

The Application of the Use of Indonesian Language in Promoting Tourist Destinations to Archipelago Tourists in North Toraja Regency

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ABSTRACT

Indonesian language should be encouraged through tourism promotion, especially in the tourism sector, to describe the form of tourism promotion and implementation. Bahasa Indonesia, as a domestic tourism promotion, also describes the role of Bahasa Indonesia as tourism communication to develop and internationalise Bahasa Indonesia in the Department of Tourism and Cultural of North Toraja Regency. This research aims to describe the tourism promotion form in the Department of Tourism and Cultural of North Toraja Regency. Data collection techniques with in-depth interviews through the Snowball Sampling technique for the stakeholder included the private management of tourism attractions, tour guide, and visitors at tourist destination areas. The conclusion of this research is the promotional language to use in the Department of Tourism and Cultural of North Toraja Regency through two options of language: Bahasa Indonesia and English language, but also uses a traditional or local vocabulary which is often used for tourist attraction and describe the local language.

KEYWORDS: Implementation Language Indonesia; Tourism Destination Promotion

INTRODUCTION

Indonesian has been widely known since "Soempa Pemoeda," on October 28, 1928, which made Indonesian the language of unity. At that time, the youths agreed to

adopt the Riau-Malay language as Indonesian. The young people see that the Indonesian language has the potential to unite the Indonesian nation, which consists of hundreds of ethnic or ethnically diverse groups. This position was not a figment of the imagination. Indonesians can carry out the function of unifying the Indonesian nation. Using the Indonesian language fosters a sense of unity and integrity for the government, which has various ethnicities. The presence of Indonesian among hundreds of regional languages does not create negative sentiments for the ethnic groups that use it. On the contrary, the presence of the Indonesian language is seen as a protector of regional emotions and a mediator between ethnic egos. In its connection as a tool to unite various tribes who have their own cultural and linguistic backgrounds. The Indonesian language can actually harmonize life as a unified nation without abandoning ethnic identity and loyalty to socio-cultural values and language background as the language of this unity. National interests are placed far above regional and group interests.

As the nation's official language, Indonesian has been known since August 17, 1945, when the Indonesian government declared its independence. It serves as a symbol of national pride. Indonesian reflects socio-cultural values that underlie a sense of nationality. Indonesia expresses self-esteem and cultural values that can be used as a basis for life through its national language. Based on this pride, the Indonesian people

maintain and develop the Indonesian language. As a symbol of national identity, the Indonesian language is held in high esteem alongside the national flag, Merah Putih, and the Indonesian national anthem, Indonesia Raya. To fulfil this function, the Indonesian language must, of course, have its own identity if its users foster and develop it in such a way that it is free of elements of other languages that are truly unnecessary, such as terms and words from English that are frequently adopted, even though these terms and comments are not native to Indonesian. There is already an equivalent in Indonesian. Every tourist destination in Indonesia has a different historical, geological, and geographic heritage; this uniqueness is an added value in promoting a tourist destination so that it can attract tourists to visit that destination. North Toraja Regency is a regency in South Sulawesi Province, Indonesia.

The capital of North Toraja Regency is Rantepao. This regency was formed based on Law Number 28 of 2008, a Tana Toraja Regency division. North Toraja Regency is geographically located at 2.40 south latitudes to 3.25 south latitudes and 119 30 east longitudes to 120 25 east longitudes.

The boundaries of the North Toraja area, to the west, are bordered by Kurra District and Bituang Tana Toraja District. To the east by Lamasi District, Walareng District, West Wana District, and Bastern District, Luwu Regency; to the north by Mamuju District, West Sulawesi Province, Limbongan District, Sabang District, Luwu Regency; and to the south by South Sangalla District, North Sangalla District, North Makale District, and Rantepao District.

In terms of language in tourism promotion, Indonesian must, of course, be encouraged in the introduction, particularly in the world of tourism, so that Indonesian is always heard by tourists who will gradually transmit Indonesian itself, allowing Indonesian to compete internationally and as a result, internationalization of Indonesian to be implemented or realized. Language from the first aspect symbolizes the speaker as the messenger, the second aspect represents the listener as the recipient of the message, and the third aspect is the symbol of *Gegenstand*, which is a reference to the reality of the object being discussed. Introducing Indonesian culture to foreign tourists through tour guides is essential.

Based on the background and rationale discovered, it is necessary to analyze the language of communication made to guides and the use of language for tourism promotion

using Indonesian in internationalizing the Indonesian language.

Through this research in North Toraja Regency, we have full hope that we can become a guide for cultural and tourism people to play a more significant role in carrying out planned and sustainable development without forgetting the identity of our language, in this case, Indonesian because in fact, it is the language of tourism. Foreign words (English) dominate the vocabulary of tour guides and selfie spots.

Based on the description above, the researcher is interested in conducting a research entitled "The Application of the Use of Indonesian in Promoting Tourist Destinations for Indonesian Tourists in North Toraja Regency."

METHOD

This study uses a phenomenological qualitative descriptive method, which, according to Sugiyono (2005: 91), suggests that qualitative data analysis activities are carried out interactively, with the scope of data sought to be the application of the Indonesian language, tourism promotion, and tourist destinations.

Data were collected using participatory observation methods to maximize the amount of data to be obtained and semi-structured in-depth interviews, which are free and flexible compared to structured interviews (Sugiyono 2012:73–74). as well as literature studies.

Informants are used to provide information about the situation and conditions of the research setting. So he must have a lot of experience in research settings and volunteer to be a member of the research team, even if it is only informal. (Moleong, 2000:132). Informants used to provide information were determined using the snowball sampling technique, which has its criteria: knowing and understanding matters related to promoting tourist destinations in North Toraja.

The key informants in this study were the Head of the North Toraja Regency Tourism and Culture Office and Staff and the Head of the North Toraja Regency LanguageCenter and Staff. In contrast, the

usual informants were tour guides, visitors, students, and students who visited tourist destinations in North Toraja Regency.

RESULTS AND DISCUSSION

The frequency of language use shows the number of language choices and uses obtained and known based on the number of voters and language use. Based on this, the frequency of use of Indonesian by tourists in North Toraja Regency, in general, can be broken down into several things. Such as the frequency of language use based on variable settings, situations, topics, and the participants' relationships. A "variable setting" is a location that binds conversation participants in producing language behaviour according to the social manners of language (Suwito, 1983:32).

Based on the data obtained through observations, interviews, and *Snowball* documentation conducted in April 2022 for tour managers, tour guides, and visitors, it can be described as follows:

Based on an interview with Fransiska, the position of one of the Culture and Tourism Office staff in the North Toraja Regency area, which provides data on tourist objects that are managed in North Toraja, most of them use regional languages, as can be seen from the names of tourist attractions: Londa Tourism, Ke'te Kesu, Batutumonga, Bori Kalimbung, Country above the clouds, and Lembang Nonongan tourist village. This illustrates that the local language is still used.



Picture 1 : Home page IG@ Visit North Toraja

The great potential of North Toraja, with its beautiful nature and culture that still exist in this modern era, has influenced the bustle of local and foreign tourist visits. Still, there has been a decline and closure of visits during the pandemic. Tourist visits have started to reopen since March for domestic guests, and foreign guests have entered in April 2022 (Fransiska: 2022).

Programs that have been designed for tourism marketing strategies in Kab. North Toraja, namely through social media (WhatsApp, Facebook, and Instagram) under the name "Visit North Toraja," allows all groups to access various tourist information or references related to places and culture in Kab. North Toraja is suitable for both local and foreign tourists. Interview sheet, p. 3 (France), through social media (WhatsApp, Facebook, Instagram, and from mouth to mouth) and guests who have visited the tourist village of Lembang Nonongan.

Based on the Visit Toraja Utara promotional social media data, Indonesian language usage is then analyzed.



Picture 2 : Main Page IG@ Visit North Toraja

On the main page of Visit Toraja Utara, the promotional language is used in two languages: Indonesian and English. Likewise, the promotion of tourist objects is presented in Indonesian and English, but in promotions using Indonesian, errors in Indonesian are still found:



Picture 3 Advertising Promotion IG@ Visit North Toraja

In the ad campaign above, some words are not appropriate. The use of the term "Tau-Tau" regional language demonstrates this. If you use regional or foreign terms, they should be written in italics. Italics are used to write words or expressions in local or foreign languages. According to PUEBI, the following are functions and examples of using italics in Indonesian to write titles, affirmations, and regional expressions or foreign languages. The order of this writing must be considered so there is a clear understanding of writing and habits. So *Tau-tau* should be written as *Tau-tau*. When the word was reviewed in the *Ke'te Kesu* promotional media, it was discovered to be the use of borrowed words.

"Visiting Ke'te Kesu" is easy to do from Rantepao, the district capital of North Toraja. This location is only 4 kilometres from the suburbs. Although the journey is relatively short, the route is impressive, and you'll pass many examples of modern Tongkonan along the way.



Picture 4 Advertising Promotion
IG@ Visit North Toraja

The use or choice of the words above in the promotional ad for *Ke'te Kesu* is appropriate. The use of borrowed words is proper, and modern words have been absorbed into Indonesian and standardized. In the Big Indonesian Dictionary (KBBI), everyday words will be found as common words. The word "modern" with the added " e " is not shared. So what is true is modern, not modern. According to the Big Indonesian Dictionary, the word "modern" means 1) the newest, "up-to-date"; 2) attitudes and ways of thinking and acting according to the demands of the times.

This standard word order must be considered so that misunderstandings do not occur in writing or habits. This word is an absorption word. Language absorption occurs because there is a long period of continuous contact with

speakers of different languages. This language contact is a linguistic relationship between one language community and another. "Absorption words come from foreign or regional languages, then are used as the original language"(Sompi: 2017). it is an absorption word for the type of adoption in modern English. "Adoption is the absorption of foreign words that have the same meaning in Indonesian without changing their spelling, pronunciation, or writing," says Nugraha (2:2020).

In tourism promotion on the Instagram network, data was also found using three languages: regional, Indonesian, and foreign. It shows the Tana Toraja tourism marketing strategy for maintaining, building, and enhancing the image of Tanah Toraja as a tourist destination.



Picture 5 : Promotion World Dance Day
IG@ Visit North Toraja

The use of the words above in Instagram promotional ads: World Dance Day 2022 (Indonesian) "Toraya Ma'Gellu" (Toraja Regional Language) Coming Soon (English)

The three uses of promotional sentences are part of a marketing strategy to provide information to consumers regarding something that will be offered. It is in line with the results of an interview conveyed by Fransiska (2022): "Steps are taken so that the use of Indonesian can dominate foreign tourists when travelling in Tanah Toraja, so tourists who come to Tanah Toraja are taught the local language, Indonesian, or how to pronounce it." This step is a way to grow and correct Indonesian.

Tour guiding is the process of explaining to tourists the importance of places, people, and tourist attractions they visit so that they understand, appreciate, are interested in seeing them again, and

have a caring attitude to participate in maintaining and preserving these tourist attractions (Kuo, 2002; Dann, 1997; Bromley, 1994). According to Pond (2003), tour guides also have many roles and tasks, namely as representatives or ambassadors of the local community, intermediaries between hosts (hosts or local communities) and guests (guests or tourists), leaders, "educators," facilitators, information centres, and at the same time become an attraction (drawing power) to bring tourists to tourist destinations.

The function of language concerning this research refers more to the function of language in particular, namely the function of language concerning the use of language by people or tourists in the North Toraja Regency. As a medium of communication for more comprehensive communications (a language for broader communication),

Indonesian is used according to its function and position. In particular, the function of the Indonesian language is divided into two categories that are very important for us to understand, namely, the national language and the state language.

Indonesian is the national language of the Indonesian people because Indonesian is used as a unifier for the Indonesian nation. This is a breakthrough made by the Indonesian Youth Union. They have realized that the regional language cannot be used to communicate between tribes because those invited to communicate also have their own regional language. A unified language or Indonesian as a lingua franca will maintain the function of regional languages.

The function of speaker language in tourism areas in North Toraja Regency is divided into four categories: (1) Relational function, namely the function of language concerning the relationship between the role of participants or the relationship of participants speaking. (2) Practical function, namely the function of language in relation to the problem of speech efficiency. (3) The function of identity, namely the function of language that shows the identity and background of the speaker, that he or she is a member of a specific group or ethnicity. (4) The prestigious function, which is the function of the speaker's self-esteem.

Tour guides have an active role in introducing and showing the identity of the national character to tourists. To see this fact, several places were chosen in Kab. Toraja

to obtain data and facts on the use of language in tourism, as well as the places that are used as the object of research on tour guides, namely: *Kete Kesu'* and *Londa*.

The interview with Sandi regarding the use of the guiding language, whether using the regional language, Indonesian, or a foreign language, includes the following: Interview sheet, p. 2 (Sandi) Use a foreign language depending on the visitor.

Based on the statement from the interview results, the function of the guide language adheres to a relational function. The relational function of language is the function of language concerning the participant's role relationship or the relationship of the participant speaking. This is also due to the increasing level of foreign visits to Toraja. Based on data submitted by the Head of the Capacity Development Division of the Tana Toraja Tourism Office, until Friday (June 5, 2022), there were 15,017 tourists visiting tourist objects in Tanah Toraja. "Foreign tourists have started to appear one by one even though it is still low season. The high season, or the holiday season in other countries, lasts from June to October.

Local guides like Sandi sometimes need help with (foreign) English, so all local guides still use Indonesian. From the results of interviews, it is known that Sandi used to guide foreign tourists using Indonesian, namely:

Interview sheet, p. 3 (Sandi)

Never guided foreign tourists using Indonesian, because they started learning Indonesian before visiting several places in Indonesia, especially *Ke'te Ke'su*.

From the results of this interview, it appears that it provides an opportunity to use or prioritize Indonesian in tourism to carry out the function of broad communication (language for wider communication). Indonesian is used according to its function and position. These functions and positions imply several specific socio-cultural roles, especially in tourism.

Londa is approximately 6 kilometres from downtown Rantepao, in the same direction as Makale. It takes less than 15 minutes by car or

motorcycle to arrive in Londa from Rantepao. The site has two natural caves where the bones of the deceased are scattered. These two caves are about 10 meters long, and there are several burial chambers for the people of this area.

Tour guide Andy has been working in Londa as a tour guide for 10 (ten) years. The cost of visiting Gowa Londa is only the rental of lighting lamps, which is around 50,000 rupiah, and tips are based on sincerity. On average, those who often use the services of guides are local tourists and sometimes foreign tourists. Understanding and mastering foreign languages make it easier to guide.

From the results of the interview with Andy, is Indonesian or English (foreign) the right one to use at *Londa's* tourist attractions?

Interview sheet page. 3 (Andy)

If it's good, yes, it's Indonesian, but foreign tourists sometimes use English if locals prefer Indonesian.

This explains that the function refers to the function of language precisely, namely the function of language concerning the use of language by local people or foreign speakers in Londa tourism. The attitude of interpreting the use of language is reflected by Andy, a tour guide in *Londa*, who asserts that "If it is good, then Indonesian" exudes the noble socio-cultural values of the Indonesian nation. As a realization of pride in the Indonesian language, you must use it without feeling inferior, but you must be proud to use and maintain the Indonesian language. This means that we will know who we are with the Indonesian language, namely from our nature, temperament, and character as Indonesian people.

Respect for the use of language in understanding tourists is something that guides uphold so that participants are communicative, guides must convey information appropriately so as not to create ambiguous meanings for tourists, and guides must, of course, pay attention to the comfort of visitors through language.

According to Andy in the interview, the use of Indonesian should be prioritized. The Indonesian language is a form of national identity through guides that induce tourists, especially foreign tourists, to learn Indonesian and learn the local language from the tickets and the fantastic food served. It is in line with Presidential Decree No. 63/2019, page 5, which states in Article 37 that "Indonesian" must be used in information about goods or services produced

domestically or abroad circulating in Indonesia. (2) The information referred to in paragraph (1) can be completed in the local or foreign languages as needed. Products and services circulating in Indonesia already use the Indonesian language. Using the Indonesian language will significantly assist the Indonesian people in recognizing existing products and services.

The social meaning revealed from the use of Indonesian by foreign speakers is the meaning of change or progress; namely, the use of Indonesian in this realm is a symbol of change or modernization.

In tourism, the Indonesian language inspires enthusiasm in promotional media as the nation's image and identity. According to Hasoloan et al. (2015), the factors that distinguish the identity of a nation are: geographical conditions, ecology, demography, history, culture, and the character of society. The geographical location of a country also determines the character of society. Suppose the use of Indonesian becomes a priority and is ingrained in all generations and can maintain excellent and correct use of the language, both orally and in writing. In that case, it will encourage the internationalization of Indonesian to become an ASEAN language. Suhartono assessed that Indonesian has the potential to become an ASEAN language in the era of the ASEAN Economic Community (AEC).

Indonesian must be used in all formal and institutional activities, including all activities in the tourism sector. The mass media and leadership channels carry out efforts to foster a positive attitude towards the Indonesian language. Indonesian language development is carried out through the mass media because its reach is expansive. Then, the leadership path can also be carried out as an alternative to fostering a positive attitude towards the Indonesian language because leaders are community role models. The use of the Indonesian language must continue to be improved, as must efforts to standardize it.

CONCLUSIONS

Based on the research that has been done, it can be concluded that the promotional language used in the Culture and Tourism Office of North Toraja Regency is through two language choices, namely Indonesian and English, but also often uses regional

language terms, which are often found in the names of tourist attractions that describe the use of local or local language as well as the socialization of the use of the Indonesian language in the tourism industry must always be encouraged, especially in promoting tourist destinations through social media such as *Facebook, Twitter, Instagram*.

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