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## **Pressures prompting language shift in Kadazandusun families in Sabah**

**Dr Ting Su Hie**

Centre for Language Studies  
Universiti Malaysia Sarawak  
94300 Kota Samarahan, Sarawak  
shting@cls.unimas.my

**Esther Jawing**

General Studies Department  
Politeknik Kota Kinabalu  
84500 Kota Kinabalu, Sabah  
s\_therjaw@yahoo.co.uk

### **Abstract**

Language shift tends to happen in smaller speech communities but the shift in allegiance away from the ethnic language is also evident in relatively large ethnic groups. The societal factors at work could be so compelling that population size and the symbolic value of the ethnic language become inconsequential in language maintenance. This study examines the macro and micro factors that influence the language use across different generations in Kadazandusun families. The case study involved 52 participants from five Kadazandusun families living in urban and rural areas around Kota Kinabalu. The analysis of data from interviews and participant observation showed that only the first and second generation members speak Kadazandusun as their mother tongue