This research is aimed to identify cultural terms in Ratih Kumala’s Gadis Kretek, to classify the cultural terms in Ratih Kumala’s Gadis Kretek based on Newmark classification and to describe the role of the use of those cultural terms in depicting the cigarette culture and history in Indonesia, especially in Java. Ratih Kumala’s Gadis Kretek was published in 2012. It tells about the history of cigarette in Indonesia through the perspective of the life of one of cigarette producer in building his own business.

The data were collected by using documentation analysis intake-note method. There are 363 cultural terms found in Ratih Kumala’s Gadis Kretek. Those terms were classified into cultural categorization stated by Newmark, they are material concept, social culture, religious terms, activity, and ecology.

The result shows that the cultural terms in Ratih Kumala’s Gadis Kretek are successfully categorized by using Newmark classification. However, there are some cultural terms that do not fit any of that Newmark classification. Therefore, it is deemed to necessary to add two more categories, based on the research finding, to the original ones. Gadis Kretek novel is written in Bahasa Indonesia, however Ratih Kumala as the author of Gadis Kretek Novel uses the cultural terms, not only in Bahasa Indonesia but also in Javanese, to describe the cigarette culture and history in Indonesia. It is necessary for the author to use cultural terms in their own language to expound the real situation.

**Keywords**: Cultural terms, Newmark, Gadis Kretek Novel

1. **INTRODUCTION**

A novel, one of literary work, is one of means of communication. It means that the author of the novel conveys his idea to his reader through the story in the novel. Conveying the idea of the author to the reader can be classified into communication activity.

Gadis Kretek, written by Ratih Kumala, has Javanese culture as its social background. It describes the history of cigarette in Indonesia, especially in Javanese culture through the perspective of the life of one the producer of cigarette in building its own cigarette business. Ratih Kumala describes the history of cigarette in Indonesia by using some cultural terms in order to make the readers get the concept of cigarette history specifically. Although Gadis Kretek is written in Bahasa Indonesia, the cultural background of Gadis Kretek is Javanese culture. Therefore, Ratih Kumala, as the author uses some terms in Javanese language, for example the word ‘mitoni, ‘mas’ and ‘srinthil”’. It is because the concepts of some terms in Javanese...
language could not be delivered correctly in Bahasa Indonesia.

Based on the above background, the research questions are; 1. What are the cultural terms used by the author to describe the history of cigarette in Indonesia? 2. What are those cultural terms found in Gadis Kretek novel categorized by using Newmark classification? 3. What do those cultural terms found in Gadis Kretek novel describe the history of cigarette in Indonesia?

Therefore for answering the question research, this research is aimed to identify cultural terms in Ratih Kumala’s Gadis Kretek, to classify the cultural terms in Ratih Kumala’s Gadis Kretek based on Newmark classification and to describe the role of the use of those cultural terms in depicting the cigarette culture and history in Indonesia, especially in Java.

2. LITERARY REVIEW

Peter Newmark (1988:94) defines culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression. He categories cultural words into five different groups; they are ecology, material culture, social culture, organization, customs and concept as well as activity and procedures. The examples of those classification is seen in the following:

b. Material culture refers to food, clothes, houses and towns and transport in a certain culture.
c. Social culture includes work and leisure.
d. Organization, customs, activities, procedures and concepts. The political and social life of a country is reflected in its institutional terms.
e. Gesture and habits.

3. METHOD OF RESEARCH

This research is included to qualitative descriptive research since the research has purpose to give the factual description systematically and the data found are not analyzed by using number.

The data of research are taken and classified based on the purpose of the research. Therefore, the first purpose of the research is identifying the cultural terms in Gadis Kretek novel. The data of this research are taken by the following steps:

a. Reading Gadis Kretek novel carefully.
b. Identifying the cultural terms found in Gadis Kretek novel.
c. Noting those cultural terms found in Gadis Kretek novel.

The data found are grouped by using Newmark cultural terms’ classification, and then the data are described to depict the history of cigarette in Indonesia, particularly in Javanese.

4. FINDINGS

Cultural terms are classified based on Newmark classification (1988:95). There are 363 cultural terms found in Gadis Kretek novel. Those terms are classified into 10 different groups; they are social culture (164 terms), material culture (79 terms), concept (59 terms), activity (31 terms), religion (18 terms), custom (5 terms), onomatopoeia (3 terms), ecology (2 terms), organization (1 term) and expression (1 term).
The following table is presented to show the classification of cultural terms found in Gadis Kretek novel.

Table 1. Cultural Terms found in Gadis Kretek

<table>
<thead>
<tr>
<th>Cultural Terms</th>
<th>Quantity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Culture</td>
<td>164</td>
<td>45.2%</td>
</tr>
<tr>
<td>Material Culture</td>
<td>79</td>
<td>21.8%</td>
</tr>
<tr>
<td>Concept</td>
<td>59</td>
<td>16.25%</td>
</tr>
<tr>
<td>Activity</td>
<td>31</td>
<td>8.5%</td>
</tr>
<tr>
<td>Religion</td>
<td>18</td>
<td>4.9%</td>
</tr>
<tr>
<td>Customs</td>
<td>5</td>
<td>1.4%</td>
</tr>
<tr>
<td>Onomatopoeia</td>
<td>3</td>
<td>0.82%</td>
</tr>
<tr>
<td>Ecology</td>
<td>2</td>
<td>0.55%</td>
</tr>
<tr>
<td>Organization</td>
<td>1</td>
<td>0.28%</td>
</tr>
<tr>
<td>Expression</td>
<td>1</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

The table shows that terms grouped in social culture are mostly found in Gadis Kretek novel. They are 164 terms or 45.2%. The second position is terms grouped in material culture as 79 terms or 21.8%. The next places are terms grouped in concept, activity and religion. They are 59 terms (16.25%), 31 terms (8.5%) and 18 terms (4.9%) respectively. The terms grouped in customs and onomatopoeia are 5 terms (1.4%) and 3 terms (0.82%). The last groups showed in the table are terms grouped in ecology, organization and expression. They are 2 terms (0.55%) in ecology group, 1 term (0.28%) in organization group and 1 term in expression group (0.28%).

Those groups of terms are included on Newmark cultural terms classification, except the terms grouped in onomatopoeia and in expression. The terms, grouped in onomatopoeia and expression, do not fit any of that Newmark classification.

5. DISCUSSION

Ratih Kumala’s Gadis Kretek novel was published in 2012 by Gramedia Pustaka Utama. It tells the history of cigarette production in Indonesia through the perspective of the life of the producer of cigarette. The history of cigarette production in Ratih Kumala’s Gadis Kretek novel is started in period before the declaration of proclamation of Indonesian independence. Ratih Kumala uses certain cultural terms for describing the condition of Indonesia, particularly in Java and also for describing the parts of cigarette as the main point of this novel.

Therefore, many cultural terms are found in Ratih Kumala’s Gadis Kretek novel. Those terms are grouped by using the Newmark cultural terms classification, they are 10 different groups; they are social culture (164 terms), material culture (79 terms), concept (59 terms), activity (31 terms), religion (18 terms), custom (5 terms), onomatopoeia (3 terms), ecology (2 terms), organization (1 term) and expression (1 term). The description of each category is seen in the following:

a. Social culture terms

Social culture refers to social concept found in a certain society. Social culture terms are mostly found in Ratih Kumala’s Gadis Kretek novel. They are 64 terms (45.2%). The example of social culture term is seen in the following:

GK/007 Tepatnya ketika kakak tertuaku, Mas Tegar menikah.

The word ‘Mas’ is classified into social cultural term. It is aimed to address the older brother or the older man in Javanese society. ‘Mas’ specifically has
social concept in Javanese culture. It is used for showing respect to older brother or the older man.

b. Material culture terms
Material culture terms include the concept of things like food, clothes, houses and towns, and transportation means in a certain society. There are 79 material culture terms (21.8%) found in Ratih Kumala’s Gadis Kretek novel. The following is the example of data with material culture terms;

GK/065

_Paling-paling yang dilihat Menara Kudus dan makan soto Kudus._

The phrase ‘soto Kudus’ refers to traditional Indonesian soup mainly composed of broth, buffalo meat and vegetables. The use of buffalo meat is aimed to the local taboos for not consuming the beef. ‘Soto Kudus’ is classified as the material cultural terms since it is only found in Kudus with certain cultural concept.

c. Concept terms
Concept terms refer to mental description of the object, process, or other things outside the language that used by sense to comprehend the others things. There are 60 terms (16.5%) grouped into concept terms. One example of the concept terms found in Ratih Kumala’s Gadis Kretek is seen in the following;

GK/044

_{“KW 12”, ya? Ha..ha..ha…!” komentar Erik.}_

Phrase “KW 12” is classified into cultural terms, especially in concept terms since the concept of “KW 12” is only found in Indonesian culture. For Indonesian people, the term “KW 12” has a meaning as a counterfeit consumer good. It is a good, often inferior quality, made or sold under another’s brand name, or sometimes has same brand name, without the authorization of the brand owner. The number put after the word KW is pointed the quality of that good. The higher number put after the word KW shows the worse quality of that good.

d. Activity terms
Data GK/269 in the following is categorized as activity terms based on Newmark cultural terms classification.

GK/269

_{“Mas...nyoto yuk. Masak ke Kudus enggak makan soto Kudus.”}_

‘Nyoto’ belongs to cultural term because it has a meaning as an activity of eating soto. As soto classified as cultural terms, so the activity of eating soto or ‘nyoto’ is included in cultural terms.

e. Religion terms
The next classification of the cultural terms stated by Newmark is religion terms. The data of religion terms found in Ratih
Kumala’s Gadis Kretek novel are 18 terms (4.9%). The following data is the example of the use of religion term in Ratih Kumala’s Gadis Kretek novel;

GK/172

“Lelaki muda itu telah bersiap- siap sejak subuh memanggil orang yang masih tertidur untuk beribadah, ia bangun, salat sunah fajar, dilanjutkan Salat Subuh.”

“Salat Subuh” is grouped into religious terms since it refers to prayers for Muslim. Salat Subuh id one of five obligatory prayers performed by Muslim. It consists of two rakaat dan is performed in the morning.

f. Customs terms.
Customs refers to the law, which is not written, for controlling the daily activity of the certain society and they have been existed for many years. In many ways, customs also have the same meaning with culture.

There are 5 terms (1.4%) found in Ratih Kumala’s Gadis Kretek novel that classified into customs terms. The following is the example of custom term found in Ratih Kumala’s Gadis Kretek novel;

GK/229/AK

Beberapa bulan kemudian, Djagad menyebar undangan lain, ia akan merayakan mitoni kehamilan istrinya.

‘Mitoni’ is grouped into the cultural term. It is a Javanese term to refer the Javanese ritual for a woman who has seven-month pregnancy since ‘mitoni’ is derived from the word pitu means seven. The purpose of this ritual is to pray to God so that the mother and the baby are expected to be health.

g. Onomatopoeia terms
Onomatopoeia has a meaning as words that imitates the sound of the things. Onomatopoeia is classified into cultural terms since the imitation of the sound has difference words in the difference culture; for example the imitation of sound of rooster in Indonesia is difference with the imitation of sound of rooster in English. There are 3 terms (0.82%) classified as onomatopoeia. One example of onomatopoeia is seen the following data;

GK/93

Diisapnya sekali. Kretek-kretek... terdengar bunyi cengkih terbakar di dalam batang rokok itu.

“Kretek-kretek” belongs to onomatopoeia since it is the imitation of the sound of the burnt cigarette while the cigarette is being sucked.

h. Ecology terms
There are only 2 terms (0.55%) of ecology terms that found in Ratih Kumala’s Gadis Kretek novel. Ecology includes the flora, fauna and geographical situation in a certain area. An ecology term is classified into cultural term when it is mentioned differently from one area to another area. The example of the use of ecology
terms in Ratih Kumala’s Gadis Kretek novel is in the following:

GK/115

Orang-orang desa itu percaya, jika ada satu ladang tembakau yang kejatuhan bintang, maka disitulah sринthil akan tumbuh.

“Sринthil” is cultural term that grouped in ecology term. It refers to a very special quality of tobacco, since it is very rare tobacco. It occurs occasionally and the occurrence is unpredictable. It cannot be replicated. The farmers say that it is the blessing from God when they find the Sринthil tobacco in their field.

Sринthil tobacco is only grown in Temanggung Central Java so that it is classified into cultural terms.

i. Organization terms

Organization defines as the institution that relates with the certain community. It means that the concept of the certain of organization is only found in certain community or certain culture. There is only 1 data (0,28%) in Ratih Kumala’s Gadis Kretek novel that categorized as cultural term in organization classification. Data GK/158, as follows, describes the example of the use of cultural term in organization classification;

GK/158

Semua anak belajar membaca Quran di langgar, maka semua bisa membaca huruf hijaijah, lain huruf tidak, kecuali mereka datang ke sekolah rakyat.

“Sekolah rakyat” is only found in Indonesian culture during the period of Japanese colonial. It refers to the elementary school for indigenous people of Indonesia.

j. Expression terms

The last category in classifying the cultural terms in Ratih Kumala’s Gadis Kretek novel is expression term. There is only 1 data (0,28%) that grouped into expression term. Expression refers to the groups of words for showing the ideas, feelings or acts.

The expression is classified into cultural terms since it shows the ideas or feeling that only found in certain culture or society.

6. CONCLUSION

From the above discussion, it is concluded that.

a. Cultural terms grouped in social culture are mostly found in Gadis Kretek novel. They are 164 terms or 45,2%. The second position is terms grouped in material culture as 79 terms or 21,8%.

b. Ratih Kumala as the author of Gadis Kretek novel mostly uses social culture terms and material culture terms for describing the history of cigarette in Indonesia.

c. She uses social culture to depict the social background in which the history of cigarette is existed; while she uses material culture to show her reader the concept of cigarette by mentioning the material of cigarette.

d. Those groups of terms are included on Newmark cultural terms classification, except the terms grouped in onomatopoeia
and in expression. The terms, grouped in onomatopoeia and expression, do not fit any of that Newmark classification. Therefore, it is deemed to necessary to add two more categories, based on the research finding, to the original ones.

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