THE ISSUE OF CULTURE ON HOSPITALITY STUDENTS IN LANGUAGE ACQUISITION

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Abstract
This study aims to find the relationship between language acquisition and culture and its changes for hospitality students. The instruments used in this research are (a) daily notes, (b) an interview guide, and (c) a camera. Observation methods, interview techniques and documentation in the form of recorded speech results when conducting research. The subordinate relationship reflects a quality of the relationship that is only one-sided, meaning that cultural dynamics affect the dynamics of language acquisition for hospitality students. It is evidenced by the relationship that states language is the result of culture when compared to the language used by hotel students with Balinese in general. It is partly influenced by foreign tourists who often communicate with hospitality students, where the students practice and do internships. It can sharpen knowledge linguistically in language learning.

Keywords: Hospitality Student, Language Acquisition, Culture, Linguistics.

INTRODUCTION
This study produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language, for example, sociology, psychology and anthropology.

Linguistically, language is seen as a means of interaction in human society. Therefore, all formulations of linguistics that are more inclined to sociolinguistics will not be separated from the problem of the relationship of language with activities/social aspects.

Thus, sociolinguistic studies that have these characteristics and ways of working are what clearly distinguish them from other types of linguistic studies, for example, structural linguistics by Noam Chomsky. The theory or study emphasizes that linguistic knowledge only focuses on knowledge about language itself without the need to examine language in its use by explicitly rejecting the relationship between language and society.

Besides, as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists. English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016). It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018).

The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019). It is possible to develop their communicative competence in four language skills, namely listening,
speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019).

The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied contributed to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020).

Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014). Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021).

The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018).

The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022).

The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country’s foreign exchange (Osin, Pibriari & Anggayana, 2020).

As for in this paper, there are two problems that become the focus of the study, namely, (1) How is the relationship between language and culture related to language changes caused by cultural changes in hospitality students? (2) How does the relationship that states language result from the culture in hospitality students?

Based on this study’s focus, the purpose is to find the relationship between language and culture and language changes, in addition to knowing the relationship, which states that language is the result of the culture in hospitality students.

**METHOD**

Kroeber and Kluckhohn (1952) in Chaer (1995: 214) have collected dozens of definitions of culture and grouped them into six groups according to the nature of the definition. The descriptive definition emphasizes the elements of culture. The historical definition emphasizes that culture is inherited socially, the normative definition emphasizes the rules of life and behaviour, and the psychological definition because of its usefulness in adapting to the environment, solving problems and learning to live. The structural definition is based on the nature of culture as a
patterned and orderly system. The genetic definition emphasizes the occurrence as a result of human work.

Koentjaraningrat in Chaer (1995: 217) uses something called a “cultural framework”, which has two aspects of rejection, namely the form of culture and the content of culture. The form of culture is in the form of ideas (cultural systems) that are abstract, behavior (social systems) are concrete, and physical/objects (physical culture) are very concrete. Meanwhile, the content of culture consists of seven elements that are universal, namely: language, technological system, livelihood/economic system, social organization, knowledge system, religious and artistic system.

Tylor said that culture is a whole field that includes knowledge, belief, art, morals, law, customs and other abilities and habits acquired by humans as members of society (Sibarani, 1992: 94). Wilson (1966 via Sibarani, 1992: 99-100) says that culture is knowledge that is transmitted and disseminated socially, whether it is extensional, normative, or symbolic, which is reflected in actions (acts) and objects made by humans (artifacts).

Useful behaviours must be learned and not derived from genetic traditions. Thus, culture is a way of knowing that one must have to carry out the tasks of daily life and culture includes knowledge of music, literature, and art (Wardhaugh, 1986: 211).

There are several theories regarding the relationship between language and culture. Broadly speaking, these theories can be grouped into two categories, namely stating a subordinate relationship, where language is under the scope of culture, and a coordinating relationship, namely an equal relationship with the same high position.

In relation to the coordinative relationship between language and culture, Masinambouw (1985 via Mujib, 2009: 145) states that language and culture are two systems that are “attached” to humans because culture is a system that regulates human interaction, while language or culture is a system that functions as a means of sustaining human interaction. It (via Chaer, 1995: 217–218).

An interesting phenomenon regarding this coordinating relationship is that it is said to be closely tied like a coin: one side is the linguistic system and the other side is the cultural system (Silzer: 1990 via Chaer, 1995: 218).

Some things that can be classified in this subordinating relationship pattern include: (a) The relationship between language and culture related to language changes caused by cultural changes. This is more prominent in the morphological aspect than in other linguistic aspects. Morphological language changes can be seen from several aspects, namely (1) omission, (2) addition, (3) expansion, (4) narrowing and (5) exchange (Robert, S; 1992:111-112). Data was collected from hospitality students of the Indonesian Hospitality Management Community Academy.

RESULTS AND DISCUSSION

Researchers classify the pattern of subordinating relationships, among others: (a) The relationship between language and culture is related to changes in the hospitality students’ language caused by cultural changes. Language changes can be seen from several aspects, namely (1) omission, (2) addition, (3) expansion, (4) narrowing and (5) exchange (Robert, S; 1992:111-112).

There are four theories regarding the relationship between language and culture: (1) Omissions, for example, the results of research on some lost Balinese vocabularies and found in manuscripts, include:

- Melangun ‘swim’
- Ngilingin ‘see’
- Ngabunbun ‘evaporating’
- Nganas ‘lying down’
- Genjeng ‘frying’
- Paleokan ‘hull’
- Dungki ‘fish place’

(2) The addition is usually due to the emergence of new cultural concepts due to the influence of technology in the field: agriculture, economy, social and culture,
transportation, lighting and so on. Among others:
- Montor ‘motor’ motor
- Teraktor ‘tractor’ tractor

(3) The extension of meaning relates to vocabulary influenced by cultural changes. The expansion of the meaning of words that say kinship is very high in intensity in the hospitality students language:
- The word nyama (formerly) → blood relatives have a family relationship (now) → to refer to a community or a group example: nyama Bali, nyama Pasek, nyama Arya. Rarely use the word Semeton.

(4) Narrowing of meaning, which is a shift in the meaning of an element of language to be narrower/more limited than the previous meaning:
- Guru (formerly) → ‘respected elder’ (now) → ‘biological parents’

(5) Exchange is the change of symbols/signs to refer to the same concept as a result of cultural changes:
- Dang-dang for a place to cook rice made of clay. Because it is easily damaged and difficult to find nowadays, now more people use panci or dandang for cooking, because they are durable and do not leak or break easily.

Relationships that Express Language is the Result of Culture. A direct relationship which states that language is the result of culture (Levi-Strauss, 1963). The language spoken or used by a community group is a reflection or reflection of the overall culture of that community. In other words, language will only have meaning in the cultural setting that is its container.

CONCLUSION

The relationship between language and culture related to language changes caused by cultural changes can be seen from several aspects, namely (1) omission, (2) addition, (3) extension, (4) narrowing and (5) exchange.

Subordinating relationships reflect the quality of relationships that are only one-sided, meaning that cultural dynamics affect the dynamics of language in hospitality students.

It is evidenced by the relationship that states language is the result of culture compared to the Balinese with the Balinese language of hospitality students. It is partly influenced by foreign tourists who often communicate with hospitality students, where the students practice and do internships.

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