

Linguistic Capital as Foreign Dominations in Tourism Domain: A Case in Seminyak-Bali*

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The focus of this paper is the practice of using linguistic symbols in tourism. The locus is in Seminyak Bali tourism area. The purpose of this paper is to: (1) identify the forms of linguistic symbols as capital practiced in tourism; (2) pattern the linguistic dominance over people (tourists) and economy; and (3) describe the legitimacy of linguistic dominance. This paper uses a transdisciplinary perspective, namely social studies and linguistics to analyze the linguistic dominance in tourism. The research method used is qualitative method. Research data are lingual symbols (words and vocabulary) collected by survey, interview, and documentary study. Data are analyzed descriptively with the concept of symbolic capital (Bourdieu) and duality of structure (Giddens). Research data indicate that the existence of language symbols has shifted from local character to global character. Language symbols as a representation of foreign capital in the streets of Seminyak Bali as a phenomenon of foreign capital domination practice in the realm of tourism. The results found: (1) forms of linguistic capital (foreign investors); (2) forms of linguistic domination of people (tourists) and the economy (goods); and (3) the legitimacy of linguistic capital.

Keywords: linguistic capital, dominance, tourism domain, structure, landscape

Introduction

Language is a cultural product and a cultural form that lives in social practice that cannot be separated from its social context. The practice of language is also a linguistic exchange which is the communication relation between the sender and the recipient of the message. Linguistic exchanges in social practice bring about economic exchange with respect to producers (messengers) and consumers (message recipients). To that end, language can be a linguistic capital in the market (social context) where people can gain both material and symbolic benefits (Bourdieu, 1999).

The context of tourism is a social practice between tourism service providers and tourists as producers and consumers. The language is not only a mere consumer-producer communication tool, but deeper into symbolic capital to control consumers in the tourism business. The language as symbolic capital in tourism business is shown by the form - a lingual form for naming tourism infrastructure. In Legian Kuta, as the research that has been done by Budiarsa, Simpen, Dhanawaty, and Kristianto (2015) found foreign naming dominance in a number of infrastructure supporting tourism activities, such as hotels, restaurants, bars, cafes, and some shops.

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The dominance of foreign investors in tourism business is also indicated by the naming of star hotels in Bali which has correlation with room prices (Susanto, Erfiani, & Hartika, 2015). This shows that language as linguistic capital can be used by tourism business investors to dominate tourists. Domination appears not only dominance over people (tourists), but also economic dominance associated with capital owners and the economic dominance of tourists.

The above facts provide an overview of the language as linguistic capital (symbolic) used to dominate the tourist economy, which in turn also dominates politically towards tourists. Correspondingly, tourism becomes a linguistic market in which linguistic capital is conditioned by the follow-up of dominance in it. This research seeks to reveal foreign dominations based on the facts of language as a symbolic capital in the tourism business. This paper will reveal the forms of foreign domination associated with symbolic capital (linguistic) in the tourism business of Bali. Therefore, this paper aims to: (1) identify the forms of dominance of linguistic capital in tourism business; (2) analyze the structure of linguistic capital dominance to economy (allocative); and (3) analyze the structure of linguistic capital dominance over people (tourists).

Literature Review

Wijana (2014) provided the results on the dominance of foreign languages on the use of Indonesian and regional languages, and the resistance of dominated languages in the naming practices of business entities in Yogyakarta. This research is done by observing the names of business entities in Yogyakarta Special Region. Data on the names of business entities are classified according to their origin and ways of creating resistance. The results show that English and several other foreign languages, such as Italy, France, China, and Japan also influence the naming practices of business entities. Furthermore, it is found that Indonesian and Javanese dominance shows resistance by creating names that are phonologically, lexically, and grammatically the same or similar to the expression of the language that dominates it. This domination should be fully realized in the effort to maintain the existence of Indonesian and regional languages.

The study focuses on the study of structural and nonstructural dimensions of language related to the survival of Javanese language in the public sphere (business). Since this research has not touched the dominance aspect of people and economy, we still use descriptive linguistic perspective. Nevertheless, this study is still important enough to obtain the current discourse on language studies in the public sphere and comparative data for this study.

Budiarsa et al. (2015) found that the existence of language symbols indicates a shift from local characters to global characters. The symbols of language as representations of local culture in the street of Legian seem to be a language pragmatic phenomenon to meet the global culture of tourism. This language and cultural shift is referred to as linguaculture. The stages of the shift can be identified into three stages: (1) local language into global linguaculture; (2) local linguaculture becomes global discourse; and (3) local discourse shifts towards global culture, that is international tourism. This research has not revealed the dominant-domination of investors in the tourism business. However, the result of this study is enough to show the phenomenon of foreign investors who practice tourism in Bali and have a target of domination over a group of people (tourists). Empirical findings can indicate the existence of linguistic capital phenomenon used by tourism business financier.

Empirically, there is a paradoxical phenomenon of naming infrastructure supporting tourism in Bali, especially hotels. The results of the research by Susanto et al. (2015) show empirical findings of the star hotel naming trend with findings from the perception survey of 100 foreign tourists to the star classification variables, price range and quality of some brand name hotels in Bali. In the analysis of the star-rated hotel trend, Mother Tongue use was reduced from 39% of properties built before the 1990s to 11% of properties built in the 2000s, while the use of foreign languages increased from 37% to 77% in the same period. The findings show that the Mother's native name is the only one associated with the estimate of star classification and the higher price than the actual (Susanto et al., 2015).

Bourdieu (1999) assumed that linguistics can be a viable capital in economic logic. This is indicated by the local names of hotels in Bali that give the impact of linguistic capital exchange, either directly or indirectly related to economic logic. Thus, language can display certain capital in order to practice the mastery (power) (Bourdieu, 1999). Linguistic capital as power is the level of practice practiced by the use of language (parole). Meanwhile, at the level of structure, language appears in a dominant structure of asymmetric relations, resulting in dominance over people and over goods (economy) (Giddens, 1984; Priyono, 2016). This overview of the dominance of people and goods will be used to direct the analysis of lingual data as linguistic capital in the tourism business.

Research Methods

This study uses a qualitative approach to explore (Verstehen), trace, refine, and interpret variables (linguistic/language capital) as a dominant structure in tourism practice. The phenomenon of language is naturally experienced in the context of its use and meaning in social interaction (Creswell, 1998; Sudaryanto, 2015). This research takes place in the tourism area of Seminyak, Bali with the focus of linguistic forms as linguistics in the tourism business. For that reason, the focus and locus of this research is related to linguistic science as the formal object and the reality of language as the material object of linguistic study. The object of this study is the reality of the forms of language in the entity as linguistic capital (naming infrastructure supporting tourism activities) such as hotels, restaurants, bars, cafes, tourist information, etc. Qualitative data in the form of words, sentences, kema and images obtained by observation and interviews of tourism actors. While quantitative data in the form of numbers show the value of the size of the variables it represents (Sugiyono, 2010). Secondary data obtained from previous research and library study related problems to be studied (Arikunto, 2010).

Data collection is done by observing the atmosphere or circumstances according to the focus of research to be researched and in-depth interview techniques by conducting a conversation directed at a particular problem and is a process of oral question and answer in which two or more people are dealing physically with the perpetrators of tourism selected purposively as informants. Furthermore, the data are collected by documentation that is a record of events that have been passed in forms of writing, drawings, or monumental work of someone (Sugiyono, 2010; Arikunto, 2010; Sudaryanto, 2015). Linguistic data are classified and coded based on the type of linguistic capital; then to be interpreted how it dominates in the tourism domain. The next stage is to present data by displaying narrative text and matrices, graphs, networks, and charts. The final stage is to conclude by reviewing field notes, review and exchange of ideas among colleagues (Miles & Huberman, 1994).

Results and Discussion

The essence of language is the structure that governs language practice. Language as a structure becomes the rule for every language speaker. However, language speakers are not actors who are always subject to language rules (grammar). Speakers actually have a transformative capacity to change and use the structure in accordance with comfort when speaking. This means that the language structure not only regulates the speakers of the language, but also the resource of language speakers to use the language according to the language practice in their daily life.

The structure of the language not only regulates it into the language itself, but it actually also regulates outwardly, the reader, the listener, and even the context of space and time. The result of linguistic capital research as a structure of foreign dominance in Seminyak's tourism area linguistic structure can be identified as: (1) signification structure, symbol, mention, and discourse; (2) domination structure over people; (3) dominance structure of economy; and (4) the structure of legitimacy as justification of how, when, and where the structure of the language is practiced. This study focuses on special cases in certain space and time (Yin, 2013).

Forms of Linguistic Capital

Bourdieu (1999) assumed that linguistics can be a viable capital in economic logic. The results of linguistic data collection in the form of lingual (words) forms can identify investors in the tourism business in Seminyak, Bali. The result of identification of lingual data is done through field observation on hotel nameplate, restaurant, bar, and other business units. The results of observations confirmed the perpetrators of tourism around the business unit under study. The forms of linguistic capital as a symbol of the investors in Seminyak area can be distinguished as follows.

Foreign capital. The result of observation and interview with tourism actors in Seminyak area shows the dominance of foreign businessman who runs his business in Seminyak area. This foreign investor can be identified as an Asian, European, and American financier. Seminyak area seemed to grow rapidly after the tragedy of the bombing of Legian.



Figure 1. Asian Capital.



Figure 2. European capital.



Figure 3. American capital.

Urban Thai Dine restaurant in Figure 1 is a business unit owned by Thai financiers. Figure 2 is a restaurant Mykonos as a symbol of Russian businessmen, while Figure 3, bistro Summer Chicks, is a symbol of American businessmen.

Local Bali and non-local capital. The results of observation and interviews indicate that there are only a few local businessmen from Bali and outside Bali who do business in the area of Seminyak. This is revealed from the names of business units that indicate local investors.



Figure 4. Balinese capital.



Figure 5. Balinese capital.



Figure 6. Non-local capital.

Figure 4 is a Widi outlet as a marker structure of a local Bali businessman. Similarly, Figure 5, the Bali Santhika Tour, is a tourism service business unit that has a Balinese local business marking structure. Meanwhile, Figure 6 is Warung Banyuwangi, of course the structure of the marking of the businessman can be known easily, that is from Banyuwangi (but outside Bali).

Transnational capital. The results of the study found businessmen who use transnational tagging structures. Transnational businessman is a businessman who conducts business by way of cooperation of foreign businessmen with local Bali or outside Bali. This is shown by the following data.



Figure 7. Bali & Holland.



Figure 8. Bali & Italy.



Figure 9. Bali & France.

Figure 7 is Sambal Shrimp restaurant. Explicitly, the name of this restaurant is quite ambiguous as to who the owner is. The research finds that the owner of this restaurant is a Dutchman who works with local Balinese. Similar to Sambal Shrimp restaurant, Figure 8 is an Italian restaurant packed with local menu offerings. This is marked by the slogan Warung of Simply Pleasure. This restaurant is owned by an Italian and a local Balinese person. Similarly, Figure 9 is a European Café which is conceptualized as a local restaurant (Warung), but offers European menus. The restaurant is owned by Frenchmen and local Balinese people.

Dominance of Linguistic Capital

The naming of business units in the Seminyak tourist area could establish a business landscape for investors who will do business in the region. The language structure in the lingual form is able to dominate the business position performed by foreign investors in competing with local investors. Foreign financiers can open their own market segment with foreign capital to become familiar with tourists. This can be realized by way of structuring the symbol or marker of the origin of tourists who will become its market segment.

Foreign domination. The results of the study identify the foreign investors dominating business in the area of Seminyak are businessmen from Australia, France, Italy, Russia, and Japan. Linguistic capital in the form of foreign naming was apparently able to master a particular market segment. Linguistic dominance became one of the strategies to seize the tourist market. This means that linguistic capital can be used to dominate people, i.e., tourists and at the same time economy (money owned tourists). The following presented the data of linguistic dominance in Seminyak area.



Figure 10. Japanese dominance.



Figure 11. Italian dominance.



Figure 12. French dominance.

Figure 10 is a Japanese restaurant that certainly has a segment of Japanese tourists. The same thing is also shown by Figure 11, the Italian restaurant that shows the dominance of tourists from Italy. Likewise Figure 12, Jemme jewelry store, certainly explains the structure of dominance against French tourists who visit the tourist area of Seminyak.

Transnational domination. The results also found transnational dominance. Business people have both transnational business concepts and strategies. That is, business people want to dominate all segments of tourists, both domestic and foreign. This is indicated by lingual naming that has transnational significance. Below are presented transnational dominance data.

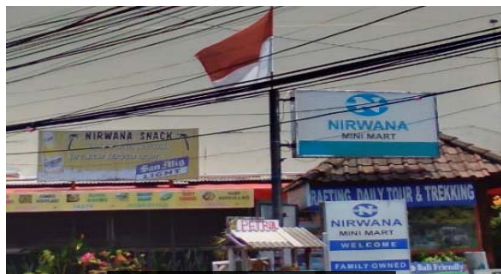


Figure 13. Nirvana minimart.



Figure 14. Boutique Eva Putu.



Figure 15. Kedai Halal Boys.

Figure 13 shows a minimart, tourist services agency, and cargo services named by word Nirwana. The owner is an Australian married with a Balinese woman. It indicates a transnational business unit. It means that both domestic and foreign tourists can be dominated by business units owned by Australians and local Bali. Figure 14, Eva Putu Boutique is owned by German and local businessmen of Bali. Boutique is able to open the domestic and foreign tourists market segment. Meanwhile, Figure 15 Halal Boys Store is a business unit owned by Arabs and local people. This shop is able to attract domestic and foreign tourists, especially Muslim tourists.

Legitimacy of Linguistic Capital

Legitimacy with regard to justification of something can or may be done. The naming of a business unit as a marker structure is certainly practiced by actors (businessmen) with certain rules. Business bureaucracy, of course, businessmen have passed the strict permission stage. This is legitimized by the issuance of business licenses and other documents. However, behind the business unit naming practices can form a foreign

landscape in an area. This is evident, with so many foreign naming, the Seminyak tourist area has a quite foreign landscape when compared to tourist areas that have not been touched by foreign naming. The legitimacy of the use of foreign symbols or markers will need to be reviewed and given strict rules. Thus, the local identity of Seminyak is not uprooted by the practice of foreign capital in the region.

Conclusion and Suggestion

Conclusion

Based on the results of research and discussion, it can be concluded as follows: (1) The forms of linguistic capital can identify businessmen in the Seminyak area, divided into foreign investors, local investors, outside Bali investors, and transnational investors; (2) The forms of linguistic dominance identify two forms of dominance for both tourists and money. These two dominations are foreign domination and transnational domination; and (3) Legitimacy of linguistic capital is done by the businessman only based on the motive or awareness of cognition to dominate the tourist segment.

Suggestion

Based on the conclusions, it can be suggested three things as follows: (1) Identification of linguistic capital can be further investigated to study the language landscape in an area; (2) The forms of linguistic domination can be further examined to examine symbolic power in social practice; and (3) The need for language police (institutions) that oversee the practice of linguistic capital exchange in social practice.

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