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An Analysis of Language Styles Used by Tour Guides in Huta Siallagan: A Study of International Tourist Satisfaction

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Abstract

This research delves into an examination of the language styles employed by tour guides in Huta Siallagan when interacting with international tourists. The primary objectives of this study were twofold: first, to categorize and identify the various types of language styles used by tour guides during their interactions with tourists, and second, to assess the overall satisfaction of international tourists with the services provided by these tour guides. To achieve these objectives, a descriptive qualitative method was employed. The research methodology followed the framework outlined by Miles and Huberman, encompassing data reduction, data display, and drawing conclusions from the collected information. The data collection process involved the transcription of voice recordings of tour guides and foreign tourists, which were then transformed into written scripts. Subsequently, these scripts were closely examined to identify specific linguistic elements, allowing for a detailed analysis of the language styles present in the tour guide-tourist interactions. For the analytical framework, Martin Joos' theory was utilized, providing a structured framework for understanding and categorizing the language styles used by tour guides. In total, the study analysed 77 utterances from the collected data. The findings of this research reveal that the most prevalent language style utilized by tour guides in Huta Siallagan when interacting with international tourists is the casual style. This outcome sheds light on the communicative preferences and practices of tour guides in this cultural and touristic context. These insights can be invaluable for tour operators, policymakers, and other stakeholders in the tourism industry, aiming to enhance the experiences of international tourists visiting Huta Siallagan.

Keywords: Language Style; Tour Guide; Tourist Satisfaction

INTRODUCTION

Every individual requires periodic breaks from their daily routines. Travel is often chosen as a means to relax and rejuvenate, providing fresh energy for one's return to everyday activities. Among the numerous tourist destinations, Lake Toba stands out as a key attraction

in Indonesia. Designated as one of the country's five super-priority tourist destinations, it includes notable sites like Huta Siallagan.

An understanding of language styles is crucial for tour guides, as it significantly influences their ability to communicate effectively with tourists. By understanding the backgrounds of tourists, guides can tailor their interactions to leave positive impressions, encouraging repeat visits and word-of-mouth promotion, which supports sustainable tourism.

The choice of language style in communication is influenced by several factors including the age, status, and relationship between the speakers. For example, individuals might use informal language with peers or younger people but adopt a formal tone with elders or in professional settings. Differences in social status, gender, age, proximity, and profession also guide the choice of language style, impacting the vocabulary, pronunciation, and grammatical structures used.

Tour guides play a pivotal role at tourist attractions, where their expertise and interpersonal skills can greatly enhance the visitor experience. Effective guides not only relay information but also foster respect for local cultures and environments among tourists. Tourist satisfaction is thus a dual expectation, held by both the tourists and the guides themselves. However, mismatches in expectations can occur, often due to a guide's limited language skills or lack of understanding of the tourists' backgrounds. In some cases, international tourists may have specific expectations that are not met by the guides' capabilities.

Language acts as a crucial mediator in conveying information about tourist attractions. It is essential for guides to possess strong language skills to effectively communicate with tourists, adapting to the language preferences of the audience.

Huta Siallagan, with its rich cultural heritage from the Toba Batak tribe, is a significant component of the Lake Toba area, which has been prioritized by the government as a super-priority tourism destination. This emphasis is likely to enhance interactions between local tour guides and international tourists.

Motivated by these observations, the researcher aims to investigate the language styles used by tour guides in Huta Siallagan and their effect on international tourist satisfaction. The study will explore: (1) the various language styles employed by the tour guides, and (2) the extent to which these styles meet the expectations of international tourists. This study seeks to answer the following questions; (1) what are the types of language styles used by tour guides in Huta Siallagan when interacting with international tourists?, and (2) what expectations do international tourists have, and how are these fulfilled by the guides?

Huta Siallagan

Huta Siallagan, located on Samosir Island, is a village renowned for its preservation of authentic traditional Batak buildings and cultural performances. The term "Huta" translates to village, while "Siallagan" refers to the clan of the village's founding king, emphasizing its historical significance rooted in the lineage of Batak royalty. The village layout, devoid of partitions or fences between homes, reflects a community philosophy of unity and collective responsibility, symbolizing a cohesive social fabric where residents support and look after each other.

Central to the village's cultural heritage is the stone chair or trial stone, which, along with the surrounding parhapuran stone and a 1.5-meter high stone wall, forms a historic judiciary site. Historically, this was where the ancient kings of Siallagan adjudicated legal matters. Adjacent to the trial stone stands the Hariara Tree, also known as the tree of truth, where judicial decisions were solemnly affirmed.

Moreover, the village complex houses the tombs of King Siallagan and his descendants, reminiscent of the megalithic era with their stone constructions. The area also features a house for detaining criminals, various wooden totems, and the culturally significant Sigale-gale doll.

Although the Sigale-gale puppet dance might not always be performed, visitors can still engage with the Batak heritage through the tor-tor dance, participating in the Manortor alongside skilled dance guides. Traditional attire such as hats and ulos scarves are also available for visitors, enhancing the immersive experience of Batak traditions.

The significance of Huta Siallagan extends beyond its architectural and historical attributes; it stands as a vital repository of Batak cultural practices. Preserving such cultural heritage sites is crucial for future generations to appreciate and engage with Indonesia's rich cultural mosaic.

METHOD

Research Design

This study employed a descriptive qualitative research methodology. Descriptive research aims to provide an accurate portrayal of participants and phenomena by summarizing specific characteristics. In the context of this study, the focus was on the language styles used by tour guides at Huta Siallagan when interacting with international tourists. Qualitative research offers a detailed understanding of social situations and phenomena, aiming to capture the conditions and language dynamics within the tour guide community (Flick, 2007). Data were collected, analyzed, and interpreted to provide comprehensive coverage of the research topic, detailing the linguistic styles adopted by the guides.

Source of Data

Data for this research were derived from interactions between tour guides and tourists at Huta Siallagan. Observations were made on the language styles employed by tour guides during their engagements. In addition to effective guiding techniques, proficient English was noted as essential for clear communication. Criteria for selecting tour guides included good English skills, possession of an official tour guide certificate, affiliation with the Indonesian Tour Guide Association (HPI), completion of formal tour guide training, a minimum of one year of guiding experience, and age under fifty years. Both male and female guides were considered. Five language styles—frozen, formal, consultative, casual, and intimate—formed the basis of the linguistic analysis in this study.

Technique of Collecting Data

Data collection in this descriptive qualitative study involved a combination of in-depth interviews, document analysis, observations, and audiovisual material analyses (Creswell, 2012). The researcher obtained permission to accompany guides during tours, making observations and recording both audio and video of the interactions. The specific steps taken to collect data included:

1. Observing the guiding process at Huta Siallagan.
2. Recording audio and video during the tours.
3. Preparing interview questions for the tourists.
4. Conducting interviews with tourists using an audio recorder.
5. Collecting and organizing all data.
6. Transcribing the audio recordings.
7. Highlighting instances of distinct language styles used by the tour guides.
8. Analyzing the data according to Martin Joos' (1998) theoretical framework.

Technique of Analyzing Data

Data analysis involved identifying and categorizing the language styles used by tour guides based on Martin Joos' theory. The analysis sought to determine how these styles influenced tourist satisfaction. The steps included:

1. Converting audio recordings to transcript text.
2. Identifying the language styles used by the tour guides.
3. Categorizing the identified language styles.
4. Drawing conclusions from the data analysis regarding language use.
5. Analyzing interview data to assess how well tour guides met tourists' expectations.

FINDINGS AND DISCUSSION

Findings

The data of this study were taken from the conversation between tourist's guides. Language style collected from the observation and audio recording. From the three tourist guides 77 utterances of language style used by tourist's guides in *Huta Siallagan* were obtained.

A. Analysis of Language Style

This part explains the findings of the research regarding the types of language style that found in the tour guide utterances. In analyzing the language styles, we classified the utterances according to its types using the theory from Martin Joos (1998). The analysis of the language styles is presented below. The authors analyzed the data based on the tour guide's explanation about *Huta Siallagan*. For the research, we just focused on the utterances of the tour guide.

1. Consultative Style

According to Joos (1967: 23) "consultative style shows someone's norm when talking with a stranger who speaks the same language but whose personal stock of information may be different. The addressee usually participates by giving responses like "well", "yeah", "oh", "I see", "yes", "that's right", etc. and the grammar is complete but for occasional it is incomplete. Some examples of consultative speech styles are a conversation between students-teachers, doctor-patient, psychologist-patient, expert-apprentice, communication between work colleagues or even between employer-employee, and talking to a stranger.

Data 14:

Yeah, any questions about here we're going through?

The sentence above was uttered by a tour guide to a tourist, providing the tourists with the opportunity to ask questions before continuing the guiding process. There was a negotiation between the guide and the stranger, which means it can be classified as a **consultative style**.

Data 68:

You don't have idea?

The sentence above was uttered by a tour guide to a tourist, offering them the opportunity to ask questions before continuing the guiding process. There was a negotiation between the guide and the stranger, which means it can be classified as a **consultative style**.

Data 69:

So, what your conclusion?

The sentence above was uttered by a tour guide to a tourist, which gives tourists the opportunity to ask questions before continuing the guiding process. There was a negotiation between the guide and the stranger, which means it can be classified as a **consultative style**.

2. Casual Style

Casual style is distinguished by its casualness and flexible, informal vocabulary, which may contain slang and ellipses. According to Joos (1998: 23) "casual style is used for daily conversation in relaxed or informal situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family. Furthermore, Joos (1998: 23) states there

are two features of casual style. Those are ellipsis (Omissions) and slang. Ellipsis (omissions) shows the differences between consultative grammar and casual grammar for instance. Slang is different from formal language. It is metaphorical, elliptical, fun, and shorter.

Data 1:

“So, this place is they called it that Huta Siallagan. All the house is a Batak house. And then the family of the king, they staying here. They living here, and then on the middle there. The middle there the King Palace. They staying here till right now”.

The sentence above was uttered by the tour guide to the tourist when explaining the Batak house occupied by King *Siallagan*. It can be classified as **casual style** because the interaction between tour guides and tourists occurs in informal situations, with language used in daily communication.

Data 2:

“So, we're looking now to this house. So, do you want to take a picture first? Yeah. After they've finished it, I will explain it”.

The sentence above was uttered by tour guide giving time to tourists to see and take pictures of the traditional Batak houses. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 3:

“If you want something money just put it like this. Yeah. The name is Simanggale. Now we call that sigale-gale. And this is a small House of Batak. So, this for the king and the family of the king to take a rest here”.

Furthermore, those conversations fall into the casual style category of language use. This is evident in the employment of ungrammatical rules, impolite words, short phrases, and the situational context related to the characteristics of **casual style**. The sentence above was uttered by the guide while explaining something with gestures and tools. Hence, it can be classified as casual style because the guide said, "Put it like this," using ungrammatical rules.

Data 4:

“And then they dance in here today there is someone from the group they will dance so we can join with them yeah so we're going out to the house. Come on now they already finish if you want to take a picture you can take a picture”.

The sentence above was uttered by tour guide giving time to tourists to see and take pictures of the traditional Batak houses, the utterance “come on” says the usual invitation used for friendship the reason the utterances classified as **casual style**.

Data 6:

“So, when I was married around 20 years ago, when I was married with my wife, I think there is a full breast of my wife but only two. jokes. Hahaha, just jokes, sorry just jokes”.

The sentence above was uttered by tour guide. in the conversation, the guide tells about his life and makes jokes to tourists and also the guide uses repetitive words “just jokes, sorry just jokes.” if there is repetition of words then it is classified as **casual style**.

Data 5:

“That means we have to do like this respect. If not, you can injure you can bleed in here. So, you say Horas Yeah, all right. That means Welcome. Good night. See you. Something like that is simple to say”.

The sentence above was uttered by tour guide to the tourist when explaining the manners of visiting a house and the word horas shows a greeting every time you meet someone.

The utterance above consists of **Casual style**. Casual style defined the sentence or dialog of this conversation used this style to have casual grammar.

Data 7:

“Batak also like that in everywhere, very easy to find it of batak. Like in Australia, in French. Your country there's a batak. Yeah, that's mean symbolic of batak. So, gecko why that's so close to the breast. A batak like me, he's a batak. So, he's a Batak man. Never forget, never forget to the mother”.

The sentence above was uttered by tour guide. It can be classified as a **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family and also the guide uses repetitive words “never forget, never forget” and used ungrammatical rules.

Data 8:

Attention, keep your head watch out.

The sentence above was uttered by tour guide to the tourist, when going into a *batak* house. It can be classified as **casual style** because between tour guides and tourists are in informal situations with language used daily.

Data 9:

Need help?

The sentence above was uttered by tour guide when offering assistance to tourists it can be classified as a **casual style** because it does not use grammar and short language.

Data 10:

“Now we are already leaved that and then they believe it but now not anymore because we believe to the Christian Protestant, is only historical”.

The sentence above was uttered by tour guide when explaining the beliefs of people around *Huta Siallagan*. It can be classified as a **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 11:

“And now Apple, oppo mobile phone like that they inspired from the magic stick batak people before they talk by the Magic Stick Yeah, and this watch out here”.

The sentence above was uttered by tour guide to tourist. When explaining about the *tunggal panaluan* stick to tourists. The data above consist of Casual **style** because in this context tour guide integrated to the tourist the sentence less formal sentence it can see the used of “yeah”.

Data 12:

“For next after we finished from here, if you mind you can buy the magic stick from here it's simple to bring it the separate yeah”.

The sentence above was uttered by tour guide to tourist who offers and tells tourists that if they are interested in an item, they can buy it later. The data above consist of **casual style** because in this context tour guide integrated to the tourist. The sentences less formal sentences it can see the used of “yeah”.

Data 13:

I will let you know

The sentence above was uttered by tour guide when the guide will explain the story of *Huta Siallagan*. It can be classified as a **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 15:

Now we're going dancing.

The sentence above was uttered by tour guide when the guide invites tourists to dance with the Sigalegale. It can be classified as a **casual style** because It is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 16:

“Yeah so around to the dance, after they finish it to dance, because if I explained in here to noises, very noise”.

The sentence above was uttered by tour guide when the guide will explain the story of *Huta Siallagan*. It can be classified as a **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 17:

“Let’s sit here, we are on this chair king here you are the king yeah big chair for the king”.

The sentence above was uttered by tour guide inviting tourists to sit on the *Batu Parsidangan*. It can be classified as a **casual style** because guide says “let’s sit here” it is usually used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 18:

Sit down please.

The sentence above was uttered by tour guide to tourist invite tourists to sit it can be classified **casual style** because using daily language and the tour guide spoke as if he were a close friend.

Data 19:

And before we go in there to behind the wall, do you have a question?

The sentence above was uttered by tour guide when moving from one place to another. Guide needs to use a casual style because guide intended to build a good relationship with his tourist, so the messages that she wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 20:

And then I will let you know how to kill the criminal.

The sentence above was uttered by tour guide when explaining and practicing how the past executed criminals. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that she wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 21:

Yeah, that's good question.

The sentence above was uttered by tour guide when getting questions from tourists and giving compliments to tourists. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that she wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 22:

“We cannot marry to each or to the same kind of family name. we cannot, because we have a lot family name same like my family names in Sinaga, if I want to marry with the women I can’t marry with the same family name. at this moment we can marry to outside yeah, but only batak to batak”.

The sentence above classified as formal style because tour guide explained about the Batak family, casual style does not emphasize on the grammatical rules, it only focused on meaning that could be understood by someone who has different culture and habit.

Data 23:

“And then attention if we marry with the same family name there is a punish for us. The punished like we out from here and nobody care of me and then my family name is, i don't have any more family. Than they take my family name. So, I cannot come here, I cannot we cannot stay here and then nobody care about me my family anymore. And also, my son my children like that. Because there is punish to for the longer time”.

The sentence above classified as casual style because tour guide explained about the Batak family, and rules in Batak clan marriage. Casual style does not emphasize on the grammatical rules, it only focused on meaning that could be understood by someone who has different culture and habit.

Data 24:

“My wife takes my family name”.

The sentence above was uttered by tour guide when explaining to tourists the Batak customs. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that she wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 25:

“I need one volunteer, maybe you!”

The sentence above was uttered by tour guide when a guide asks a tourist for help. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that guide wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 26:

“So, before we deal with execution, I would have to explain one by one all this stuff. Yeah. So, after that they the criminal they bring it here and force time that have to close the eyes like this”.

The sentence above was uttered by tour guide when the guide explains an item **Casual style** does not emphasize on the grammatical rules, it only focused on meaning that could be understood by someone who has different culture and habit.

Data 27:

“You know, you know that mean there is no more contact eyes with someone around here nobody knows there is spy here or here like that. So, something like this nobody knows. So, they have to close the eyes and then before we kill it man they prepare the last meal the last foods okay yeah because the butter people here before if they want to kill someone they don't want demand angry so, the last word is a favorite foods barbecue something like that and then to take the meals the hand tied behind like this by the mouth. You know why directly by the mouth you know why the thing the criminal already like a dog there is no human being already to the to the criminal not for you. Yeah. So, like this after they are getting fooled sleeping there so before we kill the man”.

The sentence above was uttered by tour guide to the tourist when the guide tries to storytelling to tourist. Casual style does not emphasize on the grammatical rules, it only focused on meaning that could be understood by someone who has different culture and habit.

Data 28:

“Here July today is a good day a good moment. Why I say like that, today is a good moment you come to visit this place. Today is a good day good moment to shopping here”.

The sentence above was uttered by tour guide when a guide showing a *batak* calendar to a tourist. Guide needs to use a **casual style** because guide intended to build a good relationship with tourist, so the messages that guide wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 29:

“My friends come; I will prove it. I will show it to you how try to execute someone here”.

The sentence above was uttered by tour guide when they are about to change places. Using daily language and the tour guide spoke as if he were a friend shows on utterances “my friends”.

Data 30:

Okay let's see.

Furthermore those conversations include into casual style in the kinds of language style because it uses ungrammatical rules, impolite words, short word and the situation of participant related to the characteristic of **casual style**.

Data 31:

“Yeah both I have the oldest is around 19 years old my daughter my son now is 11 years old”.

The sentence above was uttered by tour guide to tourist that indicates a **casual style**, using daily language and the tour guide spoke as if he were a friend.

Data 32:

Move on. Move on. Move on. Yeah, okay.

The sentence above was uttered by tour guide when telling tourists to switch positions. It can be classified as a **casual style** because of the use of informal vocabulary that can be seen from the words “move on, move on” which means repeating words. And it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 33:

So can you do like this.

Furthermore those conversations include into casual style in the kinds of language style because it uses ungrammatical rules, impolite words, short word and the situation of participant related to the characteristic of **casual style**.

Data 34:

We want to know where's the magic here or here or here everywhere? Nobody knows.

Furthermore those conversations include into **casual style** in the kinds of language style because it uses ungrammatical rules, impolite words, short word and the situation of participant related to the characteristic of casual style. And it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 35:

Ladies and gentlemen can you say Horas three times?

The sentence above was uttered by tour guide to all the tourists in the place. That indicates a **casual style** because try to demonstrate how the situation of the ancients carried out the execution and the guide also looks relaxed and joking when saying utterances “ladies and gentlemen”.

Data 36:

“But there is someone here you don't want to drink it, you don't want to eat that heart and liver, of course the king very very angry”.

The sentence above was uttered by tour guide when telling tourists to switch positions. It can be classified as a **casual style** because of the use of informal vocabulary that can be seen from the words “very very angry” which means repeating words. And it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 37:

That's all okay. Thank you. Yeah. Horas. Horas. Horas

The sentence above was uttered by tour guide to tourist. When ending the guiding process. It is said to be a casual style because it uses repetition of the word “horas, horas, horas”

Data 38:

Okay so now before we start our story of this place, I will be showing you our greeting we call it a horas or that mean welcome, Good morning, afternoon, evening, Good night. Welcome to our village for Miss and sir.

The sentence above was uttered by tour guide to tourist. When start the guiding process. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that guide wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 39:

Example I go to you and you come to me and I'm going to chop your head and also, I don't want eat you but I just want to eat your money I'm sorry guys.

The sentence above was uttered by tour guide when practicing how the execution is done. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes “I don't want eat you but I just want to eat your money” to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 40:

Don't worry be happy ya.

The sentence above was uttered by tour guide it can be classified as **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 41:

For example, see pap and mom, they've got white and red and black.

The sentence above was uttered by tour guide when explaining to tourists. The guide approaches tourists by referring to them as “mam, pap” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 42:

You want take a picture please because after that I can tell you again about the insides. So now you can take pictures of the houses.

The sentence above was uttered by tour guide to tourist. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that guide wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 43:

Go inside, take care of your head ya.

The sentence above was uttered by tour guide when entering a traditional *Batak* house and telling tourists to be more careful, guide says “take care” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 44:

Pap, mom. Any question of the house?

The sentence above was uttered by tour guide when explaining to tourists. The guide approaches tourists by referring to them as “mam, pap” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 45:

If you want take picture, please take picture ya.

The sentence above was uttered by tour guide to tourist. That indicates a **casual style** to give permission and time to take photos to tourist, it can see from the word “please, take a picture ya.”

Data 46:

Where do you live in Samosir?

The sentence above was uttered by tour guide to tourist. that indicates a **casual style** the guide asked about the place of residence when the tourist was traveling in *Samosir*. Guide needs to use a casual style because guide intended to build a good relationship with tourist, so the messages that guide wanted to convey can be conveyed properly to them. So, it can be classified as a **casual style** because it is used for daily conversation in relaxed situations.

Data 47:

Slowly go down ya mam and also papa.

The sentence above was uttered by tour guide when entering a traditional Batak house and telling tourists to be more careful, guide says “take care” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 48:

Care your head mam.

The sentence above was uttered by tour guide when entering a traditional Batak house and telling tourists to be more careful, guide says “take care” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 49:

Now before were going to see the execution place and eat people maybe do you have any question of this place?

The sentence above was uttered by tour guide to tourist. That indicates a **casual style** the guide uses good grammar as shown by using the word “do” in utterances “maybe, do you have any question in this place”

Data 50:

“This is king house Mam pap this is one of the King houses you can see inside they've got one symbol of the king the symbol”.

The sentence above was uttered by tour guide when entering a traditional Batak house and telling tourists to be more careful, it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 51:

Okay mam, sit here. I want to chop papa head hahaha

The sentence above was uttered by tour guide when explaining to tourists. The guide approaches tourists by referring to them as “mam, pap.” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 52:

So, papa, you want to know how Papa can take the magic? By this stick.

The sentence above was uttered by tour guide when explaining to tourists. The guide approaches tourists by referring to them as “mam, pap” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 53:

“Nothing left until today 2023. Yeah, no execution now because I still need you to eat your money okay. Hahaha”.

The sentence above was uttered by tour guide when practicing how the execution is done. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes “because I still need you to eat your money okay” to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 54:

Papa, maybe you want to see the breast of woman, hahahaha.

The sentence above was uttered by tour guide when practicing how the execution is done. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes “maybe you want to see the breast of woman, hahahaha” to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 55:

If you don't have question, last word I say thank you.

The sentence above was uttered by tour guide. The guide said “thank you” which shows casual style.

Data 56:

I just want to make the tourist to be happy.

The sentence above was uttered by tourist when tourists try to give words of approach. It can be classified as **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 57:

First of all, I would like to say welcome to my palace.

The sentence above was uttered by tour guide to tourist. It can be classified as **casual style** because it is used for daily conversation in relaxed situations.

Data 58:

“So, my name Gading Siallagan, I'm 17 generation of the king Siallagan. So welcome to my palace”.

Is the welcoming of tourists to *Huta Siallagan*, where the guide gives speeches that make a good impression on tourists and introduces him selves in the first meeting.

Data 59:

“But before I continue, I want to apologize if my pronunciation not too clear for you? Yeah, I hope you understand anything”.

The sentence above was uttered by tour guide to tourist. There is a guide apologizing to tourists for his pronunciation. In this case guide use word “apologize” it can indicate as **casual style**.

Data 60:

“Like you see there are eight houses here is not original anymore”.

The sentence above was uttered by tour guide when explaining to tourists about *batak* traditional houses. The guide approaches tourists by referring to them as “let you see there” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 61:

“What does mean its mean, whoever go inside the batak house should be polite should be polite to respect the people who live there by down head. Trust me if you're not polite come to inside batak house real something happened to you. Your head will bomb and injury if not trust me you can try”.

The sentence above was uttered by tour guide to tourist. The sentence above classified as **casual style**. When explaining the rules for entering a traditional Batak house, the guide mentioned that the politeness of bowing one's head when entering a Batak house is very important, which can lead to bad luck if not done.

Data 62:

Well follow me to the batak house.

The sentence above was uttered by tour guide when a guide takes a tourist to a *batak* house. The guide says “well follow me” it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 63:

“I will ask you; do you know the generation of the brother or young brother of your grandfather?”

The sentence above is expressed by the guide to the tourist during the conversation; it can be described as a **casual style** because It is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 64:

“Why because if my family names Siallagan, so they my family too. So, all Siallagan in this world my family. So that's why I told in my Instagram my Facebook anything told to them please come to Samosir here if you come to Samosir, I don't want to see you stay in hotel, because I have a lot of room here. So if you need, if you come to Siallagan and you don't need to pay a ticket if you want to stay even in one year”.

The sentence above was uttered by tour guide when explaining to tourists about *batak* culture. It is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 65:

You can check, the most popular lawyer in Indonesia is batak.

The sentence above was uttered by tour guide to tourist is identified as a **casual style** type because the guide expresses an opinion. It is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 66:

“Previously, I told you, one of the king lives. I am now as the 17 generations of the king of Siallagan. In the past, our king may have 2 or 3 wives. But, I am

now as the king of Siallagan as the 17 generation. I only allowed to have only one wife”.

The sentence above was uttered by tour guide to tourist. When explaining about the king's lineage. It is said to be a **casual style** because tour guide that ignores grammatical rules.

Data 67:

“Any question? If you don't have question, I'll make testing, don't make mistake I will execute here”.

The sentence above was uttered by tour guide when finishing explaining how the execution. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes “I'll make testing, don't make mistake I will execute here.” to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 70:

That is about this place, take a photo and the we continue to execute.

The sentence above was uttered by tour guide to tourist. That indicates a **casual style** to give permission and time to take photos to tourist, it can see from the word “take a photo.”

Data 71:

“Well i tried to use my magic I hope I'm sure, according this book say there are three things that are very good today, today very good day when you come to my place and today's very good day to buy souvenir, today very good to execute someone hahaha”.

The sentence above was uttered by tour guide when practicing how the execution. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes “today very good to execute someone hahaha” to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 72:

“So, this thing they can do to communicate. Chairman want to communicate with Sprint to find a good day to use this like telephone something you have mobile Yeah, you have have you just say hello. Hello Hello Hello”.

The sentence above was uttered by tour guide when explained the object used by the Batak people, namely the *tunggal Panaluan* stick. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches and makes jokes and repeating word “hello, hello.”

Data 73:

“I'm the head I'm the hit that association for Samosir and past graduate from academia stand-up comedy”.

The sentence above was uttered by tour guide to tourist. when start the guiding process. It is said to be a **casual style** because when explaining themselves to tourists, which leads to personal matters. Tour guide also give joking sentences to break the atmosphere and form closeness to tourists.

Data 74:

You understand now why they say batak cannibal? Okay, so we don't eat anymore.

The sentence above was uttered by tour guide when practicing how the execution is done. It can be classified as **casual style** because it is used for daily conversation in relaxed situations guide approaches to tourists with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 75:

Well thank you for your coming and I'd say Horas.

The sentence above was uttered by tour guide to tourist. When ending the guiding process. It is said to be a **casual style** because It is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 76:

Nice to meet you.

The sentence above was uttered by tour guide when ending process guiding. It can be classified as **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

Data 77:

“Yeah please out from the real gate, there because if you go out from round you will hear something talk to you my people in local and because today very good day to buy souvenir”.

The sentence above was uttered by tour guide when ending process guiding. It can be classified as **casual style** because it is used for daily conversation in relaxed situations with people who have a close relationship such as with friends, boyfriend or girlfriend, and family.

B. Expectations of the Tourist of the Language Style used by Tour Guide in Huta Siallagan

The results of this study were conducted by direct interviews with international tourists in *Huta Siallagan*. The questions asked were related to visitor satisfaction in the guiding process. Data taken from 6 tourists that is: We presented 10 questions that are directly answered by the tourists.

Table 1. Data Expectations of the Tourist

No.	Questions	Tourist	Response
1.	What's the most important things that you wanted from the process guiding, for example is it about how they communicate with you or how they explain the history, or how they try to get close to you.	EM	I think just how they explain the story is, is most important, and also, if they speak clearly English.
		GE	No, I think it's the right way; he pays attention to much how interested we are.
		MA	His language, as far as I can understand his language
		DA	How he makes me understand about the history.
		EY	I don't really demand anything, as long I understand the story and the language.
		JE	The history
2.	What's the personality of the tour guide that you prefer for guiding	EM&GE	Friendly
		MA&DA	Yeah of course friendly

	process? Do you prefer he is friendly or attractive or what?	EY&JE	Friendly and attractive
		EM&GE	Yeah, it's so clearly
3.	Are you satisfied about the guiding process so far?	MA&DA	Yeah, so satisfied
		EY&JE	Yeah, that's fine.
		EM&GE	He's very good
4.	What do you think about the tour guide personalities in this destination? Are they good or what?	MA&DA	Yes, he's very nice
		EY&JE	He's pretty cute
		EM&GE	It's very good. As you said it was kind of performance. So he's really showed to us how is going.
5.	What do you think about the tour guide's method in trying to get the visitors attention?	MA&DA	So, it was really nice to keep the attention. Yeah.
		EY&JE	He made a good impression and threw in a jokes.
		EM	Well, it is enough explanation.
6.	What do you think about the tour guide explanation about the history of this place (destination)? Is quite good or too bad or too much explanation so you feel like you bored.	GE	For me it's good. We both want to know about history
		MA	For me it's good.
		DA	So, I think that's good
		EY	Good explanation for me

	JE	No, it's very good
7. What do you think about their speaking abilities? Are they good in public speaking? Or are they need to learn more how to deliver their speech? For example, they talked too much in explaining the history, but too flat in explaining it.	EM&GE	No, he is really clearly in the stories. And he's also explaining with his like of performance.
	MA&DA	He does performance with non-verbally language, So it's also very good. So,that very nice.
8. Is there two ways in communication? Or only the tour guide speaks? So you have no any chance to ask something	EY&JE	He uses language that I can understand
	EM	No, at the end of each explanation he always gives the opportunity to ask questions.
	GE	It's going to be dialog sometimes
	MA	You can always interactive, so you can be interactive
	DA	No, we can inquire at any time
	EY&JE	Yes, we can ask always
9. What do you think about the tour guide's fee after the process guiding, is it worth it or too expensive?	EM&GE	No, it's not expensive for us.
	MA&DA	It's I think a fair amount.

	EY&JE	Really worth it, because if we didn't do that, we didn't know all these things. And we just walk in here and do not know what kind of history Yeah, this place has.
	EM&GE	Yeah of course.
	MA&DA	Yes, if we come back here
10. If you come to here again, do you still want to use the tour guide's service? If yes, why and if no why? What's the reason?	EY&JE	Yes, because I have been to this place, maybe I will recommend to my friends to visit here and use the services of a guide here.

Country origin tourist

EM&GE : Netherlands

MA&DA : French

EY&JE : England

Discussion

This part presents the discussion about the findings of the data analysis above based on the language style theory. According to Martin Joss (1998) defines language style as the forms of the language which speaker uses and depends on the degree of formality and Joss divides the style of language into five styles. Those are frozen, formal, consultative, casual and intimate style.

The result of the analysis during conversation among the tourist's guide and foreigners in *Huta Siallagan*, it was found that:

Table 2. Summary of Research Findings

Tour guides	Frozen	Formal	Casual	Consultative	Intimate
Tour guide 1	0	0	36	1	0
Tour guide 2	0	0	19	0	0
Tour guide 3	0	0	19	2	0

The analysis of language styles used by tour guides in Huta Siallagan revealed a predominant use of consultative and casual styles. Specifically, we identified three instances of the consultative style and seventy-four instances of the casual style. The consultative style was marked by its semi-formal tone, suitable for interactions that require mutual respect but not the formality of a frozen or formal style. On the other hand, the casual style, which was overwhelmingly more prevalent, featured in everyday conversations characterized by a relaxed and informal tone, suitable for interactions with friends, family, or acquaintances.

Three language styles—frozen, formal, and intimate—were notably absent in the interactions observed. The frozen style, which is reserved for highly formal, structured communications such as judicial pronouncements or ceremonial speeches, was not applicable in the tour guiding context. Similarly, the formal style, which is typically used in professional or respectful settings, was not observed, nor was the intimate style, which is usually reserved for private communications among very close friends or family and often includes personal idioms or codes.

Our observations of tourist reactions—gauged through body language, facial expressions, and verbal feedback—indicated a high level of engagement and satisfaction with the casual language style employed by the guides. Tourists expressed understanding and appreciation for the stories conveyed about Huta Siallagan, highlighting the effectiveness of the casual style in making the information accessible and enjoyable. Interviews with tourists further supported these findings, with positive feedback on the language used by the guides, which facilitated a comfortable and interactive experience. Moreover, the guides' ability to intersperse their narratives with humor and encourage questions from tourists enhanced the overall interaction.

From five styles that stated by Martin Joss in the language style theory, we did not find frozen, formal and intimate style. According to Joss (1998), frozen style is typically is used in long sentence with good grammatical and vocabulary and it is commonly used in formal place, special event, and formal ceremony. According to Martin Joss (1998), intimate style is completely private languages developed within families, very close friends, lovers, and so on. Furthermore this style is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. In the findings above, the types of language style mostly used in the conversation between the tour guide and tourist are casual style. Additionally, the casual style's flexibility and focus on meaning over grammatical precision made it ideally suited for the dynamic and interactive nature of tour guiding. It allowed guides to adapt their language to suit the informal and relaxed atmosphere of the tours, making the historical and cultural narratives more relatable and engaging for international visitors.

The findings of this study suggest that the casual and consultative language styles are predominantly used by tour guides in Huta Siallagan, aligning with the nature of tourist interactions which require accessibility, informality, and engagement. The overwhelming preference for the casual style can be understood through the lens of sociolinguistics, which posits that language adapts to social contexts to facilitate easy and effective communication (Holmes, 2013). This style supports the informal setting of tourism at Huta Siallagan, where creating a relaxed atmosphere is crucial for enhancing tourist experiences.

Implications of Casual Style Dominance

The dominance of the casual style has several implications for the training and practice of tour guides. Firstly, training programs for tour guides should emphasize the development of skills in casual communication. Guides should be equipped not only with factual knowledge about cultural sites but also with the ability to convey these facts in an engaging and

approachable manner. This finding supports the work of Richards (2009), who argues that effective communication in tourism is not merely about information delivery but about creating meaningful experiences. Furthermore, the casual style's prevalence suggests that tourists value and respond well to interactions that mimic conversational norms. This is in line with Poria and Ashworth's (2002) study, which highlights the role of interpersonal communication in enhancing tourist satisfaction. Tour operators and policymakers should therefore consider these preferences when designing tour experiences to ensure they meet the expectations of international tourists.

Consultative Style as a Complementary Approach

While less frequent, the presence of the consultative style indicates its role as a complementary approach in situations requiring a slightly more formal tone, perhaps when discussing cultural sensitivities or historical complexities. This dual approach of casual and consultative styles could be further explored in training programs to enhance guide versatility, as suggested by Weiler and Black (2015), who emphasize the importance of adaptive communication strategies in effective tour guide training.

Absence of Frozen, Formal, and Intimate Styles

The absence of frozen, formal, and intimate styles in the guides' language repertoire highlights the specific communicative demands of tourism at Huta Siallagan. Since the setting does not involve highly formalized or intimate interactions, these styles may not be necessary or appropriate. This observation aligns with the findings of MacCarthy (2016), who notes that the selection of language styles by tour guides is contingent upon the expectations and cultural backgrounds of the audience.

CONCLUSION

This study explored the language styles used by tour guides in Huta Siallagan when interacting with international tourists. The findings indicate a predominant use of casual and consultative language styles, which cater effectively to the informal and slightly formal needs of tourist communications respectively. The casual style, noted for its relaxed and approachable manner, was found to be most prevalent, aligning well with the conversational and engaging atmosphere desired in tourism settings. The consultative style, although less frequently observed, serves as a necessary supplement in scenarios requiring a degree of formality, such as discussing cultural or historical nuances.

The absence of frozen, formal, and intimate language styles suggests that these are less suited to the interactive and informal context of guided tours at cultural heritage sites. This study underscores the importance of aligning language style with the expectations and experiences of tourists, highlighting the need for tour guides to be adept in styles that facilitate easy understanding and enjoyable interactions.

Implications of this research extend to tour guide training programs which should incorporate the development of skills in casual and consultative communication to enhance the effectiveness of tourist guides. This is crucial for ensuring that tourists not only receive enriching information but also enjoy a memorable and engaging experience. Furthermore, this research contributes to the broader field of tourism studies by demonstrating the critical role of language in shaping tourist satisfaction and engagement. It highlights the potential for further studies to investigate the impact of different communication styles across various tourist demographics and cultural settings.

Future research could explore the impact of these language styles on specific aspects of tourist satisfaction and retention, potentially examining how different demographic groups

respond to various communication styles. Additionally, comparative studies involving other cultural heritage sites could provide broader insights into the linguistic demands of tour guiding across different contexts.

Overall, the language styles employed by tour guides at Huta Siallagan play a significant role in determining the quality of the tourist experience. Understanding and implementing the most effective styles can lead to more satisfied tourists and, potentially, a more successful tourism sector.

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