

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language and tourism cannot be separated. The use of a particular language can increase or decrease the popularity of a tourism destination. Moreover, the entire tourism sector requires language as a communication process between tourism actors and tourists. The research on this issue at hand needs to be developed. Therefore, this is to study locals' perceptions on English for local tourism industry in Langgher Dhatang, Pogag, Palalang Village, Pakong District, Pamekasan Regency, Madura.

The tour is a transitional activity from one activity to another with a lighter intensity. A tour is usually done by someone to take a break from the daily routine such as work. *Tourism/ tourisme* is the plural term of the *tour*. According to Wirawan and Semara (2021) The tour is a tourist trap that is carried out repeatedly or around, both planned and unplanned which can produce a total experience for the perpetrator. Wirawan and Semara (2021) stated tourism is everything related to tour activities and their impacts, due to the contact/interaction between travel agents and tourist attractions, tourism support facilities, and infrastructure/infrastructure provided by the community, private sector, and government, starting from the place of residence, while on the way, at the destination, until he returns to his place of residence. Thus, tourism is a symptom that happens due to the motion human beings from wherein they stay to do something travel activities, whether or not on holiday till they go back to their home.

Indonesia has the potential for tourism development. Supported by a wealth of natural resources, cultural diversity, religion, ethnicity, and race. With these various attractions, it is not surprising that the tourism industry is considered highly advanced. In fact, the tourism sector in Indonesia is one of the largest sectors supporting state income. Powered by Puspitarini and Anggraini (2018) Indonesia as the largest archipelagic country in the world consisting of 17,508 islands or also known as the maritime country, has realized the importance of

the tourism sector to the Indonesian economy because Indonesia's tourism growth is always above Indonesia's economic growth. Tourism is indeed the largest industry in the world, especially in Indonesia itself. According to Sari and Suryawan (2021) the tourism industry can contribute to the country's foreign exchange by up to US\$ 10 billion, this position is number four after oil, coal, and palm oil, With these facts, it can be concluded that the tourism sector in Indonesia has a very crucial role.

One of the tourism sectors in Indonesia is religious tourism. Religious tourism is tourism related to religious activities. Based on Vinandari et al. (2019) religious tourism is used to spread da'wah and learn about Islam to the wider community in general in the form of tourism activities. In religious tourism, the community can take vacations and can learn about the history of religious tourist attractions visited. The high spiritual needs of the Indonesian people have caused many religious sites to appear with various backgrounds. Narulita and Anggraeni (2018) stated spirituality is a dominant force in the needs of human life today because spirituality can provide peace and tranquility in the human soul and even unity with the creator so that it has meaning in life.

In Indonesia, there are many famous religious tours. Such as the tombs of 9 Sunan in Java, magnificent mosques left by the founders of Islam scattered in various regions, and many more. These places are usually crowded with tourists on certain days or months. It is customary for Indonesian people to visit Islamic historical places considering that the majority religion in Indonesia is Islam. Not only local people, but it is also even possible that this historic place has visitors who come from other countries. With a variety of well-known tourist attractions, there may be tourist attractions that are less exposed to local and international tourists. One of them is *Langger Dhatang*.

Langger Dhatang is a religious site in the form of a prayer room and is located in Pogag, Palalang Village, Pakong District, Pamekasan Regency, Madura which has an interesting history. The history told by the villagers from generation to generation about the origins of the establishment of a place of worship which later became the name of the building, namely *Langger*

Dhatang. *Langger Dhatang* is taken from the Madurese language. *Langger* means "Mushola" or a place for moslem prayer and *Dhatang* means "Coming". It can be interpreted as a sudden-breaking building. The point is that no one is doing the building construction activities. The community believes that no one built this building but appeared suddenly through spiritual or magical powers in a short time.

Based on this history, at first *Langger Dhatang* invited many local tourists. However, over time, this local tourism began to lose visitors. This is very unfortunate considering that this building with an unusual history cannot be maintained. Even today this tourism is less well-known to both local and international tourists. For this reason, concern from various sectors of society is needed to jointly make efforts so that this local tourism can be recognized by tourists and made a tourist destination.

One of the efforts to introduce these local tourism sites is to improve quality. The quality referred to here is not only the development of places or natural resources but also the development of human resources. Human resources are resources that have potential, contributions and roles that influence efforts to achieve organizational goals (Huzain, 2021). Improving the quality of human resources can be started with communication skills.

All tourism sectors cannot be separated from communication. In communicating, language is needed. A Language is a communication tool used by humans to convey ideas and thoughts to other humans with the aim of understanding each other's intentions. Saussure in Dwivitasari (2019) defines language as the most prominent distinguishing feature of the language, every social group feels like a unit that is different from other groups. Another definition from Owens in Isdianto (2014) language can be defined as a socially shared combination of those symbols and rule-governed combinations of those symbols. In Indonesia, the position of language is regulated in the 1945 Constitution Chapter XV Article 36 which states that the national language is Indonesian. Regional languages such as Javanese, Sundanese, and Madurese are regulated for sustainability in Article 36 Chapter XV of the 1945

Constitution and the last is foreign languages such as English which is also recognized as an international language.

As an international language, English is a means of connecting nations. It is undeniable, Indonesia as a tourism country requires English in all tourism sectors. The function is to facilitate communication between foreign tourists and tourism actors. In a study conducted by Damayanti (2019) entitled *Peranan Keterampilan Berbahasa Inggris Dalam Industri Pariwisata*, she mentioned that English has an important role in the tourism and hospitality industry. These roles are communicative role, integrative role, lingua-franca role, relationship-fostering role, business/economic role, and functional role (Damayanti, 2019). This reinforces the statement that English is needed in various layers of the tourism sector. Therefore, the ability to master the English language is one of the most important things for the progress of the tourism sector, especially in Indonesia.

English which has a position as an international language is deemed necessary to be developed in the tourism sector. However, the ability or English language skills of Indonesians are still in the lowest position among the countries that are members of the- AEC (*ASEAN Economic Community*) (Damayanti, 2019). Equal to Thailand and Vietnam, Indonesia is the country with the lowest English proficiency when compared to other AEC members countries such as Singapore, the Philippines and even Malaysia. Indonesian people's English proficiency is in the range of 38.45 –54.06 (Iriance, 2018). This is one of the obstacles to the progress of local tourism in Indonesia to be able to compete in the international scope. Language development is one of the efforts to improve the quality of human resources which is felt to be done and its always intersects with the community.

As mentioned before that the process of language planning always intersects with social changes in society. Language planners cannot ignore the obstacles that occur when language planning is carried out. As already discussed, the fact that Indonesian people's English skills are still low is one of the obstacles that arise. Especially if the place where language planning will be held is local

tourism that is less exposed and has never been in direct contact with the language to be planned, such as English. This condition causes language planning efforts to have to work extra in dealing with problems that arise. However, language planners can minimize problems that may arise when language planning is carried out, namely by conducting a survey of local people's opinions. Therefore, a public opinion survey research to minimize the problems that will occur if the development of the English language for the local tourism industry is deemed necessary.

In this study, the researcher used two different theories to answer the research question. The first theory was Moeliono (1985) in "*Pengembangan dan Pembinaan Bahasa Ancangan Alternatif dalam Perencanaan Bahasa*" who stated that "In the language planning process there are problems that need to be considered by language planners, 1. The Problems related to position or status, 2. The problems with language systems or codes and 3. The problems involving the use of language by local residents". The last theory related to English can be an attraction for local tourism the researcher used Arfin, Aireen and Hassan (2012) in their article "*Language for Tourism: A Review of Literature*" said, "Language of tourism gives a portrayal of the potential tourism destination in which attempts to persuade, attract, encourage and seduce the potential tourist to be an actual tourist". That theory is considered suitable to answer the research questions regarding this research.

1.2 Research Questions

The research question is an attempt to state explicitly what statements we want to find answers to (Ridha, 2017). The research question can be defined as a particular statement about the scope of the problem to be studied. Based on this understanding and the background that has been described by the researcher, the researcher takes the following research question to find out the public perception:

1. What are the problems that arise when English language planning is carried out in *Langger Dhatang at Pogag*, Palalang Village, Pakong District, Pamekasan Regency, Madura ?
2. What are the locals' responses on English as a language planning in the given area ?

1.3 Objectives of The Study

Based on the research question. This study aims to discover:

1. The Problems that Arise as a Result of Language Planning in *Langger Dhatang at Pogag*, Palalang Village, Pakong District, Pamekasan Regency, Madura
2. The locals' responses on English as a language planning in the given area

1.4 Significance of The Study

The researcher hopes that this research can contribute to the linguistics study especially, sociolinguistics. This study has two major significant studies; theoretical and practical study.

1. Theoretical Significances

The purpose of this study was to determine the perception of the community in the local tourism area in one of the religious tourism in the Pamekasan district, Madura on the development of the English language as an effort to increase human resources through interviews which later can become an attraction and

medium for promotion platform and also as an effort to help language-planners in order to minimize the problems that may arise when English language planning is carried out in *Langger Dhatang* area.

2. Practical Significances

a) For the students

The result of this research can be the student references to researching the same topic with different tourism objects.

b) For the other researchers

The results of this study are expected to be able to contribute to language planners regarding the understanding of public perceptions, especially people who are in contact with the tourism sector that English has a role in the tourism industry.

c) For the college institution

The result of this research can add research collection.

d) For the local's madurese tourism sector

The results of this study are expected to be useful as a reference for the the locals of madurese tourism sector, especially *Langger Dhatang* regarding language planning.

1.5 Scope and Limitation of the Study

The purpose of this study was to find out the public's opinion regarding the planning of the English language development for the local tourism industry *Langger Dhatang* through the narrative of sources based on personal opinions, the people's perspective on tourism itself and the language that was brought, namely English which had never been used as an everyday language before and only taught formally in the school environment. This research is limited by the scope of research based on the subject and research object, which are:

1. The research subjects in this study focused on the people of Pogag, Palalang Village, Pakong District, Pamekasan Regency, Madura who live around the local tourism area of *Langger Dhatang* and village officials who are responsible for this tourism.
2. The object of research in this study is the speech of the people of Pogag, Palalang Village, Pakong District, Pamekasan Regency, Madura who are willing to give their opinion through an interview process by the researcher which is then analyzed using theories of Moeliono (1985) and Arfin, Aireen and Hassan (2012)

