

# DISCOVERING LANGUAGE CHOICE AMONG THE TOURISM COMMUNITY IN TIDUNG ISLAND: A SOCIOLINGUISTICS STUDY

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Muhammad Wahyu Nugroho<sup>1</sup>; Nenden Nur Intan<sup>2</sup>; Salsa Fatia Azhar<sup>3</sup>; Mahmud Fasya<sup>4</sup>

Universitas Pendidikan Indonesia.



# INTRODUCTION

The Tidung Island community is a tourism community with ethnic and linguistic diversity.

Speech community in Tidung Island at least deals with Indonesian, English, Malay, Arabic, and Pulo dialect in their daily lives.

They have to choose and use the languages interchangeably according to the context and situation.

How are the sociocultural factors that determine the choice of language in various speech events in the Tidung Island speech community?

# LITERATURE REVIEW

Ervin-Tripp (1972) explains that four main factors as markers of language choice of speakers in social interaction: (1) setting (time and place) and situation, (2) participants in the interaction, (3) topic of conversation, and (4) function of the interaction.

Groesjean (1982, p. 136) suggests four factors that influence the choice of language in social interaction: (1) participants, (2) situation, (3) content of discourse, and (4) function of interaction.

# METHOD

This research uses a sociolinguistic theoretical approach

Research method:  
Qualitative ethnographic method

Particularly, this research employed three data collection techniques, namely (1) observation, (2) interview, and (3) documentation.

The source of data: Tourism community in Tidung Island at least deals with Indonesian, English, Malay, Arabic, and Pulo dialect in their daily lives.

Instrument: Modification of the Basa Urang Project Interview Package by Cohn, et al (2013).

# FINDING AND DISCUSSION

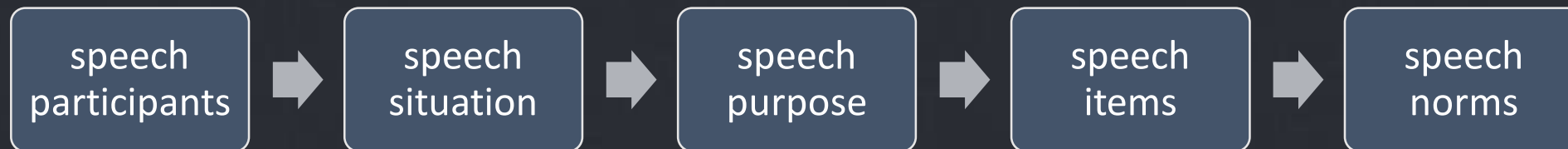
This paper explains the language choice of the tourism community in Tidung Island due to the influence of sociocultural factors.

- (1) the variety of speech codes chosen and used by the community in Tidung Island
- (2) the socio-cultural factors behind the language choice among the tourism community in Tidung Island.



# FINDING AND DISCUSSION

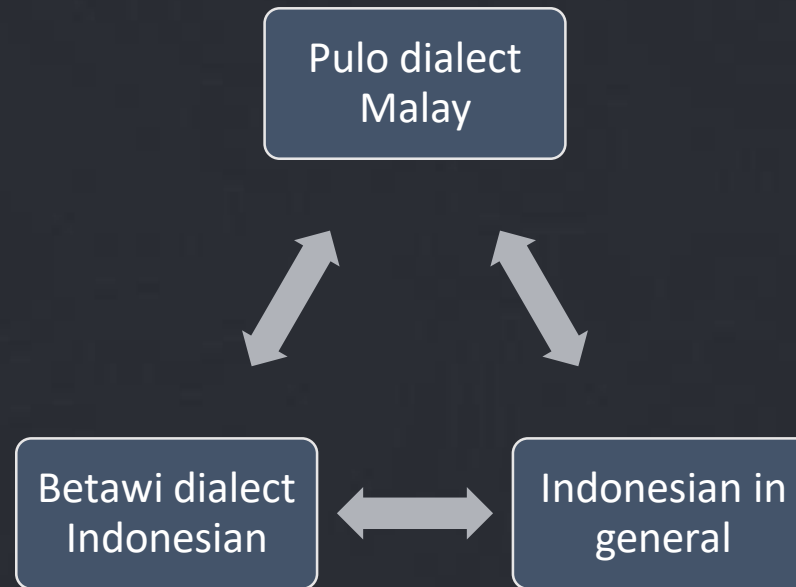
The findings on socio-cultural factors that determine language selection include five factors, namely:



The factor of speech participants contains three things, namely (a) speakers; (b) speech partners; (c) third speech participants. The components that determine the language selection in the speaker factor are gender, age, and education level.

# FINDING AND DISCUSSION

The findings of language code variation in the language selection of the Tidung Island speech community are divided into 3:



The three languages are used by the community in daily activities.

# CONCLUSION

Based on the findings, it can be concluded that language choice in the tourism community on Tidung Island is a complex issue because it involves a number of languages and dialects. However, the language selection takes place naturally and without conflict.



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