



## **The Existence of Chinese Language in The Globalization Era**

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### **Abstract**

In an era of globalization marked by ever-stronger digital connectivity and close economic growth, languages play an important role in cross-cultural communication and international trade. Mandarin, being the official language of the People's Republic of China and the mother tongue of approximately one billion individuals worldwide, is one language that has a prominent role in this context. This article discusses the existence of Mandarin in the era of globalization. Mandarin is quite important in the context of the global economy, in line with the rapid economic growth in China, which is becoming a very influential world economic power. This article is written using a qualitative method by using supporting literature such as books and journals. Globalization brings real business and cultural exchange opportunities, and Mandarin holds the key to maximizing the benefits of these opportunities. The findings of this study are that many language learners are interested in learning Mandarin. In addition, the popularity of Chinese as the second most spoken language outside of China continues to increase, especially in education in schools and language study centres worldwide. Nevertheless, the existence of Mandarin Chinese also faces various obstacles and barriers in the era of globalization. Despite these obstacles, the potential and opportunities in intercultural communication, global economy, and diplomacy continue to grow. Overall, the Chinese have an increasingly important role in the era of globalization. It reflects the ongoing global changes and the importance of cross-cultural understanding to maintain world peace in an increasingly connected world.

**Keywords:** Globalization; Existence; Chinese Language; Communication

### **Introduction**

Mandarin is considered the second most widely spoken international language after English. According to UNESCO data released in 2008, Mandarin is currently the most commonly used language worldwide, spoken by over one billion people. China, a country that has been rapidly advancing in both its economy and technology, plays a significant role in the global prominence of the Mandarin language. This has led to an increasing number of countries recognizing the need to learn Mandarin. China's remarkable progress in a relatively short period has inspired many nations to study its language and culture. To stay relevant in the modern world, it is essential to learn from China.<sup>1</sup>

According to Carroll, as mentioned in a business journal, Mandarin is the most sought-after language after English due to its more significant number of speakers. Furthermore, a Chinese newspaper, Zhao Yanrong, reported in December 2011 that

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<sup>1</sup> Lily Thamrin and Tjen Veronika, 'Sosialisasi Pembelajaran Bahasa Mandarin Di Sma / Ma', 5.1 (2021), 46–54.

the United States wanted to learn Mandarin. This sentiment was echoed by Carola, a senior advisory board member at the United States Department of State, who stated that the United States currently needs more individuals proficient in Mandarin, both within and outside the government. This emphasizes the significance of the Mandarin language and the need to master it. An article published in China revealed that, by early 2012, the Chinese government had dispatched 230,000 Mandarin teachers to 94 countries to teach the language. However, this number still needs to be increased to meet the growing demand for Mandarin teachers, as the demand for Mandarin instructors increases yearly.<sup>2</sup>

In the current era of globalization, the role of language in international communication has become increasingly important. In this case, English has long been the primary language in global communication. However, it must be addressed that Mandarin, the official language of the People's Republic of China, has also grown in importance along with China's rapid development as a global economic and technological power. The existence of Mandarin in the era of globalization is not just a linguistic phenomenon but also reflects the geopolitical and economic transformation that is taking place.<sup>3</sup>

This article will review the development of the Mandarin language in the context of globalization, highlighting why Mandarin has emerged as the second most important international language after English. We'll also explain how China's rapid economic and technological growth has contributed to the growing demand for Mandarin lessons worldwide. Additionally, this article will consider the role of the Mandarin language in opening the door to cross-border collaboration, diplomacy, and cultural exchange between China and other countries.

## Research Methods

In this article, research on the existence of Mandarin in the era of globalization will be carried out through various research methods. The research method that will be used involves an in-depth analysis of the influence of globalization on the existence of Mandarin on multiple levels of society. First, this research will include a literature study to understand Mandarin's historical context and development. This analysis will cover the transformation of Mandarin in terms of structure, vocabulary and syntax in line with the social and cultural changes that occurred in the era of globalization.

Apart from that, this research will also involve case studies to observe the implementation of Mandarin in real-world situations. This may include surveys of people who speak Mandarin as a mother tongue, as well as interviews with native Mandarin speakers to understand changes in daily usage and how globalization is affecting the use of the language in professional and social contexts. This research method will also involve statistical data analysis to determine whether Mandarin speakers have declined or increased in recent decades. The data will be compared with globalization trends, including economic growth, international migration, and media globalization, to assess whether there is a correlation between these factors and the existence of Mandarin.

Apart from that, this research will also use a qualitative approach through in-depth interviews with linguists, educators and Chinese ethnic communities to gain in-depth insight into the changes that have occurred in the use of Mandarin in the era of globalization. By using these methods, this research aims to provide a comprehensive

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<sup>2</sup> D. H. Mulyaningsih, 'Perbandingan Fonologi Bahasa Indonesia Dan Bahasa Mandarin.', *Jurnal Pendidikan Bahasa Dan Sastra*, 13(1) (2014), 1–10.

<sup>3</sup> H. Sutami, 'Kekhasan Pengajaran Bahasa Mandarin Di Indonesia.', *Wacana*, 9(2) (2007), 222–237.

understanding of the existence of Mandarin in the era of globalization, including the challenges faced and strategies that can be adopted to maintain the existence and cultural value of Mandarin in an increasingly connected society.

## **Results and Discussion**

### **Growing Demand for Mandarin Learning**

China has experienced phenomenal economic growth over the past few decades. As one of the largest economies in the world, China has become a centre for global investment, production and trade. This growth has fueled an inevitable demand for Mandarin lessons. In the era of globalization, international business, trade relations and cross-border collaboration require an understanding of Chinese language and culture. Mastering Mandarin is a valuable asset in business and international careers. Apart from that, China has also achieved extraordinary technological progress. Chinese technology companies such as Huawei, Alibaba, and Tencent have had a significant global impact. Along with space exploration, artificial intelligence and other technological innovations, China is increasingly becoming an important player in the global technology ecosystem. This makes knowledge of Mandarin essential in participating in the ever-growing technology sector.<sup>4</sup>

In recent years, there has been a significant increase in demand for Chinese language learning. This increase in interest can be attributed to several key factors that underscore the importance of mastering Mandarin in today's increasingly globalized world. In this discussion, we will explain the factors behind the increasing demand for learning Mandarin. Several factors can explain why the demand for learning Mandarin is increasing.<sup>5</sup>

- a. **Economic Potential:** Mandarin is one of the most widely spoken languages in the world, especially in China, a global economic power. Many people and companies see great opportunities in doing business with China, making knowing Mandarin a valuable asset.
- b. **Tourism:** China is becoming a popular tourist destination, and many tourists want to understand the local language to communicate better and experience the culture in more depth.
- c. **Job Opportunities:** Global companies are increasingly looking for Mandarin-fluent employees to expand their business in the Chinese market.
- d. **Popular Culture:** The popularity of Chinese culture, such as movies, music, and food, has driven many people's interest in learning Mandarin to understand the culture better.
- e. **Personal Skills:** Many people see learning Mandarin as an interesting intellectual challenge, which also improves cognitive skills
- f. **Educational Requirements:** Some educational institutions require students to study Mandarin in their curriculum.

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<sup>4</sup> Leo. Suryadinata, *Dilema Minoritas Tionghoa* (Jakarta: Grafiti. Press, 1984).

<sup>5</sup> I. Kholid, 'Motivasi Dalam Pembelajaran Bahasa Asing.', *Jurnal Tadris Bahasa Inggris*, 10(1) (2017), 61–71.

These factors have resulted in a significant increase in demand for Mandarin learning, with many people seeing it as a worthwhile future investment in an increasingly globally connected world.

### **The Indonesian Government is Responding to The Mandarin Language in The Era of Globalization in The Economic Aspect**

The Indonesian government's response to the Mandarin language in the era of globalization, particularly in the economic aspect, has been marked by several strategic initiatives and policies. One of the key strategies is the promotion of Mandarin language education. Recognizing China's growing importance as a global economic powerhouse and a significant trading partner, the Indonesian government has taken steps to encourage the learning of Mandarin among its citizens. This includes introducing Mandarin language programs in schools and universities and offering scholarships for students to study Mandarin in China. By equipping its workforce with Mandarin language skills, Indonesia aims to enhance its economic ties with China and seize opportunities in the global market.

The Indonesian government has also been actively fostering economic and trade relationships with China. This involves signing trade agreements and partnerships that facilitate economic cooperation between the two nations. Efforts have also been made to simplify trade processes and regulations to encourage more Chinese investments in Indonesia. These initiatives promote economic growth and highlight the importance of Mandarin language proficiency for effective communication in business and trade negotiations.<sup>6</sup>

Furthermore, the Indonesian government has encouraged the establishment of cultural and economic centres, such as Confucius Institutes and Chinese business chambers, which provide platforms for cultural exchange and business networking between Indonesians and Chinese counterparts. These centres contribute to a better understanding of the Mandarin language and the Chinese culture, which can be advantageous in the global economic arena. In conclusion, the Indonesian government's response to the Mandarin language in the era of globalization, especially in the financial aspect, has been characterized by a multifaceted approach. Through Mandarin language education, trade agreements, and cultural exchange initiatives, Indonesia seeks to harness the economic opportunities presented by its relationship with China and enhance its position in the global economy.<sup>7</sup>

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<sup>6</sup> E. A. Ying, Y., Suprayogi, M. N., & Hurriyati, 'Motivasi Belajar Bahasa Mandarin Sebagai Bahasa Kedua', *Humaniora*, 4(2) (2013), 1345–1355.

<sup>7</sup> S. Kosasi, *Pembuatan Aplikasi Pembelajaran Bahasa Mandarin Tingkat Dasar*. (Jakarta: Eksplorasi Informatika., 2014).

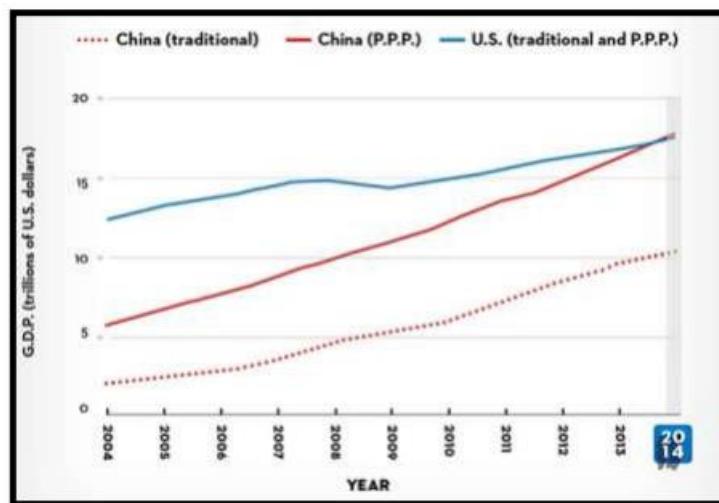


**Figure 1.** Indonesia China High Speed Train (KCIC)  
Source: <https://kcic.co.id/tentang-kami/profil>



**Figure 2.** New Xiaomi Redmi Release  
Source: <https://www.cnnindonesia.com/teknologi/20230801132201-206-980421/xiaomi-redmi-12-resmi-hadir-di-ri-intip-spek-dan-harganya>

According to the IMF (International Monetary Fund), increasing cooperation with China is currently a logical policy concerning PPP (purchasing power parity) indicators. China has become an economic power the world's largest, shifting the hegemony of the United States (US) since World War II; in 2014, China's GDP (gross domestic product) reached US\$ 18,976 billion, is ranked first in the world, while the US is displaced in second place in total GDP amounted to US\$ 18,125 billion, (see table 1) this is the first time in history In the modern world economy, China surpasses the US economic power.<sup>8</sup>



**Figure 3.** Comparing United States and China by Economy  
Source: <https://statisticstimes.com/economy/united-states-vs-china-economy.php>

<sup>8</sup> Hasan dan Dendy Sugono. Alwi, *Politik Bahasa: Rumusan Seminar Politik Bahasa*. (Jakarta: Pusat Bahasa).

The discussion on the existence of the Mandarin language in the era of globalization, particularly in the context of business in Indonesia, reveals a significant increase in the use and understanding of Mandarin. In the business world, Mandarin has become a precious tool for professionals in Indonesia, especially in establishing business partnerships with Chinese companies that are increasingly dominant in the global market.<sup>9</sup>

Once the position of Mandarin is established, it needs to be emphasized its function. Kartono agrees with Retmono, saying that Foreign languages function as a means of communication with other nations to help accelerate the development of the Indonesian government and state. Foreign languages need to be mastered to utilize knowledge and technology in depth, responding to free competition in this era of globalization. Through mastery of a foreign language, It is hoped that there will be a transfer of science and technology and other information in a foreign language directly, without translation.<sup>10</sup>

The importance of Mandarin in the business world can be observed from two main aspects. First, Mandarin enables Indonesian entrepreneurs to communicate more effectively with business partners, investors, and Chinese customers. With a shared language, trade transactions and business negotiations can proceed more smoothly, increasing the likelihood of favourable agreements. This underscores Mandarin's role as a tool facilitating market expansion and closer economic cooperation between Indonesia and China. Second, understanding Mandarin allows Indonesian businesspeople to comprehend Chinese culture, values, and business norms. This streamlines their transactions and helps them build stronger business relationships with Chinese companies. This understanding is crucial in establishing trust and fostering sustainable cooperation in an increasingly interconnected global business environment.<sup>11</sup>

In the era of globalization, Indonesian businesses have harnessed Mandarin as a vital asset in global competition. Proficiency in Mandarin is a competitive advantage and a strategic step to expand business networks and optimize the potential for economic collaboration with China. Therefore, the existence of Mandarin in the Indonesian business world is becoming increasingly crucial in navigating the evolving dynamics of globalization.

## **Conclusion**

In the era of globalization, Mandarin has become increasingly important in the Indonesian business sector. This is mainly due to China's rapidly growing global economic power. The Indonesian government has responded with various strategic steps, such as promoting Mandarin language education, strengthening economic ties with China, and supporting Chinese cultural institutions and businesses. This aims to prepare and support the Indonesian business community facing global opportunities and challenges. In an economic context, proficiency in Mandarin and an understanding of Chinese culture is a competitive advantage and establishes more effective business relationships with Chinese partners. Thus, the existence of Mandarin in the era of globalization is an integral part of securing Indonesia's position in an increasingly integrated global business arena.

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<sup>9</sup> Giri. Kartono, *Kedudukan Dan Fungsi Bahasa Asing Di Indonesia Dalam Politik Bahasa Nasional 2* (Jakarta: Balai Pustaka).

<sup>10</sup> Kartono.

<sup>11</sup> Ying, Y., Suprayogi, M. N., & Hurriyati.

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