

Learning Chinese as a Global Trend : A Study of the Coping Strategies of Jakarta Taipei School and Surabaya Taipei School

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Indonesia has the largest population of overseas Chinese in the world. With the trend of learning Chinese language in 21st century, the Indonesia government recently terminated the policy forbidding Chinese language instruction, which had been carried out for 32 years. Furthermore, owing to the economic and trade effects and the promotion of Chinese education by Indonesia government, Chinese language learning has become a trend in Indonesia. The aim of this study was to investigate the corresponding strategy of two Taipei Schools, Jakarta Taipei School and Surabaya Taipei School, to the trend of Chinese language learning.

The methods used in this study included document analysis, interviews and questionnaires. First, through interviews, the possibilities of establishing two Chinese language centers in the two Taipei Schools were estimated. Then the history, present condition and problems of Chinese language instruction in Indonesia were investigated and the inner states of two Taipei Schools were analyzed. Based on SWOT (Strength, Weakness, Opportunity, Threat) analysis, the internal advantages and disadvantages and the opportunities and threats from outside of the two Taipei Schools were analyzed. Finally, both common and individual strategies for the two Taipei Schools were designed according to the results from SWOT analysis.

The suggestions from this study for the two Taipei Schools are as below.

1. To have a better competitive advantage over other Chinese language schools, the two schools should still teach phonetic symbols and traditional characters, which is different from Chinese language instruction in other schools.
2. For the students without any Chinese language background, teaching Chinese as a second language is more appropriate. However, for the students who have basic Chinese ability, especially overseas Chinese, teaching Chinese as a first language is more workable.
3. To cope with current situation of Chinese instruction in Indonesia, phonetic

symbols and traditional characters are recommend to be used as teaching materials. Simplified characters and Hanyu Pinyin and English or Indonesian translation can be added as a reference to help the students understand better.

Finally, the study provides suggestions to the managers of overseas Taipei Schools, government agencies and future researchers. Key words: Indonesian trend of learning Chinese language, Jakarta Taipei School, Surabaya Taipei School, SWOT analysis, strategies.

Keywords : Chinese Fever, Jakarta Taipei School, Surabaya Taipei School, SWOT Analysis, Strategy