

English Language Acquisition by Trader in Sanggigi Beach: A Study of Ethnography

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Abstrak

In this research discusses how English is learned by beach traders in Sanggigi, Indonesia. The globalization and technology on the rise, having strong English skills is becoming increasingly important to be competitive in various fields, including tourism. This study uses qualitative methods, specifically ethnography study, to examine how these traders acquire English language. The research explores two main approaches: formal education (courses, high school) for those with a traditional learning background, and informal learning through listening, remembering, imitating, and direct interaction for those without formal schooling. Based on the results of data analysis conducted by researcher, can conclude that the second language acquisition on the beach traders Sanggigi is through several processes, namely: traders who have a formal education base in obtaining a second language, such as Following Course Institution, high school and second language that can be through lectures. and traders who do not have a formal school education background get a second language through Listening, Remembering and Imitating, and experience directly.

Key Terms: Language Acquisition, Trader, Ethnography

1. Introduction

Globalization and technology create a need for skilled workers, especially in tourism. West Lombok, a beautiful and culturally rich district, attracts thousands of tourists yearly, with Sanggigi Beach being a major attraction. This tourism success requires a qualified workforce, particularly those with English language skills. Traditional education often falls short in equipping students with competitive English proficiency. This gap is filled by various schools and courses offered by private institutions.

Simply learning theory isn't enough. Mastering a language requires practice, especially with native speakers. Tourist destinations, like West Lombok, demand this fluency from locals who interact with

international visitors. Unlike formal education, people in tourist areas can acquire English through daily exposure and direct communication, forming a practical and habitual understanding of the language.

As we know, learn English is not enough with the theory but need practice and practice directly with native speakers because we are able or able to master a language that is accustomed as we see in various places of tourism whose society in demand must be master Foreign language one of them is English but with people who come with a variety of educational background would be certainly create a strategy or mastery of English that is different from the system of school education in general. As we now that how the process of acquiring language in Sanggigi beach



traders who use the English language to communicate with foreign tourists, this one is not independent of environmental factors or habits of people who hear ordinary hear and directly communicate using the English language directly without learning process in school Formal in general to become a habit and able to use the language.

Sanggigi Beach, located in West Lombok's Sanggigi District, is a prime example. Here, traders acquire English not through formal schooling but through the environment itself. By constantly hearing and using English in daily interactions with tourists, they develop a practical understanding of the language.

With the competition then some traders must be able to use good English so that coastal traders must communicate using English to run their business so that not infrequently from those who had never followed a formal school or course but they are able to communicate use english with Good, so that business or business can run well.

Based on the illustration above, the writer try to write about "An Analysis of English Language Acquisition by Treader in Sanggigi Beach" with ethnography approach, the author uses this approach because ethnography is one of the many approaches in qualitative research. In Greek terms, *ethnos*, meaning society, race or a cultural group, ethnography means a science that explains the way people live.

Basad on the problem above, the writer uses theory language acquisition, Second language, and ethnography.

a. Language Acquisition

Based on (Tadkiroatun, 2004), said that Language Acquisition and language learning are different. Acquisition refers to a naturally internalized linguistic ability, that is, without realizing it and focusing on linguistic forms. while language acquisition by maxima (1993: 20) is a process of language acquisition do by someone unconsciously, implicitly and informally. Meanwhile, according Skinner (Hardika,2013) language behavior can be done by strengthening. Reinforcement occurs through two processes: stimulus and response. Thus the most important thing here is the activity of repeating the stimulus in the form of a response.

Based on the above opinion it can be concluded that the acquisition of a second language is a process or stages of acquiring and learning a new language obtained through the interaction of formal and informal environment of school education by influenced by social environment in communicating. Therefore the author tries to examine about how the acquisition of English that is done by traders in Sanggigi Beach.

a. Second Language Acquisition Strategy

According to Aziz ,(2014). That Language acquisition strategies are:

1) Remembering

Given playing an important role in learning a language or learning anything. Every sensory experience that a child goes through is recorded in his mind. When he touches, absorbs, kisses, hears and sees something the child's memory records it. The memory will be stronger when the mention of things or events happens-over and over again. In this way the children will remember the sound, the combination of sound or word about something at the same time considering the way to express it.

2) Imitate

In learning the language of children also use the strategy of imitation. Impersonation means to imitate creatively or inspire. The imitation of a child is not always the exact repetition of what he or she hears. On the other hand a child can gradually understand and use a more complicated speech. On the other hand, children's simultaneously build a language system that is likely to understand and produce speech in the form and the amount that is not limited

a) Experiencing directly

Another strategy that accelerates the child's mastering of his first language is experiencing direct language activities in a real context. The child uses his or her good language when communicating with other people, or while alone. He listens and speaks instantly, and simultaneously obtains feedback on the reasonableness and appropriateness of his language behavior, and at the same time the child gets input from the speech acts of his partner.

b) Playing

Playing activities are essential to encourage the development of language skills. In play, the child sometimes acts as an adult, as a seller or a buyer in trade-merchandise, Mother, father or child in playing home, as a doctor or nurse or patient or as a teacher or pupil in school-school play.

b. Second Language

Every individual human never escape from communicating their fellow, either in everyday life as in the family and the environment the societies in which they associate and multiply. The resulting form of their communications is language, from here language has an important role in the life of a human being, not only humans who use the language in communication, this can be proved by see animal life as a creature the gods that they speak with using language though can not understandable language spoken by fully normal human.

In human life, there are two languages that arise in the environment, the first language and the second language. The second language is a language learned by a child after receiving and learning the language his mother taught. In another sense, the second language is the language obtained from the environment outside the home, such as school environment, workplace and social environment. (Hendra,2014).

A second language is a person's process learning a second language in addition to language their mother, the acquisition of second language refers to what the students are doing and does not refer to what the teacher is do it. (Hendra,2014). A second language obtained through an adult process studying in the classroom is formal learning in comparison with the language of gems natural. Dardjowidjojo, (Vanio,2015)

And for the people of Lombok second language is the language that is learned after mastering the first language and the second language for the society of Lombok is very necessary to learn especially in the world of work and education that the average of Lombok people must be able to communicate with the second language be it Indonesian , English, Arabic or Japanese because the second language is not only a job demand but

also a second language is a language that can affect various aspects of life for the people of Lombok.

1. Ethnography

Ethnography is one of many approaches in qualitative research. In Greek terms, ethnos, meaning society, race or a cultural group, ethnography means a science that explains the way people live. The writer uses ethnography approach for the writer need the data qualitatively with the traditions or traditions habits on the edge of Sanggigi beach.

2. Research Method

In this study, the researcher used the type of qualitative research with the approach ethnography. Refers to Arif (2013) ethnography is one of many approaches in qualitative research. The writer uses ethnography approach for the writer need the data qualitatively with the traditions or traditions habits on the edge of Sanggigi beach. The subjects in this study are traders who have been selling for 3 years and above 10-45 years old. And the author would be done research as many as 15 people. The source of data in this study is the community who sell for 3 years and above. Whereas the techniques of data collections, they are (a) observations, (b) interview, (c) documentations, and (d) the voice recorder. Techniques of analysis data in this research are (a) data collection, (b) data reduction, (c) display data, and (d) conclusion and verification.

3. Data and Discussion

Based on the data obtained by researcher in the field, that there are several stages performed by the trader to offer merchandise to local and foreign tourists that listening, imitating or interacting directly and how that is done by Sanggigi beach sellers that they offer goods to foreign tourists how to listen while using body language in communicating, it can be seen from the statement of Marpin (11 Years) who interviewed by researcher on 20th January 2024. *"saya menjual gelang-gelang sambil menunjukan kepada turis barang dagangan saat menggunakan bahasa inggris saat berjualan."/ "I*

Sell to tourists by showing my goods while using english when selling.”

It can be seen from the statement of Miss Yadi (35 Years) who interviewed by researchers on 20th January 2024. *“Jika kita sering berinteraksi atau bergaul, orang tidak sekolahpun bisa menguasai 6 sampai 7 bahasa asal ia sering bergaul dengan orang bule, kadang orang sekolahpun tidak akan mampu menggunakan bahasa inggris jika ia tidak sering berinteraksi dengan orang bule.”* / *“If we often interact or mingle, people can not study school 6 to 7 languages from which he often associate with caucasians, sometimes the school people will not be able to use english if he does not often interact with caucasians.”*

Another case is done by a trader namely Mr. Jumadi (30). *“saya menggunakan bahasa inggris dalam menawarkan barang dagangan saya meskipun bahasa inggris yang saya gunakan adalah bahasa inggris pasaran atau bahasa inggris yang intinya bisa di mengerti ketika berjualan dengan wisatawan asing.”* / *“I use English in offering my merchandise even though the English I use is english market or english which essentially can be understood when selling with foreign tourists.”* 20th January 2024.”

Most of the Sanggigi beach guardians never go to formal school, but they learn naturally in because in daily they often interact or associate with foreign tourists until it has become the language habits in the hear and in the imitate which will eventually be able to acquire English naturally. They get a second language (english) by listening.

It can be seen from the statement of Miss Angga (39 Years) who successfully interviewed by researchers on 23th February 2024. *“saya menjual barang-barang kepada wisatawan mancanegara menggunakan bahasa inggris dan itu saya peroleh bukan dari sekolah formal tetapi diperoleh dari sering mendengar dan sering berinteraksi dengan para bule jadi 2 sampai 3 bulan kita sebenarnya sudah mampu menggunakan bahasa inggris untuk berjualan.”* / *“I sell with foreign tourists using English and I get this English not from school but because it is used to hear and often interact with the Caucasians so*

1 month or 3 months we are actually able to use English to sell.”

But there are also traders who follow formal school education as seen from the statement of Mr. Adi (35 years) who successfully interviewed by researchers on 20th February 2024. *“saya memperoleh bahasa inggris di sekolah dan itu sebelum saya dapat bahasa inggris melalui jualan di Sanggigi. Ketika saya masih di SMA saya juga di ajarkan bahasa inggris, sehingga ketika saya berjualan di pantai Sanggigi memberi kemudahan bagi saya ketika berinteraksi dengan wisatawan mancanegara karena bahasa inggris yang saya gunakan sudah saya pelajari ketika saya masih di sekolah SMA.”* / *“Before I worked on the beach Sanggigi, previously I obtained English in school, because when I was in high school I was also taught english, so when I work at Sanggigi beach not too difficult when interacting with foreign tourists because the english I use I have learned when I was in high school.”* It can also be seen from the statement of Mr. Ardi (45 Years) who successfully interviewed by researchers on 20th January 2024. *“Sebelum saya bekerja di pantai Sanggigi saya sebelumnya memperoleh bahasa inggris dengan mengikuti kursus, barulah setelah itu saya berjualan di pantai Sanggigi.”* / *“Before I worked on the beach Sanggigi I previously obtained the English language with follow the course, then after that I sell on the beach Sanggigi.”*

4. Discussion

The acquisition of a second language is the language acquired after mastering the first language and the acquisition of a second language can be obtained through the school's formal and infomal school environment.

a. The Influence of Second Language Acquisition In Sanggigi Beach

Traders the acquisition of a second language is the language that is gained from daily life through the learning process, whether it can be through the school environment or outside the school supported by several factors in the process of mastery of language.

One of them is to interact with native speakers, Refers to Tadkiroatun (2004) said a

second language is a language that can not be separated from everyday scope with the context of natural language acquisition and there is also the process of obtaining language that can be through learning that refers to formal conditions and programmed context.

Likewise According to Chaer A. and Agusitina, (2004: 1) about the acquisition of a second language. Stating that the acquisition of a second language or bilingualism is a gradual span starting from mastering the first language (B1) plus knowing a second language (B2), then increasing B2 gradually, until finally mastering B2 as well as B1. as well as visible acquisition of a second language (english) the traders who are on the beach Sanggigi is their daily sales and interact directly with various foreign and domestic tourists, it will be very influential on their lives both lifestyle and language that they will use to interact, especially those who work as traders of the language have a great influence in their lives especially the second language (english).

b. Language acquisition stage

There are two community groups or Sanggigi beach swimmers in obtaining a second language, traders who have the basis of formal education in obtaining a second language and traders who have no formal educational background in obtaining a second language.

1) traders who have the basis of formal education in obtaining a second language:

a) Following the Course Institution

Some merchants who have a second language insert, are on average attending courses with coaching for at least 3 months to 6 months or even more, depending on the needs of the merchant, to where they want to master a second language.

b) Traders who obtained a second language from Senior high school.

In school there is the name of English subjects, from beach traders who have high school graduates Sanggigi high school is not too difficult in obtaining a second language, because it already has a foundation in high school. although the English language education that he got in

school is not enough, but with the support of the habit of interaction with foreign tourists is certainly not too difficult in communicating using English language.

c) The acquisition of a second language on the bench university.

Some workers who are on the beach Sanggigi certainly not all of these workers work as a treader but also with a variety of other jobs, therefore the preparation of the matured must be more prepared as follow university. When the acquisition of a second language in get on the bench university will certainly increase insight in communicating, which is not only able to communicate alone but also will be able to communicate using English with good and true English. So it will encourage to get a job in accordance with the ability of the second language obtained such as working in hospitality or so on.

2) Traders who have no formal educational background in obtaining a second language.

Based on the data obtained by the researchers, that the second language acquisition process on Sanggigi beach traders, through listening, remember, imitate, experience directly and play (interaction). It was supported by Tarigan (2008: 2) about the acquisition of a second language. Tarigan said that the acquisition of a second language is by listening. In this case the researchers explain the stages in the acquisition of a second language is as follows.

a) Listening, Remembering and Imitating

In learning the language of course many methods or ways of mastering the language even more the language we learn is the second language, especially English. Where the traders who sell around the beach Sanggigi certainly not all of these traders have a formal education that can support the mastery of the language while in their work in demand to master the second language, especially English to support their needs in work. But the average of the traders who are on the beach

Sanggigi able to use the English in the transaction.

They even though from the educational background they are not able to use the English language but after researchers do research on the trader found that the trader obtained the language by listening, remember, and imitate the language they studied primarily English language but communications they are able to speak using English, but in the system of writing or grammar is good and true they have not been able to master it because their process in learning the language is first of all listening to some languages of foreign tourists who are on vacation at Sanggigi beach by hearing the words and intonation of their language then remember the words or intonation they use when they interact directly or in a indirect.in the concept of foreign. language teaching of course the fundamental thing to acquire the language is experiencing directly or interact directly with the original speaker.

5. Conclusion

Based on the results of data analysis conducted by researcher, research on the process of acquiring a second language on existing traders in coastal areas Sanggigi. Researcher can conclude that the second language acquisition on the beach traders Sanggigi is through several processes, namely: traders who have a formal education base in obtaining a second language, such as Following Course Institution, high school and second language that can be through lectures. and traders who do not have a formal school education background get a second language through Listening, Remembering and Imitating, and experience directly (interact).

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