

FRANCIEN TOMASOWA

Brawijaya University, Indonesia

SUSTAINABLE CULTURAL DOCUMENTATION THROUGH GRASSROOTS HIGHER EDUCATION RESEARCH AS A MEANS TO REGIONAL ENTREPRENEURIALISM

Abstract:

Indonesia is prone to the threat that minority cultures will be eliminated, but the Indonesian lingua franca has always absorbed regional cultures to augment its diversity. This rationale motivates the sustainable documentation of regional languages by Brawijaya University in Malang.

Sophomore students undertake research in their home districts, with the guidance of the Professor of Applied Linguistics. Usage is documented, incorporated into the annual database and analysed. This grassroots research has higher than standard infiltration and continual inclusion of the current generation who provide insights relevant to on-the-ground reality, especially in the current and future potentials of the Internet of Things.

This empowerment through publication skill-sets augment their affinity with self-publication and is in line with the Government directive for sustainable entrepreneurialism in Higher Education.

Keywords:

Indonesia; language; multiculturalism; culture; sustainable; entrepreneurial; grassroots; research; innovation; minority

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