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## Analysis of the Use of Language in the Development of the Tourism Industry

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### Abstrak

Penelitian ini bertujuan untuk mengetahui penggunaan Bahasa dalam pembangunan industry pariwisata. Penelitian ini bersifat deskriptif kualitatif dengan menggunakan data primer yang langsung didapatkan dari sumber data yaitu penggunaan bahasa Indonesia di industri pariwisata di Bali Jimaran yang diambil secara dokumentatif oleh peneliti. Teknik pengumpulan data yang digunakan adalah dokumentasi dan observasi. Hasil penelitian ini adalah penggunaan Bahasa Indonesia dalam Industri Pariwisata sebagaimana telah disebutkan, Indonesia bersifat dinamis sehingga bahasanya hidup, berubah dan berkembang. Alasan menggunakan bahasa asing adalah wisatawan yang menggunakan bus tidak hanya orang Indonesia saja, melainkan banyak wisatawan mancanegara. Meski penggunaan bahasa asing memudahkan dalam berkomunikasi dengan wisatawan asing, namun penggunaan bahasa Inggris yang benar dan baku menjadi prioritas. Beberapa kata yang paling sering digunakan adalah beach, tourist, opening. Ada tiga hal yang akan terjadi bila bahasa asing terutama bahasa Inggris lebih berperan penting dalam dunia pariwisata daripada bahasa Indonesia. (1) terjadinya perubahan cara pikir seseorang dan kontrol sosial seseorang. Dengan ini secara tidak sadar dalam penggunaan istilah bahasa asing didalam dunia pariwisata telah membuat pola pikir penggunaannya terjadi perubahan, (2) terjadi munculnya gaya bicara yang berbeda, dan isi pembicaraan. Ini dikatakan tidak jarang terjadi pada orang yang memakai dua bahasa yang berbeda, (3) minat menghargai, dan mempelajari bahasa Indonesia semakin berkurang.

Kata Kunci: *Penggunaan Bahasa, Industri Pariwisata, Sociolinguistik*

## Abstract

This study aims to determine the use of Language in developing the tourism industry. This research is qualitative descriptive by using primary data directly obtained from data sources, namely the use of Indonesian in the tourism industry in Bali Jimaran, which was taken documentarily by the researcher. The data collection techniques used are documentation and observation. This research results in the use of Indonesians in the tourism industry. As mentioned, Indonesia is dynamic, so the Language is alive, changing, and developing. The reason for using foreign languages is that Indonesians and many foreign tourists use buses. Although using foreign languages makes it easier to communicate with foreign tourists, the correct and standard use of English is a priority. The most commonly used words are beach, tourist, and opening. Three things will happen if foreign languages, especially English, play a more critical role in tourism than Indonesian. (1) the occurrence of a change in one's way of thinking and one's social control. With this, unconsciously, the use of foreign language terms in the world of tourism has changed the mindset of its use, (2) the emergence of different speech styles and the content of the conversation. This is said to be not uncommon in people who speak two different languages; (3) their interest in appreciating and learning Indonesian is decreasing.

Keywords: *Language Use, Tourism Industry, Sociolinguistics*

## INTRODUCTION

The tourism industry is a business or business that provides products and services for local and foreign tourists. The government is carrying out this effort to increase the welfare of the people in Surabaya and government revenue. Foreign and local tourists are interested in the current development of the tourism industry (Atmoko, 2014). Tourism in Indonesia is very popular with foreign tourists because of Indonesia's very interesting cultural richness, such as traditions, arts, religious rituals, and historical objects (Prabhawati et al., 2018). The use of Language in various tourism sectors must also adapt to the tourist par (Sa'diyah et al., 2023).

Tourism is one of the areas of development promoted by the Indonesian government. Tourism plays a vital role in Indonesia's development. The tourism sector creates jobs, improves people's living standards, and increases government revenue, especially the country's foreign exchange income, apart from the oil and air sector (Sutarma and Sadia, 2013).

Tourism is currently one of the sectors that is a priority and focus of the government to develop because the tourism sector is currently experiencing extraordinary rapid development and is targeted to give great feedback, especially on the country's foreign exchange. The Ministry of Tourism of the Republic of Indonesia noted that since 2013, the tourism sector has occupied the fourth position after oil and gas, coal, and palm oil in

contributing to the country's foreign exchange (Syafitri et al., 2023)

The tourism sector is experiencing such rapid development that tourism is one of the priority areas and focus of government development. The Ministry of Tourism of the Republic of Indonesia noted that since 2013, tourism has been ranked as the fourth contributor to the country's foreign exchange after oil and gas, coal, and palm oil. Regarding the development of tourism infrastructure in Indonesia, the Ministry of Tourism of the Republic of Indonesia, on its official website, stated that in 2016, tourist foreign exchange amounted to US\$ 13.5 billion per year, and tourist foreign exchange amounted to US\$ 16.8 billion per year. According to the World Bank (Ministry of Tourism of the Republic of Indonesia), the extraordinary development of Indonesia's tourism sector has made it Indonesia's core business. The tourism sector can bring in the country's foreign exchange and absorb many workers (Damayanti, 2019).

The emerging tourism industry has created a Culture Shock for the community. With the existence of community tourism, it is easier to make a living, in contrast to before tourism. This change involves most of the surrounding communities in the tourism industry with the initial purpose of holding tourism (Aryani et al. 2021).

The development of the tourism industry is closely related to using a language as a means of communication (Purba & Irvansia, 2022). Easy-to-use Language follows development, and everyone can understand and use the Language correctly. Since it was established as a national language, Indonesian has also become Indonesia's official Language of government affairs. Therefore, Indonesian is used as a means of communication between members of the community in India in daily activities. Therefore, it is necessary to use the Indonesian Language by adjusting to the current situation and conditions to be a good communication tool. In addition, presentation techniques should also be effective when you are talking to the interlocutor. The phenomenon of borrowing words from foreign languages and regional languages in Indonesia should be understood so there are no misunderstandings in communication (Arsanti & Setiana, 2020).

Indonesian culture needs a means of disclosure to be enjoyed as an attraction for tourists. This means that to understand Indonesian culture, a revealing tool is needed that can describe the culture in its entirety. The disclosure tool is the Language, which in this case is Indonesian.

In this era of globalization, English has become a commonly used international language worldwide, including in the tourism industry. Therefore, many tourism businesses use English as the primary Language of communication with foreign tourists. Based on the direction of the National Language Policy Policy, it is written that Indonesian should occupy

the first position but with regional languages and foreign languages in their use related to the national interest (Syawwal & Nabilah, 2023)

A common language is a language that contains general information in the area so that people can understand the Language used (Alfiyanto et al., 2022; Jagat et al., 2022). The common Language in the tourism industry should be Indonesian because it is a form of appreciation and respect for English. In addition to Indonesian, foreign languages can also be used. For example, English provides general information for foreign tourists unfamiliar with Indonesia. However, it needs to be emphasized that local governments provide information to the public in good and correct Indonesian according to the rules that have been set and followed in the development of the tourism industry (Fatmahwati, 2019).

The Language used in interpersonal communication can describe communication patterns, management, personality, and behavior. Verbal communication is central to human social relationships and is part of psychoanalytic studies. Therefore, proficiency in the use of Language and interpersonal communication can help a person to be able to understand social situations better and act and solve problems according to the environmental conditions they are facing (Syafitri et al., 2023)

The function of Language is related to the status or position of Language. For example, *reog Inianangi* is a symbol of socio-cultural values, national identity, and pride of the Indonesian nation. Language performance is the usefulness or function of Language in an industry or related field (Kusumawati, 2018). Therefore, the role of Language in the tourism industry is (1) as a liaison between tourists and officials in a tourist destination, and between tourists and suppliers of goods and services in a tourism destination when making transactions, and (2) as an affiliate. It is a method of connecting, identifying, or distinguishing characteristics between foreign and domestic tourists in a particular tourist area, service providers, bills, or fees for people visiting the destination (Sa'diyah et al., 2023)

Language planning can be used to create dictionaries and add vocabulary to preserve a language. Language planning has the function of building the formation of culture and ecosystems to increase the role of Language and literature. Indonesian must be developed in language planning. In addition to Indonesian, a foreign language must be used to keep up with the times, namely English. Even though English is a second language, the Indonesian people must always keep the Indonesian Language from the influence of the Language.

Indonesian is the second Language, after regional languages, and is the official Language of the state and national languages. The mother tongue of most Indonesian people is a regional language because each province in Indonesia has its Language. As a

member of the international community, I know that foreign languages are also necessary for communication in Indonesian society. The most commonly spoken foreign Language is English. Although regional and foreign languages also occupy a proportion of society, Indonesian must remain the primary Language used in daily communication between community members (Hartawan, 2023). Therefore, Indonesian must be the primary Language used in the government's planned industrial development.

Based on Law No. 24 of 2009 concerning the Flag, Language, and State Emblem, as well as the National Anthem, there are binding rules in the use of Indonesian and foreign languages in the context of writing. The law states that Indonesian must even be used to describe the names of goods or services that are domestic products, and their distribution is also carried out in Indonesia. In addition, in Article 38, paragraph 1, it is stated that Indonesian must be used as a written language to convey information in general in public spaces to the public, such as public signs, road signs, public facilities, banners, and other information tools that are public services. According to the regulations regarding the development of the tourism industry, the Sepuluh Nopember Museum must also follow the development of Indonesian and foreign languages (Fatmawati, 2019).

The status and function of the Indonesian Language show that the ancestors of the Indonesian nation were thinking about language policy and language planning in the future. Therefore, there is no reason to doubt the status of the Indonesian Language in our country. This is part of the Language planning process. Now, it is necessary to implement other language planning processes so that the position of the Indonesian Language that has been determined can be realized in linguistic life. Based on these problems, this study aims to analyze the use of Language in industrial development.

## RESEARCH METHODS

This research is qualitative descriptive by using primary data directly obtained from data sources, namely the use of Indonesians in the tourism industry in Bali Jimbaran, which was taken documentarily by the researcher. The data collection techniques used are documentation and observation. Documentation is carried out by digging up records of past events in the form of documents, pictures, or works (Salamah, 2020). This observation method is not just a process of observing and recording activities but is a form of observation that can provide information about the research objectives to be investigated. Furthermore, the data was analyzed using a qualitative descriptive method based on an inductive methodological paradigm. That is a paradigm that departs from something specific to something general. The results of the analysis were presented using informal and

formal methods. The informal presentation method presents the analysis results in explanations or everyday words, and the formal presentation method is a formulation using symbols and symbols. The application of these two methods is supported by a technique that is a combination of the two methods: the use of words and letters or symbols.

## RESULTS AND DISCUSSION

In the context of the use of language in the tourism industry, Indonesia is said to be dynamic so that the language will live, change, and develop. Indonesia continues to develop and advance in the lives of those who take advantage of it. Therefore, a good language program is needed so that Indonesian can function adequately as a national and state language.

Introducing Indonesian as a national and state language will impact the Indonesian people who use the Language. This recognition is intended to be used in the life of the nation and state by using the Indonesian Language as a medium of communication and expressing national culture through the international culture of the Indonesian Language.

Maintaining the preservation and purity of the Indonesian Language requires efforts from many parties—one example of an effort. Language as a means of communication is very flexible and has intellectual power in reflecting the world, and Language can also be used to describe the Language itself.

Many tour guides and drivers may not be fluent or able to speak foreign languages, especially English, and are more accustomed to using Indonesian or regional languages. This may be due to a lack of formal education or adequate training and practice in speaking a foreign language.

As a way of displaying culture, Indonesia needs to be strengthened, including in terms of how to make profits in the tourism industry. However, in practice, this cannot be fully implemented. To understand the implementation of Indonesian language planning in the tourism industry, especially the Bali tourism industry, the following is information on the impact of tourism development on the use of the Indonesian Language and the test of the language planning program for the use of Indonesian in the Bali tourism industry, especially in Jimbaran and the actions taken to solve a problem.

Language has a vital role in the world of tourism. As is known, Language is one of the international languages that is very commonly used in the world of tourism. The use of language in the tourism industry facilitates communication between tourism actors and tourists from all over the world. Not only in Indonesian, but English is also essential for developing the tourism industry.

Tour guides and drivers usually use one or two words in foreign languages, such as memories becoming mementos, tour guides becoming tour guides, drivers, and many more. The reason for using foreign languages is that Indonesians and many foreign tourists use buses. Foreign tourists may find it easier to speak English than Indonesian. Therefore, drivers and tour guides use English to communicate effectively with foreign tourists.

The use of language depends on the participants, the situation, the topic, and the purpose of the conversation. So that participants with different positions will be used in different languages. For official and unofficial situations, of course, different codes are needed. In bilingual and multilingual societies, various language codes, variations, dialects, and language styles allow speakers to make language choices when interacting with other people. Multilingual societies such as in Indonesia, which have a variety of languages such as regional languages, national languages, and foreign languages, tend to choose one language variation (intralingual variation), choose code-switching, or even mix language codes (Rijal, 2021)

Using foreign languages makes it easier to communicate with foreign tourists, but using correct and standard English is a priority. The correct and standardized use of Indonesian can improve the professionalism and quality of services in the Indonesian tourism industry and strengthen Indonesia's cultural identity.

There are many examples of foreign languages used in the tourism industry, namely a combination of Indian and foreign languages, especially English. For example, we see this in the word control and reserved in a sentence like this.

1. The tour guide was handling a tour guest from Melasti to GWK
2. The reservation staff was booking a hotel room for his guests.

Language coding is the selection of a language code that can be accepted as a way of using a language, usually directly related to the choice of the type of Language that will be used as a standard type (standard Language). Extension is the development of various languages specified in the code to meet the needs of society or governments in all aspects of the world. It can be expanded by exploring language skills and things outside the Language itself.

Regarding the use of Indonesian in the tourism industry, especially the Bali tourism industry, the second part of the language planning project has not been entirely handled. If you compare the words, for example, because of the development of tourism, the word nature reserve appeared. On the one hand, words seem to increase Indonesian vocabulary, but on the other hand, they pose problems for Indonesian users outside the tourism industry. This word is not included in the fourth edition of the Great Dictionary of Indonesian.

However, this word is more commonly used in the tourism industry than the reserved word, which was established in Indonesia. Therefore, when a reserved word is used, the reserved word is used. In addition, the words restaurant and restaurant are used in the same way (Sutarma and Sadia, 2017)

The following are some words that are often used in foreign languages that narrow the space for Indonesian use:

- a. Beach
- b. Tourist
- c. Opening

For the situation in this article, for example, there must be a policy to name hotels, restaurants, and other tourism products with the name of Indonesia. This means that Indonesian is a priority, followed by foreign languages. Example:

Selamat Datang di Lombok

*Welcome to Lombok*

Masuk

*In*

Keluar

*Exit*

Hotel Cempaka

*Cempaka Hotel*

Restoran Mandalika

*Mandalika Restaurant*

Three things will happen if foreign languages, especially English, play a more critical role in tourism than Indonesian. (1) the occurrence of a change in one's way of thinking and one's social control. A person's mindset will be seen in the Language used. This is also illustrated by (Santoso, 2002) that the power relations are very evident in the use of Language. With this, unconsciously, the use of foreign language terms in the world of tourism has changed the mindset of its use, (2) the emergence of different speech styles, and the content of the conversation. This is said to be not uncommon in people who speak two different languages; (3) their interest in appreciating and learning Indonesian is decreasing. The excessive use of foreign languages will hurt the development of the Indonesian Language. The branching can be seen in foreign language course institutions, and many teachers in schools are more proud to see their students bright in foreign languages than in Indonesian. Every person who wants to work in the world of tourism must be proficient in foreign languages, especially English.

Facts show that Indonesian speakers have always been a problem for the Indonesian people. Moreover, they are not directly involved in the real world. Therefore, Indonesian teachers seem to only work in Indonesian. Cases like this may show a lack of good faith in the Indonesian language, which can lead to its misuse. Another consideration is that using words in Indonesian may be less reliable than in foreign languages.

## CONCLUSION

Based on the above explanation, it can be concluded that Indonesian use in the tourism industry, as already mentioned, is dynamic, so the language is alive, changing, and developing. The reason for using foreign languages is that Indonesians and many foreign tourists use buses. Although using foreign languages makes it easier to communicate with foreign tourists, the correct and standard use of English is a priority. The most commonly used words are beach, tourist, and opening. Three things will happen if foreign languages, especially English, play a more critical role in tourism than Indonesian. (1) the occurrence of a change in one's way of thinking and one's social control. With this, the use of foreign language terms in the world of tourism has changed the mindset of its use, (2) the emergence of different speech styles, and the content of the conversation. This is said to be not uncommon in people who speak two different languages; (3) their interest in appreciating and learning Indonesian is decreasing.

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