Code-mixing aspect in tourism text

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Abstract

The diversity of ethnic groups in Indonesia contributes to the phenomenon of language use. In the context of tourism, the use of language must attract tourists to visit a particular tourism destination or agenda. The use of language in Indonesian tourism also needs to consider multilingual communities as target tourists. Communication between tourism service providers and tourists can use various media. The use of electronic and print media allows tourism practitioners to communicate effectively. The Solo Calendar of Events 2021 booklet, published by the Surakarta government, is an effort to engage with a wider community. This study aims to investigate the use of various languages in tourism texts. This study aims to explain the phenomenon of language variety in tourism texts. This study used a sociolinguistic approach and descriptive qualitative methods to describe the language used in tourism texts. The results of the study show that the variety of languages used in the tourism text of the Solo Calendar of Events 2021 is Indonesian, Javanese, and English. The presence of multilingual tourists results in the use of code-mixing in the text. Factors that contribute to code-mixing include branding, language attitude, and language power.
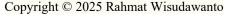
Abstrak

Aspek campur kode dalam teks pariwisata

Keberagaman suku di Indonesia memunculkan fenomena penggunaan bahasa. Dalam konteks pariwisata, penggunaan bahasa harus dapat menarik wisatawan untuk berkunjung ke suatu tempat atau agenda pariwisata. Penggunaan bahasa pada ranah pariwisata di Indonesia juga perlu memperhatikan masyarakat multilingual sebagai target wisatawan. Komunikasi antara penyedia layanan pariwisata dengan wisatawan dapat menggunakan berbagai macam media. Penggunaan media elektronik dan cetak memungkinkan pelaku pariwisata dapat berkomunikasi secara efektif. Booklet Solo *Calender of event* yang diterbitkan oleh pemerintah Surakarta merupakan upaya untuk dapat berkomunikasi dengan jangkauan yang lebih luas. Penelitian ini bertujuan memaparkan variasi penggunaan bahasa dalam teks pariwisata. Penelitian ini berfokus pada penjelasan fenomena variasi penggunaan bahasa dalam teks periwisata. Penelitian ini menggunakan ancangan sosiolinguistik dan metode kualitatif deskriptif untuk mendeskripsikan bahasa yang digunakan dalam teks pariwisata. Hasil penelitian menunjukkan bahwa variasi bahasa yang digunakan pada teks pariwisata *Solo Calender of Event* 2021, yaitu bahasa Indonesia, bahasa Jawa, dan bahasa English. Keberadaan wisatawan multilingual mengakibatkan adanya penggunaan campur kode dalam teks tersebut. Faktor yang berkontribusi dalam penggunaan bahasa meliputi *branding*, sikap bahasa, dan kuasa bahasa.

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1 Introduction

The significant development of the tourism sector requires the use of language in promoting tourism agendas and places (Wibowo & Kristina, 2018). The use of language in the tourism sector is a challenge for parties due to the fact that the choice of certain languages in promoting tourism cannot only increase tourism branding but also economic value. The government should use language to communicate and persuade tourists to visit tourist places or join tourism activities. This is because the use of persuasive language can be a medium to attract tourists, and it is more effective in persuading tourists to join the tourism agenda.

One of the languages used in tourism activities can be seen in the existence of tourism texts in the form of brochures, booklets, leaflets, and so on (Putra et al., 2024). Tourism texts should be written using language that follows the purpose of the text so that the function of the text can be achieved. The achievement of the text function determines the success of the communication objective between tourism service providers and tourists. Tourism texts should not only contain information about activities or tourist attractions, but must also be able to invite and use persuasive language in their composition. It is due to the fact that language is connected to society (Jama & Menggo, 2024). Additionally, the composition of tourism texts should also consider the variations in language use that exist within society.

Variations of the language used in tourism texts are adjusted to the purpose and function of language in society (Utami, 2021). This is related to how language use is appropriate for the participants involved in communication. Communities with bilingual languages are certainly different from communities with multilingual languages because the community's language knowledge is determined by the language use and the language policy (Koroh, 2024). This means that language knowledge, which contributes to the community's ability to speak a variety of languages, must be a concern in compiling tourism texts. Tourism texts involving vocabulary outside of the language knowledge in society make the function of tourism texts unachievable.

In sociolinguistic studies, language variations such as code-mixing are very crucial because they refer to the use of one language for language to expand the variety of languages (Kridalaksana, 2011) and it is done by inserting elements of other languages (Kundaru Saddhono, 2012). This code-mixing is influenced by factors outside of the language (extra linguistic) and factors within the language itself (intra linguistic) (Indra in Sundoro et al., 2018). Some factors, such as informal situations, cause code-mixing (Siagian et al., 2022), the absence of words to express the meaning (Salsabila & Aulia, 2022), a humorous, relaxed, friendly atmosphere, and emphasis on a topic of conversation (Indah et al., 2024; Juariah et al., 2020; Khoirurrohman & Anny, 2020). Furthermore, Azhar (2011) divides code-mixing into two categories: (1) inner code-mixing, which involves mixing code from the native language with all its variations; and (2) outer code-mixing, which involves mixing code from a foreign language.

Research related to code-mixing has been conducted in teaching and learning contexts (Sundoro et al., 2018; Wang & Kirkpatrick, 2012). Sundoro et al. focused on the factors contributing to the use of code-mixing in the teaching and learning process, and they found that code-mixing was used to adapt to changing situations, provide explanations, and create harmony. Wang & Kirkpatrick studied the language choice made by Chinese teachers in teaching activities. Their research indicated that code-mixing performed by the teacher was Chinese and English. Studies related to code-mixing in the tourism context have been conducted by Samsi (2016) and Susylowati et al. (2024). Samsi explained code-mixing and switching found in the tourism industry in daily conversation at Karawang. The research indicated that the types of code-mixing such as emblematic, inter-sentential, establishing continuity with the previous speaker, and involving a change of pronunciation. Study code-mixing by Susylowati et al explained code-mixing in culinary tourism at Madura, and it showed that there

are three code-mixings used in culinary tourism, namely the inner, outer, and hybrid code-mixings. Meanwhile, Nurahman and Sulistyono (2024) focused on analyzing code-mixing using text as data. In their research, they used advertising texts, slogans, and posters. The research reveals that the use of code-mixing should consider the target audience since the improper use of code-mixing can give an unprofessional image of the institution. The study of code-mixing in tourism texts is very interesting because tourism texts are communication between tourism text writers and the community. Communication in tourism texts must involve persuasive language that can attract tourists to come and visit the places or tourism agendas being promoted. In addition, tourism texts are used for branding tourism activities.

The Solo Calendar of Events 2021 tourism text contains much code-mixing. This is because the Surakarta city government intends to disseminate information and persuade the community regarding the tourism agenda and tourist attractions. The use of code-mixing is always associated with the context of its society due to the community's ability to speak different languages. Monolingual communities can only speak one language, whereas in bilingual communities, two languages are used in society. As for multilingual communities, they speak more languages, so in this community, there are more than two languages used. The Solo Calendar of Events 2021 tourism text is used to promote Surakarta tourism widely. The Surakarta government is required to be able to use multiple languages so that the promotion of this text can reach a wider range of tourists. However, since this text also promotes Surakarta culture, it continues to use Javanese. The use of code-mixing in the Solo Calendar of Events 2021 tourism text aims to reach a wider segment for tourism branding purposes, and identify language attitudes and the power of language.

Language variation should be used in a tourism text because it has a diverse range of readers. The diversity of tourists necessitates the use of language variation in tourism texts, thereby expanding the reach of these texts. By using language variation, tourism texts will be easily understood by tourists with various language knowledge. The studies aim to bridge the gap in previous research, focusing on the analysis of code-mixing in tourism texts. It will discuss the type of code-mixing used in tourism texts and the aspects that contribute to its use in the Solo Calendar of Events 2021.

2   Methods

This research was qualitative with a case study. This means that the researcher tried to explain the phenomenon related to the use of language variations in tourism texts. The data source for this study was the Solo Calendar of Events 2021 tourism text, and the data analyzed were the utterances or information contained within the tourism text. Sutopo (2006) stated that data collection methods in qualitative research are generally classified as interactive and non-interactive techniques. In this research, the data collection method employed non-interactive techniques, utilizing the reading and recording technique. This means that the researcher recorded all data in the form of utterances and information contained in the tourism text. Furthermore, the data in this study were analyzed using sociolinguistic studies, especially to identify code-mixing contained in the data source. The code-mixing analysis would be based on (Azhar, 2011) which states that there are two types of code-mixing, namely inner code-mixing and outer code-mixing. The research also employed the interactive analysis by (Miles & Huberman, 1994) consisting of data reduction, data presentation, conclusion, and verification. Meanwhile, the procedures of research were as follows (1) Collection of utterance and image captions using the reading and recording technique, (2) Identification of the variety of languages used in code-mixing, (3) Identification of the use of code-mixing, (4) Tabulation of the use of code-mixing and (5) Concluding.

3   Results

This section explains the types of code-mixing and the distribution of code-mixing in the Solo Calendar of Events 2021 tourism booklet. This study identified language variations in the form of

code-mixing, utilizing 12 utterances from the total dataset. A more detailed analysis is presented in Table 1.

Table 1. The Distribution of Code-Mixing Types

Types of code-mixing	Number	Percentage
Inner code-mixing	5	42%
Outer code-mixing	7	58%

Table 1 illustrates that there are two types of code-mixing in the 2021 Solo Calendar of Events tourism booklet. The types of code-mixing in the booklet are inner code-mixing, which includes the use of Indonesian and Javanese. The table also shows that there are five utterances included in the category. It means that 42% of the total code-mixing utterances use variations of Javanese and Indonesian. In this study, there is also outer code-mixing, which means that there are various foreign languages used in the utterances in the Solo Calendar of Events 2021 text. Table 1 also indicates that the use of English in utterances exceeds that of Javanese. Seven of the data, or 58% of the utterances, involve outer code-mixing by incorporating the English language.

3.1.1 Inner Code-mixing

Figure 1. Code-mixing of Indonesian and Javanese Language
[Source: Solo Calendar of Events 2021]

The utterance *Saksikan kepiawaian siswa SD dan SMP dalam Festival Dalang Cilik. Kegiatan ini diharapkan mampu menjadi motivasi bagi anak-anak untuk mencintai kesenian wayang kulit* shows that there is a code-mixing of Indonesian and English. In the example, there is the use of Indonesian in the clause *Saksikan kepiawaian siswa SD dan SMP dalam Festival* and *kegiatan ini diharapkan mampu menjadi motivasi bagi anak-anak untuk mencintai kesenian* as well as in the word *festival* and Javanese in the phrase *dalang cilik*. The use of the phrase in Javanese aims to show the existence of a term for someone who plays wayang. The use of this code-mixing is influenced by the purpose of promoting Solo tourism, which is aimed at domestic and foreign tourists. This is applied because of the existence of a multilingual society and the situation of language use. Therefore, the factor of the potential for domestic tourists influences the use of code-mixing in the example.

Similar to the data in Figure 1, the utterance Saksikanlah Pagelaran Wayang Kulit Semalam Suntuk, dalam rangka memperingati berdirinya Museum Radyapustaka yang ke 131, indicates the use of code-mixing by involving the use of Indonesian and Javanese. The use of Indonesian is found in the phrase *Saksikanlah pagelaran* and the clause *dalam rangka memperingati berdirinya Museum Radyapustaka yang ke 131*. The use of Javanese can be seen in the phrases *wayang kulit*, se*malam suntuk*, and *wayang kulit sedalu natas*. The code-mixing in the example above includes the use of Javanese *wayang kulit* and *semalam suntuk* or *sedalu natas* which in Indonesian means "wayang made of leather" and "all night". *Sedalu natas* in Javanese usually refers to a performance activity that starts after sunset and ends before sunrise.

Figure 2. Code-mixing of Indonesian and Javanese Languages
[Source: Solo Calendar of Events 2021]

This type of code-mixing often occurs in promoting tourism activities related to culture, as it creates a unique or attractive identity for consumers. In promoting tourism activities, code-mixing can be implemented by inserting diverse languages and cultural elements. Moreover, it is also creating an interesting experience. The chosen words aim to form effective and positive communication with tourists.

3.1.2   Outer Code-Mixing

Figure 3. Code-mixing of the Indonesian and English languages
[Source: Solo Calendar of Events 2021]

The utterance in Figure 4 *Manjakan lidah anda dengan mencicipi berbagai sajian tradisional sambil menikmati pameran craft unik Solo* indicates the use of code-mixing of Indonesian and English. The use of Indonesian is found in the clause *manjakan lidah anda dengan mencicipi berbagai sajian tradisional sambil menikmati pameran*, and the phrases *unik Solo* and *Solo Indonesia*. The use of English can be seen in the words culinary & craft" and "craft". The words are used to indicate the Solo tourism agenda related to the food and craft exhibition. The use of English in the utterance creates a combination of language and personalization that can attract attention and provide internationalization to the activity.

Figure 4. Code-mixing of Indonesian and English Language
[Source: Solo Calendar of Events 2021]

Code-mixing in tourism promotion, especially in culinary contexts, creates an interesting experience. The use of code-mixing can increase consumer involvement and marketing with an international image, so that it can increase global appeal and create harmony with local uniqueness. The use of this code-mixing also aims to ensure that domestic and foreign tourists can understand the tourism agenda presented in the Solo Calendar of Events 2021 booklet.

4 Discussion

The use of code-mixing in tourism texts is influenced by factors such as branding, language attitudes, and language power. These factors can be considered in the preparation of tourism texts. This is because the use of code-mixing can have an impact on a wider segmentation of tourists.

4.1 Branding

One aspect of the use of code-mixing in tourism texts is intended for branding purposes. Promotion of tourist destinations and agendas in a tourism text requires consideration of the target market. The use of code-mixing must meet the concept of language branding, where language is used to communicate brands and influence memory, perception, attitudes, and behavior (Carnevale et al., 2017). By using utterances in the form of code-mixing to promote tourist attractions, it is expected to influence the attitudes, behaviors, and perceptions of tourists toward tourist attractions. The use of code-mixing in language branding is a communication strategy that makes tourism promotion more effective, as tourists can easily understand the messages conveyed by the tourism service provider.

Code-mixing in branding can strengthen the image of activities by combining traditional elements in conveying their messages. By combining text elements creatively and involving the use of attractive images, the message conveyed remains authentic and maintains traditional cultural values (Nurahman & Sulistyono, 2024). In the research, Solo Calendar of Events 2021 implements code-mixing as a branding medium to promote tourism in Solo, especially the use of English and Javanese languages. It is due to the fact that by using the English language, the text is expected to communicate the brand of tourism in Solo widely, while the use of the Javanese language is to emphasize the traditional values of tourism in Solo.

4.2 Language attitude

Another aspect of code-mixing used in tourism texts is language attitude (Esha Levinia & Attari Najla, 2022). Language attitude is subjective, complex, and can affect social interaction, cultural identity, and a person's self-perception (Apriani & Aryani, 2024). Language attitude refers to a mental position or feeling towards the language itself or other people (Kridalaksana, 2011). This means that people have a way of viewing or responding to a particular language or the use of language in a particular situation. The language attitude in code-mixing aims to make the text easy to understand for certain segments because it is influenced by culture, social context, education, and individual experience. This is due to the linguistic phenomenon in the younger generation who no longer understand Javanese vocabulary and more choose the English language for trends (Oktarina, 2019). Communication between young people already uses a lot of foreign languages , which causes the use of code-mixing between Indonesian and English to become common. Communication can be used either formally or informally (Mubasyiroh, 2020) But the assessment of the formality or informality of language in the context of communication is no longer considered, because successful communication is achieved if the speaker provides feedback on the message conveyed by the speaker. In the context of tourism texts, the text is classified to be successful if it is able to influence tourists and make them visit the tourist attractions being promoted. Based on the result, there are many utterances in the Solo Calendar of Events 2021 that use a combination of English and Indonesian. It is because the text is not only delivered to the foreign tourist but also young generation. The implementation of code-mixing using a combination of English and Indonesian is considered for the young generation that has been quite lost the ability to master the Javanese language, as well as the successful in communication.

4.3 Language power

Language power is also an aspect that encourages code-mixing (Setiadi, 2017). Language power refers to the influence of a language on other languages in a particular context. The use of different languages for a sign also reflects the power, status, and economic interests of the languages (Aribowo et al., 2018; Sahril et al., 2019; Taylor-Leech, 2012). In the tourism industry, English has more power than other languages. The use of English terms in tourism texts is intended for economic purposes(Manan et al., 2015). This means that the use of English in the Solo Calendar of Events 2021 text is used for economic purposes, namely promoting Surakarta's tourist attractions and agendas.

In addition, in the Solo Calendar of Events 2021 text as a tourism text, the use of English shows more of a high prestige (Kholifah et al., 2021; Krishnasamy, 2007) so that tourists will be easily attracted to come and pay more for the activities or tourist attractions being promoted. English is also a means of global communication (Akindele, 2011). The use of Javanese is intended to strengthen the cultural identity offered in the text. It means that Javanese are more used to maintaining the tourism identity of Surakarta.

5   Conclusion

The study reveals significant findings related to the use and aspects of code-mixing in tourism text. The use of code-mixing in the Solo Calendar of Events 2021 tourism text encompasses both inner code-mixing, utilizing Indonesian and Javanese, and outer code-mixing, which involves the combination of English and Indonesian languages. The aspect of code-mixing in tourism texts differs from that in other texts. This is due to the function of tourism texts as persuasive texts used for tourism branding. The use of code-mixing, which is generally employed to create a humorous, relaxed, and friendly atmosphere and to emphasize a topic of conversation, changes for branding purposes, language attitude, and language power. Tourism texts aimed at the wider community require their composition to consider the purpose of persuasive communication, namely to attract the interest of readers. In addition, code-mixing in tourism texts is also closely related to the economic function of language, specifically the use of language with greater prestige, which enables the promotion to create a unique impression and experience for tourists.

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