



Development of Foreign Languages in the Cigadung Batik Tourism Village Area

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Abstract. This study aims to analyze the development of foreign languages in the Cigadung Batik Tourism Village as an impact of increasing foreign tourist visits. The method used in this study is a qualitative approach with interviews and direct observation of local people and visitors. The results of the study indicate that increased interaction between villagers and tourists has encouraged foreign language lessons, especially English, among the community. In addition, language training held by the tourism village manager contributed significantly to improving the foreign language skills of the residents. The conclusion of this study is that the development of foreign languages not only improves the quality of services in the tourism sector but also enriches local culture and strengthens intercultural relations in the Cigadung Batik Tourism Village .

Keywords : Foreign Language, Batik, Tourism Village

1. BACKGROUND

Cigadung Batik Tourism Village is one of the interesting destinations in Indonesia which is rich in culture and batik crafts. Although it has great potential to attract tourists, both from within and outside the country, one of the challenges faced is the low foreign language skills among the local community. Foreign language skills, especially English, are very important in the tourism industry because they can improve the quality of service and interaction with visitors (Rahadi et al. , 2021).

In this era of globalization, foreign language skills are key to attracting tourists, as effective communication contributes to their satisfaction and encourages repeat visits (Lee et al. , 2023). Therefore, the development of foreign language skills in the Cigadung Batik Tourism Village needs to be a primary focus to increase its competitiveness in the global tourism market. Through language training programs and local initiatives, it is hoped that local people can master foreign languages, making it more attractive to tourists (Aulia et al. , 2021).

Through collaboration between the government, educational institutions, and the private sector, it is hoped that the development of foreign language skills can be

implemented well. Initiatives such as language classes, workshops , and the use of social media as a promotional tool can be effective strategies to improve foreign language skills in the Cigadung Batik Tourism Village . Thus, this village can not only increase its competitiveness as a tourist destination, but also contribute to more inclusive and sustainable economic growth.

Sociolinguistics is a field that investigates the relationship between language and society. This field focuses on how language variation emerges in response to social dynamics, including multicultural interactions that often occur in tourist destinations. Language variety, according to Sujinah (2018), is variation resulting from language use in various social contexts. This is in line with the phenomenon that occurs in the Cigadung Batik Tourism Village , where people from various backgrounds interact with each other and with local residents.

In tourist areas, the need to communicate between tourists and locals often causes people to use foreign languages. This shows code switching and code mixing, which are linguistic phenomena that occur when speakers speak in certain communication situations between two languages (Kridalaksana in Seha, 2020). In situations like this, English, or other languages, become important as a means of communication that enables intercultural interaction.

Nuryani (2021) said that language is a cultural identity and a means of communication. Therefore, it is important to consider how foreign languages can be used to preserve local culture, such as batik, which is the identity of the local community. Therefore, mastering a foreign language in a tourist area is not only a useful skill, but also a way to show local culture to foreigners.

2. RESEARCH METHODS

In this study, a qualitative approach will be used to gain an in-depth understanding of the development of foreign languages in the Batik Cigadung Tourism Village . The methods chosen include in-depth interviews and participant observation . Interviews will be conducted with stakeholders, local communities, and tourists. In this way, researchers can gain diverse perspectives on the experiences and challenges of learning and using foreign languages in a tourism environment.

participatory observation will be conducted to capture the dynamics of interaction between local communities and tourists. Researchers will be directly involved in daily activities in the Village, such as Language training classes, Batik making, and Cultural events. This observation aims to understand the social and Cultural context that influences the use of foreign languages. Data obtained from interviews and observations will be analyzed using a thematic approach, so that significant patterns related to the development of Foreign Languages in the Village can be identified.

3. RESULTS AND DISCUSSION

This study was conducted in Cigadung Batik Tourism Village with the aim of exploring the impact of increasing foreign language skills on the tourism sector and preserving local culture. The results of the interviews showed that interactions with foreign tourists have encouraged villagers to learn English, which in turn improves the quality of tourism services. In addition, the adoption of foreign language vocabulary in promoting batik products has a positive impact on marketing local crafts.

In the discussion, the importance of social interaction in the language learning process and the challenges between preserving local culture and adapting to a foreign language are emphasized. Globalization has brought English as a *lingua franca* in the context of Tourism, which according to the community to continue to develop foreign language skills to expand employment opportunities and improve the local economy.

The implications of this study highlight the urgency of developing foreign language training programs in Tourism Villages. It is hoped that the government and Village managers can provide ongoing support to improve the quality of Tourism services, enrich tourist experiences, and strengthen cross-cultural cooperation.

The benefits of learning a foreign language are very significant especially in social interactions. Individuals can communicate more effectively with people from different cultural backgrounds by learning another language. cultural backgrounds by learning another language. This not only strengthens social networks but also increases understanding and tolerance for diversity.



Cigadung batik tourism village

Cigadung Batik Tourism Village , famous for its nature and batik crafts, is increasingly becoming a tourist destination that attracts local and foreign visitors. Learning English is very important to improve communication between local and foreign communities. Speaking English, especially English, gives people the opportunity to communicate more effectively and strengthen their social and economic networks . social and economic networks.



Figure 2. Batik crafts

The picture is the result of the Cigadung batik craft . which is often used and is an attraction for foreign tourists . There are many bags with colorful batik motifs - bags, which highlight the design and quality of Indonesian batik. with colorful batik motifs that highlight the design and quality of Indonesian batik. Each bag has a unique pattern, illustrating traditional motifs that are often inspired by nature, plants, and animals . often inspired by nature, plants, and animals. In addition , the batik tools in the area below this illustration in the manual manufacturing process , following established traditions and techniques. the area below the illustration illustrates the manual production process, following existing traditions and techniques. This batik design functions as a practical and affordable cultural symbol as well as a fashion accessory . as a practical and affordable cultural symbol as well as a fashion accessory .

The development of foreign language use in the Cigadung Batik Tourism Village is an interesting phenomenon in the dynamics of socio-cultural transformation of villages in the global era. The village, which was previously only known as a traditional batik production area, is now starting to tread a broader cultural tourism path. Along with the increasing number of tourist visits, both domestic and foreign, the need for foreign language skills—especially English—is increasingly felt among the Cigadung community .

In daily interactions with foreign tourists, batik craftsmen, tour guides, and souvenir sellers in the Cigadung area have begun to adopt various simple expressions in English. Although not many have formal competence, efforts to communicate with tourists are a form of independent learning that grows from real needs. Some young people in the village even use the moment of tourist visits as an opportunity to hone their language skills directly. In many cases, the courage to speak even with limited language is actually the initial bridge in building intercultural social relations.

In addition to being a means of communication, foreign languages are now also seen as assets that can increase the economic value and professionalism of tourism services in the village. By utilizing English in online promotions, product labeling, and explaining cultural narratives, the Cigadung community is increasingly aware of the importance of adapting to the expectations of the global tourism market. Some craftsmen have even started writing descriptions of their batik products in two languages to make them easier for potential buyers from abroad to understand.

However, this development has not been without challenges. One of the main issues faced is the limited access to relevant and contextual foreign language education. Schools around Cigadung have indeed taught English, but the approach is still too theoretical and rarely linked to local cultural realities. The community has not had many opportunities to take formal foreign language training, especially the older generation who still dominate batik production activities.

Interestingly, the presence of foreign languages in Cigadung does not erode local culture, but rather strengthens its preservation efforts. Rather than feeling alienated by foreign languages, the community uses them as a tool to introduce their culture to the world. Explanations about batik motifs, local history, and the natural dyeing process become narratives that are delivered with pride in a foreign language, albeit haltingly. In this case,

foreign languages are not present as a symbol of external domination, but as a medium for cultural diplomacy.

Cigadung's experience shows that tourist villages are not only a space for preserving culture, but also a field for negotiation between tradition and modernity. Foreign languages become part of the adaptation tool, not a threat. It helps local communities open up to the outside world, while strengthening awareness of the local values they have. Therefore, supporting the development of foreign language skills in tourist villages such as Cigadung means helping to encourage the sustainability of a culture-based creative economy.

4. CONCLUSION

This study shows that the Cigadung Batik Tourism Village experienced significant progress in the development of foreign languages , especially English, as a result of the increasingly intense interaction between local residents and foreign tourists. The language training program initiated by the village management has succeeded in improving these language skills not only seen in the improvement of the quality of tourism services, but also in the strengthening of local culture and increasingly harmonious intercultural relations. Through collaboration between the government, educational institutions, and the private sector, the development of foreign language skills in the Cigadung Batik Tourism Village is expected to increase competitiveness in the global tourism industry and support inclusive and sustainable economic growth.

The development of foreign languages in the Cigadung Batik Tourism Village is a reflection of the process of local cultural adaptation to the flow of globalization. The use of English and other foreign languages does not eliminate cultural identity, but rather expands the space for interaction and competitiveness of the community in the realm of the tourism economy. In the future, ongoing support is needed in the form of contextual language training, locality-based school curriculum, and synergy between communities, schools, and village governments so that foreign languages truly become a tool of empowerment, not just a symbol of pseudo-modernity.

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