

An Analysis of Language and Tourism Development; A Sociolinguistic Approach

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ABSTRAK

Bonjeruk village has historical and cultural potential. So the youths felt that the Bonjeruk that had once triumphed as one of the central government in the Netherlands even the sub-district at that time was centered in the village of bonjeruk, thus of course the Bonjeruk territory to the Kute region in the southern part of the island of Lombok, the Pujut sub-district which is now also part of the Bonjeruk electricity, which means that the Bonjeruk Managing has never really been the center of government. This research used qualitative-descriptive method. Technique of data collection is carried out through observation, interview methods and documentation. Technique of analyzing data analysis in qualitative research is a process of categorization, description, and synthesis. Those activities are data reduction, data display, and conclusion drawing/verification. Based on those statements, the researcher divides the activity in analyzing data into three activities, they are data reduction, data display, and

conclusion drawing. The results of this study indicate that there is a relationship between English language skills and tourism development. Case studies that focus on researching the relationship between language and tourism by conducting observations, interviews and documentation. As described in Nawamin Prachanant's 2012 research entitled Needs Analysis on English Language Use in Tourism Industry. that the ability to speak English is needed at work, especially for speaking in English. because the key to the sustainability of a tourism lies in the ability to speak to promote the tourism place. thus making the language especially English as one of the supporting factors for the development of a tourism.

1. Introduction

Indonesia is a maritime country consisting of 17,504 islands stretching from Sabang to Merauke. The number of islands that are not insignificant makes Indonesia dubbed the land of a thousand islands. The geographical conditions make Indonesia rich in diversity, both in terms of location / place, customs, to different cultures from each other. In 2019 Indonesia was named the recipient of the award for the world's best halal tourism destination and the coronation was given directly by the 2019 *Global Muslim Travel Index* (GMTI) and outperformed 130 destinations from around the world. So is the case with West Nusa Tenggara (NTB), at the same time selected as the best halal tourism in Indonesia. Where Lombok represents NTB which was chosen as a halal tourism destination. So that on the island of Lombok There are approximately 15 very famous ecotourism places including: Sade tourism village, Narmada Park, Bilebante, Mangrove, Sembalun, Sukarara and others. And don't forget of course Bonjeruk Tourism Village.

Bonjeruk village has historical and cultural potential. So the youths felt that the Bonjeruk that had once triumphed as one of the central government in the Netherlands even the sub-district at that time was centered in the village of bonjeruk, thus of course the Bonjeruk territory to the Kute region in the southern part of the island of Lombok, the Pujut sub-district which is now also part of the Bonjeruk electricity, which means that the

Bonjeruk Managing has never really been the center of government. In the village of Bonjeruk there is also a building called "*Gedeng Beleg*" which means a big house. The building is standing strong and beautiful in the middle of residential areas since 10 May 1933 that reads "*B o n d j e r o e k*" which is the name of the village itself at the gate of the building, in style the art deco of this building makes it a famous icon in the village and still stands strong today.

During the Dutch colonial era, Bonjeruk Village was once one of the centers of the Dutch government, and the building became its center and was a silent witness to the Dutch colonial era long ago. Because bonjeruk was once the center of government automatically the name of culture, spatial management will be different. It's just very unfortunate once, the generation below it is less able to maintain the triumph of bonjeruk which until now so that is what underlies young bonjeruk to return the bonjeruk that was once victorious at that time through the tourism sector. because it has enormous potential, both in terms of history and culture, then in terms of environmental spatial planning. the layout of bonjeruk village is very good because it is flanked by rivers. north bounded by the river, south bounded by the river and the area was very fertile.

This tourism village was formed in December 2017 with SK BUPATI no. 147 where the bonjeruk village has officially become a tourist village with the branding "Historical and Cultural Based Tourism Village". but at that time it still did not cover the environment and its layout. so that in 2018 we will develop branding which previously only focused on culture and spatial planning to become "Eco-cultural Tourism" which means tourism based on the environment and culture. Another thing that is behind it is in terms of access, Bonjeruk has a strategic location which is close to the airport, Mataram, then tourist attractions such as voluntary, Narmada which have a short distance from the village of Bonjeruk. so that if there are tourists who come into trouble or cross through Narmada, they can easily stop by at Bonjeruk village. seeing in terms of access, environment, and culture, this makes bonjeruk very appropriate to become a tourism village based on Ecotourism.

Creating a new thing is not easy. of course, there are various kinds of obstacles that must be prepared in advance. So is the case by building an ecotourism-based tourism sector as studied in Desa Bonjeruk. When hearing about tourism, the main thing that comes to our mind is what about the preservation of the environment, culture and people's ability to adapt to the existence of such tours. Bonjeruk village has a stretch of rice fields that stretches, presenting beautiful views and coolness of the countryside. Has a rare fruit plantation that can be enjoyed and the environment is very well maintained. Not only about attitudes and behaviors, but the most basic thing that makes a process run smoothly is communication which is certainly related to language, because as we know that those who come to visit the tourist attractions of Bonjeruk Village are not only local tourists but also foreign tourists coming to visit enjoy the natural beauty and culture. This is what makes researchers very eager to examine how the relationship between the English proficiency of the local community with the development of ecotourism in Bonjeruk Village. With several efforts such as: preservation of nature and culture, women empowerment and improving the quality of Human Resources in terms of education and language by establishing Bonjeruk English Center.

The writer conducted this title because it is very interested in knowing how a process of the relationship between language and tourism development so that it becomes one thing that is interrelated in supporting the tourism sector. in this research the writer chose Bonjeruk Village as the object of research because he saw so much potential that he had and as one of the ecotourism villages with cultural elements that were still very thick, beautiful, beautiful, historic nature and of course a friendly community that still preserved local culture. In this research, the researcher use theory language skill, tourism's development and ecotourism. Wibowo, (2001:3) said that language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. In other hand Stiawan in Owen, (2006:1) said that

describes the language definition language can be defined as a socially shared Those combinations of symbols and rule governed Those combinations of symbols (language can be defined as a socially acceptable code or conventional system for delivering concepts through the use of symbols and combinations of the desired symbols are governed by the provisions). Tourism development is the whole activity related to the entry, stay, and movement of foreign residents within or outside a particular country, city, or region, Norval in Muljadi and Nurhayati (2002). According to the broader definition put forward by Kodhyat (1983, p.4) tourism is a temporary journey from one place to another, carried out individually or in groups, in an effort to find balance and happiness with the environment in social, cultural, natural dimensions, and science. Ecotourism is as a special tourism activity that reflects the area of the environment and follows the principles of balance and sustainability, Suprianta (2008). Ecotourism is a nature tourism activity in the area that is responsible with attention to the elements of education, support for efforts to conserve natural resources and understanding, as well as increasing the income of local people. (Minister of Home Affairs Regulation No.33 of 2009)

2. Method

This research used qualitative-descriptive method. Creswell (1994), states that the procedures in a qualitative approach include the following steps; the assumptions of qualitative designs, the type of design, the researcher's role, the data collection procedures, data recording procedures, data analysis procedures, verification steps, the qualitative narrative. Technique of data collection is carried out through observation, interview methods and documentation. Technique of analyzing data analysis in qualitative research is a process of categorization, description, and synthesis. Those activities are data reduction, data display, and conclusion drawing/verification. Based on those statements, the researcher divides the activity in analyzing data into three activities, they are data reduction, data display, and conclusion drawing.

3. Result and Discussion

a. Description Analysis

Based on the results of research that has been done. So there are several things related to the research title, namely English language skills and tourism development "A Sociolinguistic Study of Ecotourism at Bonjeruk Village". One of them is the steps taken to increase the potential of natural and human resources to support the development of tourism in Bonjeruk village. Strengthening the ecotourism concept. Bonjeruk Village which has a very attractive natural tourism potential needs to be developed more seriously by the Government.

"Tentu sekali sangat penting peran pemerintah untuk meningkatkan pariwisata ini, karena pemerintah Desa adalah tonggak pertama. baik itu untuk keamanan, pengelolaan maupun membuat peraturan tentang pariwisata di desa bonjeruk ini" Wawancara pada 20 Mei 2020 dengan Lalu Audia Rahman.

"Of course, the role of government is very important to increase tourism, because the village government is the first milestone. be it for security, management or making regulations about tourism in this Bonjeruk village" Interview on 20 May 2020 by Mr.Lalu Audia Rahman.

Based on the above opinion shows that the participation of the village government really supports the sustainability of tourist villages, especially those in Bonjeruk village. And then this was done in order to increase the economic value of the region for strengthening the economy of the surrounding community. Encourage linkage with travel

units (travel agents). The development of a tourist area cannot be separated from the existence of the tour guides and travel agents. Because tour guides and travel agents are the forefront of direct contact with tourists or stakeholders, so that it is easier to develop an ecotourism area so that further participation is needed. Encourage strategic business units. With the development of the Bonjeruk Tourism Village region as a place of Ecotourism, there will be more and more needs such as lodging places, parakeets, souvenir businesses, restaurants or other dining places and to rent Sasak traditional clothing services. this gives local people the opportunity to improve their economy.

Doing intensive promotion. The development of the tourism area of Bonjeruk Village will be better if the promotion is also carried out intensively, this is done to instill a strong tourism image in the Bonjeruk Village area. In addition to the intensive promotion can be associated with programs that exist in travel agents can also be done by promoting it through the website. So that Bonjeruk tourism can be increasingly famous not only in Indonesia but also in abroad. Encourage participation and empowerment of the tourism community. Local people are actually not an obstacle to the development of Ecotourism, because their role should not be separated in tourism programs. Nikijuluw (1994) believes that community-based management is one of the approaches to natural management that places local community knowledge and environmental awareness as the basis for its management.

Furthermore, about community empowerment or women empowerment. In this case, UKM groups were formed where some were already formed and developed and some were newly formed. This group is engaged in home products such as bonjeruk coffee, the breeding of trigona honey, snacks or special snacks and also the establishment of a bamboo market as a place where these business actors market their products. In addition, local tourism managers also help them by holding training in collaboration with related parties such as villages, the food security office, the manpower office, and if possible also involving board members so that they can support existing UKM groups. Human resource development by establishing BONJERUK ENGLISH CENTER which is an English language education center for local children and youth with a current number of approximately 80 students and several young people who have plunged into our local tourguide. not only focus on English lessons, but also learn about issues about spatial, environment, and cleanliness. so they can grow a sense of love for the cleanliness of the environment around them.

“ . . . , jadi kami memberdayakan masyarakat setempat untuk melatih berbahasa inggris dengan membuat kursus bahasa inggris bagi adek-adek SD,SMP,SMA dan ada pula untuk umum”. Interview on 20 May 2020 by Mr.Wildan.

“ . . . , we empower the local community to practice English by making English courses for the junior, junior high, high school and senior high school seniors and some for the public”. Interview on 20 May 2020 by Mr. Wildan.

Besides, there are several efforts made to increase tourism in Bonjeruk village. There is also a relationship between the English language skills of the local community and the development of tourism in Bonjeruk village. Bonjeruk village ecotourism is still relatively young because it started operating in 2018 by offering their environment and culture. As it is known that those who come to visit the Bonjeruk tourist village are not only local tourists but also foreign tourists. Although indeed at the beginning of the pioneering tourism village Bonjeruk, only local tourists came.

“ Salah satu cara kami meningkatkan pariwisata dengan cara meningkatkan kemampuan berbahasa inggris . khususnya bagi para pelaku wisata yang ada di desa Bonjeruk. Karena dengan kemampuan bahasa inggris kami bisa mempromosikan desa wisata kami dan tentunya bisa melayani para wisatawan

luar negeri dengan maksimal , . . . “ Wawancara pada 25 mei 2020 dengan Usman.

“ One of the ways we improve tourism is by improving English language skills. especially for tourism actors in Bonjeruk village. Because with the ability to speak English we can promote our tourist village and of course can serve foreign tourists to the fullest” Interview on 25 May 2020 by Mr.Usman.

As time goes by and while improving, continue to improve the quality and quantity to become better. Bonjeruk tourism village managers make various kinds of efforts, one of which is to improve English language skills for tourism actors and the local community. Improving English language skills is carried out in various ways according to each level. because before the Bonjeruk tourism village existed, the BEC (Bonjeruk English Center) was formed, where some young people who took part in this course already had the potential for English.

So to do development in English divided into 2 groups. The first group is for beginners, namely for junior, junior high and high school seniors, and the second group is for tourism activists and those who already have a basis for English. The beginner group was given English lessons once a week taught by local youth. As for youth as tourism actors, special lessons are given, the teachers are imported from America and Germany as volunteers to train local youth to improve their English. Not only that, but they are also taught how to manage and promote their tourism spots. This was not in vain, at the end of 2018 the Bonjeruk tourist village was visited by 10 tourists from Germany. Not only that, it was still taking place in early 2019 the arrival of 30 tourists from America and some from other countries and continues to grow. This shows that the ability to speak English greatly affects the development of tourism in Bonjeruk village.

b. Discussion

The results of this study indicate that there is a relationship between English language skills and tourism development. Case studies that focus on researching the relationship between language and tourism by conducting observations, interviews and documentation.

As described in Nawamin Prachanant's 2012 research entitled Needs Analysis on English Language Use in Tourism Industry. that the ability to speak English is needed at work, especially for speaking in English. because the key to the sustainability of a tourism lies in the ability to speak to promote the tourism place. thus making the language especially English as one of the supporting factors for the development of a tourism.

4. Conclusion

a. Conclusion

Based on the results of the study using the interview method in Bonjeruk village. From this study it can be concluded that the English language skills of the Bonjeruk tourism village community, especially for tourism activists, greatly affect the development of tourism in Bonjeruk village. This can be seen from the increasing number of foreign tourist arrivals. This increase also triggers the economic impact of the local community on the existence of tourism. Because tourism cannot be separated from food and souvenirs, this is what makes people in tourist village areas have a great opportunity to do business and to improve their economy.

b. Suggestions

Based on the research that has been done, several suggestions are proposed as follows:

1. To the Manager of Bonjeruk Tourism Village

The need to establish cooperative relationships with travel agents to attract many guests who visit Bonjeruk tourist village. Expanding the network to the relevant government to get assistance and support to develop Bonjeruk village tourism.

2. To the tourist village community

Hopefully in the future we can play a more active role in developing Bonjeruk village tourism.

3. To the Village Government of Bonjeruk

It is hoped that in the future it can provide more support for tourism development and make regulations related to tourism in Bonjeruk village in order to maintain village order and security.

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