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GLOBAL AND LOCAL LANGUAGE: COMMUNICATION STRATEGIES IN THE SUPER PRIORITY DESTINATION OF MANDALIKA LOMBOK

Suci Muliana[1]*, Erfina Maulidah Khabib[2]
Politeknik Assalaam Surakarta[1,2]

Corresponding author: sucimuliana2404@gmail.com[1], erfinamaulida@gmail.com[2]

Abstract

The goals of this research are 1) to find out the reasons why the Mandalika area was declared a super priority destination, 2) to know what are the roles of global and local languages in building communication with tourists at the Mandalika destination, 3) to know the strategies implemented by tourism actors in Mandalika to bridge language and cultural differences. This research is qualitative research with a case study approach. The data used are primary and secondary data which can be in the form of documents or data that has been published, such as books, journals, and documents. The data collection techniques used are observation, interviews, and documentation. The results of this research show that the tourism of Mandalika was declarated as the destination super priority for several reasons such as 1) the destination of Mandalika becomes Special Economic Zone, 2) sport tourism international, 3) natural and cultural attractions, 4) local economic empowerment UMKM. Whereas, the roles of global language in building communication tourist at the destination of Mandalika include: 1) global language can increase information accessibility, 2) global language can increase information accessibility, and 3) the global language can facilitating cross cultural interaction. Meanwhile, the role of local language in the development of communication at the destination of Mandalika include 1) local language can introduce cultural identity, 2) local language can introduce cultural education , and 3) local language it can be a local economic empowerment. Last but not least, the strategies implemented by tourism actors in Mandalika to bridge language and cultural differences such as 1) foreign language trainining, 2) use of Multilingual information boards, 3) providing of multilingual brochures and promotional media, 4) local cultural education for tourists, and 5) digitalization of tourism services.

Keywords: Global and local language, communication, destination

1. INTRODUCTION

Lombok Island is one of the leading tourism destinations in Indonesia located in the province of West Nusa Tenggara. This island is known for its stunning natural beauty, ranging from white sandy beaches, clear waters, to challenging mountains such as Mount Rinjani. Not only does it offer natural charm, Lombok is also rich in unique local culture, especially the culture of the Sasak tribe, who still maintain ancestral traditions in their daily lives. Recently, Lombok has continued to develop into one of the favorite tourist destinations for both domestic and foreign tourists. The local government, together with the private sector and local communities, are actively



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developing various tourism potentials based on nature and culture, as well as encouraging the creation of sustainable tourism.

In addition to being known as the island of a thousand mosques, Lombok island is also one of the best halal tourist destinations in Indonesia because the majority of its population is Muslim. Easy access to buy halal food, easy access to stay in sharia hotels, and easy access to visit sharia destinations are the superiority of Lombok Island. Moreover, Lombok Island has been named as the best halal tourism destination in the world at the 2015 World Halal Travel Summit held at The Emirates Palace Ballroom, Abu Dhabi, United Arab Emirates (UAE). In fact, Lombok won two titles at once, namely the world's Best honeymoon destination and the world's best halal tourism destination (Ramadhani, 2023).

Mandalika is a prominent tourist destination located in Central Lombok. It offers a wide range of attractions, including the Pertamina Mandalika International Circuit, Kuta Mandalika Beach, Merese Hill, Tanjung Aan Beach, Seger Mandalika Beach, and the traditional Sade Village. These destinations are known for their breathtaking natural landscapes and rich cultural diversity. In addition to natural tourism, visitors can experience cultural and traditional activities, such as the merarik (traditional Sasak marriage ritual), learn about the origins of the Sasak people in Sade Village, and enjoy local culinary specialties such as pelecing and ayam taliwang. Tourists can also observe traditional Sasak clothing (baju lambung), performances like peresean and gendang beleq, as well as intricate tenun and songket weaving crafts. All of these elements reflect the profound cultural heritage of the Lombok island (Kusumayani, 2023).

Communication strategy plays a crucial role in boosting both the local economy and tourist visits, particularly for communities involved the tourism sector at the destination of Mandalika. In general, a strategy is understood as a form of planning and management designed to achieve specific goals. A well-crafted communication strategy allows managers to anticipate potential obstacles and respond adaptively to on-the-ground dynamics. This implies that strategies must remain flexible and may need to change depending on the evolving situation and conditions in the field (Rahman & Fajri, 2023).

Several studies have emphasized the important role of communication in the development of touristm destinations. Rahman & Fajri (2023) in their study published in Tuturlogi Journal, explain that tourism communication in the Mandalika special economic zone mainly focuses on promoting international events and using social media to attract. However, they do not discuss the use of local languages, which could help build better connection between tourists and local communities. Whereas, Astuti (2021) in her research states that effective communication strategies are essential for buliding a strong destination brand, especially at Mandalika Lombok. Her research highlight the need for collaboration among sthakeholders and the smart use of communication media to increase the destination's appeal and competitiveness. Meanwhile, Jumadil and Siwwana (2023) examined how local vendors at Mandalika Beach acquire and use English with foreign people. Their research found that most vendors learn English informally through daily interactions, observation, and mobile translation tools.



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Although some of these studies provide very useful insight, but they do not fully discussed how local and global language are used together in tourist interactions. They also do not examine how communication affects the tourist experience or supports sustainable tourism. Therefore, there is still a research gap that need to be explored further, especially to know what are the roles of global and local languages in building communication with tourists at the Mandalika Lombok destination, and to know the strategies implemented by tourism actors in Mandalika to bridge language and cultural differences. Thus, researchers are interested in researching "Global and Local Language: Communication Strategies in the Super Priority Destination of Mandalika Lombok".

2. REVIEW OF LITERATURE

One of the famous tourist destinations in Lombok is Mandalika. This destination is located on the southern coast island of Lombok, West Nusa Tenggara. Mandalika is one of the strategic tourist destinations that is being significantly developed by the Indonesian government. This tourism area was initiated as part of the "10 New Balis" program and has been designated as a Special Economic Zone (KEK) since 2017 with the aim of increasing Lombok's economic growth through the tourism sector (Indonesian Ministry of Tourism, 2021).

One of the main icons that is famous in the Mandalika area is Kuta Mandalika Beach, which is usually the main location for the annual "Bau Nyale" celebration. "Bau Nyale" is a traditional ceremony of the Lombok people, which is held every year. In addition to Kuta Mandalika beach, there are several marine and natural attractions that can be visited in the Mandalika area, such as Tanjung Ann beach, Seger beach, Selong Belanak beach, Marese Hill, and Seger Hill. Cultural tourism can also be visited, such as the Sade Traditional Village and the Princess Mandalika Monument. Finally, in the Mandalika area, there is also sport tourism that is being developed internationally, namely the Pertamina Mandalika International Circuit (Widjaja et al., 2023).

Effective communication is an important component in managing tourism destinations, as it enable the attraction and engagement of both domestik and international tourists. Consequently, tourism actors, tour guides, and UMKM entrepreneurs should develop their proficiency in both local language (Indonesian and Sasak) and global languages primarily English. The use of local languages facilitates meaningful interaction with domestic tourists and preserves cultural authenticity, while global language skills are indispensable for communicating with international visitors. Mastery of these language competencies not only enhances visitor satisfaction but also promotes sustainable tourism development through inclusive and culturally sensitive communication practices (Widjaja et al., 2023).

2.1 The Definition of Local Language

The term of " local language" refers to the language or dialect predominantly spoken within a specific community or region. The existence of local language can help tour guides, street vendor



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and UMKM entrepreneurs in introducing local languages in the Lombok area and also introducing the culture in the area. There are several definitions of local and global languages based on several experts including:

Local language is a language used by a region as a means of communication to introduce history, traditions, and worldviews to a society in a particular region. It means that local language is a tool for communication to introduce and promote a uniqueness to maintain religious and cultural identity in a special area (Unesco, 2003). Another opinion from Mahboob & Lin (2016) stated that local language in the context of education is defined as a local language that is used by a local community that is utilized as a language teaching resource. In this case, the use of local language can help someone understand the material well and feel more connected to learning. From these two opinions, it can be concluded that local languages are not only a symbol of cultural identity, but also contribute significantly to building a more meaningful and inclusive learning experience, and to establish communication with tourists, especially domestic tourists.

2.2 The Definition of Global and Local Languages

Global languages in tourism is used to facilitate communication between international tourists and local service providers. This language functions as a “lingua franca” which is effective interaction in various tourism environments such as airports, hotels, restaurants and travel agents. Global languages serve to provide services to customers related to intercultural understanding, and destination promotion to a global audience (Garas, 2025). In this research, global language is used to facilitate foreign tourists visiting the Mandalika destination. With good mastery of a global language, tourists will easily access information related to the destination they want to visit. By mastering global languages, tour guides can introduce the uniqueness and cultural diversity of Mandalika tourism. With easily accessible information, visitors will feel satisfied with the services provided by business sector owners.

2.3 The Importance of Using Global and Local Languages for Tourism Areas

The use of global languages in the Mandalika tourist area is very important to facilitate communication between foreign tourists and local communities. In Mandalika tourism, the global language (English) is very important to use because 1) Providing excellent service in hotels, restaurants, airports, and tourist destinations, 2) Delivering important information such as directions, tour package promotions, and security, 3) Improving the professionalism of tourism industry players such as tour guides, drivers, and shopkeepers (Garas, 2025).

Meanwhile, local languages also have an important role in maintaining the authenticity and uniqueness of Lombok culture, especially Mandalika. In Mandalika tourism, the local language (Indonesian and Sasak) is very important to use because 1) Becoming a cultural tourism attraction through authentic experiences such as performances, traditional rituals, and daily communication), 2) Building local identity and strengthening ties between tourists and the community, 3) Used in cultural education for tourists as part of the narrative of local history and traditions (Sharma, 2021).



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From the two expert explanations above, it can be concluded that the use of global and local languages in a balanced manner will create an inclusive and meaningful tourism experience. Global languages open access for international tourists, while local languages maintain cultural authenticity and enrich interactions. This multilingual strategy can strengthen Mandalika's position as a leading destination that is not only naturally beautiful, but also culturally rich.

3. RESEARCH METHODOLOGY

This research is qualitative research with a case study approach. Creswell (2014) states that qualitative research is an approach used to explore and understand the meaning that individuals or groups consider to come from social or humanitarian problems. This research process involves questions and procedures that arise, data that is usually collected. The data used are primary and secondary data. Primary data is data obtained directly from the original source (not through intermediaries). Whereas, secondary data is data obtained from a second source, which can be in the form of documents or data that has been published, such as books, journals, and documents (Sugiyono, 2017). The data collection techniques used are observation, interviews, and documentation.

4. FINDINGS AND DISCUSSION

Mandalika is a strategic tourist destination that not only offers natural and cultural charm but also designed as a leading international tourism area with the support of modern infrastructure and world-class activities. Its potential as an icon of Eastern Indonesian tourism makes Mandalika a model for developing an integrated tourism area that is oriented towards sustainability and the welfare of local communities. This research reveals that local languages and global languages play different role but complementary roles in supporting the sustainability and quality of tourism services in Mandalika, Lombok. The information obtained from tour guides, hotel staff, and local communities, show that English as a global language is widely used in interactions with foreign tourists. The use of this language is considered important to convey information accurately, improve tourist comfort, and strengthen the destination's professional image.

As Crystal (2003) states, English serves as a lingua franca in the global tourism industry. This is reflected in service practices in Mandalika, where English is used in conveying information on signs, restaurant menus, and promotional brochures. Respondents stated that English proficiency is a mandatory skill for tourism workers to reach the international market. On the other hand, local languages such as Sasak and Indonesian still play an important role, especially in the context of cultural preservation and the creation of authentic tourism experiences. Field findings show that the use of local languages is often found in cultural performances, traditional rituals, and daily communication between tourists and local communities. This is in line with UNESCO's opinion



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(2003) which states that local languages are an important medium for maintaining cultural identity and conveying traditional values to tourists. Some foreign tourists even show interest in learning basic expressions in Sasak as a form of respect for local culture. The use of local languages also strengthens the sense of emotional connection of tourists to the destination. Here are some things that will be discussed as research findings, including the following:

4.1 Mandalika is declared a super priority destination in Lombok.

The determination of Mandalika as a super priority tourism destination by the Indonesian government is a strategic step in encouraging the growth of the national tourism sector. As a special economic zone for tourism, Mandalika offers extraordinary potential in terms of natural beauty, local cultural richness, and the development of international sports tourism through facilities such as the Internasional Mandalika Circuit. The following table presents the reasons for determining Mandalika as a super priority tourism destination, accompanied by evidence obtained from interviews and relevant quotes from official sources or documents.

Table 1. The reasons for determining Mandalika as a super priority tourism destination,

No	Aspect	Explanation	Sources and interview evidence
1	Special Economic Zone	Mandalika was designated as a Tourism Special Economic Zone since 2014 to attract investment and facilitate tourism development.	Moeldoko is the Presidential Chief of Staff said that " The development of this area will open up many jobs and drive for the local economy". (Kompas.com, 2021)
2	Sport Tourism International	The construction of the Mandalika Circuit which will host MotoGP and World Superbike.	ITDC: "This circuit will not only boost tourism, but also the local economy." (Pradita, 2023)
3	Natural & cultural attractions	It has exotic beaches such as Kuta Mandalika, Seger beach, Tanjung Aan beach and local traditions such as Bau Nyale and Sasak weaving.	Tourist interview Michael said that " The beach is very beautiful and the people are friendly, very authentic". (Nadila, Thesis, 2021).
4	Local Economic Empowerment UMKM	The emergence of new business opportunities such as homestays, culinary, and local crafts.	Interview with local craftsmen, he said that "We now have our own stalls and are taught how to market our products."(Craft Outlet Research, 2024).



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4.2 The Roles of Global Languages in Building CommunicationWith Tourist at The Destination of Mandalika.

The use of global languages, especially English has a strategic role in supporting the development of the Mandalika area as a super priority tourism destination. As an area targeted to attract foreign tourists, cross-language communication skills are key to creating a positive and inclusive tourism experience. The table of role global language in the development of communication at the destination of Mandalika as follows:

Table 2 The Roles of Global Languages in Building Communication With Tourist at The Destination of Mandalika

No.	Aspect	Explanation	Impact/benefit
1	Increase information accessibility	Global language (English) makes it easier for foreign tourists to access information about destinations, transportation, etc.	Tourists feel more comfortable and independent when visiting.
2	Increase information accessibility	Global language expands the reach of destination promotion through digital media, brochures and global networks.	Increasing the number of foreign tourist visits.
3	Facilitating cross-cultural interactions	Global languages become the main means of communication between tourists and locals.	Establishing harmonious social relations and cultural exchange.

Source: Husnan, 2021

Based on the table above, the use of global languages, especially English, plays an important role in building communication between foreign tourists and tourism actors in Mandalika. As shown in the table, there are three main aspects of the role of global languages. First, global languages increase access to information for tourists, both related to destinations and facilities such as transportation, so that tourists feel more comfortable and independent. Second, global languages expand the reach of destination promotion through digital media and international networks, which has an impact on increasing the number of foreign tourist visits. Third, global languages facilitate cross-cultural interaction, becoming the main means of communication between tourists and local communities, which encourages the creation of harmonious social relations and positive cultural exchange.

Table 3 Case example: tour guides and local entrepreneurs do not master global languages



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No	Case	Impacts Caused	Implications for the Mandalika Tourism Area
1	Souvenir sellers cannot communicate when tourists bargain over prices.	Transaction failed or there was a price misunderstanding.	Reduced potential for local economic transactions.
2	Tour guides cannot explain tourist attractions to foreign tourists	Tourists feel disappointed and do not get an informative experience.	Decreased satisfaction and potential for word of mouth promotion.

Source: The result of interview with business manager, 2024

Based on the table above, the lack of global language skills by tour guides and local business actors in the Mandalika area is a real challenge in the development of international-based tourism. As shown in the table, the inability of souvenir traders to communicate with foreign tourists when bargaining often causes failed transactions or misunderstandings over prices. As a result, the potential for local economic transactions has decreased.In addition, tour guides who are unable to explain tourist attractions in foreign languages cause tourists to feel disappointed because they do not get an informative and enjoyable experience. This has implications for decreasing levels of tourist satisfaction and reducing the potential for word of mouth promotion, which is one of the main strengths in destination marketing. This condition shows that foreign language skills, especially English as an international language, are very important for local tourism actors. Without these skills, connectivity and the quality of tourism services will be disrupted, which will ultimately impact the sustainability and competitiveness of Mandalika as a world-class tourist destination.

4.3 The Role of Local Language in Building Communication With Tourist at The Destination of Mandalika.

Local languages are an integral part of a region's cultural identity and play a strategic role in building communication in the tourism sector. In the Mandalika tourist area, local languages especially Sasak language not only function as a means of communication, but also as a medium for passing on cultural values to tourists, both global and domestic. The presence of local languages in tourist interactions creates an authentic and contextual experience for foreign tourists, as well as fostering deeper cross-cultural understanding. The table of role local language in the development of communication at the destination of Mandalika as follows:

Table 4 The role of local language in the development of communication at the destination of Mandalika



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No	Aspects	Global Tourist	Domestik Tourist
1	Cultural Identity	Introducing local cultural values authentically	Raising awareness of national cultural diversity.
2	Cultural Education	Becoming a learning medium for local vocabulary and customs.	Introducing local philosophy and values beyond the national language.
3	Local Economic Empowerment.	Adding value to culturally based products and services.	Supporting a community based economy creative

Source: Result of interview with business manager, 2024

Based on the table above, tourism in Mandalika has a major contribution in strengthening the role of culture, both for foreign and domestic tourists. Based on the table above, there are three main aspects that show how tourist interactions with cultural destinations have different but mutually supportive impacts.

First, from the aspect of cultural identity, foreign tourists are introduced to local cultural values authentically. This gives them a new understanding of the richness of Indonesian culture. Meanwhile, for domestic tourists, a visit to Mandalika is a means to increase awareness of the diversity of national cultures in the archipelago. Second, in terms of cultural education, foreign tourists get to learn about local vocabulary, customs, and the way of life of the local people. On the other hand, domestic tourists gain deeper insight into local cultural philosophies and values that are not always covered in the national language, enriching their understanding of the roots of regional culture. Third, the local economic empowerment aspect shows that the presence of foreign tourists can increase the selling value of culture-based products and services due to wider market demand. Meanwhile, domestic tourists play an important role in supporting the growth of the creative economy based on the participation and strength of local communities. Thus, both foreign and domestic tourists have a strategic role in maintaining the sustainability of local culture and encouraging economic growth in the Mandalika community

4.4 The Strategies Implemented by Tourism actors in Mandalika to Bridge Language and Cultural Differencess.

As one of the super priority tourism destinations in Indonesia, the Mandalika area in West Nusa Tenggara not only presents natural beauty, but also brings together cultural and linguistic diversity between local communities and tourists, both domestic and international. In this context, language and cultural differences are both challenges and opportunities in developing inclusive and sustainable tourism.

Table 5 The Strategies Implemented by Tourism actors in Mandalika to Bridge Language and Cultural Differences



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No	Strategy	Description	Main Actor
1	Foreign language training	Providing foreign language training such as English, Mandarin, and others to tour guides and local business actors.	Tourism office, hotel manager, and tour guide
2	Use of Multilingual Information Boards	Providing information in multiple languages on tourist attractions, hotels and restaurants.	Local government, and destination manager
3	Providing of Multilingual Brochures and Promotional Media	Printing and distributing promotional materials in various foreign languages commonly used by tourists.	Department of tourism, and travel Agent.
4	Local cultural Education for tourists	Providing local cultural such as prisean, and bejango, in foreign languages so that tourists understand the local culture.	Cultural artist and tour guide
5	Digitalization of tourism services	Develop a tourism information application or website with multiple language options and interactive features.	Tourism startup, local government.

Source: Interview with business manager, 2024

The table above presents five main strategies implemented by various parties in an effort to improve the quality of communication between foreign tourists and local tourism actors in Mandalika. These strategies aim to address the challenges of language and cultural differences that often become obstacles in tourism services.

The first strategy is foreign language training for tour guides and local business people, such as innkeepers or souvenir sellers. Mastery of languages such as English is essential for smooth interaction with tourists. These programs are usually facilitated by tourism offices, hotel managers, and professional organizations. The second strategy is the use of multilingual information boards at important points such as tourist attractions, restaurants, and hotels. Information presented in various languages helps foreign tourists understand the location, rules, and history or cultural values without difficulty. The third strategy focuses on providing brochures and promotional media in various foreign languages. This makes it easier to disseminate destination information to the international market and increase the potential for tourist visits from various countries. The fourth strategy is local cultural education for tourists. Lombok's unique cultures such as peresean



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(traditional fighting) and bejango (meeting customs) are explained to tourists in foreign languages so that they not only enjoy the visual attractions but also understand the cultural meaning behind them. The fifth strategy is the digitalization of tourism services, namely the development of dual-language/multilingual applications or websites. This digital media not only provides information, but also allows tourists to interact with service providers efficiently and modernly. Overall, these strategies demonstrate that collaboration between government, business, cultural communities and the technology sector is critical in creating tourism destinations that are inclusive, communicative and oriented towards the global traveler experience

4. CONCLUSION

The use of global languages in the Mandalika tourist area is very important to facilitate communication between foreign tourists and local communities. The use of global and local languages has its own role. Global languages are used to facilitate tourists from abroad, while local languages are used to facilitate domestic tourists in Indonesia or the local area. The results of this research show that the tourism of Mandalika was declarated as the destination super priority for several reasons such as 1) The destination of Mandalika becomes Special Economic Zone, 2) Sport tourism international, 3) Natural and cultural attractions, 4) Local economic empowerment UMKM. Whereas, the roles of global language in building communication tourist at the destination of Mandalika include: 1) Global language can increase information accessibility, 2) Global language can increase information accessibility, and 3) The global language can facilitating cross cultural interasction. Meanwhile, the role of local language in the development of communication at the destination of Mandalika include 1) Local language can introduce cultural identity, 2) Local language can introduce cultural education , and 3) Local language it can be a local economic empowerment. Last but not least, the strategies implemented by tourism actors in Mandalika to bridge language and cultural differences such as 1) Foreign language trainining, 2) Use of Multilingual information boards, 3) Providing of multilingual brochures and promotional media, 4) Local cultural education for tourists, and 5) digitalization of tourism services

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