# English Language Attitude of the Local Tourism Workers at Munggu Tourism Village Badung Regency Bali

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## ABSTRACT

The purposes of this research are to observe, to obtain, to study and to analyse the data of English language attitude of the local tourism workers at Munggu Tourism Village of Badung Regency Bali. The subject of the research is the local tourism workers of Munggu Village. The methods of data collection are observation method, interview method, and the questionnaire method. The data collection instruments are observation check list, structural interview questions closed questionnaires forms.

The data analysis used to analyseis the direct method theory proposed Iwan Darmawan Jendra (2020). The conclusion of the study is that the majority of local tourism workers attitude is positive attitude toward English of 1,1%, neutral attitude of 0,86%, and negative attitude of 0,8%. The implication of the research is that attitude of the local workers at Munggu Tourism Village in giving services to the foreign tourist is positive attitude toward English.

*Keywords: language attitude, local tourism workers, tourism village*

## 1. INTRODUCTION

Bali has many tourist destinations which are spreaded almost at every regency and town in Bali. Arjana (2015:17) and Ernawati (2018) state that a tourist destination is a place (an area/destination) that becomes a tourist object (an object and tourist attraction) that is designated by the government. The designation of an area/destination that becomes a tourist destination is based on several considerations, such as the geographical position, the availability of accessibilities, the availability of transportation networking, and the possibility of developing an integrated product.

Munggu village is one of the many tourist destinations in Badung regency, this is because the village has various potential facilities related to the criteria and the characteristics of a tourism village, such as the beauty and uniqueness of nature, the availability of tourist attractions, art attraction, "makotek" culture, traditional swing attraction, and other attraction and/or facilities.

The language used by foreign tourists or guests as a media or means of main communication with the local tourism workers at Munggu tourism village is English. This is because English is one of the foreign languages used as formal language at the international forum and in this case English functions as a global language. Here the language is used as a means of communication in various business activities, such as tourism, trades, politics, education, and soon (Crystal, 1997:3). In order to be able to communicate with the guests with the proper language rules, the local tourism workers are requested not only able to use English but they also need to show proper attitudes (positive, neutral, and negative) toward English.

Based on the preliminary empirical data collected by the researcher it showed that the English language attitude of the local tourism workers at Munggu tourism village varied from positive language attitude, negative language attitude, and neutral language

attitude. Based on these language attitudes phenomena, then the researcher is very interested in conducting research on the topic of the English language attitude of the local tourism workers at Munggu tourism village of Badung Regency Bali.

According to Holmes (2001:342) and Jendra (2010), that language attitude refers to the attitude of the language users and their attitude to the language itself. Moreover, Holmes says that skills are also influenced by attitude. A language user will be easier to understand a language and its dialect used by the speaker she/he likes/prefers.

Iwan Darmawan Jendra (2010:105) and Dewi (2018) state that language attitude is something that is related to position, perception, and action toward the language user itself. In addition to this, William Labox (1972) in Iwan Darmawan Jendra (2010:105) adds that there is a close relationship between speech community and language attitude. In other words, he says that a speech community is a group of language users who use the same language norms which are used as a set of similar social language attitudes.

Furthermore, language attitude according to Kendler (1974) in Dirtya Sunyi Paradewari and Conciliarnus Laos Mbato (2018:116) is a willingness of accepting or refusing positive or negative things such as social, privacy, situation, idea, and concept.

According to Brown (2000) cited in Dirtya Sunyi Paradewi and Concilianus Laos Mbato (2018:116) that using the term of language attitude as a set of beliefs is beloved by learners. A successful learner is a learner who owned a positive attitude toward a language she/he learned. There are four characteristics of language attitude learned, which are: the choice of the first language used in a multi-language community, dialect differences, and interaction among people based on the same problem. In this case, language attitude is an umbrella term that refers to various objects, which cover language, dialect, speech types, speaker, community, language learned, and language use.

According to Iwan Indrawan Jendra (2010:106), the language attitude of a language learner/language speaker could be both positive and negative, but in the reality, some language learners could have neutral language attitudes. In order to measure the language attitude of a language learner to ward a language and/or its language speaker, there are two methods which can be used, namely: direct method and indirect method. The two methods can be described as follows:

The direct method according to Iwan Indrawan Jendra (2010:106) is a method that is used to measure the language attitude of a language learner by asking questions in an interview or by giving a questionnaire to be completed by respondents. In the application of this method, the interviewer will ask several questions where the answers are directly stated in the language attitude of the interviewer. The types of questions asked to the respondents could be closed questions or open ones.

In completing the questionnaire the respondents only need to fill in the level of statements to state their agreement or disagreement with the statement. The choices are usually presented on scale forms which are given "Language Scale Attitude" (LSA).

Meanwhile, the indirect method according to Iwan Indrawan Jendra (2010:107) is a method to measure language attitude or a language learner. In the application of this method, the language learners are not conscious that their language attitude is being measured. The most famous way in the application of this method is known as "matched guise". A researcher who applied this method carried out an experiment in order to be able to evaluate the personality of a language speaker based on the recorded speech they have heard.

Ernawati (2018:2) states that the development of tourism which involves the people/community in the village as the subjects or actors is said to be a tourism village that focuses on the involvement of the community, it is internationally known as Community Based Tourism (CBT) as it is developed as the goal of empowering and improving the welfare of the community either economically and socially, meanwhile also maintaining the local culture as well as the village environmental sustainability.

The urgency of this research is to get the empirical data of how significant is the role of attitude toward English of the local tourism workers in providing excellent service to the guests. Moreover, the novelty of the research is that the proven that the attitude especially positive attitude toward English can maintain the guest satisfaction and increase the guest visit to the tourism village of Munggu tourist destination.

## 2. METHOD
### 2.1 Research Approach
The research approach applied in this research is the phenomenology approach. "As Muhammad (2011:18) states that a phenomenology approach is an approach which focuses on the phenomena which are related to context, complex, dynamics and meaningful, phenomena which cannot be measured except to be comprehended and described.

In addition, (Cresswell (2009) in Sugiyono (2016:14) says that the phenomenology approach is one of the qualitative research types, where a researcher collects data by doing participative observation in order to know the social phenomena essential participant in his/her life experiences

### 2.2 Data Types and Sources
Data types and sources in this research are qualitative and quantitative data as well as primary and secondary data, Qualitative data are data in the forms of words, sentences, and narratives, meanwhile, quantitative data are data in the forms of numbers (Darmadi, 2014:34).

Primary data are data that are collected or directly obtained from the research informants by the researcher meanwhile secondary data are data obtained or collected by the researcher from various existing data (the researcher as a second person) (Darmadi, 2014:35).

### 2.3 Research Population and Sample
The research population or social situation in this research consists of three elements, which are: place, actors, and activity. The total numbers of the population in this research are 30 informants.

The sampling technique applied in this research is the non-probability sampling technique, that is Abundant sampling technique where the whole number of 30 informants is also used as a sample in this research (Sugiyono, 2016:125).

### 2.4 Method of Collecting Data
Methods of collecting data used in this research are non-participative observation, semi-structured interviews, and questionnaires (Sugiyono, 2016:193). Non-participation observation is done where the researchers observed the informants' activities, but he/she did not involve in the activity. A semi-structured interview is carried out by preparing a list of questions to be asked and discussed with the informant. The questionnaire is used where informants are asked to answer the questionnaire and/or statements to obtain the data related to their attitude toward the English language.

Another method of collecting data used in this research is the interview technique or semi-structured interview. The aim of this semi-structured interview is to find facts openly, where the informant being interviewed is asked about his/her views, and ideas. In this situation, the researcher listen attentively and noted what the informant said (Sugiyono, 2016:318). The data note taking and information done by the researcher is also known as the taking notes method (Muhammad, 2011:211).

This research also applied other methods of collecting data which is a questionnaire to the participant to complete a statement or two to answer the question given by the researcher. The use of a questionnaire by the researcher in order to obtain data related to the use of language by the resource person in providing service to the guests (Sugiyono, 2016:193).

**2.5 Data Analyzing Technique**

Data obtained in the forms of words, phrases, clauses, and sentences are analyzed qualitatively, and the data are arranged in sequence, organized in a certain format, and are described in a basic description (Muhammad, 2011:233).

**2.6 Data Presenting Technique**

The data presenting technique used in this research is an informal method where the data are presented using words or normal basic data description. The informal method can present the data using either the inductive method or deductive method (Sudaryanto, 1999) in Muhammad (2014:288).

## 3. RESULT AND DISCUSSION

Research findings based on the structured interview are as follows: (1) 40 questions or 0,88% are answered with a positive attitude toward English; (2) No questions or 0,00% are answered with a negative attitude towards English; and (3) 5 questions or 0,11% are answered by neutral English language attitude.

Research findings based on the questionnaire completed by 25 male informants are as follows: (1) 23 male informants or 0,76% answered "YES" which meant a positive English attitude; (2) 17 male informants or 0,56% answered "NO" which showed negative English attitude; and (3) 19 male or 0,63% answered "YES/NO" which showed neutral attitude toward English.

Research findings based on the questionnaire: (1) answered by 7 female informants or 0,25% answered "YES" which showed a positive English attitude; (2) 6 female informants or 0,2% answered "NO" which showed a negative English language attitude; (3) 5 female or 0,16% answered both "YES" and "NO" which showed neutral English language attitude.

Research findings based on tourism jobs are as follows: (1) 33 informants or 1,1% answered "YES" which showed a positive English language attitude; (2) 24 informants or 0,8% answered "NO" which showed a negative English language attitude, (3) 26 informants or 0,86% answered "YES" and "NO" which showed neutral English language attitude.

## 4. CONCLUSION

Several conclusions can be drawn from the research as follows:

Based on the structured interview the total number of 0,88% showed a positive attitude toward English, a small number of 0,11% showed a neutral attitude toward English and none of them or 0,00% showed a negative attitude toward English.

Based on the questionnaire completed by male informants 0,76% showed a positive attitude toward English, only a small number 0,63% neutral attitude toward English, and only 0,56% showed a negative attitude toward English.

Based on the questionnaire completed by female informants the total number of 0,25% showed a positive attitude toward English, a small number of 0,16% showed a neutral attitude toward English, and 0,2% showed a negative attitude toward English.

Based on the tourism jobs the total member of 1,1% showed a positive attitude towards English, meanwhile, a small number of 0,86% showed a neutral attitude toward English and a total member of 0,8% showed a negative attitude toward English.

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