in Sulawesi: local varieties and the rejection of Jakarta-based norms**

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Sulawesi is Indonesia's fourth largest island, with complex geography and a high level of linguistic and cultural diversity. The largest cities are Makassar in the south-west and Manado in the north-east, each exerting a large amount of linguistic influence over their hinterlands. Manado Malay is a creole-based vernacular Malay, while Makassar Indonesian appears to be a relatively recent mixture of the local language Makassarese and standard Indonesian disseminated through the education system. Data taken from interviews and social media shows that what these two very different places have in common is a consistent lack of markers of Colloquial (Jakarta) Indonesian (Sneddon 2006, Ewing 2005), despite the ubiquity of this variety in popular media, and counter to observations such as Manns (2010) that ' a national informal variety of Indonesian, heavily rooted in the Jakarta dialect, appears to be emerging'. It will be argued that while Jakarta was in previous decades seen as the source of Gaul or 'cool', this is no longer the case as local varieties gain prestige.

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Manns, H. (2010). Indonesian slang in Internet Chatting. In S. Babatunde, A. Odebunmi, A. Adetunji & M. Adedimeji (eds), *Studies in Slang and Slogans* (pp. 71-99). Munich: Lincom.

Sneddon, J. N. (2006). *Colloquial Jakartan Indonesian*. Canberra: Pacific Linguistics.