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### **A Phenomenon of Multilingual Community among Tourist Actors: A Case Study at Kuta Beach of Bali**

This research aims to describe the multilingual phenomenon among tourism actors at Kuta Beach, Bali, and the professional factors requiring them to communicate using various types of foreign languages. This case study was conducted at Kuta Beach, Bali, and applied techniques of direct observation, note-taking, and recording as the data collection techniques. It was also supported by in-depth interviews with the tourism actor (TA) respondents at Kuta Beach, Bali. The results show an increase in the number of tourists visiting from various countries, thus increasing the ability of tourism actors to master several foreign languages. The multilingual phenomenon found is the inability of TA to use foreign languages properly in terms of grammar and the aspect of politeness. This phenomenon occurs because the TA learn their foreign language skills through self-teaching. The implication of this research is to be used as a reference for the Bali Tourism Office to improve the quality of the tourism actors' foreign language skills.

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Keywords: multilingual, tourist, tourism, Kuta Beach, Bali

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#### **Introduction**

The Island of Bali is rich in culture, customs, art, and natural beauty, making it a popular destination for local and foreign tourists. According to provincial Bali statistics, the number of foreign tourists who visited Bali Island in July 2018 was 624,366. Cumulatively, in the January-July 2018 period, a total of 3,517,371 foreign tourists visited Bali. Compared with the previous year, this shows an increase of 3.35% (Central Bureau of Statistics of Bali Province). In general, tourists are individuals who go on vacation to a place voluntarily to experience something new (Pitana & Gayatri, 2005; Smith, 2012). One of the most internationally famous tourist destinations in Bali is Kuta Beach. Although many other tourist

attractions are interesting to visit in Bali, Kuta Beach is still a favorite destination for foreign tourists, one of its main attractions being its beautiful sunsets. Kuta Beach is a tourist attraction located in the southernmost regency of Badung, on the Island of Bali. It has a distinctive character compared with other beaches in Bali because of its beautiful sunset views, white sand, and waves suitable for surfing (Somantri, 2011).



Figure 1. Tourists enjoying the sunset on Kuta Beach

In the early 1970s and 1980s, many tour guides could not speak in more than one foreign language (Budiarsa & Kristianto, 2017). However, the number of tourists coming from various countries were beginning to increase. As a result, the tourism industry actors at that time began to feel overwhelmed because they were only able to communicate using a single foreign language, English. Tourism actors, from now on abbreviated as TA, are not only required to use English as a medium of communication, but also several other foreign languages because some of the visiting tourists have difficulty communicating in English. Amongst others, these tourists come from Japan, France, Spain, Italy, China, Germany, and several other countries. This requires the TA in Bali also to master the languages of these countries.

TA in Bali already have the ability to communicate with foreign tourists using their native languages. The TA's ability to speak these foreign languages is mostly self-taught, which means there are still some errors in their language use. This is not the only problem. Another

factor is that not all of the TA come from Bali. The considerable demand for TA with various foreign language skills has resulted in a percentage of almost 70% of tour guides from outside Bali's island (Bali, 2018; Budiarsa & Kristianto, 2017). This will have an adverse effect on tourism development in Bali because the tour guides coming from outside of Bali do not have an in-depth understanding of native Balinese customs and culture.

Crystal argues that the role of English as a means of communication in the tourism domain functions as a professional language that must be mastered by TA in formal situations such as hotels, restaurants, spas, and probably in non-formal situations such as art markets and beaches (Crystal, 2012). English is a foreign language that has developed rapidly as a supporting factor for the development of tourism in Bali (Beretha, 1999). However, today's phenomenon also considers the ability to communicate using more than one foreign language for those who want to work in the tourism industry. Another factor to be considered is that other foreign languages are also needed for communicating with tourists who are unable to communicate in English (Budiarsa et al., 2017). One of these supporting foreign languages is Japanese because Japan has ranked as the country with the highest number of visitors to Bali since 2008. However, this ranking has gradually decreased due to the increase in visitors from Australia, China, and India. The reason for the decline in the number of Japanese tourists to Bali is due to various factors, such as Bali's atmosphere, which tends to be crowded and not clean, making Japanese tourists reluctant to visit Bali and the fact that there is no direct transportation from Japan to Bali.

The Japanese language is classified as a language with a high cultural text because it has several different speaking levels that consider the position of the speech partner. Also, the cultural differences between Japan and Indonesia have resulted in a phenomenon of cultural inequality, in which Japanese language level markers are not used per the proper Japanese grammar.

Numerous research studies have been carried out on the services of tourism actors in Bali, especially at Kuta Beach. However, these studies are still general and only describe the services tourism actors provide for tourists. To date, no research has been found that studies TA services and the phenomenon of foreign language skills mastered for use in the service of TA for tourists or consumers. Research that examines foreign languages such as Japanese and English by tourism actors has been carried out by (Menuh, 2017; Tasunaung, Farid, & Bahfiarti, 2017; Yohanes Kristianto, 2016).

The formulation of the problems addressed in this study is as follows:

How does the phenomenon of TA with foreign language skills in more than two languages in the tourism industry in Bali occur naturally, with the low level of the foreign language skills mastered due to the self-taught method? Given the cultural differences between the TA and foreign tourists that can result in cultural inequalities, how does this influence the tourists' impression of the TA? Despite the problems, most TA do manage to communicate directly with tourists, with the support of their friendly and familiar attitude. This study takes samples of TA's communication with tourists, using Japanese with Japanese tourists and English with Australian tourists, in various contexts. The TA's linguistic ability, or their ability to speak English, indicates that good language skills will affect the performance of TA when providing services to tourists (Erazo, Ramírez, Encalada, Holguin, & Zou, 2019).

Based on the explanation above, the focus of this research is to examine the urgency for TA to use foreign languages at Kuta Beach, Bali, as a manifestation of the multilingual phenomenon in this location. The multilingual phenomenon focuses on the use of foreign languages from the countries whose people visit Bali most frequently, namely China, Australia, and Japan.

## **Related works**

Kristianto claims that the interaction between TA and tourists is portrayed as a host and guest relationship (Kristianto, 2016). Speaking relationships consider utterances to be non-face threatening based on the values of politeness in hospitality. This is per Purnomo, who argues that it is compulsory to use politeness strategies as a form of service to tourists (Purnomo, 2010). However, Takajima argues that, in principle, if based on foreign language skills, one of which is Japanese, Japanese-speaking guides in Malaysia are required only to master level three of Japanese language skills (Takajima, 2011). This statement is also made clear by Chiba & Takada, who write that based on the impression of the Japanese tourists (from now on abbreviated as JT), there is no need to focus on the interaction between tour guides and guests, and what is important is that tour guides are able to convey information using a level three of Japanese language skills (Chiba & Takada, 2010). Takajima explains in the results of his research that the JT do not consider mistakes in the use of Japanese to be a problem. Instead, they feel happy and appreciated because the TA want to speak Japanese (Takajima, 2011).

The multilingual phenomenon turns out to also have an important role in the field of tourism. This phenomenon can contribute to the service quality of TA in a country (Duchêne, 2009). The multilingual phenomenon in the context of tourism occurs among TA who have no formal bilingual education background. The majority of TA in Bali have multilingual abilities obtained from a self-taught method. This ability can indeed be obtained in such a way, but there are also inevitable consequences (Bialystok, 2007). For example, when ignoring the context between the form of speech and the background of the speech partner's culture.

The multilingual phenomenon cannot really be separated from culture. Every language is bound to the culture of its origin. For example, a TA who is not a native speaker of the Japanese language must learn about Japanese culture so that the communication and

speech aspects are fully perceived by the speech partners who are native Japanese speakers. The integrity of such information has a positive impact on the native Japanese speakers because there are several supra-segmental elements, such as tone, gesture, intonation, and capturing facial expressions, which make utterances more intact and avoid face-threatening acts.

Research by (Dalakis, Yfantidou, Costa, Matsouka, & Tsitskari, 2018) examines the competitiveness of tourist destinations through the perspective of tourists in Greece to determine whether its value depends on the perceived quality of the tourism experience. Tourist behavior from various countries in relation to tourist destinations' competitiveness provides many benefits for tourism stakeholders. However, this study only examines the tourist perspective on the competitiveness of tourist destinations in Greece as a case study. Thus the TA efforts in Greece, which create an impression on the tourists that attract other tourists to visit and satisfy consumers, have not been presented clearly. This contrasts with the present research, in that the quality of language skills must be pursued by those involved as actors in the tourism industry.

The high quality of human resources is closely related to the attitude and language of service. Previous research has only examined the tourist perspective on establishing good communication, while the multilingual phenomenon has not been studied. This phenomenon must be pursued with a solution in mind, one of which may be to increase the skills of TA so that they can communicate well, which will provide a new and memorable experience for tourists. From a different angle, the results of Bilbao; Herrero's research, as described in the guiding practice, highlights the importance of working with the government and other influencers in the tourism chain (Bilbao & Herrero, 2012). Building relationships and network capacity is the key to the success of certification programs. Research in the same tourism domain has not explicitly described the practices within the domain that are closely

related to language-related interaction as a means of communication. Therefore, one of the pillars for improving certification programs is language ability in terms of multilingual skills to avoid misunderstandings in interacting with various tourists.

Many studies have investigated various objects on the Island of Bali as tourist destinations. Ernawati et al. conducted research on the island of Bali but with different locations and research objects (Ni Made Ernawati, Sitawati, & Muliati, 2018). Although in the same domain, namely the tourism domain, her study, which was located in Batur Lake, found a portrait of improved economic quality and infrastructure of a tourism object famous for its natural beauty. However, the improvement in the quality of economy and infrastructure presented does not describe how the improvement efforts were conducted to achieve the present state. Nor do the improvements described include the quality of the TA's foreign language skills in tourist sites in Bali. In addition to the Batur area, which has experienced the positive impact of tourism, the impact of tourist visits to the Ubud area can also be felt by the Ubud community, who have a positive perspective and support the development of tourism in this area (N. M. Ernawati, Sudarmini, & Sukmawati, 2018). The presence of the tourism industry can lead to rapid growth in these areas and has the potential for socio-economic development, according to the results of research conducted in Thailand (Khan, 2017). The result of a study by Haryono et al., which takes tourists in the domestic market as the research object, specifically in Gunung Kidul Yogyakarta, classifies tourists into three categories, namely tourists who do not consider other factors in traveling, tourists who are very sensitive to costs and tourists who care about special offers or tourism promotions (Haryono, Kustyadji, & El Qadri, 2017).

## **Methodology**

This study applies a qualitative descriptive approach with a case study design on the Island of Bali. The purpose of this study is to describe the phenomenon that occurs on Kuta Beach due to a cultural gap. The research domain focuses on tourism, and the research location was Kuta Beach, Bali, which is a center of the tourism industry and a popular tourist destination for domestic and international tourists. This qualitative research applies a case study approach to observe the multilingual phenomenon among TA occurring at Kuta Beach when communicating with tourists. A case study approach is an approach to study a real-life phenomenon by seeking to answer various questions such as how, why, and what (Bungin, 2007). Using a case study approach, this study addresses the research questions: how did the multilingual phenomenon occur on Kuta Beach, why is there a multilingual phenomenon, and does this phenomenon facilitate the TA to be able to communicate with tourists (Bungin, 2007).

The oral data source is in the form of recordings from 25 TA utterances in three foreign languages of Chinese, Japanese, and English from their conversations with 25 tourists from China, Japan, and Australia, when conducting verbal interactions in the field of tourism. The characteristics of the respondents used for purposive sampling include TA with more than five years' work experience and the foreign tourist respondents who had visited Bali more than once.

The data were collected using an interactive method employing a technique of observation, through field research using passive role observation (participant observation), by visiting the location of events to observe and explore information about the actors' behavior and environmental conditions (Sutopo, 2006). A recording technique was used to support data collection of spontaneous language usage in order to secure the field data obtained by the researchers (Sutopo, 2006). In this study, all the utterances, which took the form of TA speaking with tourists, were recorded using a recording device to obtain natural



recordings. The recordings containing various interactions that occurred between the TA and tourists were supported with a digital camera to enhance the data collection and clarify the descriptions of the various situations and behaviors of the subjects in the study (Sutopo, 2006).

A listening technique was performed to listen to the TA's natural utterances with tourists and immediately record any relevant data per the research objectives. This research was supported by research assistants who were tourism actors working directly at the research site, as well as recordings and in-depth interviews. This type of data collection technique is flexible and open, not rigidly structured, and not in a formal atmosphere; thus, it can be done repeatedly on the same informant (Sutopo, 2006). The interviews conducted in this study were unstructured, using a question and answer technique addressed to the interviewees (Sutopo, 2006). The in-depth interviews aimed to find complete and in-depth information about the target informants. The researchers attempted to build a familiar and pleasant situation, using questions often referred to as grand tour questions.

The data validity was tested using data source triangulation and a method of triangulation that aimed to improve the data validity in this qualitative research, with a technique based on a multi-perspective phenomenology mind-set (Santosa, 2017).

The research analyzed the object qualitatively by listening to, understanding, arranging and classifying, connecting between categories, and interpreting the data based on their respective contexts according to a number of stages that consisted of domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis (Santosa, 2017).

### **Data analysis, results, and discussion**

The phenomenon that occurs at Kuta Beach is highly unique. This uniqueness is evident in that when the TA meet with tourists from Australia, they will communicate in English. On the other hand, when tourists communicate using Japanese, the TA will use the

Japanese language that they know, even though their use of the spoken language is not in accordance with correct grammatical language. When meeting tourists from China, the TA will greet them using Mandarin and so on. The use of a friendly and familiar attitude creates a positive impression. This can be seen from the response of tourists from both Japan and Australia. Below are several examples of TA's multilingual phenomenon at Kuta Beach when using Chinese, English, and Japanese.

Utterance (1):

The speech situation occurred when the TA met tourists from China. The majority of TA speak Chinese to Chinese tourists to greet and offer merchandise.

Seller	: <i>Ni Hao</i> (how are you)
Tourist	: <i>Ni Hao</i> (hello, how are you)
Seller	: <i>Lai lai</i> , mister. (let's look around (while offering goods))
Tourist	: No! No! (No, no)

The above statement shows that the TA was trying to communicate using Chinese. However, the TA's Chinese had errors because it was spoken based only on word for word (literal) meaning. The TA, who was a souvenir seller, offered the merchandise by saying "*lai lai*" so that the Chinese tourists would want to see the goods sold by the TA. It turned out that the form of utterance above was not grammatically or culturally correct, so the Chinese tourists seemed to be uninterested and responded by replying to the offer in English so that the TA understood the rejection. From this utterance, it can be seen that the Chinese tourists considered the TA's use of the Chinese language to be incomprehensible.

Utterance (2):

The context of the situation was when TA, a seller, offered goods to tourists from Australia using English.

Seller : Yes, madam, buy me ... *Bir Bintang*, very good madam ...  
(Yes, madam buy me, Bintang Beer, very delicious ...)  
AT : Ok, thanks. (Yes, thank you.)

Utterance (2) is an interaction that occurred when a seller offered beer to tourists. According to proper English grammar, the seller merely changed the Indonesian sentence pattern into English without paying attention to the syntactic sequence. The meaning contained in the sentence was to tell the tourists to buy the seller, even though what the seller meant was to buy the beer. Although the spoken sentence pattern was not correct in terms of English grammar, the tourists understood the seller's intention to offer a *Bintang* beer that tasted good, so he told the tourists to buy it. This phenomenon is consistent with the view of Reisinger & Turner (1999), that cultural variation and behavior of service providers create their impression on the tourist experience. Despite lacking the ability to speak a foreign language, the TA was able to make the communication atmosphere pleasant.

Utterance (3):

The context of the situation was when the same seller, as in utterance (1) was offering goods other than *Bintang* beer. In this context, the TA, or seller, offered various souvenirs to a Japanese tourist (JT) who passed by the beach area. On this occasion, the foreign language used turned to Japanese because the partner was a JT.

Souvenir seller : *Ohayou ... Hai, douzo, 100 en, nandemo 100 en, yasui.*  
(Good morning ... yes please, 100 yen, everything is 100 yen, cheap)  
JT : *Kawaii ... (Beautiful...)*

Souvenir seller : *Disukaunto ageruyo, 10 kattas, yasui.*

(I give you a discount, buy 10 pieces, cheap)

JT : *Iranai, ikkou dake.* ('No need, just one')

In utterance (3), the communication occurred in a two-way communication because the speech partner responded to every utterance given by the seller. The seller was trying to get closer by greeting the tourist using an expression not supposed to be used for consumers. The word *ohayou* is a word from the common word level that does not contain respect for consumers, whereas in Japan when greeting consumers or strangers, people should use respect markers. The greeting that should be used in the morning for consumers is "*ohayou gozaimasu*". Although the seller used an utterance that did not contain a form of respect and said it word-for-word in Japanese, the message conveyed was understood by the JT. The use of the Japanese language by the souvenir seller, without regard to its linguistic norms, resulted in obvious mistakes in various linguistic aspects. However, the seller's intention was manifested through his hospitality and was perceived in the form of understanding. Thus, an awareness was established between the two parties that were presented in the two-way communication.

## Discussion

The ability to speak in various foreign languages is called multilingual ability. The multilingual phenomenon or the diversity of foreign languages is common among the Balinese people, of whom almost 60% engage in the tourism industry with ability in more than two foreign languages. The multilingual phenomenon in Bali is not caused by a large number of ethnic groups on the Island of Bali but due to the demands of the tourism industry,

which is developing each year, and the increased social diversity of speakers, which is closely related to their ethnicity and social status (Budiarsa & Kristianto, 2017).

The multilingual phenomenon of TA at Kuta Beach, who learn foreign languages independently, supports the consideration for tourism agencies in Bali province in general, and Badung, in particular, to provide simple foreign language training to improve the speaking skills of TA for interacting with tourists at Kuta Beach. Based on interviews with 25 overseas tourists, a greeting or 'hello' in the native language of the tourists' country of origin is regarded as a form of appreciation and an attitude of hospitality displayed by the TA. This is also a reflection of the Indonesian identity and Balinese culture, which illustrates the concept of *tri hita karana*, or 'the three elements of harmony' in interacting with God, with nature and with fellow human beings (Hutasoit & Wau, 2017).

## **Conclusion**

The development of tourism is a conflict for local culture. However, it can positively affect the development of the human resources involved in the tourism industry. One of these positive impacts is the multilingual ability of TA in Bali, especially those at Kuta Beach. This phenomenon may improve the economy of the 60% of Balinese people who work in the tourism industry. Despite their minimum foreign language skills, tourists feel valued because the TA are trying to use their native language. The development of foreign languages on the Island of Bali is the result of environmental factors because these languages are used as means of communication. The multilingual phenomenon can be utilized as a means of communication to provide information and build the image of tourism as a service industry, or as a catalyst for various tourism products and services.

The implication of this research is to be used as a reference for the Bali tourism office to improve the quality of TA's foreign language skills, bearing in mind that the province of

Bali still tends to pay insufficient attention to the multilingual phenomenon, which has an impact on the quality of tourism services in Bali. This improvement in quality should not end only at the counseling level, but should also continue to further training in the language and cultural knowledge about foreign countries so that the TA's foreign language skills can become more holistic and integrated with their cultural knowledge.

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