

## The Adaptation of Multilingualism in the Authentication of Tourism: From Demographic Vitality to Human Resources

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### ABSTRACT

A speech event was an occurrence or ongoing verbal interaction in one or more forms of speech involving two parties, a speaker and an interlocutor at the right time in a specific situation. Interactions that occurred by using language as a means of communication between sellers, traders, and buyers in a market at a specific time were classified as speech event (Chaer & Leonie, 2004). Most people in the Pangandaran Green Canyon Tourist Area were tour office managers. Thus, the state of the language was influenced by the language of travelers transacting travel services to show multiple languages. The language status in this area drew the writer's attention to understand how the determinants of multilingualism exist in the Green Canyon tourist area. This article was the result of a sociolinguistic study aimed at explaining the emergence of multilingualism in the Green Canyon tourist area of the Pangandaran region. The writers explain why there were bilingual situations and what patterns were in the Green Canyon tourist area community. This article was in the form of a qualitative description with reference to the literature. The data sources were the community multilingual work at Green Canyon Travel Services. Data collection method interview was conducted and the main languages were Sundanese, Indonesian, and Javanese. There was a potential for English that the Green Canyon community was needed to communicate with foreign tourists. However, the locals Green Canyon tourism was in a bit more English to introduce conversations with foreign tourists because they did not always deal with local guides who came with tourists To analyze the factors of multilingualism, this study used sociolinguistic research theories of bilingualism and multilingualism.

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### 1. Introduction

Wherever people are, they will not be separated from language. A language is a tool for the most advanced human communication. Wherever the community is, it will also not be separated from language contact. Indonesia, with its plurality of people, certainly has a language phenomenon that varies as a result of language contact. One of these phenomena is the phenomenon of multilingualism in a society. This phenomenon does not necessarily appear just like that due to language contact, there must be other factors that determine it, such as a phenomenon of language variation and diglossia. Language variations occur due to the formal and informal contexts and diglossia, one of which is caused by the phenomenon of bilingualism or bilingualism. Multilingualism is the result of language contact in society to receive arrivals other people so that they do code-switching in the language. Multilingualism on generally associated with a multilingual society, a society whose members are capable or accustomed to using more than one language when communicating among members public.

In general, Indonesian people use more than one language. They master the first language and the second language. Both languages have the potential to be used interchangeably alternately by the community. That is, people who use both languages are seen in a bilingual situation. Bilingualism is the habit of using two languages in interaction with other people (Nababan, 1986). The condition of the people in the Green Canyon Pangandaran tourist area is mostly in the tourism service manager. Thus, the condition of the language is gradually experiencing specificity, according to the language of existing travelers. This language

condition proves the existence of a variety of different languages when viewed from professional factors. This shows that there is a language variation.

The atmosphere, place, and time in society result in the existence of language levels which are the parts of language variation. The differences in language level are affected by social level or social class. This can be seen from income, education level, and status in society or in the profession (Bangun & Stevani, 2020). In addition, the language that is influenced by place is a regional language and colloquial. Regional language is the language used by people living in a certain area. Like the regional language in the Green Canyon tourist area, colloquial is the everyday language used by language users who live in certain areas, For example, the daily language of the workers in the Green Canyon Pangandaran tourist area. Colloquial is called the language of the market or the language of conversation.

The multilingual community in the Green Canyon tourist area is allegedly formed due to the influence of the tourism register. With the successive arrival of tourists from various regions in the country or abroad, the language is also diverse and there is certainly a language contact between local people on Green Canyon tours and tourists. Therefore, this article tries to prove the factors and find other factors behind them.

## **2. Literature Review**

### **2.1 Sociolinguistic**

Sociolinguistics is a field of development in linguistics and sociology to explore the individual and social variations of the language. Regional language variants can provide a lot of information about a location, the speaker, social variation speaks about a given role, speaking within the same community, or country (Alan, 2007). Numerous factors are influencing the way people speak which are investigated by sociolinguistics:

#### 1. Social class

The speaker's position in society is measured by the level of education, ancestry, occupation, profession, and their effect on syntax and lexis used by the speaker. A person's class has always been influenced by the class in which he was born but has the potential to move up and down in the class. After getting a better education, a job with a good salary, or other factors, an individual's economic situation may improve and a class may move from "lower middle income" to "middle income" or "upper income". This situation is called social mobility. In the modern era, the social class theory proposes three broad categories that often include upper class, middle class, and lower class (Meyerhoff, 2006).

#### 2. Social context

The register of the language used depends on changing situations, that are formal language informal meetings, and informal usage. Many sociolinguists argue that language exists in context may vary depending on the native speaker of the language and where it is used. We use speakers to add a personal history and character that is available in languages spoken by some native speakers. When the speaker uses a specific language of communication, in fact, he or she expresses his or her interlocutor (Yule, 2006). As a matter of fact, even a certain language may be spoken differently by several different societies. This type of phenomenon is known as linguistic diversity. Linguistic variety is a group of linguistic elements that similar distribution, such as British English or American English (Wardhaugh, 2006).

#### 3. Geographical origins

Sociolinguistic is a field of study that identifies linguistic differences, especially the variation of a certain language. The diversity of this language can be related to some external factors, such as geographic area or community, ethnicity, or cooperation of group. The existence of this variety of languages can cause problems for people who do not belong to the same group. They are unlikely, if not impossible, to understand the language used by another community group. As said before, the native language has closely associated with the society where the language is spoken, which is why people not belonging to the same group must understand the language to be whole information (Aitchison, 2003). To describe a variety of language that differs in grammar, lexis, and pronunciation from others, the term dialect is used. Moreover, each member of the community has a unique way of speaking due to their life experience, education, age, and aspiration. An individual personal variation of language use is called an idiolect.

#### 4. Age

There are relationships between language and society. First, social structure can influence or determine both structure and behavior. The age classification is an example of why social structure in society influences language choice. In this case, children will say differently from adults in the direction and vice versa. Second, age and family relationships change will affect the choice of terms of address. Confusion can arise when someone has to go to his stepfather. Addressing his stepfather as "Mr. Blacksmith" is sometimes thought of as an overly formal absence, only "Smith" is too familiar, and "Father" seems unnatural. It will be different if a grandchild is born because it will nature is called grandpa.

#### 5. Gender

Spolsky (1998) asserts that language can be used to express, giving and communicate information about social differences. Therefore, gender differences can also be found in language studies. In short, the way men and women speak differently about

male and female body types. In English, the position of women in conversation tends to be lower than that of men. As noted by Eckert and McConnell (2003), women were disenfranchised because they are forced to use helpless language that makes them inclined to speak ineffectively in conveying their thoughts. Gender has really influenced the way people use language in their everyday conversations. If people want to improve their understanding of language and people's behavior, they may study or observe male and female language patterns. It is because both men and women have their own characteristics in using language. Tanen (2003) clarifies this case. First, women will spend more time with their friends by participating in discussions, and even by telling each other their secrets. Second, they also tend to make suggestions rather than commands. Third, men always participate in society and they also tend to be more active than women. Thus, the higher status of men can make them become the center of attention.

## **2.2 Bilingualism and Multilingualism**

Linguistic diversity is generally influenced by three main factors: geography giving rise to geographic dialects, social factors related to social class, and status and origin. education. This led to the emergence of social dialects and records. Registers are descriptions in different languages depending on their lack of form and context. Career and language opportunities (Sunarowi, 2011).

According to Aslinde and Leni (2007), bilingualism is the primary control for both languages. Knowledge of both languages means that you can use both coding systems well. A bilingual person is said to be bilingual or bilingual, and speaking more than one language is said to be bilingual. A person or society is called bilingual or multilingual. Kridalaksana (2008: 26) divides bilingualism into three categories. First, coordinated bilingualism is the use of languages in two or more separate language systems. Coordinated bilingual languages do not represent elements of the other when speaking one language. No system mixing when changing to another language. Second, using multiple bilinguals. Here, speakers of the same language use more than one integrated system, and multilingual bilinguals often confuse elements of the two languages they speak. Third, sub-bilingual use. This phenomenon occurs in individuals or communities that use two or more separate language systems, and usually still have a translation process. bilingual subordinates There is still a tendency to confuse the concept of the first language with the second or foreign language being studied. These conditions are found among Indonesian students studying certain foreign languages (Tarigan & Stevani, 2020).

The driving factors behind the phenomenon of bilingualism is:

1. As Fasold (1984:) explains, the diversity of a community's cultural background is what drives someone to master more than one language. In his book "Sociolinguistics of Society" he states that in a multilingual society the situation of diglossia is very possible.
2. Tribal marriage can also contribute to changing the use of every day or mixed local languages in the family environment (Hartati, 2006).
3. Advances in technology, communications, and transport. Another reason for multilingualism is trade, knowledge, and skills (Sridhar, 1996:).
4. Language promotion.

According to Sumarsono (2014), a multilingual society is a society in which there are several languages. Such a society was created because various ethnic groups participate in the formation of society, and it can be said to be a pluralistic society from a national point of view. Likewise, this society is now a manifestation of a global society. Most countries in the world speak multiple languages. Most nations in the world have more than one language used as the language of science.

Multilingualism is the result of linguistic contact between people who are willing to accept the arrival of others to perform language code transitions. Multilingualism generally relates to multilingual societies, that is, societies in which members can or are accustomed to using more than one language when communicating between members of the community. Understanding a multilingual society leads to an understanding of the concept of multilingualism, which is a characteristic of an individual or society characterized by the ability and habit of using more than one language (Kridalaksana, 2008).

## **2.3 Language and Tourism**

Travel sociologists, social geographers, and cultural theorists, in recent years, interested in the cultures and activities of adventure tourists and independent travelers in international tourism (Jaworski & Pritchard, 2005). This trend is symbolic of the importance of international tourism in the fields of social and cultural studies as well as to some extent in the field of linguistics and communication. On the contrary, we now see that speech and communication, which are directly related to language, begin to attract scholars in the field of tourism (Phipps, 2006).

Basically, tourism is also a major industry forever the "flow" of language and other materials is uneven, often erratic or unexpected semiotic resources (Heller 2007). Tourism is both a major transportation system and a metaphor for contemporary life - what he calls the "tourist syndrome" - specifically regarding "to be in a temporary place and know it, no belonging to the place, not locked into "for better or for worse" local life, with how we are all "inserted" into the company of others everywhere - in places where we live or work" (Franklin 2003). Tourism thus mobilizes modernist signs of social difference as the resource for creating the kind of 'assured authenticity' value of particular products (Johnstone, 2010). Indeed, travel is inevitable in business not only staging but also making a difference (Thurlow & Jaworski, 2010). Consumer culture prevails (but by no means monolithic) models of values, beliefs, and behaviors in the post-industrial era, capitalist societies linked economic and symbolic systems in two inseparable ways:

1. Material wealth that has acquired cultural values that index, or communication, which means beyond their use value, such as status, group belonging, sophistry, rebellion, and so on.
2. Original cultural goods not associated with economic activities exchange, for example. codes and language varieties have become produced, distributed, and used according to the principles of economic markets (Featherstone, 1991).

### **3. Methodology**

The basic method applied in this research is the descriptive method. A descriptive method is a method that tries to describe something that is happening as it is. In other words, this descriptive method aims to obtain information about the current situation actually. This is stated by Djajasudarma (2006) indicates that the use of descriptive aims to create a description, namely a systematic, factual, and realistic picture of the accurate data, properties, and relationships of the phenomena studied. Though the method is descriptive qualitative in presenting data using quantitative data. This is in line with the opinion of Klenke (2008) which states that qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes pictures, words reports detailed views of informants, and conducts the study in a natural setting.

The technique used in this research is the interview technique. The interview used is direct interviews with respondents. Through the research instrument Package "Urang Language" interview (Chon, et al., 2013). The instrument consists of an open questionnaire, a questionnaire closed, storytelling, and a family tree. The data is obtained from the tourism register code of the community around the Green tourism area Canyon, Kertayasa Village, Cijulang District, Pangandaran Regency. Resource persons are citizens who work in the Green Canyon tourist rides. Respondents were selected according to the category of mastery of at least 2 languages. Respondents are distinguished based on young age (less than 40 years) and old age (more than 40 years). The data analysis technique used in this study is an interactive analysis model which is stated by Miles and Huberman (in Jahdiah, 2013). This analysis model can be carried out with four steps: (a) data collection, (b) data reduction, (c) data presentation, and (d) data inference.

### **4. Results and Discussion**

The Green Canyon tourist area is an area that encourages indigenous people to always make language contact with visitors who use foreign languages. The indigenous language which was originally Sundanese has now experienced additional language due to the language contact. Language contact between them will lead to a situation of bilingualism or multilingualism. Residents in the Green Canyon tourist area are registered with tourism, all of them take part even though they also have side jobs in various fields. From the data obtained, it is noted that four languages are generally mastered, namely Sundanese, Indonesian, Javanese, and English.

To find the determinants of the situation of bilingualism, there are several basic references, namely gender, age, geographical location, education, occupation, inter-ethnic marriage, marriage between ethnicity, and technological progress.

#### **4.1 Geographical location factor**

In general, people who live in areas close to the coast choose a livelihood as fishermen or traders, but in contrast to the people in Kertayasa village, Cijulang sub-district, Pangandaran district, the majority of their livelihoods are farmers. However, after the Green Canyon tour, the distribution of the community began to converge even though some people had other permanent jobs. The Green Canyon tourist area is located in Kertayasa village, Cijulang sub-district, Pangandaran Regency which in fact speaks Sundanese. However, Pangandaran Regency is close to the Java area, namely Cilacap which is a distance away. This makes the community mixed there are from 2 different tribes. The geographical location of the community will affect the language they use such as mastery of the language system. Residents in the Green Canyon tourist area speak four different languages dominantly controlled. The languages are Sundanese, Javanese, Indonesian, and English. The four languages will not be mastered if the geographical location is not close to the Java area, and is not a tourist area. This causes the surrounding residents to experience language contact with people outside their mother tongue.

#### **4.2 Education level factor**

In the use of language, the level of education greatly influences the mastery of the language. This can be seen from the four languages that are used reference plus one other language. The following shows the percentage level of bilingualism or multilingualism of the Green Canyon tourism register community based on education level.

Table 1. Percentage of Language Mastery by Education Level

Social Index	The Category of Respondent	Languages Spoken				
		Sunda	Java	Indonesia language	English language	Other languages
Education	Low (9 people)	60%	20%	60%	0%	
	High (6 people)	40%	20%	40%	26%	6.6%
Total		100%	40%	100%	26%	

According to the data in the table, all respondents to Green Canyon attractions are fluent in Sundanese and Indonesian. Sundanese is spoken from birth, and Indonesian is studied at school. The respondents with the lowest level of education are elementary schools. On the other hand, mastery of other languages, such as Javanese, is partially mastered by people with a low level of education. This is also due to the geographical location of the Green Canyon tourist destination located near Cilacap. Some people choose a school in Cilacap. Meanwhile, those with higher education speak English as well as Javanese, reaching 26%. Additionally, 6.6% of respondents with higher education speak another foreign language, namely Arabic. From these data, it can be concluded that people with higher education have a higher level of language proficiency than those with lower education.

#### 4.3 Occupation factor

Acquisition of a language, such as Sundanese, Indonesian, Javanese, or English, is highly dependent on the type of work and the place of work. In addition to managing the Green Canyon tourist area, respondents have other jobs that will support their lives. Some work as merchants, farmers, fishermen, etc. Occupation is classified as a civil servant. Meanwhile, teachers, police, and military personnel are automatically classified as civil servants. The following are evidence of language proficiency in terms of work.

Table 2. Percentage of Language Mastery by Occupational Index

Social Index	The Category of Respondent	Languages Spoken				
		Sunda	Java	Indonesia language	English language	Other languages
Occupation	Civil servant (3 people)	20%	13.3%	20%	13.3%	6.6%
	Non-civil servant (12 people)	80%	26.7%	80%	13.3%	-
Total		100%	40%	100%	27%	6.6%

As a result of the study on language acquisition by occupation, it was found that public officials and non-public officials are fluent in both Sundanese and Indonesian. Nearly all residents who work as civil servants also speak other languages, such as English and Arabic. However, respondents working as civil servants have low Java language proficiency. They just know but can't speak. In Javanese, it is said that this is limited only by coding, not yet at the stage of mastering the language system. It is also known from the table above that the English-speaking rate of non-public officials is 13%. English is used to communicate with foreign tourists. Unlike government officials, some of them are fluent in Javanese. This was also due to the geographical location close to the Java region.

#### 4.4 Technological progress factor

Language is also a factor in technological advancement. The language of the inhabitants of Green Canyon's Kertayasa village has also been affected by technology. These technological advances can be judged by the type of telecommunications products they own. Studies show that, on average, the population already has a mobile phone, television, computer, and internet.

Table 3. Percentage of Language Mastery based on Technological Progress

Social Index	Languages Spoken
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	<b>The Category of Respondent</b>	<b>Sunda</b>	<b>Java</b>	<b>Indonesia language</b>	<b>English language</b>	<b>Other languages</b>
Technological Progress	Have a mobile phone, television, and internet (10 people)	66.7%	26.7%	66.7%	26%	
	Have a mobile phone (5 people)	33.3%	13.3%	33.3%	0%	6.66%
Total		100%	40%	100%	27%	

From these data, technology is known to have a significant impact on the English acquisition of residents of the Green Canyon tourist area. In the meantime, they have mastered Sundanese and Indonesian. When it comes to Java language proficiency, people with perfect communication skills tend to have better Java language proficiency. Thus, technology has a huge impact on the multilingual situation of Green Canyon attractions, especially for those who already have a mobile phone, television, computer, and internet.

**4.5 Inter-tribal marriage factor**

*Table 4. Percentage of Language Mastery by Inter-tribal Marriage Factor*

<b>Social Index</b>	<b>The Category of Respondent</b>	<b>Languages Spoken</b>				
		<b>Sunda</b>	<b>Java</b>	<b>Indonesia language</b>	<b>English language</b>	<b>Other languages</b>
Inter-tribal marriage	Sunda – Java (2 people)	13.3%	13.3%	13.3%	0%	
	Sunda – Sunda (9 people)	86.7%	26.7%	86.7%	26%	6.6%
Total		100%	40%	100%	26%	6.6%

As mentioned earlier, geographic location is also sufficient for inter-tribal marriages. In this context, Javanese and Sundanese are geographically closest. A language master is also very influential. When Javanese marry a Sundanese, they settle in the Sundanese language, gradually learning the Sundanese language and vice versa. In this case, most of the Javanese who married Sundanese settled in the Sudan region, namely Cijulang, Pagandaran. Based on this data, it is known that 100% Javanese-speaking people are also 100% Javanese-speaking among ethnic groups, especially those who marry between Javanese and Sundanese after mastering Sundanese and Indonesian. Thus, the impact of inter-tribal marriage has a major impact on multilingual residents registered with the Green Canyon tourism industry.

**4.6 Age factor**

A person's acquisition of a language is affected by how long they have been using the language or whether they are old enough to move to another language area. In the past, most Sundanese had little desire to emigrate and was doing well where he was born. So the language he is studying is his native language. Therefore, local parents only speak one or two languages. However, today's young people are different and many have emigrated, allowing them to master more than one language. The following data shows the age trends of individuals for the language they speak.

*Table 5. Percentage of Language Mastery by Age Factor*

<b>Social Index</b>	<b>The Category of Respondent</b>	<b>Languages Spoken</b>				
		<b>Sunda</b>	<b>Java</b>	<b>Indonesia language</b>	<b>English language</b>	<b>Other languages</b>
Age	Old (7 people)	46.7%	20%	46.7%	0%	6.6%
	Young (8 people)	53.3%	20%	53.3%	26%	
Total		100%	40%	100%	26%	6.6%

From the above data, it is known that young and old people can learn Sundanese and Indonesian in the Green Canyon tourist area. The difference lies in the knowledge of Javanese and English. For older residents, Javanese proficiency tends to be balanced, reaching 20%, but they do not speak English. In addition, older people can speak another language, namely Arabic, up to 6.6%. In

contrast to younger respondents, younger respondents are relatively fluent in English and also speak Javanese, but not as much as older respondents. So, young people can learn English better than old people, and older people can learn Javanese and Arabic. The age factor affects Javanese and Arabic, and the age factor affects the acquisition of English.

#### 4.7 Origin place of birth factor

Table 6. Percentage of Language Mastery by Origin Place of Birth Factor

Social Index	The Category of Respondent	Languages Spoken				
		Sunda	Java	Indonesia language	English language	Other languages
Age	Sundanese original (13 people)	86.7%	26.7%	86.7%	26%	6.6%
	Javanese original (2 people)	13.3%	13.3%	13.3%	0%	
Total		100%	40%	100%	26%	6.6%

As can be seen from the data above, all residents of Sunda speak Sundanese and Indonesian relatively fluently. Java language proficiency is only 26.7%. English proficiency reached 26% and 6.6% for other languages such as Arabic. Unlike the inhabitants of the Green Canyon tourist area, whose homeland is Java, they speak Sundanese, Sundanese, Indonesian, Javanese, and a little English. This proves that Java's birthplace had a profound impact on the language proficiency of Green Canyon attractions. They can adapt to the language in their environment so that gradually they can master Sundanese.

#### 5. Conclusion

Intercultural communication can be understood as the relationship between people of different cultures such as ethnicity, ethnicity, race, language, and society (Tarigan & Stevani, 2021). The results of this study have shown that many languages have been mastered, including Sundanese, Indonesian, Javanese, English, and Arabic. This proves that the Green Canyon Tourism registry's residents are multilingual. The multilingual context is influenced by several determinants such as geographic location, education level, occupation, technological advancement, interracial marriage, age, and place of origin. The geographically Green Canyon tourist area is located near Cilacap, which actually speaks Javanese, so many residents can speak Javanese proficiently. Judging by factors of education level, people with higher education try to master many languages and speak three or more languages. Residents who become public officials based on work factors may be fluent in three or more languages. As a factor in technological advancement, incoming technology is affecting English proficiency. Judging by interracial marriage factors, the Javanese remain in areas inhabited by Sundanese such as Pangandaran. The age factor also indicates that younger people speak better English. Judging from the factor of origin of the place of birth, people born in Java are very well versed in the Javanese language, and those born in Sunda also master it, although not so much.

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