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

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ABSTRACT

The research aimed at studying and analyzing English language attitude of the local tourism workers at Munggu Tourism Village of Badung Regency Bali. The primary research data were directly collected from the research informan using the non-participation observation, structured interview processes, and also from the research questionnaire completion. The research informants which were 30 respondents were selected using non-probability sampling technique which are: purposive, snowball, and abundant sampling techniques with the total members of 30 samples are analysed. The research finding showed that 0,88% of the informan showed positive attitude toward English, from the genders point of view, the total numbers of 0,76% and 0,25% (positive attitude) showed positive attitude toward English. Based on the tourism jobs the total members of informan showed positive attitude toward English.

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

1. INTRODUCTION

Bali has many tourist destinations which are spred almost at every regency and town in Bali. Arjana (2015:17) states that a tourist destination is a place (an area/destination) which becomes a tourist object (an object and tourist attraction) which is designated by the government. The designation of an area/destination 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 tourism village, such as: the beauty and uniqness of the nature, the availability of tourist attraction, art attraction, "makotek" culture, traditional swing attraction and other attraction and/or facilities.

The language used by the foreign tourists or guests from English speaking countries as a media or means of main communicationwith 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: tourisms, 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 is not necessarily showed the data in table due to the limited space) 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 atitude. Based on these language attitudes phenomena, then the researcher is very interesred in conducting research on the topic of English language attitude of the local tourism workers at Munggu tourism village of Badung Regency Bali.

According to Holmes (2001:342) that language attitude refers to 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 casier to understand a language and its dialect used by the speaker she/he likes/prefers.

Iwan Darmawan Jendra (2010:105) states language attitude is something which is related to position, perception and action toward the language user itself. In addition with 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 user who use the same language norms which are used a set of similar social language attitude.

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 belief 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 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 which refer to various object, which cover language, dialect, speech types, speaker, community, language learnt and language use.

According to Iwan Indrawan Jendra (2010:106) that language attitude of a language learner/language speaker could be both positive or negative one, but on the reality, some language learnes could have neutral language attitude. In order to measure 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:

Direct method according to Iwan Indrawan Jendra (2010:106) is a method which is used to measure language attitude of a language learner by asking questions in an interview or by giving questionnaire to be completed by responden. 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 the questions asked to the responden could be closed questions or the open ones.

In completing questionnaire the responden only need to fill the level of statements to state their agreement or disagreement to 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 as tourism village which 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.

2. METHOD
2.1 Research Approach

The research approach applied in this research is phenomenologys approach. "As Muhammad (2011:18) states that the phenomenologys approach is an approach which focuses on the phenomena which are related to contex, complex, dynamics and meaningful, phenomena which cannot be measured except to be comprehended amd described.

In addition, (Cresswell (2009) in Sugiyono (2016:14) says that phenomenologys approach is one 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 narrative, meanwhile the quantitative data are data in the forms of numbers (Darmadi, 2014:34).

Primary data are data which are collected or directly obtained from the research informan by the researcher meanwhile the 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

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 informan.

Sampling technique applied in this research is non-probability sampling technique, that is Abundant sampling technique where the whole numbers of 30 informan are also used as 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 interview and questionnaire (Sugiyono, 2016:193). Non-participation observation is done where the researches observed the informan activities, but he/she did not involved in the activity. Semi structured interview is carriedout by preparing a list of questions to be asked and discussed with the informan. Questionnaire is used where informan are ask to answer questionnaire and/or statement to obtain the data related to the attitude toward English language.

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

This research also applied other method of collecting data which is questionnaire to the participant to complete statement or two answer question given by the researcher.

The use of 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, the data are arranged in sequence, organized in a certain format, and are described in a basic description (Muhammad, 2011:233). It is not necessarily showed the data here.

2.6 Data Presenting Technique

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

3. RESULT AND DISCUSSION

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

Research finding based on the questionnaire completion by 25 male informan are as follows: (1) 23 male informan or 0,76% answered "YES" which meant positive English attitude; (2) 17 male informan 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 finding based on the questionnaire: (1) answered by 7 female informan or 0,25% answered "YES" which showed positive English attitude; (2) 6 female informen or 0,2% answered "NO" which showed negative English language attitude; (3) 5 female or 0,16% answered both "YES" and "NO" which showed neutral English language attitude.

Research finding based on tourism jobs are as follows: (1) 33 informen or 1,1% answered "YES" which showed positive English language attitude; (2) 24 informen or 0,8% answered "NO" wich showed negative English language attitude, (3) 26 informen 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 totel number of 0,88% showed positive attitude toward English, a small number of 0,11% showed neutral attitude toward English and none of them or 0,00% showed negative attitude toward English.

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

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

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

The research problems have been stated in the introduction.

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