Language and Culture: A Reference to the Malay Crafts Terminology

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Abstract—This paper focuses on coining of terms in Malay crafts terminology. The research observes how concepts and system of concepts help in coining a term in a local culture, by focusing on the coining of terms using the native words in Malay language. Moreover, Malay culture is very rich with its glossary of words from the Malay language and its dialects. Hence, application of the concept theory in coining a term and preparation of its description help terminologists to prepare a terminology glossary.

Index Terms—Malay language, culture, Malay crafts, terminology, concept system, native words.

I. INTRODUCTION

Terminology is basically a field of names and the process of giving names. Any term, phrase or word used in any language which refers to the same matter is known as the 'science of terminology', which differs with 'language science', and is widely accepted in the middle of 18th century. According to Alain Rey (1995) the word 'terminologie' is first documented in Germanic writing by Professor Christian Gottfried Schutz (1747-1832) from Halle and Jena University since 1788 in an adjective form, "terminologisch". In 1801 the English word 'terminology' started to compete with the word 'nomenclature' that has been used earlier since 1601. Usage of the modern word 'term' without any negative connotation started in England by William Thewells (1837), who gave a scientific definition even though its applications were limited to only a number of scientific fields. He defines terminology as the system of terms employed in the description objects of natural science. 11Meanwhile Sager (1990:2) defines terminology as the vocabulary of a special subject field.

II. TERMINOLOGY IN THE MALAY WORLD

In Malay world, several scholars write about Malay terminology (Wan Patnah Wan Yusoff (2011) Perkembangan Istilah Matematik dan Sikap Pengguna (The evolution of mathematical terminology and attitudes of the users); Hasnah Mohamad (2008) Tukrif kamus istilah mengikut Perspektif pengguna: Penerapan teori tukur pan changhakan dan teori relevans (Definitions in dictionary through the users' perspectives and the application of the general theory of terminology and relevance theory); Nathesan S. (2001) Istilah sains dalam bahasa Melayu:

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Aspek pengcupayangan (Science terminology in the Malay Language: The enhancement aspects); Puteri Roslina Abdul Wahid (1996) Peminjaman Kata Bahasa Inggeris dalam bidang Undang-Undang (English Loanwords in Legal Terminology); Parwathy Retnam (1993) Lexical Borrowing from English to Malay; and Sulaiman Mau (1993) Ketepatan Istilah Media dan komunikasi dalam bahasa Melayu: satu analisis keserasi konsep dengan istilah dan kesempurnaan bentuk) (The accurateness of Media and Communication Terminology: An analysis of the compatibility of the concept to the term and the completeness of the form); but only a few has been written in international arena. One of the earliest literatures is written by Brian D. Smith (1994) 1, which states the problems of development and usage of the Malay terminology in Brunei Darussalam in the context of policies which have been established as the official language. In addition, the National Bureau for Language and Literature is responsible for the creation and cultivation of new terminology and discourse in this country.

III. RESEARCH FOCUS

The research focuses on Malay terminology to identity on how humans use objects to communicate. Object is defined as anything that can be perceived and seen. Concrete objects such as machines, houses, books or rivers can be called material items and objects can also be non-materials or abstractions such as gravity, electrical current and the others. In undergoing the communication process, not all objects in this world can be differentiated and named. Furthermore, through the process of observation and abstraction, also known as conceptualization, object is categorized into mental construction or mental unit which is a concept represented by many forms of communications (object versus concept versus communication).

Thus, two major points in this research need to be explained. First, this research intends to look into the proper terminology concerned with the relationship between concepts, and between concepts and designations, rather than the designations alone or with the object they represent. Secondly, to describe the native creations as a phenomena that occur in Malay terminology when coining terms in a specific field (Malay Crafts) by using the native words or by borrowing terms from another language (in this case it is English).

A. Wuster’s Model

Researcher has taken the traditional approach in terminology work suggested by Wuster, which deals with concept and the concept system. The relationship between