

ABSTRAK

KEBIJAKAN PEMERINTAH DAERAH DALAM PELESTARIAN BAHASA LAMPUNG DI KOTA BANDAR LAMPUNG

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Bahasa Lampung sebagai kekayaan budaya nasional mengalami penurunan penggunaan signifikan di Kota Bandar Lampung, khususnya di kalangan generasi muda. Meskipun telah ada Peraturan Daerah Nomor 2 Tahun 2019 tentang Pemeliharaan Adat Istiadat dan Seni Budaya Lampung, implementasi dan efektivitas kebijakan pelestarian bahasa Lampung masih menjadi permasalahan. Penelitian ini bertujuan menganalisis implementasi kebijakan hukum pemerintah daerah dalam pelestarian bahasa Lampung di bidang pendidikan, kebudayaan, dan ruang publik, serta menganalisis efektivitasnya.

Implementasi kebijakan Pemerintah Daerah dalam Pelestarian Bahasa Lampung di Kota Bandar Lampung telah dilaksanakan melalui pendidikan (kurikulum muatan lokal di 166 SD dan 173 SMP dengan 339 guru), kebudayaan (lomba pidato, festival dengan anggaran Rp 700 juta), dan ruang publik (penamaan jalan dan sapaan khas). Namun belum optimal karena keterbatasan guru berkualifikasi, rendahnya minat siswa dalam belajar bahasa Lampung, keterbatasan anggaran khusus, dan koordinasi belum sistematis. Dalam implementasinya, kebijakan ini belum berjalan efektif karena norma perda terlalu umum tanpa sanksi tegas, kapasitas SDM dan koordinasi terbatas, sarana-prasarana belum memadai, kesadaran masyarakat rendah dengan stigma negatif, serta hambatan kultural akibat heterogenitas demografis dan pergeseran nilai.

Kata Kunci: Kebijakan Pemerintah Daerah, Pelestarian Bahasa Lampung

ABSTRACT**LOCAL GOVERNMENT POLICY IN THE PRESERVATION OF LAMPUNG
LANGUAGE IN CITY BANDAR LAMPUNG****By****Devi Lestari**

The Lampung language as a national cultural treasure is experiencing a significant decline in usage in the city Bandar Lampung, particularly among the younger generation. Although Regional Regulation Number 2 of 2019 concerning the Preservation of Lampung Customs and Cultural Arts already exists, the implementation and effectiveness of Lampung language preservation policies remain problematic. This research aims to analyze the implementation of regional government legal policies in preserving the Lampung language in the fields of education, culture, and public spaces, as well as to analyze their effectiveness.

The implementation of Regional Government policies in Lampung Language Preservation in the city Bandar Lampung has been carried out through education (local content curriculum in 166 elementary schools and 173 junior high schools with 339 teachers), culture (speech competitions, festivals with a budget of Rp 700 million), and public spaces (street naming and distinctive greetings). However, it has not been optimal due to limitations of qualified teachers, low student interest in learning the Lampung language, limited special budgets, and unsystematic coordination. In its implementation, this policy has not been effective because regional regulation norms are too general without strict sanctions, limited human resource capacity and coordination, inadequate facilities and infrastructure, low public awareness with negative stigma, and cultural obstacles due to demographic heterogeneity and shifting values.

Keywords: *Regional Government Policy, Lampung Language Preservation*