Arabic Darija dialect on the YouTube account of Aisha Devia official: A sociolinguistic approach

Khofiffah Vita Hapsari¹; Yoyo Yoyo¹
¹Arabic Language and Literature, Universitas Ahmad Dahlan, Indonesia

Corresponding author: yoyo@bsa.uad.ac.id


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<th>ABSTRACT</th>
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<td>This study aims to explain the factors behind the emergence of the Darija dialect in Morocco and to describe the types of Moroccan dialects, especially on Aisha Devi's Official YouTube account. Objects in this study are divided into two, material objects and formal objects. The material object is the Darija dialect on the Aisha Devi Official YouTube account, while the formal object is the focus of the sociolinguistic review in the Darija dialect research on the Aisha Devi Official YouTube account. The method used in the study is the Huberman stage method, which starts from observation, making data displays based on existing findings, and data classification. The results of this study reveal various things, including the emergence of the Darija dialect in Morocco which can be grouped into four major groups, geographical factors, sociological factors, historical and civilizational factors, as well as economic factors. While the types of Darija dialect are divided into two, (1) absorptions from foreign languages including French, Spanish, and Amazigh and (2) absorptions from Arabic Fusha, which are almost the same in terms of writing but also have different pronunciations from the Darija dialect with different writing also pronunciation with Arabic Fusha.</td>
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I. INTRODUCTION

Dialect variation is a language phenomenon whose symptoms can be found in various languages (Geeraerts, 2003). Dialect variations occur due to several factors, including differences in geographic location so that the language families used are...
diverse, as well as social interaction factors by non-homogeneous speakers in certain very diverse groups of people (Gordon, 2019). This dialect variation factor gives rise to the idea of two views. First, dialect variations arise because speakers experience social diversity (Ervin-Tripp, 1972). Second, dialect variations arise because speakers fulfill social interaction functions in diverse societies (Hymes, 1972).

Basically, dialect variations arise because speakers speak two or more languages or what is better known as bilingualism (Wei, 2020). As is commonly known, humans as speakers are social creatures who cannot live alone, so there will be interactions with others. Such interactions can encourage the birth of new terms. Especially in this modern era, almost everyone uses more than one language to communicate or what is commonly known as bilingualism (Thompson & Lamboy, 2012).

Language contact can occur due to several factors. Among the factors in which language contact occurs are: first, if a person or group of people moves from one place to another. This factor is generally carried out due to trade missions, the spread of religion, even war or marriage. Second, there is a meeting of two or more different groups in one place and they meet there. Third, the emergence of cultural relations between different groups (Bowern, 2013; Yoyo, 2017; Yoyo et al., 2020). Usually occurs between neighboring areas. Some of the factors above are the causes of language contact resulting in bilingualism. Apart from bilingualism, the occurrence of language contact can result in the mixing of two languages to form a new dialect. The existence of various dialects can hinder speakers' communication, especially for non-cognate speakers (Gooskens, 2007).

One form of language variation is the Darija dialect in Morocco which consists of several loan words from French, Spanish and Berber. This can be seen on several YouTube accounts that have content about Morocco, one of which is the Aisha Devi Official YouTube account. The owner of the Aisha Devi Official YouTube account is an Indonesian citizen who is married to a Moroccan and lives in Morocco. In the videos made by Aisha Devi Official, the country of Morocco is highlighted more in terms of language, culture and life in Morocco which are different from Indonesia. Several videos in Aisha Devi Official about languages in Morocco explain that in Morocco there is more than one language, including: Arabic (including the Darija dialect), French, and English.

Morocco is an Arab country in the Maghreb Region. The existence of the Moroccan state began with the founding of the Berber kingdom which was later conquered by Islam (Sadiqi, 1997). So, the dialects of the Bedouin community, which are very different from the dialects of the Spanish Muslim community, are mixed into one dialect. Spanish Muslim communities migrated continuously for about a century, and gradually spread their dialect throughout the North African countryside and eventually influenced the dialects of neighboring towns (Rosenhouse & Goral, 2004).
Apart from the influence of Spanish Muslims who migrated to Morocco, France also colonized Morocco for many years, thereby making the culture and language in Morocco contaminated by France (Hoffman, 2008). One of the impacts of French colonization was the language in Morocco. The language in Morocco is unique because of the meeting between Fusha Arabic and French, resulting in the Darija dialect emerging. Many researchers have conducted several studies on dialect variations, but have not studied Arabic language variations, especially the Darija dialect. So, this research shows something new and important to study.

The analysis of the Darija dialect on the Aisha Devi Official YouTube Account is based on the argument that the Darija dialect is a unique variation of Arabic and is very different from the Fusha language. So, there are several things that must be researched to answer the uniqueness contained in the Darija dialect. In this regard, two questions are discussed in this paper, namely: (1) the types of Darija dialect on the Aisha Devi Official YouTube account, and 2) the factors that cause the Darija dialect to occur in Moroccan society.

II. METHOD

This research is qualitative in nature and relies on primary and secondary data. The primary data source was obtained from the vocabulary in YouTube video broadcasts on the Aisha Devi Official account. Meanwhile, secondary data sources were obtained from the Moroccan Darija online dictionary, and the Moroccan Arabic Phrasebook online dictionary, literature, journals, books, and articles related to Arabic dialect variations. The data in this research is in the form of Darija dialect vocabulary from several Aisha Devi Official YouTube shows which were recorded for three months and collected 52 pieces of data (Aisha Devi Official - YouTube, n.d.). Of the 302 videos on Aisha Devi Official's YouTube account, the author used 16 videos containing Darija dialect elements as material for data collection.

The selection of cases in the Darija dialect research on Aisha Devi Official's YouTube account was because in the Darija dialect there are several words that are very different from the Fusha language because of the absorption of several foreign languages which are integrated with Arabic, making it interesting to study further. The Aisha Devi Official YouTube account itself is an account owned by an Indonesian citizen who works and then marries a Moroccan and lives there, so the content presented on YouTube is about Morocco. The enthusiasm of the viewers on this YouTube account can be said to be high, this is shown by the large number of subscribers and viewers there are. Aisha Devi's own number of subscribers reached 6.37 thousand subscribers, and the average viewership of each content was more than 600 viewers.
III. RESULTS AND DISCUSSION

Darija Dialect on the YouTube of Aisha Devi Official

The Darija dialect in Morocco is an example of the mixing of two or more languages in one society (Ech-Charfi, 2023). The Darija dialect comes from the Berber language which is mixed with foreign languages such as French, Spanish and the local Moroccan language, namely Berber or Amazigh (Errihani, 2016; Hall, 2015). Apart from that, the Darija dialect also originates from Fusha Arabic. The data below is data taken from various Aisha Devi Official videos.

Absorption from Foreign Languages

Absorption from French

Sample 1: "؟ستيلو هدا بشحال "… “how much the price of the pen [stylo]?”

The word ستيلو comes from the French ‘Stylo’ which means pen. In that sentence, the word "stylo" was adopted directly from French into Arabic without any modification process.

Sample 2: "هنا؟ من قريبة فارماصيان ش يكأينة "… “Where is the nearest Pharmacies?”

The above sentence contains the word فارماصيان which comes from the French ‘Pharmacie.’

Sample 3: "هادي طابلة.

In the sentence above, there is the word طابلة which comes from French [table].

Absorption from Spanish

Some Darija dialects that originate from Spanish borrowings are as follows:

Sample 1: "سيمانا المقبل [semana al-muqbil]

In the sentence above there is an underlined word, namely the word سيمانا. The word سيمانا comes from the Spanish word ‘Semana’ which means week.

Sample 2:
In this conversation there is the word أوطيل which comes from the Spanish spelling word of 'oh-tehl' meaning hotel.

Absorption from Amazigh

Apart from borrowings from French and Spanish, there is also the Darija dialect which comes from borrowings from the Amazigh/Berber language. Some Darija dialects that originate from the Amazigh language are as follows:

Sample 1:
"شحال النتيكي لمدينة الرباط عافاك؟" [ch’hal tiki l’mdinet rabat afak?]…"How much is a ticket to the city of Rabat?"

The sentence shows the absorption of the Amazigh language into the Darija dialect, namely the word شحال which means "how much."

Sample 2:
"كايي شوكلاط، أتاي، كهوة، لليب، و لعصير [kayn chocolāt, atay, kahwa, lahlīb, wa l’ashir]…"There are chocolate, tea, coffee, milk and fruit juice."

The word أتاي is a Darija dialect loan from the Amazigh language which means tea.

Sample 3:
"إيه، الإسارت عافاك " [eyh, al-sarūt ‘afāk]…"Ok. the key please."

The Amazigh absorption is found in the word ساروت which means key.

Absorption from Fusha

The absorption from the Fusha language into the Darija dialect occurred more in pronunciation alone. This means that from a writing perspective, there is no difference between the Fusha and Darija languages. The following is an example of the difference in pronunciation between the Fusha language and the Darija dialect:
Factors in the Emergence of the Darija Dialect in Morocco

Geographic factors

Arab countries are divided into two parts, namely Mashreq and Maghrib. Apart from being located on the African continent, the Arabian part of the Maghrib includes several dialects, including the western Egyptian dialect, the Sudanese dialect, the Libyan dialect, the Algerian dialect, the Mauritanian dialect, also including the Moroccan dialect (Hachimi, 2013). This dialect spread from the Nile River to the West to the Arabian Maghrib region. The vast region of the Middle East includes several ethnic and cultural groups including Arabs, Greeks, Jews, Berbers, Kurds, Turks, and Assyrians. To the north and west it borders the Mediterranean Sea and the Atlantic Ocean.

Because Morocco is in the westernmost Arab country and is very close to European countries such as Spain and France, the cultural interaction of the Moroccan people with these countries is very intense, apart from France itself being the colonizer of that country (Montagne, 1948). The impact of cultural interactions caused by the geographical map has given birth to a distinctive language dialect, namely the Darija dialect (Younes et al., 2020).

Historical Factors

Morocco in Arabic is called المملكة المغربية originating from the ancient Berber kingdom and Mauretania. In the 5th century AD, the region was controlled by the Vandals, then conquered by the Muslims in the early 8th century AD (Merrills, 2017). Under the Almoravid and Almohad dynasties, Morocco succeeded in dominating the Maghreb region. Morocco was also controlled by France after Morocco and France signed the

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Table 1. Darija dialect from Fusha

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Treaty of Fez (Willis, 2014). The Treaty of Fez was an agreement between two countries, namely Morocco and France, which explained that starting in 1912 Morocco was willing to be under French protection. Apart from that, the Treaty of Fez also stated that Spain had the right to control southern Morocco. From the Fez agreement, Morocco was no stranger to France and Spain. This certainly has an impact on many sectors, including the language used daily in communication, such as Darija dialect.

Morocco has a different history from the countries around it. Culture in Morocco is a mixture of European, Arab, and Berber cultures. The existence of European culture is because geographically Morocco is in North Africa, which is located at the northwestern tip of Africa, the tip of the European continent. Apart from that, Morocco, which was once controlled by France, made European culture even stronger. The emergence of Arab culture in Morocco is because Morocco is part of the Middle East, especially the Maghrib, so indirectly the culture around the Maghrib spread to Morocco. Meanwhile, Berber culture has become the legacy of our ancestors, remembering that in ancient times the territory of Morocco was the ancient Berber kingdom, so traditions and even language are still more or less attached to Moroccan society, especially Moroccan people of Berber descent (Sadiqi, 1997). Morocco and Spain are only separated by the Strait of Gibraltar. This was the trigger for the Spanish Muslim community to easily dominate Morocco, so that much of the Spanish language was then used by the Moroccan community or absorbed into the Darija dialect (Zapata-Barrero, 2006). Apart from bordering Spain to the north, Morocco also has a close neighbor to the east, namely Algeria. Algeria was also an area controlled by the Berber tribe. Like the story experienced by Morocco, Algeria was also colonized by France. Until finally in 1962 Algeria officially forced France to leave Algeria and declare independence (Cohen, 2002).

**Economic Factors**

The existence of cooperation between Middle Eastern countries and cooperation with neighboring countries in the North African region has made Morocco more widely known. With this collaboration, relations between countries will become closer and communication will become more intense. This is demonstrated by the existence of one of the tourism objects in Morocco, specifically in the city of Marrakech, which has a botanical garden and a landscape park. This garden is called Jardin Majorelle by the very famous French artist, Yves Saint Laurent (Minca & Wagner, 2016). Apart from being a skilled artist, Laurent is also known as a beautiful designer and fashion designer. In the Jardin Majorelle Park, visitors can find various uniquely shaped cacti. This intensity of economic activity then had an impact on the use of language dialects in Morocco, which experienced a process of absorbing vocabulary from foreign languages.
IV. CONCLUSION

Based on the explanation above, the author concludes two conclusions as follows. First, the types of Darija dialects contained in Aisha Devi Official's YouTube account are borrowings from various foreign languages, namely French, Spanish and Berber/Amazigh. However, the absorption of French vocabulary is greater than that of other foreign languages because France colonized Morocco for quite a long time. Apart from that, there are also borrowings from Spanish and the local indigenous languages of Morocco, namely Berber/Amazigh.

Second, the factors for the emergence of the Darija dialect are generally mapped into four factors, namely: (1) geographical factors, because the Moroccan Darija dialect is in North Africa, in the Darija dialect there are several borrowings from Berber/Amazigh languages. (2) sociological factors, the Darija dialect is divided into two groups, namely acrolect and basilic. Acrolect is a variety of language that is considered more prestigious or has a higher position. Meanwhile, basilic is a language variation that is considered less prestigious. (3) historical and civilizational factors, the Darija dialect proves that historical factors greatly influence the condition of a country, both culture and language. Morocco itself is a country that has a very diverse historical past. Previously, the Berber people who were the ancestors of the Moroccan country had long occupied and the presence of French colonialism made the Moroccan country have a variety of languages and a rich culture. (4) economic factors, cooperation between neighboring countries creates global interaction between Morocco.

DECLARATION

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