

## **English Language Variation of Tourist Guide and Local Souvenir Seller: A Case Study of Tigarihit Tourism Village**

**Booni Tauhid<sup>1</sup>, Syahrul Syahrul<sup>2</sup>, Muhammad Zulfan<sup>3</sup>**  
Politeknik Pariwisata Medan, Indonesia  
[booni.tauhidd@gmail.com](mailto:booni.tauhidd@gmail.com), [syahrul@poltekparmedan.ac.id](mailto:syahrul@poltekparmedan.ac.id),  
[muhammadzulfan@poltekparmedan.ac.id](mailto:muhammadzulfan@poltekparmedan.ac.id)

### **ABSTRACT**

This study investigates the contribution of English education and the variations in English conversation between tourist guides and shopkeepers with international tourists in Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency. This research uses a qualitative approach by collecting data through interviews, observation, and documentation. Random four respondents were interviewed for this transcript, they are Indonesians who work as tourist guides and local souvenir sellers. Segmental attributes of English variation are explored in various aspects, such as 1) standard and non-standard English, 2) grammatical variations, 3) omissions, and 4) repetitions. The positive impacts of English include increasing employment opportunities, increasing income, and improving people's quality of life. This study shows that in terms of education, the use of English also has an important role in improving the quality of education in the Tiga Rihit Tourism Village. The use of English also has an important role in improving the quality of education in the Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency. English is used to increase community insight and knowledge and improve the quality of learning in schools in the village. Variations that occur in conversations carried out by tour guides and souvenir sellers include the use of non-standard English, grammatical errors, word omissions, and word repetition. Therefore, the use of English is expected to broaden the horizons and knowledge of people in the village. The English variation in conversations by Asian tourists is similar to Indonesian tourist guides and local souvenir sellers, wherein nonstandard English, repletion, and omission can be found.

**Keywords:** *Variation English Language, Role of English, Tourism Village, Tiga Rihit.*

This article is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) 

### **INTRODUCTION**

Tigarihit Tourism Village is an attraction for tourists because of its unique local culture, natural beauty, and the friendliness of its people. Therefore, it is important to understand how English is used by local tour guides and souvenir sellers in communicating information about the culture, history, and beauty of Tigarihit Village to foreign tourists. This study aims to investigate the variety of English used by tour guides and local souvenir sellers and its impact on tourists' experience.

One important aspect of this background is the role of tour guides in conveying information to foreign tourists. The tour guide not only acts as a source of knowledge about the tourist attractions but also as a representative of the local culture. Therefore, the tour guide's ability to use English well and variedly will affect tourists' understanding and experience of the destination.

Language is a cultural product created by humans. The function of language can be derived from the growth motive of the language itself which includes language function to express meaning as well as a tool for communication, social control, social integration, and adaptation (Junaidi, 2022).

English is part of the family of Germanic languages that originate from the Old English region. Initially, Old English or Old English developed around the 5th century AD after Old Germanic, brought by Germanic tribes such as Angles, Saxons, and Jutes, conquered the region that is now England. Old English was influenced by other Germanic languages, as well as Celtic languages that previously existed in the region. (Kasbolah Kasihani, 2001) English is considered the first foreign language which is considered important for building relationships with other nations and absorbing and developing technology, science, art, and culture. In the 16th century, the Renaissance in England introduced developments in literature and the use of English as a more standard written language. Important works such as the works of Shakespeare also played a role in the development and standardization of this language.

Furthermore, with British colonization of various parts of the world in the 17th and 18th centuries, English spread throughout the world. This process involved the adoption of vocabulary from local languages in the colony and also the spread of English to the native population. During the 19th and 20th centuries, with advances in commerce, industry, and technology, English gained increasing global influence. In the era of modern globalization, English has become an international language used in various fields, such as business, science, technology, communication, and tourism. Overall, English has an important role in facilitating communication between tourism actors and tourists, as well as improving the quality of services and tourist experiences. Therefore, English language skills are very important for tourism actors and educational institutions operating in the tourism sector.

Today, a growing percentage of individuals utilize English as a secondary language. This linguistic trend extends to Americans, Canadians, and Australians, who predominantly use English Kisno, (2011). Moreover, Singaporeans, Hong Kong residents, Taiwanese, and even Indonesians have adopted English as well. While they all communicate in the English language, we recognize their specific variations, encompassing English, American, Canadian, Australian, Singaporean, and Hong Kong dialects. Communication with English speakers across various idiolects and dialects remains consistent (Kisno, 2011). Utilizing received pronunciation in English ensures comprehensibility among all English-speaking individuals. The variability in the English language is influenced by a multitude of factors. People incorporate subtle variations in their English speech influenced by their native language and local culture. Consequently, this research aims to uncover the linguistic traits specific to the Indonesian population.

Language variation is a set of human speech patterns that contain sound, words, and grammatical features that can uniquely be linked to external factors (Wardhaugh & Fuller, 2021). Language variation matters in discussions between young people who often treat language as an entity independent of its speakers and writers (Holmes et al., 2015). In reality, it is not so much that language itself changes, as those speakers and writers change the way they use the language.

English plays an important role in supporting the tourism industry and the aspirations of people in tourist villages. To support the development of English language skills in tourist villages, various initiatives have been implemented. Including language training programs for community members, the use of English in promotional materials, and the provision of English-language signage and information. By improving English language skills, tourist villages can interact better with foreign tourists and contribute to the growth of the tourism industry.

English-speaking tourists can participate in local community events or activities because they can talk and communicate with other people using English-language media. According to (Hjalager & Richards, 2002), many people in various countries use English to speak at many important international meetings. Because almost all information sources around the world use English in various aspects of life, mastering this language is very important. Lubis et al., (2022) that a tourist village is a combination of attractions, accommodations, and supporting facilities packaged in a pattern of community life that is integrated with appropriate customs and traditions. The Tourism Village helps the community find out about the tourism potential and development of local *Sapta Pesona* in tourist destination areas. Tourism Villages are also part of the collaboration between the provincial government and regional governments (district/city) to realize and develop regional tourism.

Tourism is an industry that has been boosted unprecedentedly lately Mukarromah & Zulaihah, (2023); Jamal & Camargo, (2018). One of the popular tourist attractions in Simalungun Regency, North Sumatra, is the Kampung Warna Warni Tigarihit Tourism Village. This village is famous for its residents' houses which are arranged vertically and painted colorfully, making it a unique tourist attraction. However, behind the beauty of this tourist village, there is a problem that needs to be taken into account, namely the low English language skills of the local community. In fact, in the current era of globalization, English is very important. Therefore, this research aims to determine the role of English in the community in the Kampung Warna Warni Tigarihit Tourism Village, Simalungun Regency. The Tigarihit Colorful Village Tourism Village in Simalungun Regency is an interesting place to take photos because it has a reading garden that visitors can enjoy. This reading park is suitable for all ages, not just adults.

The gap in the previous research is the exclusive use of tourist guides as respondents, while international tourist interaction also involves local souvenir sellers. Therefore, it is necessary to collect data from local souvenir sellers to analyze the variations in the English language used especially in Tiga Rihit Tourism village. Furthermore, both tourist guides and local souvenir seller needs Word of Mouth. Word of Mouth refers to the flow of information from the person who has experienced related to the brands, products, or services to a person who has not (Arndt, 1967). A previous study found that there was a segment of tourist who were seeking to learn cultural knowledge of the site, and those who bought souvenirs as proof of their curiosity about cultural sites (Farmaki, 2012).

The main objective of this research is to investigate the function of English education, the English language, and its variations among Indonesian tourist guides in Tiga Rihit Tourism Village. This exploration will offer readers insights into the linguistic characteristics of the Indonesian tourist guides who are the subjects of this study. Delving into specific English terms can be somewhat extensive. Therefore, the author has chosen a specific subtopic for the examination of English variation. The focus of this study is limited to a selection of segmental and expressive features within the English language. These segmental attributes of English variation are explored in various aspects, namely, 1) standard and non-standard English, 2) grammatical variations, 3) omissions, and 4) repetitions.

The novelty of this research is its focus on the Tiga Rihit Tourism Village which data was collected by interviewing from two different sources such as tourist guides and local

souvenir sellers while sampling conversations with tourists from Canada, Australia, China, and Taiwan.

## **RESEARCH METHOD**

Qualitative methods were used in this research, which collected data through interviews and observations. People in the Kampung Warna Warni Tigarihit Tourism Village, Simalungun Regency as tourist guides and local souvenir sellers are research respondents. This research was conducted by using an instrument that assisted them in obtaining accurate data. The data collection instruments are documenting and recording through cell phones, recording is employed to capture tourist guides and local souvenir sellers utterances. The data collected was analyzed using the content analysis method.

Miles & Bechhofer, (2009) Qualitative research provides explanations of processes occurring in the local environment and is a reliable source for comprehensive descriptions. With qualitative data, we can trace and understand the chronological flow of events, analyze residents' thoughts about causes and consequences, and obtain various in-depth interpretations. Thus, it can be said that qualitative research is research that seeks to understand the phenomena experienced by research subjects. It is also known as research that characterizes or describes a particular situation based on thoroughly collected data about the problem discussed in the research.

The researcher employed the descriptive qualitative approach to examine the collected data. The data analysis process consists of five sequential steps, followed method by (Noer et al., 2021) such as transcribing, identifying, classifying, analyzing, and concluding.

- a. Transcribing: the data is transcribed into structured notes and data after collecting the data through recording to make the next step, identifying a lot easier.
- b. Identifying: the data regarding the types of English language variation employed by the tourist guide and local souvenir seller was discovered by the researcher.
- c. Classifying: the kinds of language variation used by tourist guides and local souvenir sellers are classified when working as a guide and souvenir seller.
- d. Analyzing: data analysis to identify the frequency of occurrences of language variations. This process is illustrated with some instances of utterances extracted from the data.
- e. Concluding: the data results of the analysis are concluded by researchers.

## **HASIL DAN PEMBAHASAN**

### **The Role of the English Language**

The search results show that the Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency implements an English language program through the basic role of environmental introduction for the community in the tourist village. This program aims to improve the English language skills of local people, especially in the tourism sector. However, the search results do not contain further information about the details of the English role program. As a result, additional research must be carried out to find out more about the role of English programs in the Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency. The results of the research show that the residents of Kampung Warna Warni Tigarihit Tourism Village, Simalungun Regency, do not speak English fluently. This is because there are no opportunities to learn English, especially for people living in remote areas such as

tourist villages. In addition, another factor that contributes to the low English language skills of local communities is the lack of adequate resources and facilities. On the other hand, it is known that the people of Kampung Warna Warni Tigarihit Tourism Village, Simalungun Regency appreciate the role of English. In the tourism industry, English is very important, especially when talking to foreign tourists. English can increase job and business opportunities for local people.

The role of the English program in the Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency is part of efforts to develop tourist villages in Simalungun Regency which aims to improve the English language skills of the local community, especially in terms of tourism. This program aims to increase the attractiveness of the tourist village in the eyes of foreign tourists. An additional goal of the program is to increase the number of employment and business opportunities for the local community.

The search results do not show a measure of the success of the English language role program at Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency. However, it can be concluded that the success of the program can be measured through increasing the local community's ability to speak English, especially in terms of tourism. Apart from that, the program can also be measured by increasing the attractiveness of the tourist village for foreign tourists, as well as increasing job and business opportunities for the local community. Therefore, additional research is needed to determine the level of success of the English role program in the Tiga Rihit Tourism Village, Kampung Warna Warni, Simalungun Regency.

## **English Language Variation**

### **Transcript Analysis**

Four respondents were interviewed for this transcript. They are Indonesians who work as tourist guides and local souvenir sellers.

#### **Transcript 1**

Context : the conversation between the guide and the customer. The customer comes from Canada.

Guide 1 : Welcome to Desa Wisata Kampung Warna Warni Tiga Rihit  
I'm Nelson, where are you from?

Customer 1 : I'm Fredrick, from Canada

Guide 1 : Welcome Fredrick

Customer 1 : It's a wonderful village, I'm excited to explore this place. Can you tell me about this place?

Guide 1 : ok, um

This village is located in Simalungun Regency, this tourist village is renowned for the unique and nice color display of brightly painted houses and buildings.

Customer 1 : well, what is the meaning of the color? is there any traditional dance performance here?

Guide 1 : Nope, no performance here.

This color means a cheerful and nice atmosphere, making it like a paradise, and also it is nice to take pictures. So, you feel like in paradise...

Customer 1: yeah, so beautiful...the color is so bright, nice for photographers and art enthusiasts.

Guide 1 : yes..this place is beautiful...

The color is the picture of this traditional architecture. If you stay here, the village will show you the daily life of the local community, offering a glimpse into their tradition, customs, and way of living.

Customer 1: wow...that sounds interesting. Can you show me the place to buy some souvenirs?

Guide 1 : ok...come. I will show you...

### **Standard English and Non-Standard English**

- Nope, no performance here  
Should be No
- this tourist village is renowned for the unique and nice color display of brightly painted houses and buildings.  
Should be eye-catching.

### **Grammatical Features**

- this tourist village is renowned for its unique  
Should be renowned
- Nope, no performance here  
Should be there no performance here
- This color means cheerful and nice atmosphere  
The colors
- making it like in a paradise  
Should be making it feel like paradise
- the color is the picture of this traditional architectural  
Should the colors represent the traditional architecture here
- If you stay here, the village will show you the daily life of the local community, offering a glimpse into their tradition, customs, and way of living  
If you stay here, you will get to see the daily life of the local community, offering you a glimpse....

### **Omission**

- Welcome Fredrick  
Omission of comma
- Ok, um  
The omission of verbs should be Let me tell you or Allow me to explain
- Nope, no performance here  
Omission of to be should be Nope, there is no performance here
- The color is the picture of this traditional architectural  
The omission of to be should be the color is a picture of this traditional architecture

### **Repetition**

- Welcome to Desa Wisata Kampung Warna Warni Tigarihit  
Welcome Fredrick

Should be Welcome to Desa Wisata Kampung Warna Warni Tigarihit, Fredick

- This village is located in Simalungun Regency, this tourist village is renowned for the unique...

Repetition of word 'This'

- making it like a paradise, and also. It is nice to take a picture. So you feel like in paradise...

Repetition of the word 'paradise'

- See you the daily life of the local community...

The words 'see' and 'their' appear together in the sentence.

## **Transcript 2**

Context : the conversation between the guide and the customer. The customer comes from China.

Guide 2 : I'm Ruhut, I'll be your guide for today. Welcome to Desa Wisata Kampung Warna Warni Tigarihit anyway where are you from?

Customer 2 : I'm Lay Fang, from China

Guide 2 : Welcome...welcome to Desa Wisata Kampung Warna Warni Tiga Rihit Sir...

Customer 2 : wow...it's so wonderful village, I'm so excited to explore this place. What is the story behind this place?

Guide 2 : Yes...yes...this place is amazing, alright I will tell you. This village is located in Simalungun Regency, this village is renowned for the unique and nice color display of brightly painted houses and buildings.

Customer 2 : well, how come this place has so many colors? Is there any meaning?

Guide 2 : This color means a cheerful and nice atmosphere, making it like a paradise, and also it is nice to take pictures. So you feel like in paradise...

Customer 1 : yeah, so beautiful...the so lovely color, nice for photographers and art enthusiasts.

Guide 2 : yes this place is suitable for refreshing... the color is the picture of this traditional architecture.

Customer 2 : How about performance...is there any traditional dance performance here?

Guide 2 : Oh no.Nope, no performance here. The village will show you the daily life of the local community, offering their tradition, customs, and way of living.

Customer 2 : Wow...that sounds interesting. Can you show me a good place to stay?

Guide 2 : Ok...come. I will show you...

## **Standard English and Non-Standard English**

- Nope, no performance here

Should be No

- This tourist village is renowned for the unique and nice color display of brightly painted houses and buildings.

Should be eye-catching

It seems like basic words that the Guide used to explain to tourists

## **Grammatical Features**

- Alright

Should be Alright

- So many colors

s

There should be so many colors

- Nope  
Should be No
- How about performance..is there any traditional dance here?  
There should be a comma after “performance” to make the sentence clearer
- Wow...it’s so wonderful village  
Missing article, it should be "Wow, it's such a wonderful village"

### **Omission**

- I’m Ruhut, I’ll be your guide for today  
Omission of question word, it should be I’m Ruhut, I’ll be your guide for today. May I ask, where are you from?
- Wow..it's so a wonderful village  
The omission of the article should be Wow, it's such a wonderful village
- Yes..yes..this place is amazing, alright I will tell you.  
Omission of question missing, the guide should respond to the story behind this place rather than stating that they will tell something
- How about performance...is there any traditional dance performance here  
The omission of "the", should be How about the performance..is there any traditional dance performance here.

### **Repetition**

- "Welcome" is repeated in the guide's greeting
- “Yes” is repeated in the guide’s response to the customer’s question
- “So” is repeated in the guide’s explanation of the meaning of the colors.

### **Transcript 3**

Context : the conversation between the local souvenir seller and the customer. The customer comes from Australia.

Tourist : Hello! Does this shop have so many interesting souvenirs?

Shopkeeper: Hello! Yes, we have a lot of souvenirs here. What are you looking for?

Tourist : I'm looking for something that represents the local culture. Do you have any traditional crafts or artwork?

Shopkeeper: Yes! We have many beautiful handmade ceramics, wooden carvings, and paintings from local artists. Would you like to see it?

Tourist : That sounds great! I love wood carving. Can you show the best art?

Shopkeeper: Yes, follow me. This is some wooden art. This is unique and it shows our traditional designs.

Tourist : These are lovely! I think I'll take one of the wooden art as a gift for my friend.

Shopkeeper: Good choice! Do you want more?

Tourist : I'm also interested in some smaller souvenirs that I can easily pack in my suitcase. Do you have any suggestions?

Shopkeeper: Yes..yes. I have keychains, a handmade bag, and a purse that are great. They are here.

Tourist : These keychains with the city's landmarks are adorable! I'll take a few of those as well.

Shopkeeper : Good! What else do you want?

Tourist : That should be it, thank you. How much is the total?

Shopkeeper : the wooden art is Rp. 75.000, hand-made bag is Rp. 200.000 and the purse is Rp. 100.000. So, your total comes to Rp. 375.000.

Tourist : Here's Rp. 400.000. You can keep the change as a tip. Thank you for your help!

Shopkeeper : Thank you very much! I hope you like your souvenirs, Have a nice day!

Tourist : You too! Goodbye!

### **Standard English and Non-Standard English**

- Yes, we have many souvenirs here  
Should be Yes, we have many souvenirs here.
- The wooden art is Rp. 75.000, hand-made bag is Rp. 200.000 and the purse is Rp. 100.000  
should be the wooden art is Rp. 75.000, the hand-made bag is Rp. 200.000 and the purse is Rp. 100.000

### **Grammatical Features**

- Yes, we have many souvenirs here  
Should be Yes, we have many souvenirs here
- This is some wooden art. This is unique and it shows our traditional designs be this is some wooden art. It is unique and it shows our traditional designs
- So, your total comes to Rp. 375.000  
Should be so, the total comes to Rp. 375.000
- Thank you very much! I hope you like your souvenirs, Have a nice day!  
Should be Thank you so much! I hope you enjoy your souvenirs. Have a wonderful day!

### **Omission**

- This is some wooden art. This is unique and it shows our traditional designs  
The omission of 'it', should be this is some wooden art. This is unique, and it shows our traditional designs
- Good! What else do you want?  
The omission of to be should be good! What else do you want?
- This is unique and it shows our traditional designs  
Should be this is unique and it can show our traditional designs

### **Repetition**

- Yes..yes. I have keychains, a handmade bag, and a purse that are great.  
Repetition of the word 'yes'

- You want more  
Repetition of sentences

#### **Transcript 4**

Context : the conversation between the local souvenir seller and the customer. The customer comes from Taiwan.

Tourist : Hi! Do you have so many interesting souvenirs?

Shopkeeper : Hi! Yes, we have a lot of souvenirs here. What do you want?

Tourist : I'm looking for something that has a meaning to the local culture. Maybe you have some batik or traditional crafts or artwork?

Shopkeeper : No..Nope..we don't have batik here but, We have pretty handmade ceramics and wooden carvings from local artists. Do you want to see it?

Tourist : That sounds great! I'm looking for something unique based on wood carving. Can you show me the best art?

Shopkeeper : Yes, please follow me. This is some wooden art. And I have more at the back... it shows our traditional designs.

Tourist : This is good! But...the color I don't like it.

Shopkeeper : what color do you like? I have blue, brown, yellow, and red

Tourist : Yes...this one..the red one...I think I'll take the red one of the wooden art as a gift for my friend.

Shopkeeper : Good choice! What else do you need?

Tourist : I'm also interested in some smaller souvenirs that I can easily stick to my refrigerator. Do you have any suggestions?

Shopkeeper : Yes..of course...yes. I have it.

Tourist : These refrigerators magnetic with the city's landmarks are nice! I'll take a few of those as well.

Shopkeeper : Good! What else do you want?

Tourist : That should be ok, thank you. How much is the total?

Shopkeeper : The wooden art is Rp. 75.000, and the magnet is Rp. 45.000. So, your total comes to Rp. 120.000.

Tourist : Here's Rp. 150.000. You can keep the change. Thank you for your help!

Shopkeeper : Thank you very much! I hope you like your souvenirs, Have a nice day!

Tourist : You too! Goodbye!

#### **Standard English and Non-Standard English**

- Nope  
Should be No
- the wooden art is Rp. 75.000, and the magnet is Rp. 450.000 should be the wooden art is Rp. 75.000, and the magnetic refrigerator is Rp. 45.000

#### **Grammatical Features**

- I'm looking for something that has a meaning to the local culture  
Should be I'm looking for something that has a meaning in the local culture

- Maybe you have some batik or traditional crafts or artwork  
Do you have some batik, traditional crafts, or artwork, perhaps?
- I'm looking for something unique based on wood carving  
Should be I'm looking for something unique based on wood carving
- This is good! But...the color I don't like it  
Should be good! But I don't like the color
- Thank you very much! I hope you like your souvenirs, Have a nice day!  
Should be Thank you very much! I hope you like your souvenirs. Have a nice day!

### **Omission**

- Maybe you have some batik or traditional crafts or artwork?  
The omission of to be, the word "do" is incorrectly inserted, and it should be Maybe you have some batik or traditional crafts or artwork?
- Yes..this one..the red one...I think I'll take the red one of the wooden art as a gift for my friend  
The word "art" is omitted before "the red one". It should be "the red one of the wooden art"

### **Repetition**

- The phrase "Have a nice day" is repeated at the end of the conversation by both the shopkeeper and the tourist.

A language variety, often known as a lect, is a particular variation of a language or language cluster in sociolinguistics Barus & Pujiono, (2022); Pujiono, (2017). It is a generic phrase for any unique way that a language is expressed. Along with a standard variety, this can also refer to languages, dialects, registers, styles, or other language forms. When referring to the many forms, the word "variety" is used instead of the terms "language," which many people only associate with the standard language, and "dialect," which is frequently connected to non-standard variants that are perceived as less respectable or "correct" than the standard. Both standard and non-standard varieties are discussed by linguists. "Lect" circumvents the challenge of determining if two variations are different languages in circumstances of ambiguity.

Based on four conversations, it is evident that there are instances of non-standard English usage in both dialogues, including words like "Nope," "nice color," "a," and "the." Furthermore, grammar errors are present, such as subject-verb agreement issues, the use of "a" vs. "an" sentence structure errors, second-person pronoun misuse, and pronunciation errors.

The omission of errors is a specific type of mistake that occurs when learners do not yet possess the necessary grammatical forms or structures required for a sentence. However, they choose to leave them out or exclude them. According to (Hikmah, 2020) omission can also be described as deletion in certain situations. It is defined as the absence of one or more elements that are necessary for a sentence or speech to be considered complete.

Based on the results, both the tour guide and the souvenir seller have memorized or remembered certain vocabulary, resulting in monotonous word choices in their conversations. However, the seller has better pronunciation skills compared to the tour guide. This may be because tourists prefer to explore on their own without a tour guide, causing the tour guides to have less practice in communication. According to transcript 4, it shows that communication

with Taiwanese tourists is easier to understand by Indonesian tour guides and shopkeepers than with European American or Canadian tourists. In this situation, both the tourist and the tour guide are likely to have at least some proficiency in English allowing them to communicate effectively.

Indonesian tour guides from Kampung Warna Warni Tigarihit may have a higher level of proficiency in English due to their role and the need to communicate with foreigners from various countries. They are more likely to be accustomed to using English and providing information about the local culture and attractions. The Taiwanese tourist may have prepared by learning some basic English conversation and vocabulary related to travel. This preparation allows them to navigate common travel situations and understand the tour guide's instructions.

In the context of local tour guides, visual aids such as maps, physical gestures, and pictures can assist in conveying information and overcoming language barriers. The local tour guide can use these tools to make their explanations more accessible to foreigners. The conversation revolves around a local tour guide, whose primary objective is to provide information about local attractions, history, and culture. According to (Fishman, 2017) bridging language and culture in the process of naming takes a linguistic related to culture, namely ethnolinguistics. Language is an important source to observe, especially the way it is implemented in conversation (Wardhaugh & Fuller, 2021).

Tourists often have specific questions related to the tour, which the tour guide can answer in the context can make it easier for tourists to understand. The important thing to successful communication in such a situation is often a combination of common language, context, preparation, and the ability of the tour guide to convey information effectively to tourists. Furthermore, variation language can be used to communicate information about anything such as food production and tourism information (Wijaya, 2019). The diversity of cultures, languages, religions, beliefs, and traditions manifests the most in the language (Kamsinah et al., 2022). Cross-cultural communication is a thriving field as globalization, instant communication, and easy travel access make people from different countries more connected (Bakhov et al., 2021); (Luo & Zhang, 2021); (Shadiev et al., 2021).

Positive interest people generally have when it comes to learning and interacting with people from different cultures, this diversity is also a causal factor in cross-cultural misunderstandings when communicating (Herdi & Handayani, 2020); (Sahadevan & Sumangala, 2021). One of the most common features of everyday discourses is complimenting. In a world where politeness is key to upholding civility among humanity (Sembiring et al., 2021), compliments are present in almost all kinds of conversations due to the great number offered and received. It is crucial to account for both languages whose word order is entirely contradictory in one sentence. Both differ based on their formal properties such as word order, typological structure, case-marking, and phonological representation.

Furthermore, the expansion of global communication and mobility has culminated in the use of English in multilingual and multicultural environments. The notion of communicative competence has become a demanded skill in communicating in the 21st century. Communicative competence as the central importance of acquiring a second language enables the international community to communicate and interact effectively with speakers from different languages and cultural backgrounds (Savignon, 2018); (Yuzar, 2020).

## CONCLUSION

The research results show that English plays a very important role for the people of the Kampung Warna Warni Tigarihut Tourism Village, Simalungun Regency. As a result, efforts need to be made to improve people's English language skills. This includes providing adequate facilities and resources, giving people the opportunity to learn English, and raising awareness of the importance of using English in today's era of globalization. It is hoped that this research can help people in the Kampung Warna Warni Tigarihut Tourism Village, Simalungun Regency, become more proficient in using English. Language variations that occur in conversation include the use of non-standard English, grammatical errors, word omissions, and word repetition. The seller is better at pronouncing words than the tour guide because the seller interacts more often with tourists. The English variation in conversations by Asian tourists is similar to Indonesian tourist guides and local souvenir sellers, wherein nonstandard English, repetition, and omission can be found.

## REFERENCE

- Bakhov, I., Byrkovych, T., Makarchuk, O., Varyvonchuk, A., Turchak, L., & Soichuk, R. (2021). Enhancing cross-cultural competence of students under conditions of limited social communication. *Ad Alta: Journal of Interdisciplinary Research*, 11(1), 51–56.
- Barus, M. B., & Pujiono, M. (2022). Comparison of Indonesian and Japanese New-Vocabularies in the Context of the Covid-19 Pandemic: Morphosemantic Study. *REiLA: Journal of Research and Innovation in Language*, 4(2), 170–183. <https://doi.org/10.31849/reila.v4i2.9751>.
- Farmaki, A. (2012). An exploration of tourist motivation in rural settings: The case of Troodos, Cyprus. *Tourism Management Perspectives*, 2, 72–78. <https://doi.org/10.1016/j.tmp.2012.03.007>.
- Fishman, J. A. (2017). Language and ethnicity: The view from within. *The Handbook of Sociolinguistics*, 327–343. <https://doi.org/10.1002/9781405166256.ch20>.
- Herdi, H., & Handayani, T. (2020). *Taking a Look into the Culture Shock Experienced by Foreigners at Rumbai, Pekanbaru*. *Elsya: Journal of English Language Studies*, 2 (3), 77-81. <https://doi.org/10.31849/elsya.v2i3.4939>.
- Hikmah, H. (2020). Analysis of Omission and Addition Errors Found in the Student's English Texts. *Journal of English Language Teaching and English Linguistics*, 5(1).
- Hjalager, A.-M., & Richards, G. (2002). 13 Still undigested: research issues in tourism and gastronomy. *Tourism and Gastronomy*, 224.
- Holmes, R. M., Romeo, L., Ciraola, S., & Grushko, M. (2015). The relationship between creativity, social play, and children's language abilities. *Early Child Development and Care*, 185(7), 1180–1197. <https://doi.org/10.1080/03004430.2014.983916>.
- Jamal, T., & Camargo, B. A. (2018). Tourism governance and policy: Whither justice? *Tourism Management Perspectives*, 25, 205–208. <https://doi.org/10.1016/j.tmp.2017.11.009>.
- Junaidi, J. (2022). Language Selection to Attract Customers' Attention: Verbal Branding and Representation of Specific Ethnicity. *REiLA: Journal of Research and Innovation in Language*, 4(3), 344–351. <https://doi.org/10.31849/reila.v4i3.9260>.
- Kamsinah, K., Sain, Y., Aliah, N., & Natsir, N. (2022). Comparison of How Arabic and English Foreign Language Learners Compliment and Respond to Praises. *REiLA: Journal of Research and Innovation in Language*, 4(2), 158–169. <https://doi.org/10.31849/reila.v4i2.9909>.
- Kasbolah Kasihani, E. (2001). *Penelitian Tindakan Kelas*. Malang: UM.
- Kisno, S. (2011). *Fundamentals in Linguistics: an Introduction*. Jakarta: LCC Publishing.
- Lubis, A., Apriliya, I., Harahap, P. A. O., & Lubis, N. W. (2022). Model Of Strengthening The Economy Of Rice Field Agro-Tourism In The Pasar Melintang Village. *Jurnal Ekonomi*,

- 11(03). <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/677>.
- Luo, M., & Zhang, X. (2021). Research status about influence factors of international students' cross-cultural adaptation with different models. *Open Journal of Social Sciences*, 9(6), 51–63 <https://doi.org/10.4236/jss.2021.96006>.
- Miles, A., & Bechhofer, S. (2009). SKOS simple knowledge organization system reference. *W3C Recommendation*. <https://www.escholar.manchester.ac.uk/uk-ac-man-scw:66505>.
- Mukarromah, I., & Zulaihah, S. (2023). Language Variations for Tourism Sectors around English and Dutch Colonial Buildings: Sociolinguistics and Ethnolinguistics Studies. *Ranah: Jurnal Kajian Bahasa*, 12(1), 251–274 [https://ojs.badanbahasa.kemdikbud.go.id/jurnal/index.php/jurnal\\_ranah/article/view/4666](https://ojs.badanbahasa.kemdikbud.go.id/jurnal/index.php/jurnal_ranah/article/view/4666).
- Noer, F., Astri, Z., & Hairuddin, N. H. (2021). English Language Variation of Tourist Guide: A Case Study of Indonesian Context. *CELTICS*, 133–144. <https://doi.org/10.46918/seltics.v4i2.1162>.
- Pujiono, M. (2017). Pemberdayaan bahasa indonesia dalam usaha pengurangan bentuk campur kode bahasa Jepang ke dalam bahasa Indonesia. *GENTA BAHTERA: Jurnal Ilmiah Kebahasaan Dan Kesastraan*, 3(1), 81–89. <https://doi.org/10.47269/gb.v3i1.7>.
- Sahadevan, P., & Sumangala, M. (2021). Effective cross-cultural communication for international business. *Shanlax International Journal of Management*, 8(4), 24–33.
- Savignon, S. J. (2018). Communicative competence. *The TESOL Encyclopedia of English Language Teaching*, 1–7 <https://doi.org/10.1002/9781118784235.eelt0047>.
- Sembiring, M., Jufrizen, J., & Tanjung, H. (2021). Efek Mediasi Kepuasan Kerja pada Pengaruh Motivasi Dan Kemampuan Kerja Terhadap Kinerja Pegawai. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 131–144 <https://doi.org/10.30656/sm.v7i1.2277>.
- Shadiev, R., Wang, X., & Huang, Y.-M. (2021). Cross-cultural learning in virtual reality environment: facilitating cross-cultural understanding, trait emotional intelligence, and sense of presence. *Educational Technology Research and Development*, 69(5), 2917–2936 <https://link.springer.com/article/10.1007/s11423-021-10044-1>.
- Wardhaugh, R., & Fuller, J. M. (2021). *An introduction to sociolinguistics*. John Wiley & Sons.
- Wijaya, S. (2019). Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism. *Journal of Ethnic Foods*, 6(1), 1–10. <https://link.springer.com/article/10.1186/s42779-019-0009-3>.
- Yuzar, E. (2020). Incorporating Communicative Competence in Assessment and English Language Teaching in Multilingual Settings. *REiLA: Journal of Research and Innovation in Language*, 2(1), 8–13 <https://doi.org/10.31849/reila.v2i1.3864>.