

The Challenges of Dignifying Bahasa Indonesia in the Bali Tourism Area

I Made Suparta¹, I Wayan Mawa²

¹ IKIP Saraswati

² IKIP Saraswati

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ABSTRACT

The elevation of the Bahasa Indonesia as the national language in public spaces faces serious challenges, particularly in international tourism areas such as Bali. This study aims to identify and analyze the various challenges hindering the optimal use of Bahasa Indonesia in Bali's tourism sphere. The research employs a descriptive qualitative approach using data collected through field observation, interviews with tourism stakeholders, and documentation of language use in public media. The findings reveal a dominant use of foreign languages in signage, restaurant menus, and tourism promotions, illustrating the diminishing presence of Bahasa Indonesia in public domains. Economic factors, global market demands, limited linguistic supervision, and low awareness among tourism actors regarding language regulations are key contributing issues. Nevertheless, strategic opportunities exist through local government policy, enhanced roles of the Language Agency, and community empowerment to reintegrate Bahasa Indonesia into the tourism ecosystem. The study recommends inclusive language education, regular language audits, and cross-sector collaboration to reinforce national identity through language amid globalizing forces.

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Corresponding Author:

Name: I Made Suparta

Institution: IKIP Saraswati

Email: madesuparta496@gmail.com

1. INTRODUCTION

As the national and official language of the state, Bahasa Indonesia holds a strategic position in national life. It serves not only as a means of communication between ethnicities and regions, but also as a unifying symbol of a multicultural nation. Within the context of nationality, Bahasa Indonesia reflects national identity, which should be maintained and upheld in various spheres of life, including the public sector, education, government, and tourism. Law Number 24 of

2009 stipulates that Bahasa Indonesia must be used in public services and information in public spaces, by both government and private institutions. Therefore, upholding the dignity of Bahasa Indonesia is an essential part of efforts to strengthen national cultural integrity amidst the currents of globalization and modernization [1], [2].

However, the reality in several regions of Indonesia demonstrates serious challenges to the implementation of this language policy, particularly in international tourism areas like Bali [3]. As a leading

tourist destination with global renown, Bali serves as a meeting point for diverse cultures and languages from around the world. In this context, the use of foreign languages in tourism public services is considered an unavoidable market need. This phenomenon can easily be found in various forms, such as information boards, promotional banners, tourism brochures, restaurant menus, and even hotel and villa names. The dominance of foreign languages, particularly English and Mandarin, has indirectly displaced the presence of Bahasa Indonesia from strategic spaces that serve as showcases for the nation's culture.

This situation raises concerns about the marginalization of the Bahasa Indonesia in Indonesia. When tourism industry players prefer to use foreign languages for commercial reasons, the national values and cultural identity that should be reflected in the image of national tourism are neglected. Bahasa Indonesia loses its function as the primary medium for formal and semi-formal interactions in the public tourism space. However, from a linguistic policy perspective, the presence of the national language in the public sphere is crucial for strengthening the collective identity of the community and instilling pride in one's own language. Without consistent regulation and oversight, the use of Bahasa Indonesia will continue to be marginalized by market pressures and global business interests [4].

The challenges of upholding the dignity of the Bahasa Indonesia in Bali's tourism sector are not only technical, but also structural and cultural. Structurally, weak enforcement of language-related laws and regulations, minimal policy dissemination, and a lack of coordination between local government agencies have resulted in ineffective implementation of Bahasa Indonesia in public spaces [5], [6]. Culturally, however, a pragmatic view persists among tourism industry players that the use of foreign languages is considered more prestigious and economical. Consequently, many business owners do not feel obligated to adequately incorporate Bahasa Indonesia into their business communications, and in

some cases, misinterpretations in translation and grammar have resulted in a loss of linguistic values.

This challenge also reflects the suboptimal awareness of the public and tourism operators regarding the importance of preserving the dignity of the Bahasa Indonesia. The lack of language education, the absence of incentives or rewards for proper and correct use of Bahasa Indonesia, and the absence of a sanction mechanism for excessive use of foreign languages further weaken efforts to uphold the dignity of the national language. Furthermore, local tourism education and training curricula have not fully incorporated language aspects as an integral part of professional competency. Yet, the ability to use Bahasa Indonesia effectively in the context of tourism services is a crucial component of professionalism and the preservation of national culture [7].

Based on these issues, this study aims to analyze the challenges faced in upholding the dignity of the Bahasa Indonesia in the Bali tourism area. This study will also explore the factors causing the weak implementation of Bahasa Indonesia policies in the tourism sector and the impact of the phenomenon of foreign language dominance on national identity and local wisdom. By using a descriptive qualitative approach, this study is expected to make a real contribution to strengthening the role of Bahasa Indonesia as a symbol of national identity in the highly strategic tourism sector. The results of this study are also expected to be considered in the development of more responsive and sustainable language policies.

2. RESEARCH METHODOLOGY

The research method used in this study was a descriptive qualitative approach which aims to gain an in-depth understanding of the challenges of dignifying Bahasa Indonesia in the Bali tourism area. This approach was chosen because it is suitable for exploring socio-cultural phenomena in the context of natural language use in tourism public spaces. The

research was conducted in several main tourism areas in Bali, such as Kuta, Ubud and Nusa Dua, which are known as international tourist destinations with high intensity use of foreign languages.

Data collection techniques included non-participatory observation of information boards, tourist brochures, restaurant menus, and various other public media used in tourism activities. Furthermore, semi-structured interviews were conducted with tourism industry stakeholders, such as hotel managers, tour guides, local vendors, and local government officials regarding language and tourism policies. Documentation in the form of photographs of signage and promotional media found in the field was also collected as supporting data.

Data analysis was conducted interactively and continuously following the Miles and Huberman model, which includes three stages: data reduction, data presentation, and conclusion drawing/verification. Data reduction was carried out by sorting relevant information based on the research focus, data presentation was carried out in the form of thematic narratives and direct quotes from informants, while conclusions were drawn by comparing field findings with language policy concepts and sociolinguistic theory. Data validity was maintained through triangulation techniques of sources and methods, so that the results of this study can fully describe the challenges and opportunities for the dignity of Bahasa Indonesia in the complex and dynamic public space of Balinese tourism.

3. RESULTS AND DISCUSSION

3.1 *Maintaining Linguistic Identity amidst Tourism Globalization*

Bahasa Indonesia holds a strategic position as the national language and the official language of the state, mandated by the 1945 Constitution and reinforced by Law Number 24 of 2009 concerning the National Flag, Language, and Emblem. In the context of national language

policy, Bahasa Indonesia is not only a formal means of communication, but also a symbol of identity, character, and unification of the nation [8]. However, the reality of Bahasa Indonesia use in tourism areas, particularly in Bali, shows serious challenges in maintaining this strategic function. Bali's tourist areas, which are the main destination for foreign tourists, often prioritize the use of foreign languages, especially English, in various aspects of communication and public services.

The phenomenon of tourism globalization entering Balinese social space has had a strong influence on language preferences [9]. In an effort to attract as many tourists as possible and serve the needs of the international market, tourism industry players increasingly use foreign languages in promotions, service communications, and even commodified cultural products. This is evident in the dominance of foreign language writing on hotel signs, restaurants, souvenir shops, and even in cultural information such as dance performances or traditional ceremonies. Bahasa Indonesia is often neglected or merely used as an unobtrusive complement. This condition creates a public space that symbolically reflects external influences rather than local identity.

This trend not only impacts the practical degradation of the Bahasa Indonesia function but also has the potential to weaken the spirit of linguistic nationalism among local communities, especially the younger generation. In an environment saturated with visual and verbal communication in foreign languages, young Balinese living in major tourist areas tend to associate foreign languages with prestige, professionalism, and progress. Meanwhile, Bahasa Indonesia is considered less relevant in economic contexts and cross-cultural communication. If this situation is allowed to continue, in the long term,

the erosion of national linguistic identity could occur, with people losing pride in their own language [10], [11].

However, efforts to maintain Bahasa Indonesia identity require stronger policy support and multi-sectoral involvement. Local governments, tourism industry players, educational institutions, and local communities must foster a shared awareness that the presence of Bahasa Indonesia in public tourism spaces is not merely a formality, but a form of respect for the nation's cultural sovereignty. Social campaigns, training, and regulations are needed to encourage the proper and correct use of Bahasa Indonesia in the tourism sector, without neglecting the importance of multilingual communication in tourism services.

Thus, maintaining the Bahasa Indonesia identity in Bali is not an effort to hinder tourism development, but rather a cultural strategy that strengthens Bali's appeal as a unique destination rooted in local and national values. In the global era, cultural excellence is determined not only by the number of foreign elements adopted, but also by the extent to which a society is able to maintain its authentic identity amidst global competition. Bahasa Indonesia, as the primary symbol of national identity, deserves a dignified place at the heart of Bali's multicultural tourism destination.

3.2 Violations and Inappropriate Use of Language in Public Media

The use of language in public spaces in Bali's tourism areas shows a worrying trend of violating national language regulations [12]. Many public information media, such as shop signs, billboards, brochures, restaurant menus, and even directions in tourist areas, do not adequately include Bahasa Indonesia. In fact, many do not use Bahasa Indonesia at all, displaying text only in English, Mandarin, or even Russian. This contradicts the mandate of

Article 36 of Law Number 24 of 2009, which requires the use of Bahasa Indonesia in public information, including signage within the territory of the Republic of Indonesia.

This phenomenon demonstrates a lack of awareness and adherence to linguistic norms in public communication practices in the tourism sector. Observations conducted at several prime tourist destinations, such as Kuta, Canggu, and Nusa Dua, found that approximately 65% of business signs and general information displays do not use Bahasa Indonesia as the primary language. Some even use foreign scripts exclusively without translations or equivalents, giving the impression that Bahasa Indonesia lacks a dominant position in the region. This imbalance creates a linguistic imbalance, where the national language is marginalized in a space that is highly strategic for public visibility [13].

Inappropriate language use is not only related to the absence of Bahasa Indonesia, but also includes grammatical errors, inappropriate choice of diction, and inappropriate use of loan terms [14]. Many restaurant menus list food names in confusing literal translations, or even mix English and Bahasa Indonesia unsystematically (code-mixing), which disrupts the aesthetics and clarity of the message. These types of errors indicate that business owners lack a grasp of proper Bahasa Indonesia grammar or lack guidance and supervision from relevant agencies regarding language use in commercial media.

On the other hand, these violations are also caused by weak oversight and enforcement of regulations by authorized government agencies. Local governments, Provincial Language Center, and Tourism Office lack an effective and sustainable control system to ensure that language use in tourist areas complies with national linguistic norms. The lack of strict

sanctions for these violations also contributes to businesses' tendency to ignore these obligations. Yet, the presence of Bahasa Indonesia in public spaces is not merely a matter of aesthetics, but also a symbol of state sovereignty and a means of national unity.

The absence of Bahasa Indonesia as a dominant language in public media in tourist areas creates an identity dilemma and weakens the reach of the national language to the global community. Tourist areas should be showcases of Indonesian culture, representing local richness, including language. Therefore, violations and inappropriate language use in public spaces need to be addressed immediately through firm policies, cross-sector collaboration, and ongoing education for tourism industry players. This way, Bahasa Indonesia will not only serve as a means of domestic communication but also be dignified as the national language amidst the globalization of tourism.

3.3 Factors Inhibiting Bahasa Indonesia Dignity in Tourism Area

The promotion of the Bahasa Indonesia in Bali's tourism sector faces complex structural and cultural challenges [15]. One major obstacle is the dominance of economic interests, which encourage the widespread use of foreign languages, particularly English, in business interactions and tourism promotion. For tourism industry players, the use of foreign languages is considered more efficient in attracting international tourists and projecting a modern and global image. This creates a dilemma between market needs and the national responsibility to maintain the identity of the national language. In practice, Bahasa Indonesia is often positioned as merely a supplement, and in many cases, is not used at all in public communication media.

Another factor is weak government oversight of the

implementation of language policies, particularly the mandate of Law Number 24 of 2009 concerning Language. Although this law provides a strong legal basis for the use of Bahasa Indonesia in public spaces, its implementation remains limited. Monitoring of business signs, tourist brochures, and public information has not been carried out systematically and sustainably. This is exacerbated by the absence of strict sanctions for violations, leaving businesses free to use foreign languages predominantly without considering legal and cultural aspects [16].

The lack of linguistic literacy among local tourism operators is also a significant obstacle. Most businesses, especially small and medium-sized businesses, lack a sufficient understanding of the importance of using Bahasa Indonesia correctly. They tend to follow market trends without considering their impact on the national language. In interviews with several businesses in the Ubud and Seminyak areas, many stated they were unaware of language regulations or did not see the urgency of balancing the use of Bahasa Indonesia and foreign languages in their services.

Furthermore, the orientation of education and job training in the tourism sector emphasizes foreign language proficiency over strengthening Bahasa Indonesia as a national identity. Tourism training institutions generally focus on English, Japanese, Mandarin, or other European languages. While essential for cross-cultural communication, this imbalance has resulted in Bahasa Indonesia no longer being seen as a primary tool for professional communication. This situation creates a gap in the development of linguistic pride among tourism workers.

Sociocultural factors further complicate this situation. The consumer culture and modern image attached to

foreign languages have influenced local communities, especially the younger generation, to place a greater emphasis on the use of foreign languages in everyday life, including in business and social media. Bahasa Indonesia is considered less marketable and less attractive in the context of tourism promotion. As a result, foreign languages become symbols of status and professionalism, while Bahasa Indonesia is marginalized from strategic spaces of public communication.

Overall, the challenges of upholding the dignity of the Bahasa Indonesia in the Bali tourism area stem not only from regulatory and institutional aspects, but also from public awareness, economic orientation, and cultural perceptions [17]. Addressing these challenges requires a concerted effort from the government, tourism stakeholders, academics, and the wider community to build collective awareness that the Bahasa Indonesia is part of the nation's identity and sovereignty that must be upheld, without neglecting the need for global communication in the tourism industry.

3.4 *Strategies and Efforts to Strengthen Bahasa Indonesia in Tourist Area*

Strengthening the Bahasa Indonesia in Bali's tourism sector requires a strategy that is not only symbolic, but also implementable and measurable [18]. Bahasa Indonesia must be positioned as an integral part of national identity as well as a tool of cultural diplomacy in the tourism industry. Therefore, a crucial initial step is to reaffirm the role of Bahasa Indonesia in tourism policy, by ensuring that all elements of public communication, including information boards, brochures, and promotional media, use Bahasa Indonesia appropriately, while still including foreign translations when necessary. This is in line with the mandate of Law Number 24 of 2009 and Presidential Regulation Number 63 of 2019

concerning the Use of the Bahasa Indonesia.

Regional governments, through relevant agencies such as the Bali Tourism Office and the Bali Provincial Language Center, need to strengthen oversight of language use in public spaces [19]. One concrete strategy is to establish a language monitoring team that regularly evaluates language use in outdoor media, particularly in tourist centers such as Kuta, Ubud, and Nusa Dua. In addition to monitoring, a system of rewards and sanctions should also be implemented. Tourism businesses that consistently use Bahasa Indonesia well can be awarded a certificate of linguistic appreciation, while repeated violations should be given an administrative warning. With this approach, the dignity of Bahasa Indonesia is not merely an appeal, but an integral part of professional tourism governance.

On the other hand, language education is a key long-term foundation. Tourism industry players, including business owners, hotel staff, tour guides, and Indonesian MSMEs, need training in the proper use of Bahasa Indonesia. This training should encompass not only linguistic aspects but also an understanding of the importance of language as a national cultural image. Collaboration between the government, universities, and language communities can produce relevant educational modules and literacy activities, such as language workshops, social media campaigns promoting love for the Bahasa Indonesia, or cultural festivals titled "Speaking Bahasa Indonesia in Our Own Country" [20].

Local community involvement is also a strategic key to maintaining the sustainability of these efforts. Bali's younger generation, particularly those active in cultural and digital communities, plays a significant role in shaping public opinion and building critical awareness about the importance of using the national language amidst

the onslaught of globalization. Community-based social movements, such as the #GunakanBahasaIndonesia movement and creative competitions for Bahasa Indonesia tourism promotion content, can be effective tools for fostering pride in one's own language. With this strategy, Bahasa Indonesia will no longer be seen as an obstacle to tourism promotion, but rather as a unique attraction that distinguishes Indonesian tourism from other countries.

Finally, ongoing evaluation and research are needed on the effectiveness of language-building policies and programs. The central government, through the Agency for Language Development and Cultivation, can make Bali a pilot project for integrating language and tourism policies nationally. Evaluation results from this region can serve as a benchmark for other tourist destinations in Indonesia. With a comprehensive strategy involving regulation, oversight, education, community participation, and research, the goal of making Bahasa Indonesia a dominant language in its own country can be achieved without sacrificing openness to foreign tourists.

3.5 *The Role of Regional Language (Balinese) in the Multilingual Constellation of Tourist Area*

The Balinese language is an integral part of the Balinese cultural identity and holds a strong position in the local social structure and religious rituals [21]. In the context of tourism, Balinese is not only a means of internal community communication but also a representation of local wisdom values that distinguish Bali from other tourism destinations in Indonesia and the world. However, in reality, the role of Balinese in the public tourism space is often marginalized by the dominance of foreign languages and, ironically, by the minimal presence of Bahasa Indonesia as the national language.

The use of Balinese in tourist

areas tends to be symbolic or ceremonial [22]. Examples can be seen in the naming of villas, restaurants and spas which use Balinese vocabulary (such as Candra, Ayung, Sari, Segara), but without accompanying explanations in Bahasa Indonesia that can provide a wider understanding to domestic tourists. The Balinese language is often positioned as a decorative or exotic element in tourism packaging, not as part of a balanced and functional regional language preservation strategy. This creates a paradox: the Balinese language is displayed, but not dignified as a living communication tool in modern public spaces.

The presence of Balinese in a multilingual tourist destination should not be a rival to Bahasa Indonesia, but rather a mutually reinforcing partner in creating an authentic and dignified cultural atmosphere. The use of regional languages can enrich tourists' experiences of Bali's uniqueness, while Bahasa Indonesia continues to serve as a bridge between regions and nations. However, without policies governing the use of these three languages (regional, national, and foreign), relations in the public sphere tend to be unequal and biased toward foreign languages [23], [24].

Therefore, the inclusion of Balinese in public information boards, tourism promotional media, and educational programs for domestic and international tourists needs to be increased. For example, the use of trilingual signage in public spaces; Balinese, Bahasa Indonesia, and English; can be a concrete manifestation of an inclusive and proportional multilingual policy. Local governments, tourism industry players, and language preservation organizations must work together to develop language use guidelines that consider not only economic and aesthetic aspects but also educational functions and cultural identity.

Through this approach, the Balinese language is not only preserved in its traditional context but also promoted in a modern and global context. This strategy will strengthen the position of regional languages as part of the overall national linguistic dignity, while also affirming Bali's position as a highly cultural tourist destination that respects its local heritage.

4. CONCLUSION

Based on the research results, it can be concluded that the dignity of the Bahasa Indonesia in the Bali tourism area faces significant challenges due to the dominance of foreign languages, particularly English, which is widely used in public communication, promotional media, information boards, and tourism services. This phenomenon indicates a shift in the function of Bahasa Indonesia in the public tourism space, which should be a space for the actualization of national identity. Minimal supervision of language use in public spaces, low awareness among tourism actors about the importance of Bahasa Indonesia as the national language, and global economic pressures that demand international competitiveness also exacerbate this condition.

However, amid these challenges,

there is significant potential to integrate national linguistic values into Bali's tourism system in a wise and adaptive manner. Efforts to uphold the Bahasa Indonesia need not confront the realities of globalization, but rather aim to harmonize the preservation of national identity and the needs of international communication. Correct and proportionate use of Bahasa Indonesia in public information boards, tourism promotions, and formal interactions must be a shared commitment between the local government, tourism industry players, and the local community.

Therefore, it is recommended that the Bali regional government, along with the Agency for Language Development and Cultivation, be more active in monitoring and fostering the use of Bahasa Indonesia in the tourism sector. Language education for tourism businesses and the local community should be encouraged through training and public campaigns. Furthermore, stricter and more implementable regulations regarding the use of the national language in public spaces are needed. In the long term, the synergy between preserving local culture, upholding the dignity of Bahasa Indonesia, and openness to foreign languages must be realized through inclusive and nationally-minded tourism policies.

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