

The Language Hegemony of Travelers in the Lombok Tourism Area: The Challenges of Optimizing Regional Autonomy for the State Language

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Abstract. The purpose of this study is to describe the hegemony of using the language of travellers and optimizing techniques for regional autonomy policies on the state language. This research uses a descriptive qualitative approach. Data in the form of verbal data was collected using observation and interviews and analyzed using interactive analysis techniques. The conclusions of this study indicate that the language hegemony of travellers in tourist areas can reduce the vitality of using Indonesian. Tourists prefer to use foreign languages in naming the names of places, hotels, roads, and food rather than using Indonesian. The use of foreign languages is due to the joint commitment between tourism actors and the government that does not yet have strict rules and sanctions regarding the prioritization of the Indonesian language. Therefore, local and village governments must make clear regulations and sanctions regarding the priority of language in tourist areas and use the Sasak Barn as a Language Barn to be used as a place to learn Indonesian for travellers.

Keywords: language hegemony, Sasak, bilingualism, language, tourism

INTRODUCTION

Traveller's language hegemony is a form of dominance in the use of foreign languages. The phenomenon of language hegemony in tourist areas is a challenge for local governments in implementing various policies, especially in maintaining and preserving the use of Indonesian in public spaces, one of which is in tourist areas.

The use of language that occurs in social interactions in tourist areas requires people to master the language of travellers as a provision in conducting economic transactions and tourism promotion. People finally try to learn and get used to using a foreign language, namely English in their daily communication. For this reason, most of the people in the tourist area of Lombok have mastery of various languages, namely the regional language (Sasak), Indonesian, and English. A society that has mastery of various languages is referred to as a bilingual society.

Social interaction does not escape the important role of a person in mastering language. Language as an object of research never runs out to be investigated because, in language research, points of view can create research objects (Kridalaksana. et al, 2002). This is what makes linguistic research diverse and widespread. It's just that linguistic research in Southeast Asia focuses more on studies on sociolinguistics and psycholinguistics. The results of Zen's (Zen, 2017) research on "Mapping of bilingualism research spanning 2003-2016." Research on linguistics in Southeast Asia spanning years, namely Indonesia, Malaysia, Singapore, Thailand, and Vietnam, tends to focus on sociolinguistic and psycholinguistic studies. Research on Bilingualism in aspects of language policy and trilingual acquisition has not been done much. Bilingualism studies are very important to be carried out as an effort to see the choices, attitudes, and vitality of language which are carried out to mitigate the effects of language interference.

Studies on bilingualism describe language policy, language attitudes, identity, and language choice. The choice of language becomes a marker of a person's identity in defending his ethnicity

and nation. Someone who lives in border areas tends to use their respective ethnic languages, are even vulnerable to language shifts and are more likely to use the majority language (Norsimah. Et al, 2014; Jaafar. et al, 2016; Malarvizhi, 2017). The shift in language as a result of bilingualism does not only occur in border areas but also the realm of education in South Africa. In research on mother tongue shift, social change and language change in South Africa due to the hegemony of English in various social settings, students' language choices at school tend to be according to their respective social classes (Kamwangamalu, 2003; Dyers, 2008). Students who are classified as poor prefer to maintain their mother tongue at school and in their interactions. It is different with students whose social class is higher, they tend to choose English as their mother tongue in interaction.

The phenomenon of bilingualism (bilingualism) that occurs in various countries is an important basis for studying various problems of bilingualism in Indonesia, one of which is in the tourist area of Lombok. Tourist areas are important objects that must be the attention of language observers in knowing the impact of the language of travellers who come to travel, especially on the Indonesian language.

Tourist areas are objects that must receive attention in the study of controlling travellers' language in optimizing the use of the national language (Indonesian). This object is very possible for a language shift, the weakening of the identity of the language community, and language degradation caused by the hegemony of the traveller's language (foreign language) in tourism interactions. This phenomenon of language hegemony of travellers occurs in the tourist area of Lombok. The traveller's language (foreign language) is the language of choice for the tour guide community in welcoming the arrival of tourists. As a result the choice of the traveller's language as the language of tourism, has an impact on the degradation of the use of the Sasak language as the ethnic language of Lombok and Indonesian as the national language.

RESEARCH METHOD

This study uses a qualitative descriptive approach, which describes various phenomena of language hegemony of travellers in tourist areas. This research was carried out in the Gili Indah tourist area which consists of Gili Trawangan, Gili Meno, and Gili Air, North Lombok Regency, West Nusa Tenggara Province, Indonesia. Data in the form of verbal data was collected through observation and interviews. The analytical technique used in this study is an interactive analysis technique, which is a qualitative data analysis technique consisting of three activity flows (data reduction, data presentation, and conclusion drawing/verification) that occur simultaneously (Miles, 1992).

RESULT AND ANALYSIS

1.1 Bilingualism of the Sasak Society

Bilingualism is the mastery of two or more languages by speakers of the language. The language mastered by speakers of the language is the mother tongue (B1) and the language acquired from the language environment (B2). Mastery of a second language (B2) or a third language (B3) cannot be obtained pragmatically but must be obtained through intensive learning and the use of B2 and B3 environments that stimulate the ability to master these languages. Mastery of B2 and B3 obtained through school learning focuses on lexical and grammatical mastery in equipping structural language mastery. Thaler in his research on "Pragmatic Competence: the study of the mitigation process of German and French" shows that students' competence in mastering German and French is equipped with lexical and grammatical mastery so that when faced with interactions with native German speakers, they fail to understand native speakers pragmatically. This failure has an impact on students' understanding of communicating in daily interactions with native German speakers.

Bilingualism also occurs in the Lombok area. The inhabitants of the island of Lombok (especially the Sasak tribe) use the Sasak language as the main language in daily conversation. Sasak language (number of speakers + 2.5 million people) is a language with several dialects. Different

dialects can be found in each village, village, or sub-district area. The names of the areas where a dialect is distributed are used as dialect names: Pejanggik dialect (Meno-Meni dialect), Selaparang dialect (Ngeno-Ngene dialect), Pujut dialect (Merak-Meriku dialect), and Petung Bayan dialect (Kuto-Kute dialect) (Wilian, 2017)

Table 1: Dialects of the Sasak Tribe Bahasa

No	Dialect Name	Speaker Area
1.	Pejanggik Dialect (Meno-Meni Dialect)	West Lombok central Lombok East Lombok
2.	Selaparan Dialect (Ngeno-Ngene Dialect)	East Lombok
3.	Pujut Dialect (Merak-Meriku Dialect)	South Lombok
4.	Suralaga Dialect (Ngeto Nggete Dialect)	East Lombok
5.	Kuto-Kute dialect (Petung-Bayan)	North Lombok

In Lombok, apart from Sasak, the regional language of the largest ethnic group (because it is a native of Lombok), several other languages are also spoken. Balinese, the language of the second largest ethnic group (mostly from the former Karangasem Kingdom), settled mainly in West Lombok, North Lombok, and Mataram City. Speakers of the Sumbawa language live mainly in East Lombok and to a lesser extent in West Lombok and Central Lombok. In the city of Mataram itself, there are several other ethnic groups, namely speakers of Bima or Mbojo, Sumbawa or Samawa, Javanese, Sundanese, Mining, and others. They generally live scattered, not in groups

The various dialects found in Lombok as part of the Sasak language dialect are still in the safe category. Wilian (Wilian, 2017) in his research on "Defense and Stability of Sasak Language Speakers in Lombok" concludes that bilingualism in Sasak speakers is still in the safe category. This condition is seen from the level of use of the Sasak language and Indonesian language which is still stable according to the formal and non-formal context.

The research was conducted on general objects with a sample of language speakers in the city of Mataram. The phenomenon of the stability of bilingualism (bilingualism) will certainly be different if the object is focused on language speakers in tourist areas. This is important to study because tourist areas are multilingual areas and have a vulnerability to interference and even language extinction.

1.2 The hegemony of the Traveler's Language

Indonesian is a unifying language for all ethnic groups and languages in Indonesia. The existence of the Indonesian language has been stated in Law Number 24 of 2009 which one of the points is about the use of the Indonesian language in various aspects.

Dadang Sunendar (Sunendar, 2018) as Head of the Language Development and Development Agency said "prioritizing the state language is part of lifelong citizenship literacy," Public space is a barometer of citizens' commitment to maintaining the dignity of the Indonesian language as the state language. So, according to him, efforts to control it are by the constitutional mandate The aim is to increase awareness and cooperation of all parties, such as naming buildings, public facilities, and road signs.

The commitment to respect Indonesian and regional languages is very urgent, especially in public spaces, especially in tourist areas in Lombok. Tourist areas become the destination of travellers from various regions and around the world in Lombok, namely Gili Trawangan, Gili Meno, and Gili Air. The three dyke are referred to as Gili Indah.

Gili Indah is an Indonesian tourist destination which is a favourite place for domestic and international travellers to travel. The arrival of these travellers economically contributes to regional income and creates jobs for the natives of the island. However, the presence of tourists in the tourist area does not create jobs, but the residents in the village prefer to work outside the island as Indonesian migrant workers and farmers. The following data is taken from the profile of Gili Indah village in 2017.

Table 2 Population of Gili Indah Village by livelihood

No	Livelihood	Amount
1.	Farmer	375
2.	Farmworkers	80
3.	Private Labor	1,621
4.	civil servant	28
5.	craftsman	10
6.	Trader	345
7.	Breeder	67
8.	Fisherman	492
9.	Mechanic	8

Based on the data above, the Gili Indah community are mostly labourers. The category of workers in question is the community mostly tour guides. Tour guides, are more likely to master English as an introductory language for tourism in the area. The culture of using English and other travellers' languages has an impact on the practicality and ease of travellers in interacting to find out the beauty of the beach and the various cultures in Lombok.

The multilingual phenomenon used in the Lombok tourist area has an impact on the language hegemony of travellers in the area. For example, in naming hotel and food names, English is more dominant without being presented in Sasak or Indonesian. In addition, the choice of language attitudes of people in tourist areas in the public domain is more likely to master foreign languages. The language hegemony of travellers in this study focuses on the use of language in tourist areas. Researchers interviewed and gave questionnaires to respondents from indigenous people in the area, especially those who work as tour guides. The questions focus on naming goods sold in stores, naming the names of hotels and inns, and communication with residents and hotel or innkeepers. The following table 3 presents the recapitulation of the results of the distribution of the questionnaires that have been answered by the respondents.

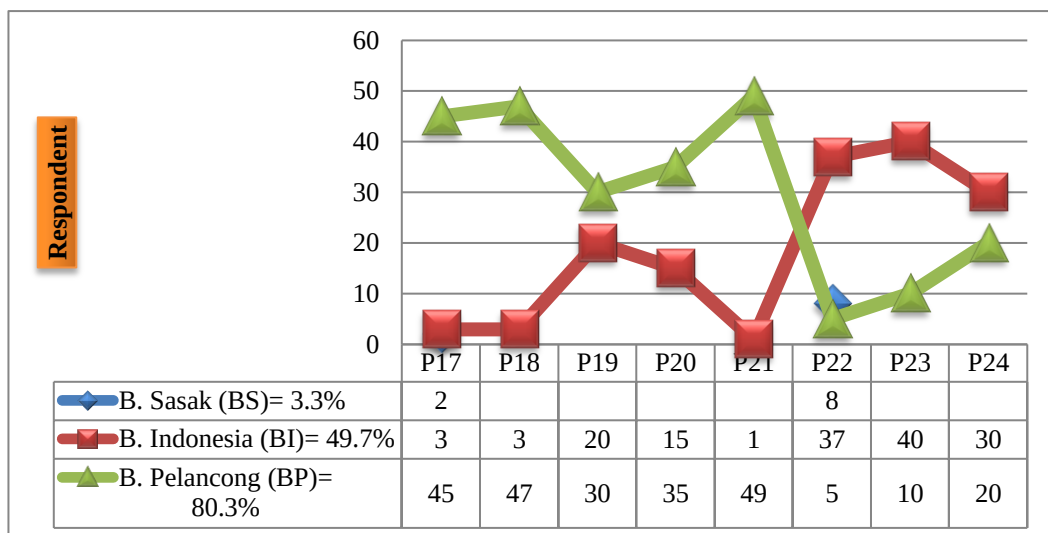


Fig.1 Percentage of language hegemony of travellers in the Tourism (Public) area

The choice of language in this tour shows the decline in the vitality of the Sasak and Indonesian languages. The indigenous people of Gili Indah tend to use the language of travellers in their daily communication, both as tour guides, traders, lodging pickers, and tour guides. Mastery of the language of travellers, especially foreign languages in this area, seems to be the main goal in the world of education. Some schools from Kindergarten (TK), Elementary School (SD), Middle School (SMP), and Junior High School (SMA) levels focus on school extracurricular activities for mastering

English. In addition, many Sasak people outside the original Gili Indah village come just to practice their English skills on the island. This phenomenon has an impact on the vitality of the Sasak language and the Indonesian language is in decline or prone to interference and even extinction.

The language of travellers in this tourist area has a very strong language choice vitality, which is 80.3%. This percentage shows the Sasak community at the level of naming the type of food sold, naming the name of the hotel/inn, and naming various directions for tourist attractions using English without involving Indonesian and Sasak. In addition, tour guides in serving travelers, especially international travelers, must use English without introducing Indonesian and Sasak in certain contexts. The use of this traveler's language has indeed become a habit for travelers.

The vitality of the choice of Indonesian in this area is 49.7%. This presentation shows the choice of language when tour guides communicate with domestic travelers. In fact, peacocks have to use code-mixed language to introduce them to the Sasak language. Sasak language in this domain is at a percentage of 3.3%, far below the choice of Indonesian. In this context, the Sasak language is almost extinct because the speakers range from one to eight people from the respondents.

1.3 Optimizing Regional Autonomy Policy

The phenomenon of the language hegemony of travelers in tourist areas should be a serious concern for the Indonesian government, especially the Gili Indah Village Government, North Lombok Regency, and West Nusa Tenggara Province.

At this time, regulations and sanctions have not been made for tourism actors and the local community if they do not prioritize the Indonesian language in naming food names, hotel/inn names, as well as place names or road directions. The hegemony of using the language of travelers is certainly a challenge for regional autonomy in making appropriate policies to strengthen the use of language in tourist areas.

A number of policies must be carried out by local governments in implementing Law Number 24 of 2019 concerning the Flag, Language and State Emblem, including:

1. Issuing Village Regulations (Perdes) and Regional Regulations (Perda)

Regional and village governments must implement Law 24 of 2019. The implementation of this law is described in village and regional regulations related to controlling travelers' language. Perda and Perdes contain the priority of regional languages in the names of places, roads, hotels, and provide sanctions for people who violate them.

2. Development of the Sasak Barn as a "Language Barn"

The Sasak barn is a traditional Sasak house. The barn has a philosophical value in the life of the Sasak people. The preservation of the Lumbung has been carried out by the local government with the construction of a number of traditional houses in each district as a tourist destination.

The current existence of the Sasak Barn is just a place to sell a variety of woven fabrics, batik, and various Sasak handicrafts. This condition certainly attracts the attention of both domestic and foreign tourists. Seeing the huge potential for tourist visits, the Sasak Barn is very appropriate to be used as a "Language and Culture Barn".

The granary does not only function as a place for exhibitions of the work of the Sasak people but can also be used as a place to maintain and prioritize the Indonesian language. The implementation of government policies on the aspect of prioritizing language according to the law can be implemented by making short courses and introducing tourists to the Indonesian language and culture.

CONCLUSION

Based on the data and the results of the discussion that has been carried out, it can be concluded that The language hegemony of travelers in tourist areas can reduce the vitality of using the Indonesian language. Perpetrator tour more choose use language foreign in naming name places , hotels, roads and food compared to use Indonesian . Use language foreign this caused commitment together Among perpetrator tourism and government not yet own Strict rules and sanctions _ about priority language Indonesia . because of that , the government area and village should make clear rules and sanctions _ about priority language in the region tour as well as take advantage of the Sasak Barn as a language barn for could used as the place study Indonesian for _ travelers

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