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## Language phenomena of tourism enterprises in Bali

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**Abstract** – Heterogeneous regions create various linguistic phenomena, such as bilingualism, prioritizing high-achieving languages, decreasing loyalty to a language, and so on. Speakers who are loyal in various ways will maintain their language. The loyal attitude of language speakers depends on the authority of the language so that speakers are required to use the language positively, not least by the tourism service entrepreneurs in Bali. The phenomena of prioritizing the use of foreign languages in the international world of tourism cannot be avoided. However, loyal and positive attitudes toward Indonesian have been shown by most entrepreneurs in Bali, represented by entrepreneurs in Kuta and Ubud regions. The application of the questionnaire method and applying quantitative and qualitative approaches. This study is able to describe language attitudes, from loyalty, pride, to adherence to the language norms of tourism service entrepreneurs in the Province of Bali towards Indonesian. The results showed that the businessmen who were engaged in tourism services stated positively supporting the partitioning of the Indonesian language and prioritizing the use of Indonesian in their business environment. On loyalty to the Indonesian language, both entrepreneurs gave more SS and S statements than TS and STS. Meanwhile, in the statement of pride in the Indonesian language which contained five negative statements most of the respondents stated TS, while for positive statements most stated S. In the statement of adherence to the norms or rules contained in the use of the Indonesian language, most respondents stated TS against negative statements and most also stated S against positive statements. Furthermore, based on the statistical calculation of the data obtained the average values for positive statements were good and good enough for negative statements.

Keywords: attitude, loyalty, pride, compliance

## 1. Introduction

Various efforts to dignify Indonesian have been carried out by various parties, not only by the government but also by the community personally. The Language Development and Fostering Agency, Ministry of Education and Culture through its regional offices have carried out strategic steps through various activities and studies to foster a positive attitude and loyalty of the Indonesian people to the Indonesian language. Besides, various persuasive appeals have also been conducted with the hope that Indonesian society prioritizes the use of Indonesian in all aspects, including in the public area. In fact, the legal basis has been established. The legal basis referred to is the Law of the Republic of Indonesia Number 24 of 2009 on Flag, State Languages and Symbols, and the National Anthem. In the Law, specifically on the state language, it is stated: "The Indonesian language must be used for the name of buildings or buildings, roads, apartments or settlements, offices, trade complexes, organizations established or owned by Indonesian citizens or Indonesian legal entities". Article 37 paragraph (1) states that "the language of Indonesian must be used in information about domestic or foreign products and services produced in Indonesia". Furthermore, Article 38 paragraph (1) also states that "Indonesian language must be used in general signs, instructions, roads, public facilities, banners and information tools which are public services". The Law wants to remind the public, especially entrepreneurs in the territory of the Republic of Indonesia to respect the Indonesian language in accordance with its position and function as a national language and state language.

Especially in the heterogeneous Bali Province, the phenomena of bilingualism that can erode the authority of the state language has reached an alarming level. Based on several studies on the use of language in the Province of Bali, especially in the community of entrepreneurs who use language as a medium for socializing their business services, there appears to be a tendency to use foreign languages, especially English, as seen in the name of buildings, housing complexes, shop names, fabric ranges, posters, and advertising. The socialization media mostly use foreign languages. This phenomenon shows that the pride of using foreign language is higher compared to Indonesian. They assume that using and mastering foreign language can increase the prestige of their business. To meet the demands of this globalization era, it is very important to master the international language. This does not mean that pride and loyalty to the language of the country fade. State language should be positioned at the highest place among other languages.

The speakers' awareness of the language can be seen from their awareness of language loyalty or language antipathy towards the language. Speakers who are loyal in various ways will defend the language, while antipathy speakers will let the language shift, or even become extinct. The choice of loyal or antipathy of speakers depends on the authority of the language. The more authoritative a language is, the more loyal the speakers are. An attitude is an act based on the establishment or belief (Editorial Team, KBBI, 2014: 1303). So, the attitude of language is an act based on the belief of a person (speaker) to use his/her own language positively. This belief of Indonesian speakers needs to be convinced that the Indonesian language is not just a means of communication, but that Indonesian has the power as a symbol and identity of the nation.

Garvin and Mathiot (in Chaer and Agustina, 2004: 152) state that there are three characteristics of language attitudes. (1) Language loyalty encourages people in a language to maintain their language and, if necessary, prevent the influence of other languages. Associated with loyalty to the use of the Indonesian language, it is an attempt to keep the language users firmly adhering to maintaining and using the national language, Indonesian language, and able to prevent any foreign influences; (2) language pride encourages people to develop their language and use it as a symbol of community identity and unity; (3) Awareness of the existence of language norms encourages people to use their language carefully and politely and it is a factor that greatly influences language use. The three characteristics

expressed by Garvin and Mathiot (2004) are characteristics of a positive attitude towards language. Conversely, if the three characteristics have disappeared or weakened from an individual or from a group of people belonging to the speech community, it means that a negative attitude towards a language has occurred in individual or community.

Sugiono and Sasangka (2011: 38) state that attitudes relate to people, groups, and other social organizations and institutions. The community, in this case, is a group of people or individual as users of a language as a means of communication, both oral and written. The use of language is not only limited to utterances but can also be reflected in the form of writing to convey the goals and objectives, such as the use of the language of outdoor media that describes the business entity undertaken by an entrepreneur, in the form of advertising, brochures, announcements. Company name boards and business administration matters. Meanwhile, oral communication is usually used when dealing with consumers and employees.

The portrait of the use of the language of outdoor media by tourism service entrepreneurs in several places in the Province of Bali used more foreign terms or languages. This could be seen on the signboards or the brochures. The following is a brief overview of the use of language in these media.



The use of such media provides a very wide opportunity for language users to express their ideas and creativities in an effort to share information to targets or service users. To achieve the goals, they will make every effort to utilize the media to the maximum extent, even by ignoring linguistic rules. As a result, here and there appears language errors use in making signboards, signs, and brochures. From that fact, the problems in this paper can be formulated, namely how the attitudes of language are, starting from the aspects of loyalty, pride, and adherence to language norms of entrepreneurs of tourism services in the Province of Bali towards the Indonesian language. The aims are to uncover or to obtain an overview of the loyalty and pride of the tourism service entrepreneurs in Bali on the language of the country, as well as to measure the extent of the compliance of the entrepreneurs in applying linguistic principles. In general, this study aims to get an overview of the participation of entrepreneurs engaged in tourism services in dignifying the Indonesian language.

This research is based on several research results that have been carried out by several researchers relating to language attitudes, including Sugiono and Sasangka (2011) with research that has been published with the title Indonesian Society's Attitudes towards the Language. This study was conducted in six major cities in Indonesia with respondents in the house of 1,636 people that showed most of the urban community in Indonesia has a fairly positive attitude, both towards Indonesian, a local language, and foreign languages. Meanwhile, among the younger generation, it

was found to have a balanced attitude towards the three languages. The imbalance in the attitudes of the older generation showed their lack of attitude or appreciation for the three languages. However, it was generally stated that the language attitudes of Indonesian people in big cities have indeed not shown an encouraging attitude because so far their attitudes have only been at a fairly positive level. Suteja (2007) revealed the (conative, affective, and cognitive) attitudes of Balinese ethnic student groups in Denpasar towards the use of spoken Balinese languages in everyday social communities in the context of the choice of various Balinese languages, it was concluded that on average they behaved negatively, both groups living in urban and rural areas. However, their attitudes towards the use of Balinese language in general in the context of the choice of language between Indonesian and Balinese for informal communication tools for groups living in urban areas were negative, while for rural groups it was neutral. This negative attitude was revealed because various Balinese languages were generally considered not to reflect social equality and less practical because the use of vocabulary was considered very complicated.

Paramarta (2009) in his thesis revealed that the maintenance of Balinese language through Balinese language broadcasts on Bali TV was reflected in the response given by the Balinese speakers in the city of Denpasar based on language attitudes on cognitive, affective, and conative aspects. Based on age groups and professions, it was found that the age group of 7-21 years, the profession of students stated that they were positive about Tembang Bali broadcasts, but they were negative towards the broadcast of Orti Bali and very negative towards Upakara broadcasts. The age group of 22-55 years, the profession of farmers, fishermen, traders, housewives were positive about the broadcast of Orti Bali, Upakara and Tembang Bali. In addition, it was also revealed that the professional groups of civil servants and private employees (22-55 years) were neutral towards the Upakara and Tembang Bali broadcasts, but they were positive about the broadcast of Orti Bali. However, this research was only limited to the public's response to television broadcasts and did not explain its correlation to the maintenance of Balinese language concretely.

Parwati et al (2014) in their study of the Language Attitudes of Balinese Speakers toward the Indonesian language conducted in the city of Denpasar and Badung Regency concluded that Indonesian was still chosen in several domains, especially in the formal domain. The choice of Indonesian language tended to be used more intensity than the Balinese language. This shows that there has been a user of a mixed language between Indonesian and Balinese in every communication carried out with their partners so that Balinese can survive as a local identity among the young generation of Bali. This has an impact on the quality of the use of Indonesian language by respondents which was expressed by the tendency to use various non-standard Indonesian languages (various slang and foreign languages), both in spoken and written languages. Thus, it can be said that the quality of the respondent's language cannot be said to be good because of the language contact. However, all respondents who were students in Denpasar city and Badung Regency had a positive attitude towards Indonesian.

## **2. Method**

Data relating to language attitudes were obtained through the application of questionnaire methods in the form of respondents' attitudes towards the Indonesian

language, both positive and negative attitudes. Attitude statements contained three aspects, (1) loyalty, (2) pride, and (3) awareness of linguistic norms. The questionnaire method was applied in the form of questionnaire techniques. The results obtained in this technique were formulated in the form of notes. The data analysis in this paper applied the quantitative and qualitative approaches with the following steps: (1) data selection, namely checking the list of questions and statements that had been filled by the respondent; (2) determination of scores, namely determining and calculating the score of respondents' answers; and (3) data tabulation, which was tabulating the data of each respondent into the table with descriptive statistics. The description of the results of the statistical calculation was needed to coordinate and summarize numerical data from the results of the tabulation of data, then presented in the form of graphics or drawings and descriptive calculations so that it could be interpreted clearly about the data.

Questionnaire in this attitude research contains 3 (three) aspects: 1) loyalty consists of 16 statements, 2) pride (of Indonesian) consists of 12 statements, and 3) compliance with the norms or rules of using the Indonesian language consists of 4 statements. The total number of statements is 32. All items contain 24 positive statements and 8 negative statements. By applying the Likert scale method 1 to 4 with the following criteria.

Table 1. Criteria for of Attitude Statement Point

Statement	Symbol	Attitude	
		Positive	Negative
Strongly Agree	SS	4	1
Agree	S	3	2
Disagree	TS	2	3
Strongly Disagree	STS	1	4

In addition, each category is described based on three factors: (a) respondent's knowledge; (b) respondent's assessment due to the attitudes statement; and (c) real experiences experienced by respondents. The total accumulation of the data obtained by inferential statistics shows the results of the percentage of respondents' answers with interpretation numbers as in the following table.

Table 2. Interpretation of Percentage of Respondents' Statement

Percentage of Answer (P)	Interpretation
$P = 0,00$	Not exist
$0,00 < P \leq 5,00$	Almost not exist
$5,00 < P < 25,00$	less
$25,00 < P < 50,00$	Almost half
$P = 50,00\%$	half
$50,00 < P \leq 75,00$	More
$75,00 < P \leq 95,00$	Most
$95,00 < P < 100,00$	Almost all
$P = 100\%$	all

Meanwhile, to obtain the attitude category, it is determined the average range of acquisition of inferential statistics as follows.

Table 3: Category of Attitude Statement

Category (Statement +)	Average	Category (Statement -)
Good	100—75,00	Very poor
Fairly Good	74,99—50,00	Poor
Poor	49,99—25,00	Fairly good
Very poor	24,99—0	Good

The results of data analysis in this paper are presented using formal and informal methods (Sudaryanto, 1993: 145). Formal methods are embodied in the form of symbols or signs that are used as a complement to informal methods. Informal methods are realized in the form of verbal words with several technical terms in the field of sociolinguistics.

Valid data in this study is 145 although there were 150 respondents who filled out the questionnaire. All respondents in this study were tourism service entrepreneurs in the Ubud area as samples for Gianyar Regency and Kuta as samples for Badung Regency. Respondents who worked as hoteliers in Kuta were 45 people and restaurant entrepreneurs were 40 people. Meanwhile, there were 25 hotel business respondents in Ubud and 35 restaurant entrepreneurs. The determination of the number of respondents in this study applies a purposive sampling technique because the characteristics of respondents sampled have been known in advance (Mardalis, 1989: 58). Both areas were chosen because they were a world-famous tourist destination that was able to invite tourist visits, both domestic and foreign tourists so that these two areas were known as trademarks of Bali tourism, even Indonesia.

The phenomenon of bilingualism raises the language attitudes of heterogeneous communities, such as the community of tourism service entrepreneurs in Ubud and Kuta. Such conditions require the form of language loyalty and pride in an effort to dignify the Indonesian language and maintain and preserve the mother tongue. Fishman in Karsana (2009: 76) states that language loyalty is an attitude of loyalty to a particular language that will be maintained in various ways by those who are loyal. While the pride of language according to Sumarsono (2004: 365) says that the pride of language is a belief in a language that is embedded in a person to make the language as an identity.

Dahlan (in Haerudin, 2010) suggests that attitude is mental or neural readiness organized through experience and influences the behavior of individuals in responding to certain objects. Ananstasi (1982: 552 in Haerudin) states that a person's attitude cannot be observed directly, but it is interpreted from visible behavior, both verbally and nonverbally. Meanwhile, Fantino (1975: 462 in Haerudin) suggests that attitudes can be identified through clear ideas, feelings, and behavior. This second opinion interprets attitudes from the form of one's tendency to act to form real behaviour. Thus, this attitude can be traced from the design that is arranged in mind, ideas, ideals, heart conditions, and behaviour. Attitude can be said to be an emotional reaction to a psychological object. Reactions that arise can be positive or negative.

Attitudes can also be in the form of one's inner atmosphere. A person who approves of an object will show a supportive attitude or vice versa.

Anderson (in Chaer and Agustina, 2004: 151) divides attitudes into two kinds: (1) linguistic attitudes and (2) non-linguistic attitudes. Both types of attitudes can involve beliefs or cognitions about language. Thus, according to Anderson, language attitude is a relatively long-term belief or cognition system, partly about language, about language objects, which gives a tendency for someone to react in certain ways they like. This language attitude can be positive (if it is considered good or preferred) and can be negative (if it is considered not good or disliked).

### 3. Results and Discussion

In the introduction, it has been stated that the phenomena of bilingualism created the language attitudes of heterogeneous communities, such as the community of tourism service entrepreneurs in Ubud and Kuta. This condition requires the form of loyalty and pride in the effort to dignify the Indonesian language and maintain and preserve the mother tongue. The phenomena of the use of language among entrepreneurs were illustrated in the statement of the attitude of tourism service entrepreneurs to Indonesian in three aspects: loyalty to the Indonesian language, pride in the Indonesian language, and adherence to the Indonesian language usage rules as outlined in a questionnaire with 32 statements.

#### 1. Language Loyalty

Loyalty to the Indonesian language in the questionnaire contains 16 statements. The 16 statements consist of 14 positive statements and 2 negative statements. Based on inferential statistics on the statement data given by the two categories of respondents, it was obtained the following average values. For the positive statement category, the average value was 81.2. The average value was included in a good category interval point, while for the negative statement the average value of 72.5 was included in the fairly good interval points. Meanwhile, based on the tabulation of data collected in both tourism areas in the Province of Bali, it can be illustrated the percentage of loyalty to the Indonesian language obtained by entrepreneurs in Bali as shown in the following graph.



Graph 1: Loyalty to the Use of Indonesian by Entrepreneurs in Bali

The graph above illustrates that the loyalty to the Indonesian language of both categories of entrepreneurs is in a good category position. This can be seen in the percentage results which show that almost half of the total respondents (50% and 48% respondents) agree (S) and almost half of them (33% and 30% respondents) stated strongly agree (SS), only a small percentage (18% and 18% of respondents) who expressed disagreement (TS), and almost none (2% and 1% of respondents) who stated strongly disagree (STS). Thus, both tourism service entrepreneurs in Kuta and Ubud gave a statement of loyalty to the Indonesian language in a good category.

#### 1. Pride of Indonesian Language

Statements of pride in Indonesian in the questionnaire contained 12 items. The twelve items consist of seven positive statements and five negative statements. The results of inferential statistical calculations on statements of pride in the Indonesian language by the two categories of respondents obtained an average value for a positive statement of 79.5 which is at a good categorical interval point, while for negative statements it obtained an average value of 72.5 belongs to a fairly good category. Meanwhile, the value of the percentage accumulation of the sixteen items can be seen in the following graph.



Graph 2: The pride of the Use of Indonesian by Entrepreneurs in Bali

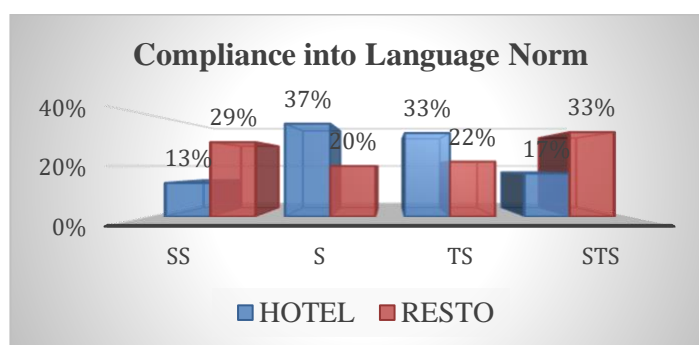
Graph 2 above shows that almost half of the total respondents from both categories (41% and 35%) stated S, but almost half of them (36% and 35%) stated TS. However, only a small percentage of the two categories of respondents stated SS (23% and 18%) and a small percentage also (7% and 5%) stated STS. The percentage results showed that there were several items listed in the questionnaire that received a non-positive response. This was obtained from the results of the percentage of the statement of negative attitudes towards the use of Indonesian language which was quite high. This shows that both categories of respondents support the use of foreign languages in their business environment, both to employees, business partners, and to customers who were not foreigners. However, the average results of both types of statements about pride in Indonesian by both categories of respondents are categorized as good for positive statements and categorized as fairly good for negative statements.

#### 1. Compliance to Language Norms

Statements of compliance to the norms or rules in the use of Indonesian of tourism entrepreneurs in both regions of Bali were positive responses by both



categories of respondents. There are 4 statement items in this compliance. The four statements contain 2 positive statements and 2 negative statements. Based on the results of statistical calculations for positive statements, the average value is 82.8 which belongs to a good category, while for the negative statement the average value is 84.0 also belongs to a good category. Here is a table of percentage of attitude statements for both categories of respondents for compliance to the norms or rules in using the Indonesian language by tourism service entrepreneurs in both regions of Bali.



Graph 3: The compliance to Indonesian language rules by entrepreneurs in Bali

Graph 3 above shows the statements of the compliance of entrepreneurs in Kuta region to Indonesian norms or rules, it appears that the percentage of highly competitive percentages between the agreeing and disagreeing statements are conveyed by the two categories of respondents.

As shown in the graph that almost half of all (37%) hotel business respondents stated S and only a few percentages (20%) of restaurant business respondents stated S to support the statements of compliance to the Indonesian language rules. Nearly half (29%) of restaurant entrepreneurs said that SS and only a small number of hotel entrepreneurs stated SS. Meanwhile, nearly half of hoteliers stated that TS and a few percentages (22%) of restaurant entrepreneurs stated TS, while those who gave STS statements were almost half (33%) of restaurant entrepreneurs and a few percentages of hotel entrepreneurs stated STS.

#### Portrait of the Participation of Tourism Entrepreneurs in Bali in Dignifying the Indonesian Language

The Province of Bali is an area that has heterogeneous populations with diverse communities. The people who inhabit the province of Bali come from various tribes and religions as well as foreign nationals from various parts of the world. They come and live with various needs and goals, one of which is to trade or do business. Based on the mastery and use of language, Balinese people are also diverse so that they can be said to be multilingual because they control at least three languages as a means of communication. Such a situation might cause one of the languages under its control to be displaced in its position and function, especially those who live in tourist areas. As a local or Indonesian entrepreneur who is engaged in international tourism services, of course, they will master foreign languages more than the Indonesian language even overrides his local language.

Language behavior of local entrepreneurs not only shows the quality and language skills but also can be observed from their attitude towards the use of Indonesian as the language of their country. This can be seen from the acquisition of statistical counts as illustrated above which shows that tourism service entrepreneurs in Kuta and Ubud as Bali tourism trademark areas are positive about the use of Indonesian. Loyalty and pride in the Indonesian language are shown in good categories, as well as adherence to the norms in Indonesian which are applied in written language in a good category. This shows that entrepreneurs in Bali support the dignifying of the Indonesian language.

In other words, as a local entrepreneur still has an obligation to maintain and dignify the Indonesian language and prevent influence from other languages. Efforts to dignify Indonesian language by using it as a means of communication in their environment, both in spoken and written language by local entrepreneurs engaged in tourism services, are a form of language mental revolution by prioritizing the use of Indonesian in public areas such as corporate signboards and business boards beside using foreign languages. In addition, entrepreneurs are also obliged to preserve the local language because it is also the mother tongue symbol of local identity.

#### **4. Conclusion**

Awareness, pride, and positive attitude towards the Indonesian language need to be cultivated in every citizen by increasing the quality of use of Indonesian language to all parties so that it will be reflected in a dignified Indonesian identity. For this reason, cooperation between government agencies and private institutions as well as the business community in Bali Province in controlling the use of language needs to be improved even though in the attitude statement of entrepreneurs engaged in tourism services have expressed positive support for the dignifying the Indonesian language and prioritizing the use of Indonesian in the business environment. In addition, on the statement of loyalty to the Indonesian language, both entrepreneurs gave more SS and S statements than TS and STS. Meanwhile, in the statement of pride in the Indonesian language which contains five negative statements most of the respondents stated TS, while for positive statements most stated S. In the statement of adherence to the norms or rules in the use of the Indonesian language, most respondents stated TS to negative statements and most also stated S to positive statements.

In-depth study of linguistic problems, especially the use of Indonesian language by all Indonesians is very open to further researchers for the development of linguistics in general and sociolinguistics in particular. Axiological, the findings in this study can be used as a reference for local governments to work with the Language Agency in following up and implementing regulations issued by the government as stipulated in the Minister of Home Affairs Regulation Number 40 of 2007, especially in Article 2 which regulates the authority of regional head to control the use of language in public areas.

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