



Multilingualism of Tourism Attraction in Bandung

Ari Arifin Danuwijaya*, Cep Ubad Abdullah

Universitas Pendidikan Indonesia, Bandung, Indonesia

Correspondence: E-mail: ariarifin.danuwijaya@adelaide.edu.au

ABSTRACT

This study aims to identify programs that have been carried out by managers of tourist attractions in the North Bandung area. This study uses a qualitative approach, primary data obtained through observations and interviews. Secondary data is obtained through previous research, local government policies, and digital media through websites and social media. The method of analysis uses qualitative descriptive analysis through the stages of analysis before being in the field, data reduction, data presentation, and conclusion drawing. The results showed that the tourist attractions of Tebing Keraton and TWA Tangkubanparahu have multi-language communication through online and offline media.

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1. INTRODUCTION

Tourism is one of the economic sectors that contributes to the global economy and is a subject that is often debated and researched (Brauer et al., 2019; Perles-Ribes et al., 2017). Research related to tourism and linguistics has recently been researched by many researchers, including examined the relationship between multilingualism and tourism activities in Cape Town, South Africa (Manaliyo, 2009); the framework of sustainable tourism based on linguistic preferences (Wu et al., 2019); linguistics and tourism in the Province of Bali, Indonesia (Pratiwi, 2019); and the language selection of tourists in Macao destinations, Hong Kong (Yan, 2019). The importance of selecting and using language in tourism activities is something that must be implemented by tourism destination managers, especially managers of tourist attractions (Cameron, 2000; Duchêne, 2009).

The diversity of languages around the world is an obstacle to a tourism destination. The perception that English is the language of international business and it dominates other

languages in the world (Arsky & Cherny, 1997), this assumption is questioned in the tourism business (Manaliyo, 2009). Alternative solutions can be made through multilingual and multicultural programs carried out by the tourism industry through the management of tourism human resources (Jafari & Way, 1994; Pek et al., 2019). The number of tourism service providers who recognize the diversity of languages and cultures around the world has increased significantly, they market and sell their products in multiple languages (Lituchy & Barra, 2008).

Language selection and use is institutionalized by defining which languages should be spoken by whom and with whom, and thus they serve by providing services to tourists (Duchêne, 2009). The use of this language cannot be separated from its cultural aspects, so that tour guides who are able to master various languages are able to adapt to various cultures. Because of this, language barrier, as everyone knows, is an important barrier to cross-cultural communication. Tourists are well aware of these difficulties, which have important effects on their choice of prospective destinations, their preparation for travel, the scope and content of their interactions with local residents, and the quality of their experiences (Cohen & Cooper, 1986).

Among the practices and services of tourism are tourist visits to various destinations, both domestic and foreign. During these tourist visits, the tourism industry plays a very important role. The tourism industry in the era of the industrial revolution 4.0 is required to master two languages (bilingual) or even more (multilingual). This is because multilingualism itself has become a commodity given the fact that interacting in the language of tourists is a major marketing factor (Morin, 2012). In recent years, sociolinguists and linguistic anthropologists have answered central questions regarding the impact of globalization on language practice and their standardization. Particular attention has been paid to the growing importance of language and communication as tools for regulating communication patterns, standardizing language varieties, and performing identities (Cameron, 2000).

The importance of examining language in tourism activities is due to communication and cultural barriers between managers of tourist attractions, tourists, and local communities. Language is an important barrier in cross-cultural communication for tourists while at a destination (Duchêne, 2009). Language skills and quality must be implemented by managers of tourist attractions through various media with the aim of conveying messages and giving impressions on the tourist experience of tourists (Aikhenvald, 2003). In addition, the application of multilingualism in tourist attractions aims so that tourists can understand what the message conveyed means (Suhaimi & Abdullah, 2017).

The North Bandung area has a variety of tourist attractions, be it natural, cultural, and artificial based attractions (Ervina et al., 2020; Fatmawatie & Baizal, 2019; Wulung, 2018), two of which are Cliffs. Keraton and Tangkubanparahu Mountain Nature Park (Wulung & Brahmantyo, 2019) Over the past five years, foreign tourist visits to Bandung have increased from a total of 183,932 foreign tourists in 2015 to 198,923 in 2018 (BPS, 2015). This is a challenge for every manager of tourist attraction in the North Bandung area to prepare multilingualism programs to support the activities of foreign tourists. This study aims to identify

2. LITERATURE REVIEW

Bilingualism is defined as an individual's ability to use two or more languages properly as a means of communication (Bloomfield, 1933), while multilingualism is the capacity of individuals and communities to use more than one language through various media

(Franceschini, 2009). Multilingualism is more about the condition of the individual in mastering and communicating to others using more than one language (Cummins, 2007). Modern society must be able to master more than one language as a tool for social interaction according to the situation in communication (Kemp, 2009; Wahyudi & Widhiasih, 2016). There are several indicators of multilingualism in tourism attractions, including the diversity of languages used, employees who use multiple languages, the communication media used, and the availability of tour guides (Manaliyo, 2009).

Multilingualism as the capacity of people, groups, institutions and individuals to operate in more than one language (Franceschini, 2009). Multilingualism is the use of three languages better separately in different levels of code mixing (McArthur et al., 2018). Multilinguals can speak a number of languages for a variety of social, cultural and economic reasons. Different languages are used for different purposes and competencies for each language. On the other hand, avoids giving precise language counts by defining multilingualism as using a number of languages for various social, cultural and economic reasons (Kemp, 2009). Multilingualism refers exclusively to the presence of several languages in a given space, regardless of those who use them (Cummins, 2007). Multilingualism is more about describing a speaker who speaks more than two languages. Its use is almost the same as bilingualism, which is knowing when and where a language will be used. multilingual is a society that has or uses several languages in its activities (Duchêne, 2009).

The function of language as a means of communication shows that people today do not only know or master the use of one language, but they are willing and able to master two or more languages. This situation indicates that they are a bilingual or multilingual society. Social interaction in a multi-lingual society, with the availability of several languages or a variety of languages, requires each speaker to be able to choose the right language or variety of languages according to the communication situation (Wahyudi & Widhiasih, 2016).

3. METHODOLOGY

This research was conducted for 4 months from July to October 2020 and was carried out in a tourism area in North Bandung, Indonesia, which focused on two iconic attractions, namely the Tangkubanparahu Mountain Nature Park and the Keraton Cliff. The approach used in this research is qualitative research which aims to explore and understand the meaning of tourism activities and its relation to multilingualism programs in tourist attractions through the involvement of several questions and procedures.

This study uses primary and secondary data. Primary data was obtained through field observations and interviews with managers of two tourist attractions. Interviews focused on the efforts of managing tourist attractions in implementing multilingualism programs as a means for foreign tourists. Secondary data is obtained through previous research, local government policies, and digital media through websites and social media. The method of analysis uses qualitative descriptive analysis through the stages of analysis before being in the field, data reduction, data presentation, and drawing conclusions.

4. FINDINGS

The development of the tourism industry from the indicators of tourist visits in the North Bandung area is superior to the tourist destinations of Bandung City. The accumulation between foreign and domestic tourists is far above other tourism destinations both in 2018 and 2019. The management of tourism in the North Bandung Area is basically under the authority of the West Java Provincial Government through the Office of Highways and Spatial Planning, as well as the Regional Development Planning Agency which regulates the North Bandung area as a strategic provincial area. Then, just like other regions in Indonesia, that the

regional government, especially the tourism Regional Organization (OPD), namely the city and district tourism offices that have authority in tourism development in their regions.

In the North Bandung Area, the management is in the West Java Province Tourism and Culture Office, Bandung City Culture and Tourism Office, Bandung Regency Tourism and Culture Office, and West Bandung Regency Tourism and Culture Office. In practice, because the characteristics of the KBU are dominated by nature, there are several models of governance in several attractions such as Forest Park Ir. H. Djuanda by the Forestry Service, West Java Provincial Government, and Perum Perhutani. Then the Tangkuban Perahu Nature Tourism Park with a public private partnership pattern (cooperation between the government and the private sector) because privately, the tourism management is managed by PT. Graha Rani Putra Persada and publicly under the auspices of the West Java Natural Resources Conservation Center.

The Keraton Cliff and Tangkubanparahu Mountain Nature Park are two iconic tourist attractions in the North Bandung area. Both tourist attractions are classified as nature-based tourist attractions. The Keraton Cliff is part of the Lembang Fault which has a slope level with a straight valley and has a panoramic view of the beautiful landscape of the Lembang area [28]. Meanwhile, Mount Tangkubanparahu Nature Park is an active volcano area and has a crater that can be visited [36]. Various efforts and multilingualism programs have been carried out by the two tourist attractions, both through outdoor communication media and digital communication. This effort is to facilitate foreign tourists in interpreting profiles.

5. DISCUSSION

The tourist attraction of Tebing Keraton has multi-lingual communication through banner media. The message conveyed was about the condition and position of the Keraton Cliff which is part of the Symbol Fault. The interpretation contained in the banner is in Indonesian and English. As for online media, Tebing Keraton which is included in the management of the Great Forest Park, Ir. H. Djuanda does not make multilingual efforts through online media, such as websites (tahuradjuanda.jabarprov.go.id) and social media (facebook.com/Tahuraid-108053380545979 and instagram.com/tahuradjuanda.official).

Tangkubanparahu Mountain Natural Tourism Park has made efforts to multilingualism through brochures and banners. The information provided is in Indonesian and English about the profile and activities that can be done in the Mount Tangkubanparahu Nature Tourism Park. There are regulations for tourists through two different languages. However, Mount Tangkubanparahu Nature Park does not implement online media. As on the website (twatangkubanparahu.com) which only uses Indonesian, as well as on social media Facebook (facebook.com/tangkuban.parahu.524), Instagram (instagram.com/twa_tangkubanparahu), and Twitter (twitter.com/twatangkuban).

6. CONCLUSION & RECOMMENDATIONS

The use of language in tourism has become one of the factors that influence tourism activities in the North Bandung area. Good and diverse language is an important factor for tourist attractions in marketing their products, it is intended that foreign tourists easily understand communication. In addition, the use of multilingualism in tourist attraction areas can help foreign tourists understand the meaning and purpose of the media provided. In the tourist attraction of TWA Mount Tangkubanparahu and Tebing Keraton, they have a multi-language program to support tourism in the North Bandung area. The multilingualism program in these two attractions is implemented through online and outdoor media.

This research has implications for the managers of the tourist attractions of Tangkubanparahu and Tebing Keraton to pay more attention to multilingualism programs as an effort to increase satisfaction for foreign tourists and support the realization of tourist attractions with global competitiveness. In addition, this research can be a reference for managers of other tourist attractions in North Bandung and Indonesia in general.

This study focuses on multilingualism in two tourist attractions in the North Bandung area. This is a limitation of this study. Further research can be carried out in the tourism industry in the North Bandung area, such as hotels and restaurants. It aims to integrate multilingualism efforts in the North Bandung area.

7. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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