

Conference Paper

## Traditional Languages Utilization on Tourism Villages as an Effort of Cultural Advancement

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### ABSTRACT

Efforts to utilize traditional languages as cultural objects continue to be accelerated after the emergence of Law Number 5 of 2017 concerning the Advancement of Culture (UUPK). As a priority cultural object, the scarcity of traditional languages due to acculturation and lack of interest in making it a daily language is needed to make tactical efforts to implement UUPK in every critical sector, including tourism. Through tourism village products, efforts to utilize traditional languages become integral to enriching the village's attractiveness. Thus, through proper utilization steps, tourism villagers can achieve the goal of cultural advancement through tourism activities. Unfortunately, this critical effort has not been clearly described. Scholars have observed no model of traditional language utilization in independent tourism village groups. This research raises the urgency to identify models of traditional Javanese language utilization and present new solutions to the problem of traditional language scarcity through tourism villages. As a result, independent tourism villages that make the Javanese language an attraction have a spectrum in the use of traditional languages in terms of principles, objectives, and technical efforts to utilize traditional language cultural objects.

*Keywords: Cultural object, cultural advancement, Law Number 5 of 2017, tourism village, tourism, traditional language*

### Introduction

Indonesia is a country with a unique cultural diversity. As a country's competitive value, culture is positioned as a valuable asset. For Indonesia, a culture is a form of long-term investment that shapes human civilization in the future. For this reason, the state must play a full role in advancing its culture and values, according to Article 22 (DPR.go.id, 2016). Moreover, modernization is undermining traditional culture through the values of consumerism and materialism and threatening the continuity of local culture through the influence of technology, globalization, and rapid social change (Ariesta, 2019). As a form of seriousness towards these advancement efforts, the government issued a special regulation in Law Number 5 of 2017 concerning the Advancement of Culture (UUPK) (BPK.go.id, 2017). Fundamentally, as explained in Article 1, the UUPK aims to clarify the direction of promoting Indonesian culture to increase Indonesia's resilience and contribution to culture through efforts to protect, develop, utilize, and foster.

In the UUPK, ten Objects of Advancement of Culture are state priorities, one of which is language, which refers to a means of communication among humans, including both spoken, written, and sign languages, including, among others, Indonesian and traditional languages. Traditional language is a crucial cultural element in the development of culture and tourism in the era of globalization (Chiblow & Meighan, 2022; Lonardi & Unterpertinger, 2022). Traditional

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language is not only a means of communication but also a valuable cultural object, which includes social norms and cultural values held by the community (Rabrusun & Lopulalan, 2023; Wandansari, 2015; Zulkarnain et al., 2023). Therefore, maintaining traditional languages is integral to preserving the community's cultural heritage. Although important in the context of cultural advancement, traditional languages often face external and internal pressures, such as cultural acculturation and lack of interest in everyday use. Cultural acculturation can result in a decline in the use of traditional languages, while a lack of interest in everyday life can threaten the survival of the language (Mawaddah & Nasution, 2019; Pastika, 2012; Qurtuby, 2020; Zalwia et al., 2018). Therefore, it is crucial to take tactical action in promoting traditional languages.

Traditional languages like tourism can be employed and utilized in different domains. Traditional languages can be a significant attraction for tourists looking for an authentic cultural experience in the tourism sector. Therefore, integrating traditional languages into tourism can help promote language use while enriching the tourist experience. Tourism villages are one form of tourism products close to cultural elements (Santika & Suryasih, 2018; Yang, 2011). A tourism village is an area that has the potential and uniqueness of a distinctive tourist attraction, which weaves a unique experience of life and traditions of people in rural areas and all their potential (Wirdayanti et al., 2021). Tourism villages can be the right place to combine the purpose of promoting culture and enjoying tourism attractions in the village (Pratiwi & Wikantiyoso, 2022; Siswantari et al., 2022). Both will combine elements of sustainable preservation of traditional language and culture through the economic purpose of tourism.

Through tourism villages, traditional languages can serve as the primary means of communicating local culture to visitors. In addition to benefiting the tourism village, in principle, its existence can promote a deeper understanding of culture and allow tourists to experience authentic and meaningful experiences. Tourism villages show great potential as an effective model in bridging the needs of cultural advancement and relevant tourism sectors in the context of cultural preservation at the global level. However, tourism villages have intersections that align with the values of cultural advancement, where the direction of development is one form of integrated acceleration in encouraging cultural transformation (Econ.go.id, 2021).

However, no further research has clearly explained the strategy or model of using traditional languages in tourism villages. The research area that connects the role of tourism villages to traditional languages is only identifying the presence of cultural elements (Hasanah et al., 2021), tourist perceptions Husnan & Ratmaja, 2022), as utilization efforts that have not been organized and modeled such as utilization in the form of sign systems (Purnami, 2018; Purnanto & Ardhian, 2020), a traditional song (Alysia et al., 2021) that is still separate. Previous research also discussed the role of communities in maintaining traditional languages (Sundari, 2020) and the lack of use of traditional languages in urban planning systems (Da Silva et al., 2021). Interestingly, some research areas are counterproductive in the context of promoting traditional languages, such as traditional language habits that make it difficult for foreign guides to communicate with Indonesians (Sari et al., 2022) and how the existence of tourist villages instead makes them not using it anymore (Isnaini & Muktiali, 2015) an issue that needs to be taken seriously. This condition certainly raises the urgent need to identify and develop utilization models so that they can be adopted by tourism villages and even other tourism products. The relationship between the uniqueness and urgency of this study is vital to understanding why this research was conducted. However, no model of traditional language utilization is explicitly applied in tourism village groups.

In addition, the study was designed by applying several considerations that corroborated its substantive urgency. First, this research is strongly related to threats to the survival of traditional languages, where traditional languages face the risk of extinction if not given attention and concrete efforts to maintain (Astawa, 2017; Hasanah et al., 2021). Second, this study raised the traditional language that is primarily used in Indonesia, namely Javanese (Dokhi, 2016; Kompasiana.com, 2019). Thus, the resulting practical learning can be more plural and can be

applied. Third, the selection of research subjects was conducted in tourism villages, which, until June 2023, there have been 4,709 registered tourist villages (Jadesta, 2023). Not only that but to get a more precise model, this study will focus more on tourism villages that are already independent in their organizing system (Jadesta, 2023; Pratama & Hermawan, 2021), meaning that these villages can develop village potential into entrepreneurial units, compared to other village levels (Wirdayanti et al., 2021).

Through this deepening, this study aims to recognize and formulate an effective model to utilize Javanese in independent tourism villages. In addition, this research also produces alternative solutions to face the problem of the scarcity of traditional languages in Indonesia. This breakthrough will fill the void of knowledge that was previously unsolved clearly by combining the urgency of using Javanese in the modern era with the practices of its use in tourist villages as an attraction. Finally, this research is expected to develop a concrete model for using the Javanese language in independent tourism villages following the legal framework of the Law on the Advancement of Culture (UUPK). This output can finally provide valuable technical insights for stakeholders to improve cultural advancement, especially in using traditional languages, through an active tourism sector.

### Material and Methods

This study uses a descriptive qualitative approach to understand tourism villages' traditional language utilization model. The primary data was collected from interviews with tourism village managers, and secondary data used is related to legal documents, traditional development plans, and other relevant published documents. This study only focuses on efforts to utilize traditional language because of its relevance in improving community welfare through tourism approaches (Article 32 of the Law), despite other cultural enhancement approaches. Several criteria are considered to select the object of study. First, the location of tourist villages should be on the Priority Tourism Destinations (DPP) as a focus area for tourism development today (Anggraini & Riyanto, 2017; Johana et al., 2020; Kemenpar, 2016). Second, the chosen object must have the status of an independent tourism village (Jadesta, 2023), assuming that the village has the best managerial capabilities at this time (Jadesta, 2023; Novitaningtyas et al., 2020; Wibowo et al., 2022). Finally, the object of research must be a village that has efforts to utilize Javanese traditional languages in its activities. As a result, 13 tourism villages meet these requirements, as shown in the following Table 1.

Table 1. Selected Independent Tourism Villages (Source: Jadesta.com, 2023)

| Area                                     | Tourism Village |              |
|--|-----------------|--------------|
| <b>Central Java</b><br><b>Yogyakarta</b> | Candirejo       | Gamplong     |
|  | Krebet          | Dewi Sambi   |
|  | Nglanggeran     | Gabugan      |
|  | Plosokuning     | Penting Sari |
|  | Grogol          | Pulesari     |
|  | Pancoh          | Rejowinangun |
| <b>East Java</b>                         | Gubuklakah      |              |

*\*Independent tourism village status until 11/6/2023*

Furthermore, the subject of this study is the tourism village manager, a figure considered the most understanding and contributing to the tourism village development. This research instrument is derived from Law Number 5 of 2017 concerning Indonesian Cultural Advancement (BPK.go.id, 2017). This study focuses on how tourism villages attempt the principle of cultural advancement in the Javanese traditional language (1), the suitability of using Javanese traditional

languages to promote culture (2), and efforts to utilize the Javanese traditional language in tourism villages (3). These aspects are detailed in the following Table 2.

Table 2. Research scope (Source: Law on the Advancement of Culture, Researcher, 2023)

| Aspect  | Variables   |   |
|---|---|---|
| The principle of cultural advancement in traditional language         | 1. Tolerance<br>2. Diversity<br>3. Locality<br>4. Cross region<br>5. Participation<br>6. Benefit  | 7. Advancement<br>8. Freedom of expression<br>9. Alignment<br>10. Equality<br>11. Mutual assistance                                   |
| The suitability of using traditional languages to advance the culture | 1. Developing the noble values of the nation's culture<br>2. Enriching cultural diversity<br>3. Strengthening the nation's identity<br>4. Strengthening the unity and unity of the nation<br>5. Educating the nation's life<br>6. Improve the image of the nation<br>7. Creating civil society<br>8. Improve people's welfare<br>9. Preserving the nation's cultural heritage<br>10. Influencing the direction of development of world civilization |   |
| Efforts to utilize traditional languages                              | 1. Building the Nation's Character  | a. Internalization of cultural values   |
|   | 2. Increasing national culture resilience   | b. Innovation<br>c. Increasing adaptability to anticipate change<br>d. Cross-cultural communication<br>e. Intercultural collaboration |
|   | 3. Improving community welfare  | Processing of cultural objects into products  |
|   | 4. Increasing international relations influence of Indonesia  | a. Cultural diplomatic<br>b. Increased international cooperation in the field of culture  |

All the interview procedures are conducted through an online scheme. The data collection process is carried out for one month. All data collected are then processed qualitatively by descriptively presenting several models of traditional languages in independent tourism villages.

## Results and Discussion

The principles underlying cultural advancement through traditional languages must first be identified to explore further the utilization of traditional languages (Javanese) in tourism villages. Furthermore, efforts were made to explore the purpose of using traditional languages as a medium to promote culture, considering its unique attributes and impacts. Finally, various efforts and technical strategies were investigated to optimize the potential of traditional languages to get a complete picture of efforts to use Javanese in tourism villages. From the results of in-depth interviews with tourism village managers, results in the form of quantification are presented in the following Table 3.

Table 3. The principle of the advancement of culture in traditional language and the suitability of using traditional languages to promote cultural aspects (**Source:** Researcher, 2023)

| Tourism Village | The principle of cultural advancement in traditional language | The suitability of using traditional languages to advance the culture |
|-----------------|---|---|
| Candirejo       | 2, 3, 4, 5, 7   | 2, 3, 5, 9, 10  |
| Krebet          | 1, 2, 3, 5, 8   | 1, 2, 9, 3, 4   |
| Nglanggeran     | 2, 3, 5, 8, 4   | 1, 2, 3, 6, 8   |
| Grogol          | 1, 2, 3, 4, 11  | 1, 9, 8, 3, 5   |
| Pancoh          | 1, 3, 5, 11, 8  | 1, 4, 6, 7, 9   |
| Gabugan         | 2, 8, 3, 9, 5   | 1, 2, 3, 9, 10  |
| Penting Sari    | 3, 2, 1, 7, 4   | 9, 2, 1, 4, 6   |
| Pulesari        | 3, 8, 5, 11, 2  | 3, 9, 1, 2, 6   |
| Rejowinangun    | 1, 2, 5, 6, 11  | 1, 3, 5, 9, 2   |
| Gubuklakah      | 2, 1, 6, 11, 3  | 1, 3, 9, 10, 2  |

Furthermore, the descriptive qualitative form is further elaborated in the following discussion.

### ***The principle of cultural advancement in traditional language***

Implementing the principles underlying efforts to promote culture, following Law Number 5 of 2017 concerning the Advancement of Culture, significantly impacts the tourist experience and the advancement of local culture. This principle will create a strong foundation for the understanding and application of the Javanese language in tourist village areas. Through proper cultivation, the principle of Javanese language utilization can influence the tourist experience and play an essential role in maintaining and advancing local cultural wealth through tourist villages.

#### ***Tolerance principal***

The development of cultural values in the use of the Javanese language involves the introduction of this language as a village cultural identity, as well as alluding to the variety of traditional languages as an essential part of the nation's cultural wealth without discriminating against other languages. Using the Javanese language allows for deep learning about (at least) the existence of two cultures. It is related to using different Javanese dialects in various tourism villages. In this context, the Javanese language is a bridge to understanding the cultural diversity in Indonesia, which supports the creation of tolerance. In addition, the Javanese language can also create tolerance through wise words and messages that raise the value of tolerance towards language differences. For example, in the case of *karawitan* (Javanese song), religious poetry can impress non-believers to understand the importance of respecting language differences as part of universal human values. It is also important to note that Javanese has levels and tolerance values. This value is also tried to be taught to present nuances of tolerance based on their social level. It creates awareness of the importance of treating everyone with respect. However, the Javanese language is part of customs and rituals. Through explanations to visitors about the Javanese language as a culture and ritual, they can better understand the importance of the Javanese language in the context of local culture. The language difference between visitors and villagers makes visitors see the meaning of tolerance in Javanese language practice by villagers as a form of their cultural identity. This finding again emphasizes that language can be a means to learn the practical meaning of tolerance (Alhendi et al., 2021; Gupta & Santhosh, 2017).

#### ***Diversity principal***

Our findings show that the Javanese language can bring up elements of "diversity" as one aspect supporting Indonesian cultural diversity. This principle arises by explaining the diversity of traditional languages, but as a nation, we only have one national language, namely Indonesian.

Javanese also reflects the diversity of languages in various regions, while the national language becomes a communication tool that embraces the entire nation. Using Javanese also allows a deeper understanding of the linguistic culture that is part of Indonesia's diversity. Javanese reflects the rich diversity of traditional languages throughout the archipelago. The Javanese language can also teach visitors about the elements of Javanese culture in the village while emphasizing that the language is part of the diversity of traditional languages throughout Indonesia. The use of the Javanese language also teaches that there are different ways of speaking, different norms, and varied ways of communicating. It helps visitors accept and adapt to cultural diversity and conveys that Javanese is one form of diversity that must be appreciated and understood.

That is, introducing the Javanese language as a medium to introduce Javanese culture can provide a deeper understanding of cultural diversity in Indonesia. Remember that Javanese comprises a single language pattern with numerous dialects and variations. It can represent that Javanese cultural diversity is also reflected in the Javanese language itself, and an understanding of this is fundamental. Finally, by understanding and appreciating traditional languages, individuals can better understand that the culture in the country is very diverse, complex, and rich (Raghuvanshi, 2020).

#### *Locality principal*

The Javanese language can bring out elements of "locality" through a deep understanding of how language can be a unique and irreplaceable symbol of local culture. Educating that Javanese is a distinctive language and using it in explanations during visits can convey the importance of Javanese as an integral part of local cultural identity. It reflects a commitment to upholding local values.

The Javanese languages have different characteristics in different regions, such as the Javanese language in Yogyakarta, which can convey that this language only has a unique identity in particular villages. It encourages respect for locality and confirms that Javanese is a specific cultural asset for each location in Indonesia. The use of the Javanese language also represents a traditional process that reflects the locality in tourist villages. The Javanese language is a means of communication and reflects each location's local wisdom and cultural uniqueness. Locality can be further emphasized with messages related to the accent or clove of the typical Javanese language. It helps visitors experience an authentic local feel.

Finally, the different Javanese dialects and meanings in each location reflect that this language is closely related to the distinctiveness and locality of each region. By realizing the differences in the use of Javanese, visitors can understand how important it is to maintain and care for local cultural identity in various tourist villages. Traditional languages describe traditional culture's locality (Sitanggang et al., 2021). By understanding Javanese as a representation of locality, efforts to promote culture can be more effective in respecting and preserving Indonesian cultural diversity following the principles in the Indonesian Cultural Advancement Law.

#### *Cross-region principal*

There are several critical roles of language in bridging cultural cooperation across regions. Javanese serves as an effective tool of cultural collaboration. Language is a communication bridge that connects various cultural communities in different regions (Ahtif & Gandhi, 2022). In this context, the Javanese language becomes a tool for exchanging ideas, values, and cultural traditions between regions.

The emphasis on differences in Javanese pronunciation and meaning also teaches that although these languages are the same, the nuances can differ in different regions. It encourages appreciation of each region's Javanese language and cultural diversity. Javanese language is a tool that allows understanding of this diversity. The teaching that Javanese comes from various areas, with different pronunciations and word choices, creates an understanding that this language has

deep roots in traditional diversity. It promotes awareness of Indonesia's cultural diversity reflected in Javanese. By understanding the Javanese language as a cross-regional representation, efforts to promote culture can be more effective in respecting and preserving Indonesia's cultural diversity following the Indonesian Cultural Advancement Law principles.

#### *Participation principal*

Participatory principles in using Javanese language and cultural objects also occur in the field. Tourists who come are invited to participate in talking or discussing with guides and villagers actively. It creates opportunities for guests to be directly involved in communication, allowing for exchanging ideas and experiences. Engaging in conversations with villagers is also an essential aspect of the participatory principle. It creates an atmosphere that makes visitors curious and curious about Javanese culture and language. Active involvement in these conversations can also facilitate knowledge transfer, where visitors can gain a deeper understanding of Java.

In addition to learning Javanese formally, visitors are invited to participate in daily interactions. For example, they are invited to practice social interactions such as greeting when entering the house. It creates a more immersive experience in the practical use of Javanese. In some cases, Javanese-speaking guests may experience mixed communication with the local language. It describes an environment supporting participatory principles, where Javanese is used practically in everyday interactions. Using Javanese in such contexts allows visitors to quickly understand and master the language as they directly participate in its practice.

The participatory approach in utilizing the Javanese language in tourism villages promotes cultural and language understanding and creates a more profound and meaningful experience for visitors. Through hands-on practice and active involvement in language interaction, visitors can experience culture and language more in-depth (Josephine, 2022; Khupe, 2019; Thohri et al., 2021) by following participatory principles that encourage active cultural development and preservation.

#### *Benefit principal*

The Javanese language provides added value through the benefits of communication in village culture. Language is not only a tool for communication but also carries values such as togetherness, friendship, and the opening of social relations. In addition, the Javanese language has a level that shows respect and honor in communication, creating profound ethical benefits. Through Javanese, visitors can understand the meaning of using this language in terms of character, ethics, and manners in different social strata. Javanese is about communicating words that contain deep nuances. This language can melt hearts and connect people emotionally through the wise and respectful use

Using the Javanese language in tourism villages opens up opportunities for visitors to get more comprehensive benefits in terms of communication and understanding the culture, values, and ethics inherent in the language. Thus, the Javanese language is not only a means of communication but also a means that provides rich and profound benefits in cultural experiences in tourist villages. This finding aligns with the principle of "benefit" in the context of cultural advancement (Parajuli, 2021), which emphasizes the importance of culture in providing values and benefits to society.

#### *Advancement principal*

Language is one of the central elements in culture (Assemi et al., 2012; Zabotkina, 2021), and advancing Javanese means contributing to advancing culture. Javanese opens the door to a deeper understanding of the values, traditions, and cultural identity inherent in the language. The Javanese language also has a nature that is easily attached to elements of other cultures. Thus, Javanese can easily be used in various contexts and cultural conditions. This condition creates opportuni-

ties to advance culture in various forms and conditions, including in the context of tourism villages. The use of the Javanese language can provide space for developing a more prosperous and diverse culture, given the flexibility of this language in adapting to different cultural environments.

Thus, the Javanese language can be considered a potent tool in promoting culture in tourism villages. Using traditional languages in various cultural contexts can help revive, care for, and develop the cultural heritage owned by the community.

#### *Freedom of expression principal*

Language is a communication tool that allows individuals to express their thoughts, feelings, and ideas freely (Parajuli, 2021). Using the Javanese language in the context of tourist villages also gives visitors the freedom to speak and communicate without always having to follow the rules or rules of the original Javanese language. They are given basic knowledge, but in expression, they can practice it according to their context and creativity. This situation creates an environment that supports freedom of expression.

Freedom of expression in expressive Javanese words allows visitors to express themselves using Javanese. The approach encourages them to express themselves in a language they may not yet be fully proficient in. However, it allows them to learn and feel free to communicate in a different language. Using the Javanese language can also help visitors more easily express themselves, especially in different cultural contexts. Language functions as a means of communication and has a complex element of art, and its use can produce creative and beautiful expressions according to its designation (Afsari et al., 2020; Green, 1991; Luturmas et al., 2022). In cultural performances, the Javanese language can be a tool that allows freedom of expression in a unique and exciting art form. Practically, through Javanese, freedom of expression is an individual right and part of tourist villages' rich and diverse cultural experience.

#### *Alignment principal*

The Javanese language is a tool to integrate community norms and traditions in the context of communication and social interaction. Social norms and cultural traditions can be passed on and integrated into the visitor experience using Javanese. The Javanese language allows the tourism village community to integrate values, social norms, and cultural traditions in daily conversations with visitors. The language becomes a means to preserve and preserve the local culture while integrating it into the visitor experience. In this context, the Javanese language acts as a tool that facilitates integration between culture and communication so that visitors can better understand and appreciate the local culture.

Combining norms and traditions through Javanese can create cohesiveness in a more comprehensive tourist experience. Visitors can experience the unique culture and traditions of the village directly through the language used in interaction with the locals. This experience creates a more immersive and meaningful travel experience, helping maintain Indonesia's cultural richness. Through Javanese, the principle of integration becomes increasingly relevant in the context of utilizing language and cultural objects in tourist villages. This language links social norms and cultural traditions, creating a close integration between culture and communication (Hadirman & Ardianto, 2021; Nursyahidah, 2017; Rosita & Aprila, 2016).

#### *Mutual (Gotong royong) principal*

Language can be a communication tool that supports collaboration and cooperation in daily activities. In the use of Javanese, there are moments such as *Kenduren* (joint events) and activities with villagers that involve cooperation and conversation in Javanese. Through understanding Javanese, visitors are expected to participate in the spirit of *Gotong Royong* inherent in village culture. They can feel togetherness and harmony with the local community through language.

In addition, the Javanese language can also bring out cohesiveness and concern among community members who speak the same language. The Javanese language creates familial bonds and



mutual understanding among individuals who communicate in this language. This situation represents a solid mutual aid attitude within the community. In addition to moments of cooperation, Javanese can be used to communicate in situations of assistance and assistance. It creates a strong message of mutual aid through language. When Javanese is used to help and support each other, the values of *Gotong Royong* become more prominent. The Javanese language creates strong bonds between local communities and visitors, fosters a spirit of togetherness, and supports cooperation in daily activities.

### ***The suitability of using traditional languages to advance the culture***

Within the Law of the Advancement of Culture framework, it is vital to consider the appropriateness of using traditional languages to promote culture. Measures taken to implement traditional languages in various cultural sectors and utilize them to promote local wisdom and national identity should align with the Law's objectives. Thus, in-depth consideration of how traditional languages are integrated into cultural advancement initiatives must be carefully structured to ensure consistency with existing legal frameworks.

### ***Developing the noble values of the nation's culture***

Tourism villages significantly aim to preserve the rich Javanese culture in their environment. The Javanese language is considered a precious cultural element with high noble values, such as courtesy, empathy, sympathy, and respect contained in its use. This goal also includes efforts to reinstil the noble values of the nation's culture through tourism so that cultural values can be re-embedded in the daily lives of the local people. Javanese is seen as a means to preserve and bring the language back into everyday life with an appropriate approach to the times. Visitors involved in learning and interacting with the Javanese language, in turn, can understand the noble cultural values implied in the language.

In addition, the use of the Javanese language in tourist villages also considers technological developments and the entry of foreign cultures. The Javanese language was developed to be more attractive, easy to learn, and relevant to the trends of the times. The use of Javanese language with guide assistance is also strengthened by repeated practice, which can increase Javanese liking and mastery. Overall, the goal to develop the noble values of the nation's culture through the Javanese language is realized through concrete efforts in tourism villages. Using polite Javanese in various activities helps illustrate how our ancestors used to speak and ethics, focusing on politeness as a fundamental value in Javanese culture.

### ***Enriching cultural diversity***

Javanese can be an effective tool to achieve this goal. The use of Javanese introduced the concept that this language has many diverse levels or dialects, illustrating the diversity of languages in Indonesia. Understand that the Javanese language is one form of cultural diversity in Indonesia. The Javanese language is a unique complement and enriches the treasures of Indonesian culture not owned by other countries.

The use of Javanese also illustrates that although Javanese may be the same in some regions, the dialects vary, including the level, which adds to the dimension of cultural richness. Javanese language became dominant and contributed significantly to enriching the national culture. In addition, the Javanese language also complements Javanese culture in tourist villages and contributes to traditional cultural diversity throughout Indonesia. The Javanese language is an essential element that complements other cultural elements, one of the main attractions in attracting visitors. Using Javanese, tourism villages hope to enrich the cultural elements that exist in their region, which in turn can be a source of education and cultural introduction to visitors. Language can enrich cultural diversity (Prihastha & Suswanta, 2020).

### ***Strengthening the nation's identity***

Using Javanese it is hoped that there will be special lessons that help visitors understand and master the use of Javanese. This concept is not only a form of education but also a means to make people feel proud and convinced that the culture in their country has essential values that must be maintained and maintained (Anwar, 2021; Suharyo, 2018; Suparta, 2017). The Javanese language also has unique characteristics and is not owned by other countries, so it needs to be strengthened and raised as an integral part of national identity. The Javanese language represents a recognized hereditary heritage, and through its use, Javanese characteristics can be proudly expressed and spoken in everyday life.

The Javanese language also has a role in uniting the nation by making it a characteristic that must be appreciated. Children are indoctrinated to keep using Javanese, starting from the family environment, so this language remains sustainable and continues to be part of their cultural identity. Through the excellent use of the Javanese language in cultural activities, this goal strengthens the nation's identity by teaching that the identity of this nation must be maintained and strengthened. Javanese is considered a born language, while Indonesian is taught. It is a way to restore the lost civility, strengthen the nation's identity as a polite nation, and have noble values.

#### *Strengthening the unity and solidarity of the nation*

One of the main objectives of using the Javanese language in tourist villages is to strengthen the unity and solidarity of the nation. Through an approach that promotes tolerance and understanding of Javanese language culture, it is expected to strengthen the unity and solidarity of the nation. The Javanese language shows the diversity in Indonesia as an essential message to remain united in the spirit of Greater Indonesia. Although different in language and culture, the introduction of the Javanese language gives the understanding that this diversity is an integral part of national cultural wealth that must be valued and maintained together. Hopefully, harmony and unity will be maintained by introducing the Javanese language and educating the public about its cultural values. This narrative is by the principles of the advancement of culture stipulated in the Law, which encourages understanding and appreciation of cultural diversity as a source of strength in strengthening national unity and solidarity.

#### *Educating the nation's life*

The use of Javanese in various contexts, such as talking to parents and friends, helps distinguish the use of language according to the situation. This condition creates an understanding of the richness of Javanese language and culture, an essential part of holistic education. The use of Javanese also plays a role in keeping children (villages) from being too affected by the growing modernization. Children can develop into knowledgeable individuals with the introduction and understanding of Javanese. In addition, education about the Javanese language is not only about the language but its values and cultural traditions. By continuing to teach and apply Javanese in everyday life, it is hoped that this language will not disappear and will continue to be an essential part of the nation's cultural identity. Traditional languages are universal, including educating the nation's life.

#### *Improve the image of the nation*

The cultural values embodied in the Javanese language are considered positive and contribute to strengthening the image of this culturally rich nation. The Javanese language, with values such as virtuous behavior, etiquette of courtesy, and friendliness reflected in its language, represents the polite character of Indonesians. By actively promoting the Javanese language, the tourism village also promotes a positive image of Indonesia's rich and diverse cultural values.

In addition, proudly making the Javanese language part of the cultural heritage known at the world level can improve the nation's image in the world's eyes. Javanese, with its unique characteristics and cultural values, can be one aspect that enhances Indonesia's image as a country

rich in culture, hospitality, and the beauty of language. However, the image inherent in culture is also included in the richness of the language within it.

#### *Creating civil society*

Javanese plays an essential role in shaping civil society by showing that although many traditional languages exist in Indonesia, people can still live in harmony and unity, regardless of race, religion, or cultural differences. The essence of Javanese is about embracing differences and appreciating diversity. Visitors and villagers are invited to establish harmonious relationships and respect cultural differences by using Javanese to communicate and interact in tourist villages. This situation creates an environment that supports the formation of civil society at the local level, which can be an example for the broader community in Indonesia. Thus, the Javanese language in this context can be considered an effort to create a harmonious, peaceful, and tolerant civil society per the principles of promoting Indonesian culture.

#### *Improve people's welfare*

In line with the national goal to "Improve people's welfare.", our findings suggest that using Javanese can be an effective tool to achieve this goal. Active use of the Javanese language in tourist villages can increase the place's attractiveness, attract more tourist visits, and ultimately increase the economic value of the village. This success can be measured through increased tourist visits, spending, and a positive impact on related sectors, such as local trade, handicrafts, and the service sector.

By promoting Javanese as an integral part of the tourist experience, the tourism village can increase its appeal, make tourists feel attracted to visit, buy tour packages, and even recommend the place to others. It positively impacts village income and, in turn, improves the welfare of local communities. Finally, Javanese is seen as a communication tool and a strategy to improve community welfare through tourism development and increasing local income.

#### *Preserving the nation's cultural heritage*

As one of the critical elements of Indonesia's cultural heritage, Javanese is an effective tool to preserve cultural values that have been passed down for generations. Javanese language not only includes words but also reflects a unique social structure, ethical norms, and way of communicating. Through a deep understanding of Javanese's various levels and styles, the people of tourist villages can maintain the authenticity of this language. It includes defining at various levels of conversation, from crude to subtle, in everyday contexts and official culture. The Javanese language is a means to keep traditions and noble cultural values alive and relevant during rapid development.

This goal is particularly relevant to the identity of tourism villages, where cultural preservation is one of the main selling points (Revida et al., 2022). The Javanese language is the soul of this tourist village, and by maintaining the language, the tourism village tries to ensure that this culture and national heritage will not become extinct. The understanding that Javanese is hereditary and cannot be created quickly reinforces the intention to preserve annual memories and care for cultural roots increasingly eroded by the times. Thus, using the Javanese language in tourism villages is an active commitment to preserve and maintain the nation's cultural wealth.

#### *Influencing the direction of the development of world civilization*

Our findings show that Javanese is not only a means of communication but also a guardian of deep moral and ethical values in the village community. The people of the tourist village apply the principle that "a person's self-esteem depends on his words, and his body's self-esteem depends on clothing." In this context, the Javanese language becomes a powerful tool for teaching the values of ethics, politeness, and respect to visitors. Villagers try to maintain three levels of Javanese, including how to talk to parents, peers, and others to maintain polite norms. For example, they use

subtle language when feeling angry so as not to appear angry, which is part of manners and social norms.

In addition, the use of the Javanese language in tourist villages is also interpreted as an effort to restore the values of honesty and manners that may be lost in the era of modernization and technology. The villagers feel that by understanding and maintaining the Javanese language, they can influence the direction of world development by promoting noble cultural values. By caring for the Javanese language and culture, they hope to positively contribute to maintaining a more polite society and improving world civilization. In this context, using the Javanese language is essential to local culture. It has a broader impact in influencing the direction of development of world civilization, following the principles of the Indonesian Cultural Advancement Law.

In simple terms, Javanese is also used to introduce cultural values to visitors, maintain cultural wealth, and influence world development by prioritizing manners and polite norms. In addition, the use of the Javanese language also contributes to the introduction and appreciation of Indonesian cultural diversity, enriches national cultural diversity, and illustrates that the Javanese language is an inseparable part of the nation's cultural wealth. Traditional languages strengthen national identity, teach pride in cultural heritage, and promote national unity (Setyawan & Dopo, 2020).

### ***Efforts to utilize traditional language***

Efforts to use traditional languages that refer to the Law for promoting culture involve various initiatives to preserve, promote, and utilize local languages and cultures. This approach aims to strengthen national identity and improve local communities' welfare by promoting local culture, cultural tourism, and cultural-based economic development. Thus, using traditional languages within the Law on the Advancement of Culture framework is essential to maintaining the sustainability of local language and culture and enriching national cultural wealth.

### ***Internalization of cultural values***

Awareness of speaking well is the primary key to creating behavior that reflects cultural values (Sumantri, 2021). Therefore, the Javanese language with good grammar can mirror noble values, such as courtesy, empathy, and respect. Beneficial use of language is expected to impact the behavior of local people and tourists positively. In addition, using the Javanese language in interacting with visitors is also directed to raise their curiosity about Javanese culture and language. This approach is considered an attempt to open the door for teaching cultural values more deeply to the visitors. Not only that, but local communities also have a significant role in internalizing cultural values. Through polite conversations in Javanese between them, the community became an example of good and polite behavior. This polite habit is expected to inspire visitors, especially school children, who visit tourist villages.

Tour guides also play a role in internalizing cultural values. They play a role in maintaining manners and manners when interacting with the public and visitors. Their polite actions and use of appropriate language are expected to be examples that tourists should follow. In addition, the experience of staying and staying in a tourist village also plays a vital role in internalizing cultural values. Daily interactions involving the use of Javanese, such as greetings and the introduction of simple sentences in Javanese, give visitors a direct experience of the values of politeness and ethics. Overall, the use of the Javanese language in tourism villages serves as a means of communication and an effective means of internalizing rich cultural values, primarily through concrete actions and direct experience. This treatment is expected to make tourists understand, appreciate, and adopt these cultural values daily.

### ***Innovation***

Tourism village communities have adopted various innovative strategies in utilizing the Javanese language as an integral part of cultural objects. Technically, there are various ways to apply

innovations in using the Javanese language in the village. One concrete example is the use of gamelan in the Javanese language, accompanied by explanations from guides to tour guests. This explanation helps visitors understand the meaning of Javanese language usage in gamelan. In addition, efforts to make Javanese more inclusive can be seen in shortening the duration of conversation in traditional dances, making it more acceptable to tourists.

Additionally, several tourist villages innovate and popularise the use of the Javanese language through aphorisms in the sign system. They create attraction by introducing new terms that attract attention and allow the use of Javanese to become more familiar and easily understood by the younger generation and tourists. The Javanese language in various contexts is also adapted to the market. It reflects policies focusing on language suitability and sustainability while considering the dynamic needs of society and markets. There are also efforts to facilitate the explanation of certain levels of Javanese, which are not too strict in the use of terms, ensuring that visitors still feel comfortable while communicating.

However, some villages retain the original Javanese language only for explanation and are not used in practical use. It considers the rough and fine diversity in the Javanese language in different regions. So, it must be applied according to the rules to remain sustainable. This approach supports the absence of commodification elements that trigger cultural damage (Luo, 2022; Manan et al., 2023). However, it all comes back to the common interest that cultural preservation is above all other interests.

#### *Increase adaptability to anticipate change*

Using the Javanese language in tourism villages strategically prepares communities to face continuous environmental changes. Technically, there are various approaches used to achieve this goal. One of the main approaches is through training local guides. This training has Standard Operating Procedures (SOPs) related to ethics in receiving guests. New guides must undergo training with experienced guides, ensuring understanding and applying existing Javanese cultural principles in communicating and behaving with visitors. In addition, efforts to increase adaptability include introducing Javanese terms used in homestays so guests can be more involved and familiar with the local culture. The following approach is to provide Javanese language education with an increasing level of depth according to the interests of visitors. This language becomes more interactive and relevant by adapting Javanese explanations according to guests' interests. The introduction of the Javanese language is also strengthened by involving young villagers in activities that use Javanese to preserve the language among the younger generation, who may begin to forget their native language.

In addition, technical aspects of using Javanese include spoken and written language. The use of the Javanese language in dance, gamelan, and sign systems is explained by tour guides, allowing visitors to experience the essence of the Javanese language in various cultural contexts. Javanese becomes a powerful tool for changing behavior, especially with ethics and manners reflected in everyday language and actions. The emphasis on character and identity in the polite and civilized use of Javanese is also essential in promoting adaptability. By instilling in the public and visitors that Javanese is an integral part of cultural identity and good behavior, efforts to maintain and internalize this language become stronger. Javanese education and understanding also extend to parents encouraging their children to keep using this language. Javanese language training and learning, such as *nembang mocopat* and *pranoto coro*, are organized to improve language skills among citizens and tourists in the spirit of the Indonesian cultural advancement law. After all, improving adaptability becomes a critical effort to preserve culture (Hottola, 2004; Marsiglia & Booth, 2015).

#### *Cross-cultural communication*

Regarding the use of the Javanese language in tourist villages, there is an effective bridge to communicate with foreign tourists, especially guests from the Netherlands. This trend was due to

the adoption of various Dutch words into Javanese, which created a point of similarity in the language. For example, the word "*klaar*" in Dutch means "kelar" in Javanese.

In addition, the use of the Javanese language in cross-cultural communication is also manifested in efforts to find differences and similarities in terms, accents, and pronunciation times of Javanese in various regions. This condition is especially relevant when interacting with foreign tourists, especially in activities such as "culture camps." Cross-cultural communication in Javanese includes using words, speech procedures, and cultural change. It happens through a variety of activities, including the exchange of terms in everyday conversation. Using Javanese as a cross-cultural communication tool is one of the measures that supports intercultural understanding and promotes cultural diversity. Although cross-cultural communication has a good effect on language culture, its use is still relatively small and may be influenced by knowledge of current cultural awareness (Dhana et al., 2022; Heryadi & Silvana, 2013).

#### *Processing of cultural objects into products*

The Javanese language is used to process cultural objects into products that have commercial value. One of these ways is through language education, where people can learn Javanese for various purposes, including selling Master of Ceremony (MC) services in Javanese. It creates opportunities for individuals to utilize their Javanese language skills commercially.

In addition, the use of the Javanese language is also reflected in the selection of tourism ambassadors, both men (*mas*) and women (*mbak*), who must have a deep understanding of the Javanese language. They are expected to explore it in the context of specific cultural products and promote them using Javanese. Javanese is used for marketing various cultural products, such as traditional drinks such as "*wedang uwuh*" or "*wedang ningrat*." In this case, the Javanese language becomes a means to create, process, and market cultural products with economic value.

In this context, the Javanese language supports the principles of the Indonesian Cultural Advancement Law, which encourages the development of cultural products and a creative economy to preserve and promote national culture. By using the Javanese language in this process, tourism villages can utilize their cultural wealth to create economic opportunities and increase people's understanding of existing cultural values.

However, the form of utilization in the areas of "Cultural diplomatic," "Intercultural collaboration," and "Increased international cooperation in the field of culture" has not been too prominent in tourist villages. It is due to several factors, including higher local priorities in maintaining culture at the regional or national level and limited resources and understanding of international cultural diplomacy. In addition, cultural security and sovereignty concerns might prevent tourism villages from engaging in international cultural diplomacy. Awareness and education about the benefits and opportunities of cultural diplomacy need to be improved, and technical assistance can help tourism villages build capacity in this regard.

#### **Conclusion**

Our findings underline that traditional languages are not only a valuable cultural heritage but also a force that drives the advancement of culture, especially in the context of tourism villages. The superiority of traditional languages as custodians of cultural values, norms, and tools for achieving broader tourism goals has been proven in various ways. For example, the use of the Javanese language in tourism villages shows how critical traditional languages are in maintaining and promoting local culture and making it attractive to tourists.

Tourism villages are a clear example of how tourism can be a means for the advancement of national culture. By incorporating traditional languages into tourism practices and policies, tourism villages have significantly contributed to maintaining and promoting Indonesian culture. Utilizing traditional languages is a local success in tourism villages and an integral part of efforts to promote national culture. In a global context, traditional languages and local cultures can be significant attractions in the tourism industry.

Regarding policy implications, it is essential to include traditional languages in tourism policy and cultural advancement at the national level, especially involving the role of tourism villages. Governments should consider support such as training and education related to traditional languages and encourage using these languages in tourist villages. By conducting further research, we can understand more deeply the role of traditional languages in promoting culture and the tourism industry. The study can also help identify best practices and economic impacts of traditional language utilization. By involving local communities, we can ensure that policy measures are more relevant and positively impact local communities. In this way, using traditional languages can be an essential element in promoting a broader national culture.

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