

‘Anda’ is a second person pronoun introduced in 1957 from Malay into Indonesian via the printed media and was intended to encourage democratic, egalitarian address instead of traditional status laden addressing. It is an example of attempted social engineering through linguistic engineering. However, rather than providing an all-purpose, democratic, second person pronoun, ‘anda’ has been found to mainly occur in the restricted domain of public media. This synchronic study examined the use of ‘anda’ in contemporary Indonesian printed media. Implicit in assessing the success of this introduction is gaining an understanding of the limits on its use. Delimiting the appropriate contexts of usage is important for both translating and second language learning. It is a useful starting point in describing the complex array of address reference options available across written genres in Indonesian. Future study from a language planning perspective will involve a diachronic assessment of its situated use across the last fifty years and an examination of the strategies by which Indonesian language planners have sought to promote its use.