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Language Strategies in Tourism: Analyzing Code-Switching Among Sasak Tour Guides on Social Media

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Abstract: *Social media have transcended their role as mere communication tools, evolving into dynamic spaces where intricate sociolinguistic behaviors are reflected. Lenhart (2020) identified platforms such as Instagram, TikTok, and X becoming integral to daily communication and identity expression. It has facilitated cultural exchange and created opportunities for multilingual communication. This study examines the language strategies employed by Indonesian tour guides on social media, focusing on the phenomenon of code-switching and its functions proposed by Hoffman's (1991). The findings found there were three types of code switching used, such as intra-sentential, inter-sentential, and tag switching. The most type of code switching uttered by the guide is intra-sentential switching. The function is to incorporating local terms and switching languages, they add cultural nuance, emphasize key points, engage the audience, and vividly convey specific behaviors.*

INTRODUCTION

In this age, social media platforms have evolved beyond more tools for communication. It serves as dynamic spaces where language practices reflect intricate sociolinguistic behaviors. Lenhart (2020) identified that social media use among people has skyrocketed, platforms such as Instagram, TikTok, and X becoming integral to daily communication and identity expression. These platforms have significantly expanded their user base by providing engaging content and fostering widespread connectivity. The widespread adoption of these communication tools has not only facilitated cultural exchange but also created opportunities for multilingual communication.

Social media has become a powerful tool for communication and marketing, especially in the tourism industry. TikTok is one of the most popular social media and is used by many people. It is known for its short, engaging videos, fosters spontaneous language use, with users spending an average of 95 minutes daily on the app, spreading new slang, memes, and even taboo words. Tour guides, who serve as the bridge between tourists and local cultures, increasingly use social media to engage with a global audience. This study explores the language strategies employed by

tour guides on social media, focusing on the phenomena of code-switching and code-mixing. By examining these practices, it aims to understand how tour guides navigate multilingual environments and effectively communicate with diverse audiences. According to Wardaugh (1986:101), individuals frequently choose specific language codes when they speak, often switching between languages or mixing them within short utterances, thereby creating new hybrid forms known as code-switching and code-mixing. This phenomenon is a natural part of bilingual communication, where speakers adapt their language use based on social context, audience, and communicative goals. Code-switching and code-mixing are evident not only in spoken interactions but also in written communication, including exchanges on social media platforms.

The significance of code-switching and code-mixing in social media communication has been highlighted in several recent studies. Gumperz (2018) emphasized the role of code-switching as a communicative strategy that allows speakers to convey nuanced meanings and establish social relationships. Similarly, Auer (2019) discussed the concept of code-mixing as a marker of linguistic creativity and adaptability in multilingual settings. These theories provide a foundation for understanding how tour guides utilize these strategies to enhance their communication with a diverse audience.

Singh (1985) distinguished between the two, using "code-mixing" to describe intra-sentential switching and "code-switching" to denote situations where a single language code is used exclusively within a specific context. Code-mixing and code-switching may be viewed differently by some linguists, while others may see them as similar. Although both involve the use of at least two languages, they differ significantly in their internal structures. Bokamba (1994) asserts that in code-mixing, the switch occurs "within" sentences, whereas code-switching involves the switch "between" sentences. They also differ in their intent and production, with code-mixing occurring spontaneously and being dominated by one language, while code-switching is deliberate and involves the use of two or more languages.

In the context of tourism, effective communication is crucial for tour guides who must cater to the linguistic preferences of tourists from various backgrounds. Tour guides often switch languages to accommodate the linguistic capabilities of their audience, thereby ensuring better understanding and engagement. This practice is particularly relevant on social media platforms, where the audience is even more diverse, and the need for clear and inclusive communication is paramount. A recent study by Sebba (2020) examined the use of code-switching and code-mixing among tour guides in various tourist destinations. The findings suggested that these linguistic practices are not only prevalent but also strategic, helping tour guides to build rapport with tourists and enhance their overall experience. Similarly, Bhatt (2021) explored the role of social media in promoting multilingual communication among tour guides, highlighting how digital platforms facilitate the use of multiple languages in marketing and customer engagement.

Another relevant study by García and Wei (2022) investigated the impact of code-switching and code-mixing on tourists' perceptions of tour guides. The research revealed that tourists often perceive multilingual tour guides as more competent and culturally aware, which enhances their overall satisfaction with the tour experience. This underscores the importance of linguistic flexibility in the tourism industry and the potential benefits of code-switching and code-mixing for tour guides.

Despite the growing body of research on code-switching and code-mixing, there is limited focus on how these practices are employed by tour guides specifically on social media. The novelty of this research lies in its focus on the digital communication strategies of tour guides, a

relatively unexplored area. By analyzing social media interactions, this study will uncover how tour guides use code-switching and code-mixing to engage with a global audience, providing new insights into the practical applications of these phenomena in a professional context.

This study focuses to delve deeper into the language strategies of tour guides on social media. By analyzing their use of code-switching in social media comments and posts, it seeks to understand how these practices contribute to effective communication and audience engagement. The study also explores the implications of these language strategies for the professional development of tour guides and the broader tourism industry. Examining the ways in which the Tour Guides employ code switching in their online interactions, this study contributes to contemporary language practices in digital environments. Through empirical analysis of linguistic data extracted from social media posts, this study seeks to illuminate the motivations behind language alternation and its impact on social interaction and identity construction among Tour Guides.

METHOD

This study employed a descriptive qualitative approach to describe language phenomenon and provide a straightforward yet comprehensive of code mixing. According to Creswell (2014), qualitative research is an approach that is described in the form of text and image data. It is a cyclical process that begins with the identification of the problem or issue to be studied. Since the result of this study was descriptively presented in words rather than in number, this study applied the qualitative method design. The analysis technique in this study is a contextual approach, especially by using the concept of speech components as the basis for its approach. This study described the types code switching used by Indonesian Tour Guides and their functions proposed by Hoffman's (1991) that addresses code-switching. The technique of collecting data were by recording the voice of the tour guides, then reading the comments posts in their social media group, next identify the sentence that contain code switching and its functions. After the data has been collected, the next step is analyzing data. There were some steps of analyzing data, first is identifying the data. This study observed the utterances of the tour guides in their social media posts in TikTok, selected the utterances and conversations that occurred in them. The last step is classifying data into code switching, describing data, interpreting data, and making conclusion.

RESULT AND DISCUSSION

In this section presents analysis and interprets the data collected in this research. The finding of this study showed that the Tour guides produced the types of code-switching based on Hoffman's (1991) theory and the context of situation proposed by Holmes (2013), each serving different language and communicative functions. There were 14 code-switching founds in Indonesian Tour guides post on social media.

1. Intra-Sentential Switching

Intra-sentential switching involves switching languages within a single sentence. It can include a word, phrase, or clause from another language embedded within the sentence.

Data 1

Tour guide : Hey guys **sapaq** netizen **juluq**.
(Hey guys **say hello to** netizen **first**.)

Visitor : *Hello, just enjoy the view.*

The data above was taken from @rinjani_awesome, the tour guide asks the visitors to do greetings for his followers on TikTok. The tour guide starts with "**Hey guys**" in English to make it friendly and he switches to Bahasa Sasak with "**sapaq** netizen **juluq**". This data is identified as a type of intra-sentential switching. The tour guide used both English and Bahasa Sasak within a single sentence to communicate effectively with both local and international audiences. The visitor responds in English, indicating either their comfort with English or its role as the common language of communication. The function is used to emphasize and clarity, it can emphasize certain parts of the message, making it more engaging and clearer for different viewers.

Data 2
Tour guide : *You have to be careful guys, the* **jurang** *is very* **dalam**.
(You have to be careful guys, the **ravine** is very **deep)**
Visitor : *Hello, just enjoy the view.*

The data above was from TikTok @hi_rinjani, which the conversation occur between a tour guide and visitors. The tour guide interacts with visitors and used both English and Bahasa Indonesia in the same sentence to ensure effective communication with both local and international visitors. The tour guide starts the sentence in English, but ends in Bahasa Indonesia "**jurang**" (ravine) and "**dalam**" (deep) within the same sentence. This is a classic example of intra-sentential code-switching where the switch happens within a single sentence. The visitor responds in English, indicating either their comfort with English or that it serves as the common language of communication in this context. Bahasa Indonesia "**jurang**" and "**dalam**" are inserted into an English sentence. This fits the insertional type of code-mixing where elements from one language are embedded into a sentence of another language. The function is used to emphasize important information (safety in this case) to ensure that it is understood by local speaker.

Data 3
Tour guide : *Move, move, you still* **bengak** ya.
(Move, move, you still **amaze** ya).
Visitor : *Yeah*

The data above was taken from TikTok @rinjani_awesome, occur between tour guide and visitor. The tour guide uses a mix of English and Bahasa Sasak to communicate effectively, likely with a local audience familiar with both languages. The tour guide used English for most of the sentence and only use Sasak "**bengak**" in his sentence. The word "**bengak**" is inserted into an English sentence. This is a clear example of insertional code-mixing where a lexical item from Sasak is embedded in an English sentence. The function is used to convey emotions and cultural nuances effectively. It shows how code-switching and code-mixing can enhance communication by making it more relatable and engaging. The word "**bengak**" might provide a more culturally relevant or stronger expression of amazement that resonates better with local listeners.

Data 4
Tour guide : *Torean is* **solah** ya.

(Torean is **beautiful** ya)
Visitor : *Yeah, beautiful.*

The data above was taken from @waytorinjani, the conversation occur between tour guide and visitor. The tour guide uses English for most of the sentence and add the Sasak word "**solah**". The Sasak word "**solah**" which means beautiful is inserted into an English sentence. This is an example of insertional code-mixing where a lexical item from Sasak is embedded in an English sentence. The tour guide uses a mix of English and Sasak to communicate effectively with the visitor, possibly highlighting the beauty of a place called Torean. The function is used to focused on describing the beauty of a place. Compared to the previous data that dealt with social interactions, safety, and amazement. The use of tone "**ya**" also gives a conversational and informal tone, similar to Data 3, adding a sense of engagement and friendliness.

Data 5
Tour guide : *Hey guys, do you see that*?
Visitor : *Yeah*
Tour guide : *That's happened to you if you're beginner and not work out before you do track, you will* **ngesot** *with a mess like that if you not work out before you do track.*
(That's happened to you if you're beginner and not work out before you do track, you will **be crawling** with a mess like that if you not work out before you do track.)

The conversation above was taken from @rinjani_awesome, occurs between tour guide and visitors. A tour guide explains the consequences of not being physically prepared for a trek. The guide switches between English and Bahasa Indonesia to emphasize specific points and ensure the message is understood by a bilingual audience. The use of the local term "**ngesot**" (crawl) is intended to resonate more with listeners familiar with Bahasa Indonesia, adding a cultural nuance to the explanation. This occurs within a single sentence where the switch from English to Bahasa Indonesia happens in mid-sentence. According to Hoffman's (1991) theory, intra-sentential code-switching involves shifting between languages within a single sentence. Here, the word "**ngesot**" is embedded within an otherwise English sentence. The function is used to relatability, by using a local term can make the explanation more relatable to those familiar with Bahasa Indonesia, even if the overall conversation is in English.

Data 6
Tour guide : *Do you see that? Hot spring and waterfalls*
Visitor : *Yeah, beautiful*.
Tour guide : *Yes, you can* **bekerem** *there until you come back*.
(Yes, you can **soak** there until you come back).

The data 6 above taken from @sobatlakeooutdoor occurs between tour guide and visitor. The tour guide is leading a group of tourists to a site with both hot springs and waterfalls. The viewers in his TikTok accounts come from diverse language backgrounds,

including English and locals who understand Bahasa Sasak. The guide frequently uses both languages to ensure clear communication and engagement. This data is identified as intra-sentential switching, because the guide speaks the word "**bekerem**" (Sasak for "soak") switching languages within a single sentence. The function is used to provides a cultural touch, making the communication feel more authentic and local. It helps the tourists and viewers connect with the local language and culture.

Data 7

Tour guide : *They don't even* **takut kegenitan** *guys. And over there, there are couples* **romantisan**.
(They don't even **fear being itchy** guys. And over there, there are couples **being romantic).**

The data above was taken from TikTok @rinjani_awesome, the tour guide is describing the behaviour of visitors at a tourist site in Sembalun. The guide is using both English and Bahasa Indonesia to explain the situation there. This data is identified as intra-sententian switching, because he switches his language from English into Bahasa Indonesia in a sentence, his utterance "**takut**" (fear) and "**kegenitan**" (being itchy). He also uttered "**romantisan**" (being romantic) in the last sentence. The function is used to describe the behaviours of the visitors that being observed and captures the tourists' interest and makes the description more memorable and relatable.

2. Inter-Sentential Switching

Inter-sentential switching occurs when the switch happens between sentences. A speaker completes one sentence in one language and then switches to another language for the next sentence.

Data 8

Tour guide : *You'll get your breakfast after enjoying a beautiful sunrise. Breakfast and beautiful view such a perfect combination. Charles and* **batur-batur** *very enjoy it.*
(You'll get your breakfast after enjoying a beautiful sunrise. Breakfast and beautiful view such a perfect combination. Charles and **his friends very enjoy it**).

The data above was taken from @rinjani_awesome, the guide was speaking English, Sasak, and Bahasa Indonesia to the group includes both local tourists and English-speaking visitors. In the third sentence, the guide switches to Bahasa Sasak and Bahasa Indonesia to express how much Charles and his friends (likely local tourists or those who understand Bahasa Indonesia) are enjoying the experience. This switch ensures that local tourists feel included and the message resonates culturally. This data is identified as a type of inter-sentential switching, because the guide speaks in two different languages, Bahasa Indonesia and English, in one utterance. This type of code-switching occurs between sentences, where one sentence is entirely in one language and the next sentence is entirely in another language. According to Hoffman's (1991), inter-sentential code-switching involves language shifts at the sentence boundary. Cultural relevance by

using Bahasa Sasak and Bahasa Indonesia in the context of the function is used to describing enjoyment can resonate more with the local audience, as it may carry cultural nuances that are better understood in the local language.

Data 9

Tour guide : *See guys, we are* **ngat-treting** *here. Keep moving like that mate.*
(See guys, we are **moving back forward** here. Keep moving like that mate).

The data above was taken from TikTok account @ rinjani_awesome, a tour guide is leading a group of tourists on a trek. The path becomes narrow or challenging, requiring the group to move backward for a short distance. The guide explains it to the audience using English switches to Bahasa Sasak to give information to his followers and further instructions to the visitor on how to move. This ensures local tourists understand the instructions. The first utterance of the guide is inter-sentential switching, because the guide speaks in two different languages Bahasa Sasak and English in one utterance. The function is used to ensures the message is clear and understood by both English-speaking and his locals' followers. This is particularly useful in a multilingual context where the audience may have varying levels of proficiency in each language.

Data 10

Tour guide : *That one is Bahar, he is our faster porter. He always walks like a horse in every track.* **kamu tahu apa yang membuatnya kuat? Dia selalu makan kuud dan butiran setiap hari.**
(That one is Bahar, he is our faster porter. He always walks like a horse in every track. **You know what make him strong? He always eats coconuts and granules** every day.

The data 10 was taken from TikTok @rinjani_awesome, a tour guide is introducing Bahar, a porter, to a group of tourists. Bahar is known for his speed and endurance, and the guide wants to highlight his unique attributes. The guide uses both English and Bahasa Indonesia to ensure all group members understand the description and to maintain engagement with a bilingual audience. This data is identified as inter-sentential code switching, because the guide speaks in English in her first sentence and continues in Bahasa Indonesia in the end of the two sentences. The guide switches to Bahasa Indonesia to provide the culturally specific details about Bahar's diet, making it more relatable and engaging for local tourists.

3. Tag Switching

Tag switching involves inserting a tag or a phrase from one language into a sentence that is otherwise entirely in another language. This can include interjections, fillers, or sentence-final tags. Tag switching often serves to add emphasis, show familiarity, or manage the discourse. Here are some data found:

Data 11

Tour guide : You'll get your breakfast after enjoying a beautiful sunrise. Breakfast and beautiful view such a perfect combination. Charles and his friends sangat menikmatinya, **ya**

The data above was taken from @hi_rinjani, the Guide utterance "**ya**" at the end of the sentence is a tag switching. Here, "**ya**" is a common discourse marker in Bahasa Indonesia that can mean "right?" or "isn't it?" and is used to seek confirmation or agreement from listeners. The function of the Guide used the tag "**ya**" is used to engage listeners, prompting them to agree or confirm the statement. This can make the interaction more dynamic and interactive.

Data 12
Tour guide : Make sure to stay hydrated, **oke**? We have a long hike ahead.
Visitor : Oke

The data above was taken from @rinjani_awesome, the Guide used tag switching in his utterance. The guide emphasizes the importance of staying hydrated before the hike. By ending the sentence with "**oke**?", the guide prompts the tourists to acknowledge and agree with the instruction, making the communication more interactive. The function is used to engage the listeners, prompting them to acknowledge and agree with the importance of staying hydrated. This helps ensure that the instruction is understood and followed.

Data 13
Tour guide : *We have arrived at the waterfall, keren*, **right**?
(We have arrived at the waterfall, cool, **right**?)
Visitor : *Yeah.*

The conversation above occurs in TikTok @rinjani_awesome between tour guide and visitor. The Guide informs the tourists that they have reached the destination. The guide uses the term "*keren*" to describe the waterfall, adding a local expression. The guide also tags switching "**right**?" in his utterance to seek agreement and engage the audience.

Data 14
Tour Guide : *Look at this view, indah sekali,* **isn't it**?
(Look at this view, it's beautiful, **isn't it?**
Visitor : *Yes, it's beautiful*!

The data above was taken from @hi_rinjani, the guide used a phrase "*indah sekali*" in Bahasa Indonesia to describe the view, adding a local flavor to the description. He also uses tag switching in his utterance "**isn't it**?" to seek agreement and engage the audience. The visitor confirms and agrees with the guide, engaging in the conversation.

Based on the findings above, there were 14 data of code switching found in this study in three different types of code switching that proposed by Hoffman's (1991) theory. There were seven intra-sentential switching data, three inter-sentential switching data, and four tag switching data found. The most type of code switching uttered by the guide is intra-sentential switching. There were some functions of the guide used switching, first is to ensures the clear message in his video and understood by both English-speaking and locals' followers on TikTok, second is to describe the behaviors of the visitors that being

observed and captures, and last relatability, by using a local term can make the explanation more relatable and familiar with Bahasa Indonesia and Bahasa Sasak as the local language.

CONCLUSION

Based on the findings and discussion above, it can be concluded that there were found three types of code switching proposed by Hoffman's (1991) and its function among Sasak Tour Guides on social media. These types found in this study were intra-sentential switching, inter-sentential switching, and tag switching. The most type of code switching uttered by the guide is intra-sentential switching. The function is to incorporating local terms and switching languages, they add cultural nuance, emphasize key points, engage the audience, and vividly convey specific behaviours. These practices not only enrich the tourists' experience but also provide valuable insights into the communication strategies employed in multilingual and multicultural settings.

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