Discovering Language Choices among the Tourism Community in Tidung Island
A Sociolinguistic Study

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ABSTRACT

As a tourism community, the people of Tidung Island are multilingual. In addition, as a multilingual community, the tourism community on Tidung Island is used to choosing and using more than one language, and there are also dialects. These languages include Indonesian, English, Malay, Arabic, and Pulo dialects. This research aims to find out the language choice of the tourism community in Tidung Island. This research uses a theoretical sociolinguistic approach. Specifically, this research uses three data collection techniques, namely observation, interview, and documentation which involved seventy-eight respondents. The results showed that the residents of Tidung Island as a tourist community speak various languages and use different language codes. Among them are the Pulo Indonesian Dialect code (PID), Badawi Indonesian Dialect code (BID), and Indonesian Language code (IL). The three language codes differ in formal, informal, and casual usage. Pulo and Badawi dialect Malay codes are part of the adoption of Indonesian in family, social, and work contexts. This is because the dialects have similar elements.

Keywords: *Language choice, sociolinguistics, Tidung Island, tourism community.*

1. INTRODUCTION

Tidung Island is an island located in Thousand Islands Regency, Jakarta - Indonesia, and is a very popular tourist area. The Tidung Island community is a tourist community that has ethnic and linguistic diversity. The languages commonly used by the people of Tidung Island are Indonesian, English, Malay, and Pulo dialect. This diversity makes people choose and use the three languages alternately so that they can be used according to the context and situation (Fasya & Sari, 2021). However, language use errors can cause various situational, social, and cultural problems (Fasold, 1984; Hudson, 1984; Kartomihardjo, 1981).

Several researchers have conducted research on language choice in multilingual communities. Nasution, Ayuningtias, and Erwani (2019) mentioned that the dominant language choice factor is the similarity of participants' cultural backgrounds. Sari (2021) analyzed three things as follows: (1) the profile of the linguistic situation of the PTKS speech community; (2) the form of language code variation in the language choice of the PTKS speech community; (3) socio-cultural factors that determine language choice in various speech events in the PTKS speech community. Ting (2010) examined the impact of language planning on language choice in the domains of friendship and transactions in Sarawak, Malaysia. Agustin, Sariono, and Setyari (2018) mentioned that the factors that determine language choice are psychological, habits, social status, education, types of social relationships, age, ethnic similarities or differences, and politeness in language. Furthermore, Putri and Setyari (2019) mentioned that the factors behind language choice are participants, topics of conversation, and functions (purpose and goal) of speech. The participants are divided into familiarity, age difference, speakers' ethnic and linguistic background, and the presence of a third party.

Ariesta, Harahap, and Aziz (2016) conducted a study to describe the tendency of language selection used by educated people. The results show that the tendency of language selection among the educated is Indonesian, both in formal and non-formal situations. Yanti (2022) argued that there are seven patterns of language selection found in daily interactions by migrants in the Roomo Pesisir Gresik area, namely daily language in the family, language at school/workplace, language with fellow migrants from the same area, language at events (celebration, vaccine, recitation, etc.), language with parents, language based on ethnicity, and language based on social status. The seven language patterns are the result of the friction of using three languages by speakers at the same time.

Nurfadila, Sariono, and Haryadi (2018) argued that the language varieties chosen in the family domain from the highest to the lowest frequency were Javanese *ngoko*, Javanese manners, and Indonesian. While in the neighboring domain, the language varieties used were Javanese varieties of *ngoko*, Javanese varieties of *krama*, Madurese varieties of *enja'-iya*, and Indonesian. In the realm of transactions, the language varieties used were Javanese varieties of *ngoko*, Javanese varieties of *krama*, Madurese varieties of *enja'-iya*, and Indonesian. Factors that determine language selection in the family domain are participant factors (kinship relationship status), speech purpose, speech media, and speech situation (formal or informal situation), while in the neighborhood domain are participant factors (ethnic similarities or differences, age and social status factors, and social relationship factors), and speech situation (formal and informal), and in the transaction domain are participant factors (ethnic similarities or differences).

Based on the above background, previous studies have not examined speech code variations and socio-cultural factors behind language choice in the tourist community on Tidung Island. Therefore, this study discusses the speech code variations chosen and used by the tourist community on Tidung Island and the socio-cultural factors behind the choice of language in the tourist community on Tidung Island.

2. METHOD

This research uses a sociolinguistic theory approach. Furthermore, we also used a qualitative ethnographic research method approach. Specifically, this research uses three data collection techniques, namely (1) observation, (2) interview, and (3) documentation. In addition, we also used data sources that come from the tourism community in Tidung Island. The languages used are Indonesian, English, Malay, Arabic, and Pulo dialects in daily life. In doing this, we used the Basa Urang Project Interview Package Modification Instrument by Cohn et al. (2013).

The source of data in this study comes from the use of Pulo, Betawi, and Indonesian Malay dialects and their respective varieties found in the tourist community on Tidung Island. This research involved 78 respondents with the following classification: 31 respondents were young, i.e., less than 40 years old and 47 respondents were old, i.e., more than 40 years old. Based on position classification, there were 20 civil servant respondents and 58 non-civil servant respondents. Based on the level of education, 21 respondents had high education, namely college level and 57 respondents had low education, namely up to high school level.

3. FINDINGS AND DISCUSSION

3.1. Speech Code Variations Chosen and Used by The Tourist Community on Tidung Island

Based on the data obtained from speech events in various domains in this study, it shows that there are various codes in the form of language used by the speech community of Tidung Island, Thousand Islands Regency, DKI Jakarta. The codes found are Pulo Dialect Indonesian (PDI), Betawi Dialect Indonesian (BDI), and Indonesian Language (IL). Speech variation in the Tidung Island community arises because of language contact between native speakers and other speakers.

3.1.1. Pulo Dialect Indonesian (PDI) Code

The tourist community of Tidung Island generally uses the Pulo dialect Indonesian when speaking with family and fellow Tidung Islanders. People who use this language speak in informal or casual situations and with people they know or speech partners who can speak Pulo dialect Indonesian.

Examples of Pulo dialect Indonesian usage can be found in some words, such as the use of *nda* 'not'. *Nda* comes from the word *ndak* and has a glottal stop. In general, the Pulo dialect is a combination of several languages such as Javanese, Sundanese, and Tidung because most of the people of Tidung Island are migrants.

In addition, there are differences in the use of pronouns between the people of Tidung Island and Pari Island. Tidung Islanders usually use the pronoun *aku-elu*, while Pari Islanders usually use the pronoun *gua-elu* in their daily

conversations. The Pulo dialect is not much different from Indonesian in general, with only a few specialized vocabulary words, such as *tapa-tapa* 'suddenly'.

3.1.2. Betawi Dialect Indonesian (BDI) Code

The Betawi dialect of Indonesian is used by most Tidung Islanders due to its geographical location in DKI Jakarta. Therefore, many migrants and tourists influence the use of language in Tidung Island. The people of Tidung Island usually use BB code or Betawi language when talking to family, relatives, and neighbors in daily communication.

Betawi dialect contains influences from Indonesian so that other tribes can understand the speakers' intentions, although perhaps not completely. Judging from the characteristics of the language, the Betawi dialect of Indonesian shows the influence of Malay and Betawi culture. Examples of the use of Betawi-Indonesian dialect were found in several words, such as the use of *bae* 'good'. *Bae* comes from the word *baik* and changes.

Betawi dialect also often uses the auxiliary word gek in every pronunciation. For example, in the utterance *"Pan kata gue gek jangan maen api, nanti kebakar!"* '*Pan* I said gek don't play with fire, you'll get burned!'. In Betawi language, the letter "a" is usually replaced with "e", for example, *"Ente mau ke mane?"*, the word *"ke man a"* is changed to *"ke man e"*.

3.1.3. Indonesian Language Code (IL)

Indonesian (IL), as the national language, is used to communicate in all kinds of environments, both formal and non-formal. The people of Tidung Island also use Indonesian in their daily lives. The speaking community uses this IL code in all fields. IL code is used by young family members. For daily conversation, speakers choose the non-formal variety. In addition, the education level of residents who use the BI code on average is SMA-Sarjana.

3.2. Socio-Cultural Factors Behind Language Choice in The Tourism Community on Tidung Island.

The speech participant factor contains three things, namely (a) speakers, (b) speech partners, and (c) third speech participants. The components that determine the language choice in the speaker factor are gender, age, and education level. Each speech participant chooses a different code according to the context. The following explanation explains that speech participants are one of the sociocultural factors in language choice.

3.2.1. Speakers

The utterances that appear in communication events come from the speakers. Therefore, the main determinant of language choice is the speaker. Speakers have three dimensions, namely age, gender, and education which will be explained further in the following sub-sections.

3.2.1.1. Gender

The gender of the speaker can affect the way they use language, for example, the way they express respect when speaking to others. Pulo dialect Indonesian code uses *bapa* 'father', *bang* 'brother', and *paman* 'uncle'. Betawi dialect Indonesian code uses *abang* 'brother', *babeh* 'father', and *ncang* 'uncle'. As for calls to people who are female, the Pulo dialect of Indonesian code uses *emak* 'mother'. Betawi dialect Indonesian code *enyak* 'mother' and *mpok* 'sister'.

Context: A conversation between P1 (researcher) and P2 (Male, self-employed, 42 years old) during an interview.

P1: " *Bapak tumbuh dan besar dengan siapa*?"
　　　Who did you grow up with?

P2: "*Ama enyak.*"
　　　With Mom

This discourse shows language selection in a semi-formal situation with gender markers.

3.2.1.2. Age

The speaker's age is an important component in social interaction. The age of the speaker is related to one's status and position in the family or social group. Age also affects their language choices. For example, children will choose commonly used words or terms, such as *emam* for eat and *cucu* for milk.

3.2.1.3. Education

The choice of language is also influenced by the level of education. Someone with a low education tends to use language that is easily understood by ordinary people, while someone with a high education tends to use language that is not easily understood by ordinary people.

3.2.2. Speech Situation

The situation in speech is one of the factors that influence language selection. Based on the observation, it is known that the speech situation in the Tourism community in Tidung Island is a relaxed situation both in the realm of family, work, and society. Every speech event that occurs in the Tidung Island Tourism Community in the family, work, and social domains occurs in a relaxed atmosphere. The language code chosen for the family domain is Pulo dialect Indonesian and Betawi dialect Indonesian. While the language code chosen is in the realm of work and socialization, namely Indonesian.

3.2.3. Purpose of Speech

According to Wijana (1997), the form of speech can be expressed to express the purpose. The purpose of speech or the purpose of speaking explains the reason or intention of a person speaking. When someone speaks, they speak to achieve and convey various purposes, such as conveying information, expressing themselves, and interacting with others. Speakers consciously have a purpose in delivering their speech. If what the speaker wants is achieved then the goal will be achieved.

Based on the observation, the speech in Tidung Island Tourism Society has two functions, namely representative speech and directive speech. Representative speech is speech that functions to ask speech partners to mention, show, or state something. Representative speech has the main purpose of conveying precise information to speech partners, therefore the language selection used by speakers must be precise and easily understood by speech partners in various situations, such as family and relative meetings, buying and selling transactions, public transport, and so on. The following are examples of representative speech of Tidung Islanders in various situations.

3.2.3.1. Meeting with Tidung Island Tourists

The directive speech conducted to tourists on Tidung Island must be conveyed clearly so that the message is conveyed and received properly. The following is an example of the speech delivered.

Data 1:

"Besok jam 5 sore akan dilaksanakan kegiatan snorkeling ya, harap diperhatikan keselamatannya dengan menggunakan masker selam, snorkel, dan sirip selam. Nantinya akan ada pemandu yang mengarahkan cara pemasangan dan cara snorkeling yang aman. Jika terjadi hal yang tidak diinginkan harap hindari panik, berikan sinyal kepada pemandu, bahwa kamu sedang dalam keadaan darurat".

"Tomorrow at 5 pm there will be snorkeling activities, please pay attention to safety by using a diving mask, snorkel, and diving fins. There will be a guide who will direct how to install and how to snorkel safely. If something goes wrong, please avoid panic, signal to the guide that you are in an emergency."

The utterance in Data 1 is conveyed to tourists to pay attention to safety during snorkeling activities, where this utterance is conveyed directly.

3.2.3.2. Public vehicles

This speech is used in the scope of public facilities, such as in public vehicles for foreign and local tourists, here are examples of speech that occurs in public vehicles.

Data 2:

"Bagi penumpang wisatawan Pulau Tidung yang akan menuju Pelabuhan Muara Angke, untuk bersiap-siap 10 menit sebelum pemberangkatan dengan menggunakan kapal Bima. Harga tiket perorang adalah 75.000 rupiah, penumpang diharap mempersiapkan tiketnya untuk dilakukan pengecekan kepada petugas".

"For Tidung Island tourism passengers who will go to Muara Angke Harbour to prepare 10 minutes before departure using the Bima boat. The ticket price per person is 75,000 rupiah, passengers are expected to prepare their tickets to be checked by officers".

The speech in Data 2 generally occurs around the pier which is the mobility of tourists using public transport facilities, namely ships at Muara Angke Port.

3.2.3.3. Tourist Meeting with Tourist Guide

The directive speech also occurs among local and foreign tourists on Tidung Island with tour guides. Usually, the purpose of this speech is to tell the schedule and activities that will take place while at the tourist attractions.

Data 3:

"Nanti malam setelah isya, sekitar jam 8 kita akan melaksanakan bakar ikan, setelah itu jika berkenan silakan menonton pertunjukkan Lenong di RT tetangga, biasanya dihadiri oleh tokoh yang terkenal, seperti Malih dan Haji Bolot".

"In the evening after Isha, around 8 pm, we will grill fish, after which if you wish you can watch a Lenong show in the neighboring neighborhood which is usually attended by famous figures such as Malih and Haji Bolot".

Directive speech as in Data 3 is speech that asks speech partners to do what the speaker says. The directive speech is usually intended to force, ask, order, beg, invite, and command. Declarative speech is used to convey factual statements, generally spoken with intonation patterns that show certainty and confidence, because the purpose of this speech is to provide understanding to listeners or speech partners on a matter.

In the speech of the Tidung Island community, which is a tourism community, the interaction usually contains travel arrangements, tourist activities on the island, or activities and actions that need to be done.

The following are examples of Tidung Islanders' directive speech in various situations.

3.2.3.4. Transport Instructions

The following are examples of directive speech used for transport instructions in the Tidung Island tourist area.

Data 4:

"Untuk menuju Tidung kecil, wisatawan dapat menggunakan kapal dari dermaga 1, pastikan sudah membeli tiket dan menunjukkan kode booking kepada petugas yang sedang mengecek didepan dermaga".

"To go to Tidung Kecil, tourists can use a boat from Pier 1, make sure you have bought a ticket and show the booking code to the officer who checks in front of the pier".

The speech in Data 4 shows that the tour guide on duty around the pier provides information to tourists to use the boat that matches the destination.

3.2.3.5. Facility Rental Instructions

The following is an example of directive speech used for facility rental instructions in the Tidung Island tourist area.

Data 5:

"Sepeda yang sudah tersedia di masing-masing home stay boleh digunakan bebas, karena sudah termasuk biaya penyewaan, namun harap dijaga penggunaannya, jangan sampai rusak, serta pastikan sepeda diparkir di tempat seharusnya".

"Bicycles that are already available at each homestay can be used freely because it is included in the rental fee, but please take care of their use, do not damage them, and make sure the bicycle is parked in the right place".

The speech in Data 5 shows that the tour guide on duty around the location of the inn provides information to tourists to use facilities that are included in the tour fee, such as bicycle rental, etc.

3.2.3.6. Tour guide

The following is an example of directive speech used for tour guides to provide information to tourists,

Data 6:

"Sarapan pagi ini akan diantar ke masing-masing home stay jam 8 pagi, menu pagi ini adalah nasi kuning daan telur balado. Setelah itu pada pukul 10 pagi akan dilaksanakan kegiatan keliling di Jembatan Cinta untuk menikmati matahari pagi".

"Breakfast will be delivered to each homestay at 8 am, this morning's menu is yellow rice and eggs balado. After that, at 10 am there will be a roving activity on the Bridge of Love to enjoy the morning sun".

The utterance in Data 6 means information about the meal menu and the agenda that will be done afterward.

3.2.3.7. Activity Instructions

The following are examples of directive speech used to instruct activities to do tourist facilities.

Data 7:

"Jika hendak mengikuti snorkeling, diharap untuk melakukan pemanasan terlebih dahulu agar tidak terjadi cidera. Pastikan pelampung yang digunakan aman dan tidak bocor".

"If you want to participate in snorkeling, please warm up first to avoid injury. Make sure the buoy used is safe and does not leak".

The purpose of directive speech such as in Data 7 is important to ensure the comfort and safety of travelers. By following the right guidelines, it helps to reduce the minimal risks that occur and provide the best service to tourists.

3.2.4. Subject Matter

The subject matter is one of the factors causing language choice. It refers to the main topic discussed by the participants. Usually, this subject matter is related to the selection of terms or expressions that are appropriate to the subject matter.

In the realm of sociolinguistics, the subject matter refers to the basic aspects and values that can shape the way a person communicates and interacts in a community environment which refers to social, cultural, and linguistic rules that affect the language used in the social realm. The subject of speech will usually shape the identity and social interactions carried out in the community. The people of Tidung Island mostly work as fishermen, so the topic of speech contains values about *gotong royong* 'mutual cooperation' regarding something that happens in the sea, for example, fishing, *gotong royong*, and others in running Tidung tourism in the area. the examples of speech topics from the Tidung Island community are as follows.

1) **Social Life of Tidung Islanders.** The people of Tidung Island still hold strong cultural customs, one of which is watching Lenong together.

2) **Source of Economic Income for Tidung Islanders**. One of the dominant sources of income for the Tidung Island community is from Tidung Island tourism and the facilities that support tourists visiting the area, such as snorkeling, diving, rental housing, sea games, and so on.

3) **Environmental Management**. Subject: In the entry and exit of tourists in the Tidung Island community, environmental cleanliness and maintenance of facilities must always be maintained for order and comfort.

4) **Social Change and the Process of Modernisation**. The development of tourism in Tidung Island encourages the influx of outsiders to the area, allowing for social change due to the process of interaction with tourists, resulting in the process of external cultural influences, both in terms of culture and language.

5) **The Government's Role in Tidung Island Tourism Development**. The local government conducts further development and innovation processes to maintain Tidung Island tourism, as well as improve the welfare of the community from Tidung Island tourism revenue.

3.2.5. Speech Norms

Speech norms are components that indicate language choice. This speaking rule is related to language ethics. Poedjosoedarmo (1978) explains the limitations of speech norms are speech rules that influence the choice of speech forms.

The observation shows that the Tidung Island tourism community applies speech norms when talking to new people, but not when talking to people they have known for a long time. The text below shows how speech norms are used when meeting new people.

Context: A conversation between P1 (researcher) and P2 (Male, self-employed, 35 years old) during an interview

P1: "*Sejak kapan Bang Ayong tinggal di Pulau Tidung* ?"

"Since when does Bang Ayong live on Tidung Island?"

P2: " *Sejak lahir saya sudah di sini* ."
    "I've been here since I was born."

The speech above shows the existence of speech norms. In the speech above, there is a choice of Indonesian vocabulary used to communicate with new people without using any dialect. The following are the speeches that show the shifting of speech norms in the Tourism community on Tidung Island.

Context: A conversation between P1 (Female, student, 16 years old) and P2 (Female, student, 17 years old) while chatting at school

P1: "*mao makan apa*, Rin?"
    "What would you like to eat Rin?"

P2: *"ndak mao makan dululah sekarang, nanti aje."*
    "I don't want to eat now, I'll eat later."

In the above speech, there is a shift in speech norms because the language chosen in the speech is a common speech used by the local community, namely the Pulo dialect Indonesian (PDI).

4. CONCLUSION

The results show that the residents of Tidung Island speak various languages and use various speech codes as a tourism community. Among them are the Pulo Dialect Indonesian code (PDI), Betawi Dialect Indonesian code (BDI), and Indonesian code (IL). These three language codes differ in formal, non-formal, and casual usage. In the context of family, socializing, and work, Pulo and Betawi dialect Malay codes are part of Indonesian language absorption. This is because the two dialects have similar elements.

Socio-cultural factors also become the background of language selection in the tourist community on Tidung Island, including speech participants, speech situations, speech purposes, speech items, and speech norms. The five factors are then divided into several parts that determine the attitude and context of language selection.

Tidung considers various sociocultural factors in language selection, Tidung Islanders can understand language diversity well and are able to manage problems related to social issues of tourism communities, such as language diversity, social conditions, and culture.

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