
An Analysis of Language Function and Language Expression Used by Guest Service Agent at Hotel Puri Saron Lovina Baruna Beach Cottages

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Abstract

This study aims to analyze several problems specifically focusing on the language functions and expressions utilized by Guest Service Agents at the Puri Saron Lovina Hotel. Employing a descriptive qualitative approach, the research involves five receptionists who meet the established criteria for participation. Data collection follows a series of steps, beginning with observations, and progressing to interviews, which are recorded for accuracy using audio equipment. The collected data is then systematically examined, with particular attention paid to analyzing grammar. The study identifies eight key language functions and expressions used by the five receptionists, including , 1) Asking for Opinion, 2) Giving Opinion, 3), Asking for Directions, 4) Giving Directions, 5) Agreement, 6) Disagreement, 7) Complaint, 8) Greeting. This chapter has provided a comprehensive overview of the language functions and expressions employed by Front Office Staff, particularly Guest Service Agents and Receptionists, at Hotel Puri Saron Lovina Baruna Beach Cottages. Through systematic observation and interviews, we identified a range of language functions critical for effective communication in the hospitality context.

Keywords: Analysis Language functions and expressions, Guest Service Agent, Hotel Puri Saron Lovina

INTRODUCTION

Language is one of the most crucial aspects of communication since it allows us as humans to understand what people say. In this world, humans communicate with each other through language. According to (Sorescu-marinković & Mircea, 2015 : 405), "language is essentially a means of communication among the members of a society." As a result, language serves as a tool for everyday communication. Listening, speaking, reading, and writing are all components of English skills that humans employ for competence and communication Grabe & Stoller, (2017)).

English is also widely used in a variety of industries. For example, in the sector of hospitality, particularly as an international standard hotel, English has become a daily language

that may be used for letter writing, captioning, emailing, the hotel system itself, and so on. Today, Indonesia has a large number of international chain hotels. This is why English is regarded as a vital language for the contemporary era. Language has variances that reflect different circumstances and social groups, causing people to speak in different ways. These variations are broadly divided into conventional and non-standard varieties. In comparison, the non-standard variety is more casual and exudes warmth, friendliness, and approachability. According to (Hornby, 2018) tourism involves traveling where short visits are made to various locations, and the traveler eventually returns to their original destination. Thus, tourism refers to the activity of taking a journey or holiday.

In addition of tourism, language awareness is essential, particularly for tourism services such as hotels and others. The key thing is to comprehend the universal language, which is English. Understanding English will improve the quality of service. Hotel workers are the most important English speakers in tourism since guests would rest or remain at the hotel for an extended period of time. If the hotel does not know what the tourist destination is. This will result in a miss of comprehension for both of them. Inside the hotel, there is another key department: the Front Office Department.

The front office is indispensable in a hotel, acting as a central contact. Staff members greet guests, manage their luggage, assist with registration, and provide room keys and mail. The main goal of front office personnel is to provide excellent service. Every front office employee must have English language skills to communicate effectively with guests. According to (Ocal, 2021) the front office is a department that directly interacts with guests and handles a range of complex responsibilities and functions. Soenarno, (2021) elaborates that the front office manages room procedures from the reservation process to check-in, the guest's stay, and the check-out process. (Lubis et al., 2022) identifies several sections within the front office, including the reservation desk, reception desk, information desk, payments desk, tour desk, and communication desk, each with distinct duties in guest management. As the hub of information, front office staff must possess excellent communication skills, particularly fluency in English, and exhibit friendliness, attentiveness, and professionalism.

Hotel Puri Saron Lovina Baruna Beach Cottages, a three-star resort in Singaraja, Bali, particularly in the Lovina area, offers excellent facilities, including beautiful gardens and views of the cool and calm ocean view. This hotel provides 86 rooms and suites, meeting facilities, free Wi-Fi throughout the premises, a spa, and the popular beachfront Baruna Restaurant. It is an ideal choice for family gatherings and business meetings. In digital and globalisation era, proficiency in English is crucial for effective communication with guests. For hotel staff, particularly those in the front office, understanding and using appropriate language functions and expressions is essential when assisting guests during check-in. Clear and detailed explanations help ensure guests feel comfortable and well-informed. This is especially important in international hotel chains, where language skills are vital for daily interactions. To effectively work in the front office department, students enrolled in the Front Office course must acquire the knowledge and skills necessary to become professional front office staff. The numerous tasks performed by front office staff demand strong communication skills. Within the realm of communication, there are specific topics pertinent to the front office area. Additionally, front office staff need to utilize various language functions and expressions to manage guest interactions.

In this final project, the author examines the analysis of language functions and expressions used by guest service agents at Hotel Puri Saron Lovina Baruna Beach Cottages. Consequently, the author investigates the language functions and expressions employed by the front office staff (GSA) at Puri Saron Hotel. Based on the reasons stated above, the author chose this title because he was interested in investigating the language style used by the GSA

staff at the Puri Saron Lovina Hotel, which would make it easier for them to work and for customers to grasp the hotel's information.

Several previous research projects examined language functions and expressions. The first study, was conducted by (Sidabutar et al., 2018) the study conducted on the language functions and styles used by vendors at Legian Beach in communicating with tourists utilizes a descriptive-qualitative research method. The study concludes that vendors at Legian Beach predominantly use the language functions of controlling conversations and obtaining information. The most common language styles are informal and colloquial, reflecting the casual and friendly nature of interactions in a tourism context. Another study was conducted (Ayu et al., 2024). This approach is suitable for the study's aim to identify specific language expressions and functions used by receptionists. The primary data collection instrument was a questionnaire. The study aimed to identify language expressions and functions used by receptionists during check-in and check-out processes.

The research aims to identify the specific language functions and expressions used by the GSA front office staff at Puri Saron Lovina Hotel, as these elements are integral to the effective execution of work systems and established SOP processes. Thus, the author intends to conduct a study titled "***An Analysis of Language Function and Language Expression Used by Guest Service Agents at Hotel Puri Saron Lovina Baruna Beach Cottages***"

METHOD

The researcher focuses on the research methodology used in conducting this study. This chapter outlines the methodology employed in the current study. It encompasses various sub-sections, including the research design, subject of the study, object of the study, data collection methods, and data analysis techniques. This study utilizes a descriptive qualitative approach to categorize the language functions and expressions employed by Guest Service Agents at Hotel Puri Saron Lovina when interacting with guests.

According by researched (Öhman, 2005), Qualitative research involves an investigative approach focused on comprehension, drawing from specific methodological traditions to delve into social human issues. The researcher constructs a comprehensive, nuanced understanding, analyzes language, presents in-depth perspectives from participants, and conducts the study within a natural environment. The instruments used included observation, audio recording of the subject, and interviews with four front office staff who acted as guest service agents or receptionists. Data collection methods consisted of direct observation at the Puri Saron Lovina Hotel and interviews with staff at the Front Office, especially at Reception. Next, the results of audio recordings and data from interviews are used to classify data, dissect various functions and language expressions that appear in the context of this research. The qualitative data gathering strategy will be based on the theory proposed by Miles and Huberman in 1994, which provides a detailed guide for qualitative data analysis.

This study examines the functions and language expressions employed by Guest Service Agent at Hotel Puri Saron Lovina. The data analysis process follows four key steps: data collection, data display, data reduction, and drawing conclusions and verification. These steps are outlined in the diagram below.

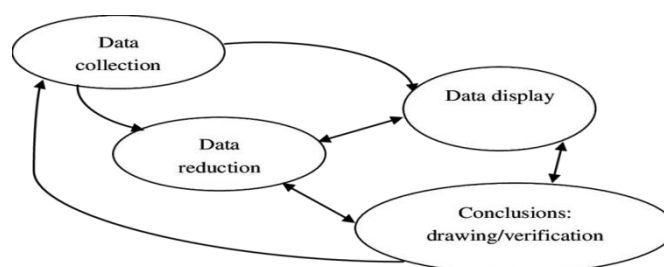


Figure 1 Data Analysis Stages in Miles and Huberman's Theory (2014)

The final step in the research process is drawing conclusions and verification. Concluding is an important stage in compiling a summary of all the ideas and analyses that have been proposed in the context of the research problem. In this final stage, the researcher will detail the data that has been collected to produce conclusions, expand understanding, and provide answers to the research questions or problems posed. During this process, the researcher will identify thematic patterns, similarities, and variations in the data being analyzed and then provide an interpretation of them. The results of the analysis will be used to support the conclusions drawn.

FINDINGS AND DISCUSSIONS

The results of this research were obtained from the observation stage and then continued with the interview stage. After that, the data generated is identified and presented in the form of a table below. The findings include the identification of language functions and expressions used by Guest Service Agent at Hotel Puri Saron Lovina.

Table 1 Language Functions and Expressions Used by Guest Service Agent in Front Office Department

Number	Types of language function
1	Asking for Opinion
2	Giving Opinion
3	Asking for Directions
4	Giving Directions
5	Agreement
6	Disagreement
7	Complaint
8	Asking for Opinion

Employees in hotels, villas, homestays, and similar establishments utilize language functions and expressions to manage interactions with guests effectively. (Savignon, 1983) in (Mahardika, 2019), mastering the use of language functions and expressions is crucial for successful communication. From these expert evaluations, it can be inferred that a deep understanding and proficiency in the language expressions are essential for effective communication. This is because language expressions enable the conveyance of emotions, feelings, and desires.

Based on various studies regarding language functions and expressions, it can be concluded that understanding English functions and expressions is crucial for effective communication, especially when interacting with guests (Mahardika, 2019). According to

(Sidabutar et al., 2018), several types of language functions and expressions are identified as follows : Greeting: a greeting is essential for guest service agents to initiate a conversation with guests, using various polite greeting expressions, Introducing themselves: It is important for guest service agents to introduce themselves, providing details like their name and role at the hotel, Providing information: guest service agents offer general information about the hotel, its services, and nearby attractions, Handling guest inquiries: Guest service agents are frequently asked questions by guests and must be well-prepared to respond effectively and address a range of inquiries, Giving directions: when asked, guest service agents provide directions or instructions regarding activities, hotel facilities, or surrounding areas, Informing about rules and safety: reception are responsible for communicating hotel policies and ensuring guests are aware of safety procedures during their stay, Offering apologies: if a guest experiences any issues, guest service agents must be ready to offer apologies and resolve the situation courteously, Expressing gratitude and farewells: guest service agents conclude their interactions by thanking guests and offering a warm farewell.

Table 1 Language Functions and Expressions Used by Reception

No	Language Function	Language Expressions
1.	Greeting	<ul style="list-style-type: none"> a Hallo, Good Morning Sir / Madam b Good Afternoon Sir / Madam c Welcome to Hotel Puri Saron Lovina. Nice to meet you d Good Evening Mr / Mrs, Welcome to our hotel. How May I help you
2.	Asking for Opinion	<ul style="list-style-type: none"> a Hi. My name Sarah, I want to know about your hotel. Could you give me some Information about your hotel, please? b You have many types for the room, right ? Sounds interesting. But, what is the difeerent between superior room and deluxe room? c Could you tell me the location of the hotel? d How about types of rooms in your hotel? e How about facilities available in your hotel f Sounds great. How about the room facilities? g May I know more information for the room rate? h What is the tourist attraction near in your hotel? i Okay, can I have the contact number of your hotel? I wat to stay in your hotel 2 days ago.
3.	Giving Opinion	<ul style="list-style-type: none"> a Our Hotel is located at Lovina, the main center of tourism at Singaraja-Buleleng, North Bali b We have 5 types of rooms. They are deluxe ocean view, Superior Standars Room. Junior Suite, President Suite, Villa 1 Bedroom & Villa 2 Bedroom

		<ul style="list-style-type: none"> c Deluxe Suite is larger than Superior Standard room and it includes for bath and the best view for Ocean and access pool. d The Facilities in our hotel, actually we have 3 public pools. The first one is main pool, baruna pool near from villa and kids pool. We also have SPA and 2 restaurant, the names' are Mawar Restaurant and Baruna Restaurant. Next to our lobby is our mawar restaurant and beach bar at the Baruna Restaurant. And then we have other facilities. For our free facilities. We have shuttle baggy, yard area will be use for kids playing game. e The room facilities, every room is equipped with chanell television, minibar, air conditoner, safety depsoit box, bath room, complimnetary in room such as, shampoo, soap, tea, coffee, creamer and provide 2 bath towels in the room. f If you want to know the Rate price in our hotel, you can scand the barcode firs over there and then you can see all the information in our hotel like the price and the picture. g If you are staying in our hotel, you can visit many tourist attraction as we are closed to Lovina statue, Krishna Fantastic Land, Banjar Hot Spring, Vihara, Secret Garden Wterfalls. As you know the Lovina Center, best destination will be doing is Watching the dolphin and snorkling also you can bookfor swimming with dolphin. h So if you need any assistance or something. Our telephone number is 0362189765 or our WhatsApp i +6287845011615. You can contact us anytim. Is there anything else that I can help you Mr/ Mrs
4.	Asking and Giving Directions	<ul style="list-style-type: none"> a Could you tell me where the hotel is located? b What tourist attractions are near your hotel? c Can you tell me where I can have dinner tonight? d Is it far from our room? e Where is the room located? f Can you tell me about the tourist attractions around here? g Are there any other tourist attractions suitable for kids? h How can I get to a seafood restaurant nearby? i Where can I find a money changer near your hotel?

		<p>j Do you know where the bakery is around here?</p> <p>k Could you give me directions to the supermarket?</p> <p>l Our hotel is situated in Lovina, the main tourist hub in Singaraja - Buleleng, North Bali.</p> <p>m If you're staying at our hotel, you can visit many tourist attractions nearby, such as the Lovina statue, Krisnaland, Banjar hot spring, and Vihara Banjar.</p> <p>n You can have dinner next to the beach and main pool at our beach bar.</p> <p>o For nature tourism, there's Lovina Beach nearby. Additionally, you can visit the Twin Waterfalls and Kroya Waterfall in Sambangan.</p> <p>p Yes, you can visit Krisna Adventure, which offers various activities for children such as flying fox, ATV, paintball, and trekking. There are also many photo spots. Additionally, you can visit the Hydroponic Tour where your family can engage in hydroponic vegetable farming with crops like cucumber, kale, and lettuce.</p> <p>q You can use our shuttle buggy, or if you prefer to go by yourself, exit the hotel, turn right at the main road, and walk about 200 meters. You'll find a seafood restaurant on your right side.</p> <p>r Go straight, then turn right and continue straight for about 250 meters. You'll find a traditional market before the traffic light.</p> <p>s The bakery is right in front of the money changer, across the street on your left side.</p> <p>t It takes about 4 minutes to reach the nearby supermarket. Turn right at the main road and go straight until you see Pepito Supermarket on the right side.</p>
5.	Agreement	<p>a Hmm... Alright, I'll book the Deluce room with Ocean view and Junior Suite</p> <p>b Okay, I'll book the President Suite.</p> <p>c Hmm... Alright. I'll take the Superior Standard Room</p> <p>d I sincerely apologize. I understand how upsetting this must be for you. I'm certain there has been a mistake. I'll send someone up right away to check on it.</p> <p>e Yes, that's absolutely right.</p> <p>f I think I'll take this room as well.</p> <p>g I agree with you. I'll reserve that room.</p> <p>h That's a great suggestion for a room for my family.</p>

		<p>i You know, I think this room is perfect for me.</p> <p>j I have no doubt about your suggestion.</p> <p>k I agree with your opinion to book the Deluxe Ocean View and Superior room.</p> <p>l This is a great choice for staying at your hotel.</p> <p>m That's a great suggestion, I like it.</p>
6.	Disagreement	<p>a I'm sorry, but it's non-refundable. You can find this information in your confirmation letter.</p> <p>b Hmm... I apologize, but the price is already low compared to our usual rate of IDR 2,500,000 per night.</p> <p>c I apologize, but I assure you the room has been thoroughly cleaned. Additionally, smoking is not allowed inside the room.</p> <p>d If you don't believe me, you can check for yourself! I can't believe this hotel doesn't treat its guests properly. You can't even air out a room correctly! I'm definitely leaving a bad review for this hotel.</p> <p>e I'm uncertain about your suggestion to take the room since it's on the second floor.</p> <p>f I see your point, but I think the beach suite is more suitable for my family.</p> <p>g That's a valid point, but I'm sorry, you'll be checking in with 6 adults, and our deluxe villa accommodates a maximum of 4 adults and 1 child under 12, with an extra bed charge.</p> <p>h I understand, but according to our hotel policy, you cannot bring durians into the hotel.</p> <p>i That's not entirely correct because you must pay for an extra bed during your stay or upon check-out.</p> <p>j I'm not sure about your opinion because our staff arranges rooms according to guest orders, and the system reflects your order.</p> <p>k Yes, that's true, but I'm sorry, you need to confirm your participation in the tour at least one day in advance, by 8 pm, so we can arrange transportation and a driver.</p> <p>l To be honest, I disagree because we always assist guests in need. Guest satisfaction is our top priority, and we strive to resolve any complaints.</p> <p>m I understand, but the room rate is very reasonable, and we've already offered you a discounted price for booking directly with us.</p>

		<p>n I don't think that's accurate because all our staff are always attentive and disciplined in performing their duties.</p>
7.	Complaint	<p>a I have some issues with my room that I'd like to address.</p> <p>b Yes, I'm in Room 201, and I'm quite frustrated. This is unacceptable. I specifically booked a room with a king-size bed or something better, but instead, I received a room with a twin bed.</p> <p>c I need to report a problem with my room: the air conditioner isn't functioning properly.</p> <p>d I regret to inform you that my room is very dirty. I'm disappointed with the cleanliness standards of your hotel.</p> <p>e I'm experiencing issues with the Wi-Fi connection in my room. It wouldn't connect when I first arrived.</p> <p>f There's a problem with the water flow in my room. The shower provides very little water, making it take much longer to finish.</p> <p>g I'm dissatisfied with the room service. I ordered fried rice and apple juice, but received fried noodles and watermelon juice instead, which was frustrating as I was very hungry.</p> <p>h I'm upset with the housekeeping service. I requested room cleaning while I was at breakfast, but when I returned, the room was in an even worse state than before.</p> <p>i I'm sorry to say this, but I'm disappointed with the security staff. They were unhelpful in assisting me with finding a parking spot.</p> <p>j I'm unhappy with my room's location. It's very noisy due to its proximity to the beach bar and main pool, despite my request for a quiet and comfortable room.</p> <p>k I need to lodge a complaint about your service. I'm frustrated with the lack of response to my two calls to reception regarding a non-functioning air conditioner.</p> <p>l The noise from the rooms adjacent to mine has been quite bothersome; they were playing loud music, which really disrupted my stay.</p> <p>m I'm disappointed with my room reservation. I had requested a king-sized bed, but instead, I received a room with twin beds.</p>

		n I want to address an issue with my room: it smells of cigarette smoke even though I specifically booked a non-smoking room.
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The findings of this study do not align with those of Septiawan, Yudha, (2020), in his research titled *“The Identification of Language Expressions and Function In Handling Check-In And Check-Out At U-Paasha Seminyak.”* yudha identified only six language functions and expressions Greeting, Giving Information, Offering, Apologizing, Thanking, and Saying Goodbye based on data from reception at U-Pasha Seminyak. In contrast, the current study identified eight language functions and expressions Greeting, Introducing Ourselves, Giving Information, Dealing with Questions, Giving Directions, Rules and Safety, Apologizing, and Thanking and Farewell gathered from four reception hotel puri saron lovina. Additionally, a comparison can be made with Pramana (2022), who conducted a study on *“The Identification of Language Expressions and Functions in Handling Check-in and Check-out by Receptionists at New Sunari Lovina Beach Resort.”* The results of Pramana's research do not support the findings of the current study, as they differ in language functions and expressions. Pramana focused on the check-in and check-out processes, finding only three similarities with the current research: the functions of Greeting, Offering Assistance, Giving Information, Wishing Farewell, and Thanking. Lastly, the study by Wahyuni (2022), titled *“An Identification of Language Expressions and Strategies Used by Waiters at The Poco Lounge Bar Lovina,”* also does not align with the present research. Wahyuni found eleven language expressions through interviews with three staff at The Poco Lounge Bar Lovina, which also fall under language functions. However, there are only two shared language functions with the current research Welcoming and Greeting Guests, and Thanking the Guests while the remaining nine expressions are specific to how waiters serve their guests.

CONCLUSION

Based on the findings of this research, it can be concluded that there are eight distinct types of language functions utilized by the Reception at Hotel Puri Saron Lovina when interacting with guest. These functions play a crucial role in facilitating effective communication and enhancing the overall tourist experience. The analysis, conducted through observations and interviews, revealed not only the variety of expressions employed by the reception.

First, There are 8 language functions that can be described, including, 1) Asking for Opinion, 2) Giving Opinion, 3), Asking for Directions, 4) Giving Directions, 5) Agreement, 6) Disagreement, 7) Complaint, 8) Greeting. This chapter has provided a comprehensive overview of the language functions and expressions employed by Front Office Staff, particularly Guest Service Agents and Receptionists, at Hotel Puri Saron Lovina Baruna Beach Cottages. Through systematic observation and interviews, we identified a range of language functions critical for effective communication in the hospitality context.

The findings revealed that the Guest Service Agents utilize various language functions, including greeting, asking for opinions, giving directions, expressing agreement and disagreement, and handling complaints. These functions are essential for facilitating smooth interactions with guests, enhancing their overall experience, and ensuring their needs are met promptly and professionally.

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