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STRATEGIES FOR EXPANDING THE POPULARIZATION OF TESTED PROFICIENT SPEAKERS OF INDONESIAN AT THE LAMPUNG PROVINCIAL LANGUAGE OFFICE

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ABSTRACT

This study aims to design a strategy to increase the popularity of Indonesian speakers who are proficient and tested at the Lampung Provincial Language Office. The study used a qualitative method and a descriptive approach and analytical testing using SWOT analysis. The Lampung Provincial Language Office experienced problems in achieving the implementation of activities to increase the popularity of proficient and tested Indonesian speakers in the community. The achievement of the activities that were not achieved could not meet the target resulting in an increase in the target in the following year. Therefore, in 2022 the target number of UKBI testers will increase by 38.49%. Based on the research that has been done, it can be concluded that the failure to achieve the target is influenced by the location of the language office in Lampung Province, the revision of the Indonesian language carried out and the highest scores are at the level of service quality and digitization of the Lampung provincial Language office. Then suggestions were obtained, namely, there was a need to change correctional strategies in increasing the popularity of Indonesian speakers who were proficient and tested with several efforts, namely making written regulations and sanctions such as laws so that speakers of the language had to obey and carry out activities to increase and popularity. Therefore, the implementation of the strategy to increase the popularity of proficient and tested Indonesian speakers can be carried out and achieve the predetermined targets.

Keywords: *Correctional Strategy, Regulation, Proficient Indonesian speakers tested.*

Introduction

Language is a characteristic that distinguishes one creature from another. Humans use language to interact and communicate with other humans in the world so that they can be able to maintain balance and harmony (Baevski *et al.*, 2022). There are many languages in this world, each country has its own national language and regional languages, one of which is Indonesian. Indonesian is considered to be the national language used by all Indonesian people which functions as the language of education, the language of national communication, the language of various techniques, the media and the language used for science and technology (Mualiaty, 2015). In these circumstances, Indonesian has the most important position and strategy in which it can create conditions conducive to the development of Indonesian. The participation of Indonesian as the most important standard can be seen in the Lampung Provincial Language Service strategic plan 2020-2024, one of them is Indonesian language proficiency with indicators of Indonesian language proficiency. You can see details of objective indicators of Indonesian language proficiency in the UKBI KKLK Activity Program, where practicum activities in this field are selected using an Indonesian Language Proficiency Test (Marbun *et al.*, 2020).

In this context, technical guidelines from KKLP UKBI are needed to assist and guide KKLP members in carrying out technical work, in particular implementing prison improvement strategies and developing and implementing UKBI. The definition of need, a lack of something necessary, desirable, or useful (Barusman, 2014). The Strategy for Improving the Adjustment of Fluent Indonesian Speakers at the Lampung Provincial Language Office is a copy of the Strategy for Developing and Improving the Indonesian Language Proficiency Test (UKBI) Model of the Professional Services Group (KKLP) in the Echelon I parent unit. The Strategy for Increasing the Capacity Correction of Fluent Indonesian Speakers has been tested, especially at the stage of employee skills development, not spared the rules and basis for implementing activities. According to Setyarini & Harto (2019), revealed that the top-tier Applied Linguistics journal exhibits a considerable number of abstracts featuring the statement of gap in introduction move and the statement of research significance in conclusion move.

The focus of activities on achieving Indonesian language proficiency standards is the basis for implementing proven Indonesian language correction strategies. This is an important part that needs to be immediately implemented in the strategy to improve the correction of tested fluent Indonesian speakers (Mandasari and Aminatun, 2020). The level of achievement of targets and performance indicators can be seen in the achievement of strategic targets based on target indicators for the 2020-2024 strategic plan period. Judging from the performance targets, it can be seen that the achievement of targets and target indicators has not been optimally achieved in the Indonesian language test and the regional language vitality index at the Lampung Provincial Language Office in the last 5 years at the level of 60% for Indonesian people tested. From the data, it appears that there is no proven strategy to increase the veracity of fluent Indonesian speakers. The key step and event to be achieved is the Reform Improvement Strategy step with the UKBI MPA team to create a new and innovative platform of proven correction strategies for competent speakers of Indonesian language.

Achieving the goal of successfully correcting fluent Indonesian language errors is not achieved as a basis for identifying problems in research (Toro *et al.*, 2019). On the existing problems discussed above, it can be interpreted that the problem is the strategy of improving the correction of fluent Indonesian speakers implemented by the Lampung Provincial Language Office to increase the achievement target. Therefore, research is needed to design a strategy to improve the correction of fluent Indonesian speakers at the provincial language office in Lampung to increase target achievement.

The Lampung Provincial Language Office is a Technical Implementation Unit (UPT) of the Language Development and Fostering Agency. Thus, the Vision of Lampung Provincial Language Office 2020-2024 refers to the vision and mission of the Language Development and Fostering Agency. Achieving an amenable training ecosystem of creative linguistic research and innovation culture, high public literacy culture, and enhanced advanced language diplomacy practices, promoting and protecting vibrant language and literature based on new language policy and planning. The goals set by the Lampung Provincial Language Office are the activity goals identified in the strategic plan of the Ministry of Education, Culture, Research, and Technology. According to (Liao *et al.*, 2022), The objectives are set as follows:

1. Improve the ability to express the official Indonesian language.
2. Achieve a basic level of official Indonesian language skills. compared to using Indonesian language in public.
3. Increase the number of languages spoken.
4. Protect endangered and threatened regional languages and literature.
5. Improvement in the Language Development and Fostering Agency.
6. Document overview.

Literature Review

a. Popularity

Popularities refers to the degree to which someone or something is well-liked, admired, or favored by many people (Abdollahpouri *et al.*, 2019). It can be measured in various ways, such as through social media likes and shares, sales figures, or public opinion polls. (Rey *et al.*, 2019), The concept of popularities is often associated with celebrities, politicians, and public figures, but it can also apply to brands, products, and ideas. The level of popularities can change over time and is influenced by various factors, including current events, cultural trends, and personal preferences.

The list the following as potential strategies for gaining popularity, Nuddin et al., (2023):

- a) Establish a credible web presence: Gaining fame in the modern digital environment necessitates having a significant internet presence. This entails maintaining active social media profiles, interacting with fans, producing worthwhile material, and using search engine optimization (SEO) strategies to improve exposure.
- b) Collaborate with other well-known figures: Working with other well-known personalities in your sector or specialty can help you expand your reach and exposure. This can involve collaborations, guest blogging, and event co-hosting.
- c) Provide value to your audience: Whether you are a public figure, a brand, or a product, delivering value to your audience is critical for building popularity. Sharing important information, giving discounts or promotions, or generating interesting and engaging material are all examples of this.
- d) Be genuine: People are drawn to honesty and openness. Being authentic and honest with your audience might assist to develop trust and boost your popularity.
- e) Engage your audience: By replying to their messages, comments, and reviews, you may develop a devoted following and raise your profile.

b. Correction and Marketing

In an effort to raise client happiness, boost sales, and enhance the quality of a good or service, marketing and correction are two separates but linked commercial operations. When a product or service does not meet the intended quality standards or has issues that need to be fixed, correction efforts are made to enhance them. Corrections are often made following the introduction of a product or service and the discovery of any problems or shortcomings (Rutz and Watson, 2019). The purpose of correction is to guarantee that the good or service provided to clients fulfills the intended standards of quality, hence boosting client happiness and preserving the reputation of the brand. (Demchenko *et al.*, 2021).

The goal of marketing, on the other hand, is to boost sales by generating interest in a product or service using a variety of marketing techniques, such as advertising, promotions, and providing excellent customer service. The objectives of marketing are to raise consumer knowledge of the good or service, create a favorable brand image, and boost sales (Zeithaml *et al.*, 2020). Correction and marketing are frequently undertaken concurrently in company to attain the same aims of enhancing product or service quality, increasing customer happiness, and boosting sales. First, flaws or defects in a product or service are addressed, and then marketing is carried out to advertise the rectified product or service to potential customers and improve sales (Annan *et al.*, 2020).

c. SWOT Analysis

SWOT analysis is an effective tool for establishing and improving plans. It entails recognizing and assessing internal and external strengths and weaknesses of a company or individual, as well as external opportunities and threats. (Namugenyi *et al.*, 2019). Helms and Nixon (2010), The following stands for SWOT:

- a) Strengths: These are the inherent qualities that provide a person or organization the upper hand over rivals in achieving their objectives. Examples of strengths include having special abilities or resources, a reputable brand, or a highly skilled staff.

- b) Weaknesses: These are the internal factors that may limit an organization's or individual's ability to achieve their goals. Examples of weaknesses might include lack of expertise in a certain area, outdated technology or equipment, or limited financial resources.
- c) Opportunities: These are outside forces that provide people or organizations a chance to succeed in their objectives. Emerging market trends, modern technology, or modifications to government regulations that benefit certain businesses are a few examples of opportunities.
- d) Threats: These are outside elements that could make it more difficult for a person or organization to accomplish their objectives. Threats can take several forms, such as escalating competition, shifting customer habits, or economic downturns.

People and companies may better understand their competitive environment and create strategies that build on their strengths, address their weaknesses, seize opportunities, and counter threats by performing a SWOT analysis (Namugenyi *et al.*, 2019).

Methodology

This research analysis uses the descriptive qualitative data method which tends to use analysis or research. Process and significance are emphasized in this type of research with the theoretical context used as a guide to direct the research to the facts of the institution. In addition, the theoretical background also serves to provide insight into the research context and literature to discuss the research results. In this type of research, the object of research is generally limited. A descriptive research method is a method to find a picture, a situation, or something by describing it in as much detail as possible based on the facts. That is, in contrast to experimental or correlational research, this research solely seeks to understand the condition of the independent variable separately (Redaputri and Barusman, 2018). Both descriptive and qualitative writing share some features with complete and well-defined things. In accordance with the above understanding, the purpose of the Lampung Provincial Language Bureau study was intended to refine the editing method for native speakers of Indonesian language.

This study used qualitative descriptive theory to analyze and trace efforts to find proven Indonesian language improvement strategies using human subjects, or symptoms and events that have occurred. Human resources are used as research subjects to develop strategies to improve the editing skills of fluent Indonesian speakers. Efforts to Improve and Socialise Indonesian Language Improvement Strategies proved to be effective.

In addition to the research design using descriptive qualitative research, this research uses strategic planning. The strategic planning process is a situation analysis, situation, or object of study. The aim is to collect elements that can be included in a group introduction to the object of research, especially SWOT research. In this research, the author uses SWOT research as an organizational strategy development at the Lampung Province Language Office. Strategy and matrix of the SWOT analysis.

Result and Discussion

a. Strategi and SWOT Matrix

Kangas *et al.*, (2011), The SWOT analysis research aims to obtain results in the form of conclusions from the following four factors.

- a) Strength-Opportunity-Strategy (S and O or Maxi-Maxi)
 - Strategies that lead to this combination are useful as strengths of the identified opportunities. For example, if an organization's/institution's strength lies in its technical excellence, then that excellence should be used to meet market levels with the required level of quality and more advanced technology whose existence and needs have been identified.
- b) Strengths and Threats Strategy (S or T or Maxi-Min)
 - Take action as required in the threat analysis. This strategy involves finding organizational/institutional strengths that can be leveraged to mitigate or prevent threats. For example, the threat of an underdeveloped control strategy to improve Indonesian language is well documented.
- c) Weakness Opportunity Strategy (W and O or Mini-Maxi)

- Weaknesses in the organization prevent it from taking advantage of identified opportunities. Example: the distribution network of an organization/institution that is not part of another organization/institution. One possible strategy is to partner with organizations/institutions that also have the ability to work together. Another strategic option is to address weaknesses and capitalize on opportunities.
- d) Vulnerability Threat Strategy (W and T or Mini-Mini)
In situations where internal threats or weaknesses must be addressed, this strategy usually involves 'getting out' of the situation, or a standoff. Decisions are made to "free up" resources relevant to the current situation and redirect them toward other, better goals. Another tactic that can be used is to cooperate with stronger organizations/agencies in the hope that the threat will eventually disappear. Knowing the situation and issues, other organizations/institutions can also take necessary actions and measures by implementing sustainability policies and guidelines, i.e. good strategies.

b Types of SWOT Analysis

Yuksel and Dagdeviran (2007), There are two commonly used SWOT analysis models for situation analysis, namely:

1. Quantitative Model
2. Qualitative Model

The qualitative method, which is part of the second SWOT analysis paradigm, was used by the authors in this analysis. Qualitative SWOT analysis is conducted in a different order from the quantitative model; the main difference between the two models is the order in which the sub-components of each component are formed (Iryani *et al.*, 2021). In the qualitative model, this is not the case if each subcomponent S in the quantitative model has a pair of subcomponents W and subcomponent O has a pair of subcomponents T. In addition, each subcomponent component (S-W-O-T) is independent of the other components and is not related to them. In other words, the Cartesian diagram cannot be used to create a qualitative model because, for example, S can have 10 subcomponents but W has more than 6 parts of SWOT analysis. Furthermore, the subcomponents within each component (S-W-O-T) are independent of each other and have no relationship with each other. This shows that a qualitative model cannot be built from the Cartesian diagram, as there may be 10 subcomponents of S but only 6 subcomponents of W (Baby, 2013).

c. Components of SWOT Analysis

Business Environment Analysis

The business environment consists of the internal environment and the external environment.

1. Internal environment
According to (Wardhani, 2020), the internal environment of the organization contains the strengths and weaknesses of functions in areas such as management, marketing, finance/accounting, manufacturing operations, research and development, development, and management organization systems.
2. External Environment Analysis
According to Shtal *et al.*, (2018), the external environment is a process carried out by external strategic planning to monitor environmental positions in assessing the possibilities and dangers of the company.

Discussion

a. SWOT Analysis IFE and EFE Matrix

The weights and scores are divided into columns in the IFE (Internal Factor Score) and EFE (External Factor Score) matrices, and the amount is determined by multiplying the weights and scores. Based on the values generated by classifying the internal and external factors according to their significance, the Weight and Score columns are filled in. The IFE matrix, according to Wardhani (2020), helps in determining the strengths and weaknesses of a company or institution. The EFE matrix is used to show external institutional and corporate influences. SWOT analysis is a methodical way to uncover various aspects to create strategies for businesses and systems. This logical examination allows you to optimize your advantages and opportunities while reducing your dangers and weaknesses (Stone *et al.*, 2020). This analysis assumes that an effective strategy takes advantage of existing strengths and opportunities while minimizing weaknesses and threats. The correct application of this

simple assumption has a major impact on the success of strategic design and business landscape analysis which provides the data necessary to identify opportunities and threats within an organization. This approach makes the assumption that a successful strategy maximizes advantages and opportunities while reducing risks and weaknesses. The success of strategic design and business landscape analysis, which provide the information necessary to identify opportunities and hazards within an organization, is significantly impacted by the proper implementation of this straightforward premise (Leiber *et al.*, 2018).

a) IFE Matrix Analysis

The IFE matrix is used to assess the role of internal factors in the Lampung Provincial Language Office. The IFE matrix shows the inside of the Lampung State Language Office in terms of strengths and weaknesses calculated using scores and weights.

Table 1. Matrix IFE (*Internal Factor Evaluation*)

Internal Factors	Weight	Rating	Weight Score
Strenght			
1. Lampung Language Department provides full regulatory support for language and literature (legal basis).	0,11	4	0,44
2.The Lampung Provincial Language Office has the human resources to maximize language development and improvement.	0,10	5	0,50
3. The Lampung Provincial Language Office is an institution empowered to manage the Indonesian language and literature.	0,10	4	0,40
4. A modern, adaptable, and easy-to-use Indonesian language proficiency test system designed for a wide range of Indonesian speaker characteristics is available.	0,11	5	0,55
5. Language in Lampung Province has adequate facilities and infrastructure for the development, improvement, and protection of language and literature.	0,11	3	0,33
Total	0,53		2,22
Weaknesses			
1. Competent Indonesian speakers attest to low proficiency	0,10	4	0,40
2. Existing language and literature regulations have not been fully implemented	0,11	3	0,33
3. Very limited resources to meet institutional/community language and literature service needs (staff promoted from BB for 3-18 years moved to BRIN).	0,10	3	0,30
4. Not all language products and services are used to help improve Indonesian language skills	0,07	4	0,28
5. An assessment of the success of the Lampung Community Language Protection Program is not yet available	0,09	4	0,36
Total	0,47		1,67

Total IFE	1		3,89
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Source: Processed data, 2022

b) EFE Matrix Analysis

The EFE matrix is used to determine the magnitude of the influence of external factors on the language office of Lampung Province. The EFE matrix represents the opportunities and risks of the term language office in Lampung province calculated using scores and weights.

Table 2. Matrix EFE (*External Factor Evaluation*)

External Factors	Weight	Rating	Weight Score
Opportunities			
1. Population growth puts Lampung language in an increasingly important position in the planning of linguistic authority.	0,11	4	0,44
2. Various groups are very supportive of efforts to develop, promote and protect Lampung language and literature.	0,11	5	0,55
3. The rapid development of information technology allows the Lampung Provincial Language Office to socialize and disseminate language and literary works through digital media, the internet, etc.	0,10	4	0,40
4. The community, especially the younger generation of language ambassadors, is increasingly participating in activities that support the development of language and literature.	0,10	4	0,40
5. Indonesian language proficiency test services are ready and open to all groups	0,11	5	0,55
Total	0,53		2,34
Threat			
1. Lampung Language Department's pages, apps and digital platforms are at risk of being hacked	0,11	4	0,44
2. Leading local governments do not make local language and literature conservation programs a priority	0,07	3	0,21
3. I didn't see any positive attitude towards the Indonesian language from the speakers.	0,09	4	0,36
4. The dominance of foreign languages affects the development, growth, and protection of language and literature	0,10	4	0,40
5. Unstable internet connection in some test areas in Lampung.	0,10	3	0,30
Total	0,47		1,71
Total EFE	1		4,05

Source: Processed data, 2022

Table 3 shows that the strength of the Lampung Provincial Language Office is that it has full linguistic and literary support (legal basis), which is the main strength by showing a score of 0.44. The Lampung Provincial Language Office, which ranks second, has human resources in the field of language development with a maximum score of 0.50. In third place is the Lampung Provincial Language Office, an institution that manages

Indonesian language and literature, with a score of 0.40. In addition, there is a modern, up-to-date, adaptable, and easy-to-use quaternary Indonesian language test system targeting different characteristics of Indonesian speakers with a score of 0.55. And the last rank is Lampung Province language with a score of 0.33 has adequate facilities and infrastructure for the development, development and protection of language and literature.

As a weakness, I am positioned as a competent Indonesian speaker, but my performance level is still low at 0.40. The second position is that existing linguistic and literary regulations have not been fully implemented, with a score of 0.33. Then, the third position: The number of personnel is very limited to meet the needs of the institution/community for language and literature services (BB promoted staff for 3-18 years have a BRIN score of 0.30). In addition, the fourth-place score was 0.28, indicating that not all language products and services are used to help improve Indonesian language proficiency. In addition, the final ranking for the success of Lampung, the regional language protection program, is not yet available with a score of 0.36.

Based on Table 4, the main opportunities available to the Lampung Provincial Language Office are, first, the larger the population, the more important Lampung's position in the planning language authority, with a score of 0.44. Second, various political parties support efforts to develop, promote and protect Lampung language and literature, with a score of 0.55. Third, the rapid advancement of information technology allows the Lampung Provincial Language Office to socialize and disseminate language and literary works through digital media, the internet, etc. with a score of 0.40. Fourth, community involvement, especially the young generation elected as language ambassadors, scored 0.40 in supporting the development of language and literature. And fifth, there is an Indonesian language test service, open to all groups, with a score of 0.55.

Then came the first threat. The Lampung Provincial Language Bureau has a hacking threat to its sites, applications and digital platforms, with a score of 0.44. Second, due to the important role of local government, local language and literature conservation programs are not a priority, with a score of 0.21. Third, the positive attitude of speakers towards Indonesian was not found with a score of 0.36. Fourth, the dominance of foreign languages affects the development, growth and protection of language and literature, with a score of 0.40. Finally, unstable internet connectivity in some test areas in Lampung, resulted in a score of 0.30.

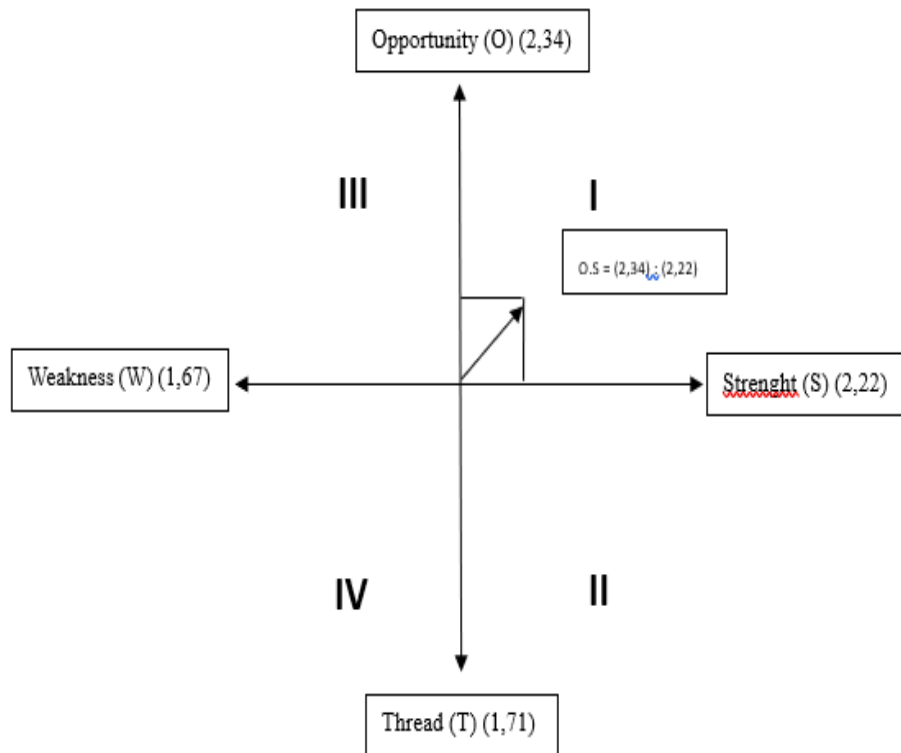


Figure 1. Quadrant Diagram of SWOT Analysis of Language Office of Lampung Province

The analysis results in place the position point of the Lampung Province Language Office. From the results of the analysis, the location of the language office in Lampung province occupies the first quadrant of the SWOT analysis diagram. The position in the first quadrant explains that the Lampung Provincial Language Office has great opportunities and strengths to take advantage of existing opportunities. This condition supports the Lampung language office to get full support for language and literature regulations (legal basis). Therefore, the Lampung Provincial Language Office can immediately issue the latest regulatory support (legal basis) perfecting the Minister of Education and Culture's regulation number for foreigners who do not yet have an Indonesian language certificate.

Table 3. SWOT Matrix

Internal Eksternal	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> Lampung Language Department provides full regulatory support for language and literature (legal basis). Lampung Provincial Language Office has the human resources to maximize language development and improvement. Lampung Provincial Language Office is an institution empowered to manage Indonesian language and literature. There is a modern, adaptable, and easy-to-use Indonesian language proficiency test system designed for the various characteristics of Indonesian speakers. Language in Lampung Province has adequate facilities and infrastructure for the development, improvement, and protection of language and literature. 	<ol style="list-style-type: none"> Competent Indonesian speakers prove their proficiency is still low Existing language and literature regulations have not been fully implemented Very limited resources to meet institutional/community language and literature service needs (staff promoted from BB for 3-18 years move to BRIN). Not all language products and services are used to help improve Indonesian language skills An assessment of the success of the Lampung Community Language Protection Program is not yet available
Opportunities (O)	Strategi SO	Strategi WO
<ol style="list-style-type: none"> Population growth puts Lampung language in an increasingly important position in the planning of linguistic authority. Various groups are very supportive of efforts to develop, promote and protect Lampung language and literature. 	<ol style="list-style-type: none"> The growing population puts Lampung in an increasingly important position in the planning of language authority accompanied by the support of regulations on language and literature in Indonesia which are quite complete. Local governments as the main actors make the protection of local language and literature program a priority. 	<ol style="list-style-type: none"> The implementation and reality of existing linguistic and literary regulations have not been used optimally, so the positive attitude of the population/teak speakers must continue to use local languages so that they do not become extinct. Make innovations and breakthroughs to accelerate the implementation of linguistic and literary regulations in order to make the protection of regional languages and sastras a priority.

3. The rapid development of information technology allows the Lampung Provincial Language Office to socialize and disseminate language and literary works through digital media, the internet, etc.	4. Optimizing the quality of human resources in language services coupled with strengthening the digitization of language and literacy services.	3. Recruitment of new human resources to meet the needs of institutions/communities for linguistic and literary services
4. The community, especially the younger generation of language ambassadors, is increasingly participating in activities that support the development of language and literature.	5. The rapid advancement of information technology allows community involvement to participate in socializing and disseminating linguistic products.	4. All language products and services that have been owned but have not been optimally utilized must be used as a means of supporting the socialization of language products.
5. Indonesian language proficiency test services are ready and open to all groups	6. A modern, up-to-date, adaptive, and user-friendly Indonesian language proficiency test system aimed at various characteristics of Indonesian speakers.sudah tersedia	5. Technical constraints that may occur must be anticipated by conducting clinical trials in the field in the form of a survey of test sites.
Threat (T)	Strategi ST	Strategi WT
1. Lampung Language Department's pages, apps and digital platforms at risk of being hacked	1. The rapid improvement of the information technology system allows the Lampung Provincial Language Office to socialize and disseminate linguistic and literary products through digital media, the internet, and others with special treatment to avoid hacking.	1. Utilizing the jardiknas owned by the Ministry of Education, Culture, and Research as an auxiliary medium for the information technology system owned by the Lampung Provincial Language Office.
2. Leading local governments do not make local language and literature conservation programs a priority	2. Indonesian language internationalization strategy must be carried out with a new, more aggressive approach	2. Make a traditional approach by visiting the local government
3. I didn't see any positive attitude towards the Indonesian language from the speakers.	3. Strengthening the implementation of language and literature regulations in Indonesia in the context of developing, fostering, and protecting language and literature to increase the achievement of tested proficient Indonesian speakers.	3. Lampung Provincial Language Office scheduled a special coordination meeting in terms of discussing the achievement of tested proficient Indonesian speakers with the local government.
4. The dominance of foreign languages	4. Indonesian language internationalization strategy must	4.A psychological approach can be pursued in terms of

affects the development, growth and protection of language and literature	be carried out with a new, more aggressive approach	internationalizing the Indonesian language
5. Unstable internet connection in some test areas in Lampung.	5. Lampung Provincial Language Office has adequate facilities and infrastructure for the development, guidance, and protection of language and literature.	5. Conducting UKBI testing manually using answer sheets

Source: Data Processed data, 2022

b. SWOT Matrix Analysis for SO Strategy

To examine what strengths to use to capitalize on opportunities, the Lampung Language Office will consult with the people of Lampung, local government, language office human resources, and aspects of technological advancement and language proficiency testing. The SWOT acronym stands for Strengths, Weaknesses, Opportunities, and Threats, and it may be defined as a method in which the management team recognizes the internal and external elements influencing the company's and business's success (Namugenyi, 2019). Strategies need to be developed to improve Indonesian language correction by involving Indonesia needs to improve its service standards by updating the Indonesian Language Proficiency Test (UKBI) test system through the Indonesian Language Proficiency Test (UKBI) Self Adaptation Test.

I. SWOT Matrix Analysis for WO Strategy

From the weaknesses and opportunities of the language office in Lampung province, formulating strategies to minimize existing weaknesses, the language office captures opportunities and is fully tested through socialization work programs for the people of Lampung city can help determine strategies to improve the Indonesian criminal justice system. Initiate innovation by offering digitization opportunities as a standard of service quality.

II. SWOT Matrix Analysis for ST Strategy

In terms of strengths and threats, the Lampung Provincial Language Office uses its strengths to deal with threats that can arise at any time through improving language and literature regulations as a whole and improving service facilities.

III. SWOT Matrix Analysis for WT Strategy

Regarding the weaknesses and threats that exist in Lampung Province Language Office, internal weaknesses can be minimized to avoid external threats. This means using digital media as an innovative and attractive publishing medium, improving the technology that supports our services and enhancing creativity. Results that meet the target group of human resources and Indonesian talented users.

Conclusion and Recommendation

a. Conclusion

Based on the results of calculations using the SWOT approach, it can be concluded that the location of the language office in Lampung Province is in the Kudarang I location. Indonesian language revision improvement strategy to be implemented. Furthermore, for internal IFE factors and external EFE factors, the Strengths and Opportunities (SO) score is 4.56, Strengths and Treats (ST) 3.93, Weaknesses and Opportunities (WO) 4.01, and Weaknesses and Treats (WT) 3.38. The strategy with the highest score has improved the quality of services and has been digitized to support the performance of the Lampung Provincial Language Office in order to achieve the strategic goal of improving the established Indonesian language every year SO by socializing work programs.

b. Recommendation

Some implications that can be used as recommendation for this research are as follows.

1. The Language Development and Fostering Agency as Echelon I of the changes to Permendikbud No. 70/2016, states that UKBI is an absolute requirement in various fields and must be owned by ordinary people and foreign speakers. I arrived at the Lampung Provincial Language Office and immediately conducted a focused discussion with the Ministry of Education and Culture.
2. The Lampung Provincial Language Office will improve service standards as an implementation strategy to improve revision strategies for proficient Indonesian speakers in the regions and improve Indonesian language proficiency as one of the proven Indonesian language revision strategies The examination work program must be socialized.

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