

THE COLLAPSE OF HUMANISM VALUES AND INDICATIONS OF THE WORD “FORBIDDEN”

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Abstract: At this time there is a tendency in the community for a moral crisis and behavior change which is considered to collapse of humanism values in the community itself. The word "forbidden" listed on billboards or appeals in public places at this time is no longer a reference guide and appeal for "not to do". Eventhough the word "forbidden" is very clear in its intent and purpose, and written in capital letters, but the people still tend to ignore, so the writing of appeals tend to be sarcasm, threats, which are likely to create skeptical and apathetic people. For example, a statement of appeal in a place that is not laystall "forbidden to throw garbage here" because many people throw garbage not in a right place, the appeal seems unable to prevent the community from not throwing garbage in the prohibited place. It means, the sentence of the prohibition is no longer able and does not give a conscious effect not to throw of garbage there. So that, many sentences that tend to be rude, sarcasm, threats, etc. are found. Likewise in the statement on cigarette packs, billboards, advertisements, that "smoking can cause heart disease, hypertension, infertility", but the appeal was also unable to reduce the number of active smokers. And at this time the sentence changed more strikingly, namely "Smoking, Killing You". The text changes indicate a decline in humanism values and a moral crisis in the community in the urban area.

Keywords: *Collapse, Humanism Values, Word, Forbidden*

Today in our society it seems to experience a decrease in moral sensitivity and behavioral apathy which can be seen from several things. This decrease in sensitivity is considered to have undermined the humanism value in the community itself. The values of politeness that have been attached to and characterized by Indonesian society are gradually eroded and lead to ego-centric self-interest. Language expressions as a means of communication and statements such as appeals, advice, and prohibitions are currently experiencing a shift. Whereas according to Honey (1997: 139) language stores a value system. Language itself can be likened to a multi-edged knife: it can be used to touch another person in a gentle valley, to grow personality, to gain knowledge or just to provide information and to cooperate, even though language can also be used to 'resist' others in the form of verbal attacks (verbal attacks).

Language phrases that contain various information that has humanism and universal values on various fields in a concise and solid manner are often found in the form of slogans, posters, or banners. These slogans, posters, or banners are usually installed in public and strategic places for the benefit of the wider community so that the public or the public can easily read them. Slogans are words or short sentences that are used as guidance (the handle of life). Slogans are often referred to as slogans, mottos. The slogan prioritizes the density of meaning and the saving of words. Meanwhile, posters are words in placards displayed and posted in public places. Posters are almost the same as advertisements, namely the notification of ideas, new things, or important things to the public. The poster also uses short, clear, interesting and complete words. As for the function of the poster, the slogan is to persuade the public to do something. The poster has an informational function, which provides information about a thing to the audience, and transformational, which is trying to change lifestyle, behavior, habits, and so on.

Furthermore, what is interesting to discuss in this paper there are various posters, banners, or writing slogans that use the word “Forbidden”, such as banners and posters for cigarette advertisements, traffic signs, places of public interest, such as hospitals, airports, gas stations, public toilets, landfills, etc. According to the KBBI (online), the word ”Forbidden” is stated as governing (rules) not to do or do something. So it is very clear the intent and purpose of the writing of the word “Forbidden”. For example, found the sentences “Forbidden to smoke”, “Forbidden to scribble on the wall”, “Forbidden to shoes in the mosque”, “Forbidden to cheat on examinations”, “Forbidden to copy the work of others”, “Forbidden to drink”, “Forbidden to throw away garbage

in the river” , and others, provide guidelines and rules to anyone who can read the article to not violate the rules and provisions. And the direct expression of the word “forbidden” is certainly very human, measured in politeness and intended for the common good of all the people.

However, as time goes and changes in the pattern of life of the people, the form of the word “Forbidden” experienced a change of function, from those who seemed to 'rule' / 'forbid' not to commit acts that were prohibited, currently only considered expressions of appeals, suggestions, which are not feared the impact of word “Forbidden”. That is, the word “Forbidden is no longer able to be 'powerful words' that must be obeyed by the public or the community, in accordance with the meaning of the word. Even though the writings of word “Forbidden” are very clear in its intent and purpose, and written in capital letters, but nowadays people tend to ignore, no longer commands or rules that prohibit doing something that is obeyed and guided.

If further scrutiny, the writings of the word “Forbidden” at this time are replaced with words or writings that are considered to be rough, threatening, even cursing words, which if left unchecked then this change is likely to bring skeptical and apathetic people. The use of indirect expressions, subtle expressions (euphemisms) used by the people for the purpose of modesty in language will be eroded and lost.

Language is part of behavior, namely verbal behavior that is often seen as a speech act, as concluded by Parera (1990: 151-152) that all expressions of language must be viewed as actions, distinguished by acts of locution, illocutionary, and perlocutionary. Observing the Parera's opinion above, the change in the meaning of the word “Forbidden” on the type of perlocutionary speech acts aims to cause certain consequences on others, for example persuading, deceiving, encouraging, frightening, causing others to do something.

Method

The method used in this paper is qualitative descriptive. Descriptive means that the data is broken down in the form of words or pictures, not in the form of numbers. Qualitative as a research procedure that produces descriptive data in the form of written or verbal words from people and observable behavior. While the techniques used in this paper are survey, documentation study, and literature study. According to Sugiyono (2012: 291) literature studies relate to theoretical studies and other references related to values, culture and norms that develop in the social situation under the study.

Finding and Discussion

As explained above, the form of the word “Forbidden” undergoes a change of function, from the one who seems to 'rule' / 'forbid' not to commit a forbidden act or work. Nowadays, it is only considered an expression of appeal, advice, which is not to be feared. That is, the word “Forbidden” is no longer able to be powerful word that must be obeyed by the public in accordance with the meaning of the word.

In everyday life, a variety of posters or slogans bearing the words above are often read by public as an expression that is considered to frighten, persuade, encourage and cause others not to do what is forbidden. In the aspect of linguistics the form above relates to speech acts, and when borrowing the term from Parera (1990) is called perlocutionary, namely speech acts that aim to cause or cause certain consequences on others.

Normally we encounter expressions of prohibition when it is feared there are things that are dangerous, and it is stated explicitly and even loudly. At General Fuel Filling Station, a large red writing reads NO SMOKING. Likewise, many of us encountered at the airport, especially in the area of the aircraft runway that writing was clearly visible. However, there are still some events carried out by people because of "non-compliance" with the writing, resulting in the explosion of the gas station, a fire, and soon.

Likewise, we find in cigarette packs or cigarette advertisement posters stating a smoking ban with the consequences it can cause: Smoking can cause cancer, heart attacks, impotence and pregnancy and fetal disorders are no longer be a feared warning. Even the age of consuming cigarettes is increasingly spreading among children, not only men but also women. Of course, it related to the expression in the words of the prohibition is based on politeness in communicating. However, at this time we find many expressions whose decency values have decreased, which also

obscures humanism values. The direct expression is very hard even rough. For example, just to state that everyone can not to do something:

☞ TURN OFF YOUR CIGARETTE NOW !!!
BEFORE THE CIGARETTE DEADS YOU AND PEOPLE AROUND YOU

☞ DO NOT WANT TO MARRY WITH SMOKERS
HIS HEALTH IS IGNORED, ESPECIALLY YOU !!

Two examples of the sentence above indicate that smokers do not have the feeling of 'fear' with the warning word "Forbidden". So they need more cruel words, more 'boombastic' so that it is expected that the awareness of smokers will increase, thankfully it can stop. In fact, nowadays when we observe and look at billboards that put cigarette advertisements on the streets of the protocol in each region, the written are direct expressions, namely SMOKING: KILLING YOU. There is no further ado or euphemism in the expression.

The trend of changing words in various advertisements and warnings of smoking bans in public places is also found in writings in landfills. In the past, when there was a land that was originally used as a garbage disposal site by the community then it was not used anymore, then the landowner simply put the writing FORBIDDEN TO THROW WASTE HERE. So the surrounding community who used to throw on the land will obey not to throw trash there.

Along with the increasing population, the narrowing of land and landfills, because nowadays more housing is built on land or land that was once a landfill. As a result, people difficult to find landfills. Therefore, when there is a land that is 'empty' and is considered strategic to dispose of trash, the people will throw the garbage in that place. The problem arises, when the landowner closes his land as a landfills, the community's access to dispose of waste is not facilitated. Thus, often the people around the land are still secretly throwing trash there, even though the landowner has already posted the writing DO NOT THROW THE GARBAGE HERE.

Of course this condition causes conflict between landowners and people who 'lose land' of landfills, so that nowadays we find many on highways or villages, the writings in the form of expressions of 'abuse' or 'scolding' of landowners and surrounding communities the land. From the observation the author found some expressions of these words:

☞ FORBIDDEN TO THROW GARBAGE IN THIS AREA
WHO BREAKS WILL BE BEATEN UP ... !!!

☞ FORBIDDEN TO THROW GARBAGE ALONG THE WAY, EXCEPT ANIMALS

☞ FORBIDDEN !!!
THROW GARBAGE HERE
YESTERDAY SOMEONE WAS POSSESSED

The slogan statement above when measured from humanism values is very low, because humans are equated with animals, Hardiman (2012: 8) states that humanism is an concept that place humans as the center of reality. Humans are so glorified because they have skills, not only technical but also normative.

In today's life, the humanism values have decreased. The sense of humanity or humanism in each individual human being lately and the lack of respect for the rights and dignity of others makes the individual grow into selfishness. We look back at a number of other expressions that make us think and ask questions more, the humanism values and the sensitivity of a large part of our society, so that we must be confronted with the following expressions and statements:

☞ HARD WARNING !!!
DARE TO THROW WASTE HERE, BETTING LIVES!
READED BY CITIZENS, DON'T BLAME US!

The form of direct expression above, if it is found that people throw garbage on the land, then the act of persecution, vigilante is feared to occur, and the 'jungle law' will appear in our society.

☞ ONLY BEAST HUMAN THAT HAVE DOG-FACED
HUMAN WHO ARE NOT MORAL GET PROTES FROM CITIZENS

☞ PIGS / DOGS ALLOWED TO THROW GARBAGE AROUND HERE

You can imagine if it was found that people were still throwing garbage on the land that was written as above. There must be a conflict which is feared to lead the disputes, fights, even death.

Basically, Indonesian people are religious, have very high humanism joints, are full of politeness, friendliness, and respect between one another is also upheld. The problem is the development in the era of technological sophistication, towards civil society and globalization that leads to consumerism which has led to shifts and changes in the perspective and behavior of our society ... ???

On the other hand, there is also a slightly more subtle expression than the above expression, even though the purposes are the same.

☞ O ALLAH ... !!!!
TAKE PEOPLE'S LIFE WHO LIKE TO THROW GARBAGE HERE

However, if it is read carefully, it feels there is an emphasis on the request to the Creator of Nature, to revoke the lives of people who dispose of garbage in a place that has been declared prohibited.

Often between initiative, creative, and ideas arise because of the insistence of the heart and mind. When it was felt an appeal, a suggestion, the ban had been conveyed to the people but the results were nil, then there would be thoughts and ideas that were considered good and would be right on target. The statement "Forbidden" because it was deemed no longer effective to prevent it, was replaced with "refinement of the word" to maintain social relations between the surrounding community and the owner of the land used for landfills. The words used are the following:

☞ IF YOU ARE NOT ABLE TO THROW GARBAGE IN THE RIGHT PLACE
THEN EAT THAT GARBAGE WITH THE PACKAGE.

On the other hand, idiotic expressions and statements are an important part of the culture of most of our society. This preamble is actually just to maintain social relations between the two parties who are land owners and those who throw the garbage on the land. Therefore, the expression that is raised is more to ask for understanding, as an example of the expression below:

☞ IF YOU'RE EDUCATED
DO NOT WASTE HERE!

☞ HOW TO THROW THE PAST MEMORY IF YOU THROW THE GARBAGE NOT IN
THE RIGHT PLACE!!!!

Nevertheless, still the above expressions imply an anger, impoliteness, satire over people's behavior.

Conclusion

From the brief description above, it can be concluded that there has been a change and a paradigm shift of the community towards the meaning of the word "Forbidden", because it is only interpreted as an appeal, a suggestion, there are no sanctions for violating the prohibited problem, such as 'No Smoking', still smoking, "Forbidden to throw garbage", still throwing garbage on the land that has been prohibited, 'Forbidden for Stepping on Grass', but still the grass is trampled.

The word FORBIDDEN is now considered to be no longer useful, so that appear the words that are considered by the public to be the right words, more powerful, even though they are

perceived to be rougher, sharper, which leads to a form of invective, insults, which undermine our society's humanism values which was once famous for its politeness and social.

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