

Tourism and English day policy in East Nusa Tenggara Province: the attitude of civil servants (ASN: Aparatur Sipil Negara)

Pariwisata dan kebijakan hari bahasa Inggris di provinsi Nusa Tenggara Timur: sikap aparatur sipil negara

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Abstract

This study examines the attitudes of East Nusa Tenggara (NTT) civil servants toward the English Day Policy introduced in Governor Regulation No. 56 of 2018. The policy aligns with NTT's focus on tourism development, emphasizing English proficiency as key to enhancing global competitiveness. Addressing a research gap, the study explores the sociolinguistic effects of promoting English in a multilingual, culturally rich region. Data were collected from 604 civil servants via an online questionnaire distributed through WhatsApp. The survey included seven Likert-scale statements and one open-ended question in Bahasa Indonesia. Using a mixed-method approach, the analysis combined quantitative data with qualitative sociolinguistic insights. Findings reveal generally positive attitudes toward the policy, with most respondents agreeing that English is crucial for tourism and acknowledging the policy's benefits. They also dismissed concerns that the initiative could harm local languages or Bahasa Indonesia. However, participants noted limitations in implementing the language policy, highlighting that favorable attitude alone cannot ensure its success.

Abstrak

Penelitian ini mengkaji sikap Aparatur Sipil Negara (ASN) di Provinsi Nusa Tenggara Timur (NTT) terhadap Kebijakan Hari Berbahasa Inggris sesuai Peraturan Gubernur No. 56 Tahun 2018. Kebijakan ini mendukung pengembangan sektor pariwisata NTT, di mana penguasaan bahasa Inggris dianggap penting untuk daya saing global. Penelitian ini mengisi kesenjangan dalam literatur dengan menganalisis implikasi sosiolinguistik kebijakan bahasa dalam konteks wilayah yang multibahasa dan kaya budaya. Data dikumpulkan melalui kuesioner *online* kepada 604 ASN menggunakan WhatsApp. Kuesioner terdiri dari 7 pernyataan skala Likert dan 1 pertanyaan terbuka dalam Bahasa Indonesia. Analisis menggunakan metode campuran, menggabungkan pendekatan kuantitatif dan kualitatif untuk memahami sikap ASN terhadap kebijakan ini. Hasilnya menunjukkan sikap positif, dengan mayoritas responden menyetujui pentingnya bahasa Inggris bagi sektor pariwisata dan potensi manfaatnya. Responden juga menilai kebijakan ini menguntungkan dan tidak mengancam bahasa daerah atau Bahasa Indonesia. Meski demikian, responden menyadari keterbatasan kebijakan dan menegaskan bahwa sikap positif saja tidak cukup untuk menjamin keberhasilan implementasi sebuah kebijakan bahasa.

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A. Introduction

Tourism is of paramount importance for sustained development, economic growth, and the enhancement of Indonesia's global positioning. It serves as a vital catalyst for bolstering the country's economy and enhancing its geographical significance, which holds immense strategic value in the realm of tourism and the global economy (Sukma, 2021; Widiastuti et al., 2021). Many people believe that any region that actively invests in the development of the tourism sector and creative economy will see direct benefits, including improved welfare and a reduction in unemployment (Susanti, 2021). In recent times, the provincial government of Nusa Tenggara Timur (NTT), also known as East Nusa Tenggara, has been actively engaged in fortifying the tourism sector as a strategic measure to enhance regional economic resilience. Various initiatives have been undertaken, including the establishment of new tourist destinations, the revitalization of existing attractions, and the development of human resources and complementary capacities. Essentially, the government aims to position tourism as a key driver to elevate the economic well-being of the residents in the province of NTT.

The vitality of the tourism sector hinges significantly on the effectiveness of promotional endeavors. These promotional activities entail disseminating information about tourism attractions to ensure awareness within the broader community. In this context, language plays a pivotal role as a primary tool for promotion, employed across various channels such as electronic media, print media, and social media. The use of language is instrumental in communicating the allure of tourist destinations and engaging with the audience through diverse communication platforms.

To maximize profits, the primary focus of tourism promotion is geared towards attracting foreign tourists. Consequently, the government emphasizes the use of the most widely recognized international language as a promotion tool, namely English. English holds a preeminent position compared to other United Nations languages due to its pervasive use in global activities across diverse sectors such as education, trade, and politics. Moreover, it serves as a *lingua franca*, facilitating international communication among people from various linguistic backgrounds, even in non-English-speaking countries (see Ardiansyah, 2020). Across Asia, every country places English as the foremost language after its national language, underscoring its significance in the region (Liddicoat & Kirkpatrick, 2020). Globally, about 25% of world population is already fluent or proficient in English (Vojnovic & Nicin, 2012).

In the Indonesian context, English is not regarded as the main language for communication. However, it is the first foreign language included in Indonesia's National Curriculum and is taught as a mandatory subject at nearly all levels of education. According to the Regulation of the Minister of Education, Culture, Research, and Technology No. 12 of 2024, English will become a compulsory subject in elementary schools beginning in 2025. This highlights the crucial role it plays as a global language.

Like in many other countries, the teaching of English in Indonesia is divided into two categories: General English (GE) and English for Specific Purposes (ESP) (see Kusumawardani, 2019). General English is generally viewed as providing a broad foundation rather than focusing on detailed or specific objectives for achieving learning goals. In contrast, English for Specific Purposes (ESP) is designed to address a variety of learner needs and demands. ESP emphasizes teaching meaning over grammar instruction, aiming to connect directly with students' real-world experiences through relevant content. Unlike General English, ESP focuses on vocabulary, sentence structures, and subject matter that are directly relevant to a specific field. Today, ESP serves as an umbrella term encompassing various specialized fields, including English for Science and Technology, Academic Purposes, Business and Economics, Management, Medicine, Finance and Banking, Law, and areas like Accounting, Engineering, and Tourism (see Jendrych, 2013). The distinction between General English and English for Specific Purposes highlights the importance of tailoring language instruction to meet the diverse and practical needs of learners across various specialized fields.

Particularly significant is the relationship between tourism and the English language, which, as the global lingua franca, not only dominates all negotiations and transactions occurring in tourist destinations but also serves as a catalyst for shaping the various facets of a destination's identity. Indeed, English embodies the processes inherent in tourism, playing a pivotal role in creating and defining the realities of a destination (Fox, 2008). English plays a crucial role in ensuring the delivery of high-quality service within the tourism industry. Employees working in tourism and hospitality are fully cognizant of its significance and must possess proficient English language skills to excel in their workplace (Zahedpisheh et al., 2017). In the Indonesian context, English is not considered the main language for communication. Nevertheless, there is a significant demand for it within tourism business sector (Indrianti et al., 2022). Widiastuti et al. (2021)'s interviews and open questionnaires conducted to tourism stakeholders in Bali pointed out the high role of English in the development of tourism and economy. The stakeholders also acknowledged that employees with strong English skills deliver more effective and efficient services to tourists, potentially enhancing the quality of service. As a result, tourists may be encouraged to extend their stay in Bali.

Implementing English as a tourism language in countries like Indonesia is more difficult than in nations that, from the perspective of English as a global language, belong to the inner circle (e.g., the UK, USA, Australia, and Canada) or the outer circle (e.g., India, Singapore, the Philippines, etc.). The key issue is Indonesia's language policy on English is marked by ambivalence. While it is mandated as a compulsory subject at all levels of education-by-education laws, it is undervalued in laws governing other domains. This ambivalence stems from concerns about the hegemonic implications of widespread English usage, creating a tension between its role as a global language, the function of Bahasa Indonesia (BI) as a unifying national language, and vernacular languages as guardians of local cultures contributing to national identity. Consequently, the objectives of English language instruction remain unclear, leading to low English proficiency among Indonesians despite years of extensive teaching and learning. To address these issues, Indonesia should advocate for a multilingual policy and revise laws that conflict with the promotion of English (Panggabean et al., 2020).

In mid-2018, the Governor of Nusa Tenggara Timur (NTT) issued Governor Regulation Number 56 of 2018, stipulating the mandatory use of English every Wednesday in both governmental and non-governmental entities. The underlying objective of this policy is to bolster the NTT tourism sector strengthening program. The fundamental assumption is that proficient English skills among the people of NTT would enable them to effectively promote their tourism sector on a global scale. In response to this directive, various training programs have been implemented to enhance the English language proficiency of the NTT residents. Examples include the English Speaking Skills Training for the Wini Coastal Communities on the NKRI-RDTL Border (Bouk & Siahaan, 2021); Empowerment of Tourism Driving Groups Through English Language Training in the Liman Beach Tourism Area, Semau Island, Kupang Regency, East Nusa Tenggara (Ludji & Hambandima, 2020); English For Tourism Training With A Local Culture-Based Approach For Business Owners in the Coastal Area of Sulamanda Villlage (Hornay et al., 2023).

The introduction of this governor regulation has sparked diverse opinions. Some view it as a positive step forward, asserting that it could propel the advancement of the tourism sector in NTT. However, opposing views argue that the regulation is legally flawed, as it seemingly contradicts the fundamental Article 36 of the 1945 Constitution concerning the State Language. This perspective contends that the regulation represents a paradox, especially considering the ongoing efforts by the Ministry of Education and Research and Technology, facilitated through the Language Development Agency, to elevate the status of Indonesian as one of the international languages. These efforts involve initiatives like Indonesian Language Teaching for Foreign Speakers (BIPA) (Azizah et al., 2022; Ningrum et al., 2017) and the promotion and documentation of regional languages in Indonesia to prevent their endangerment. The Language Development Agency emphasizes in its tagline the importance of mastering foreign languages while prioritizing

Indonesian and preserving the rich tapestry of regional languages in the archipelago. These contrasting opinions undoubtedly shape attitudes towards the implementation of such policies.

Despite the emergence of various opinions, it is noteworthy that there has not been an in-depth scientific study to thoroughly examine the impacts and implications of this policy. What adds to the intrigue is the uniqueness of this governor policy, as it stands alone among the more than 30 provinces in Indonesia. The absence of comprehensive research on the subject raises questions about the policy's effectiveness, potential legal implications, and its alignment with broader language and educational initiatives. A more thorough scientific investigation could provide valuable insights into the policy's outcomes and inform future decisions on language-related regulations in the region.

The objective of this study is to assess the attitude of the people in NTT, particularly the ASNs employed by the provincial government of NTT, towards the English Day policy introduced by the Governor of the province. As many studies have emphasized that attitude plays a pivotal role in the acquisition of a second or a foreign language (see Chambers, 1999; Masgoret & Gardner, 2003; Merisuo-Strom, 2007). Attitudes are formed through personal experiences and can significantly shape an individual's linguistic conduct (Agheyisi & Fishman, 1970). In essence, an attitude is a theoretical concept aimed at elucidating the inclination and persistence of human actions (Baker, 1992). Thus, an individual's language attitude refers to their predisposition to react positively or negatively towards a language and its speakers. By understanding attitudes of the ASNs, the study seeks to provide insights into the effectiveness of the policy and its impact on this specific group. This approach is intended to offer valuable perspectives on the overall reception and implications of the English Day policy in NTT. The choice of this ASN group as respondents is deliberate, given that they served as pioneers during the initial implementation of the policy.

This study addresses two key questions as follows: (1) what is the attitude of ASNs employed by the NTT provincial government towards the English Day policy outlined in Governor's Regulation number 56 of 2018? (2) to what extent is the Policy effective? By answering these questions, the research aims to provide a comprehensive understanding of the ASNs' perceptions and the underlying factors that contribute to varied attitudes towards the English Language Day policy, offering insights for policy evaluation and potential adjustments.

B. Method

This study was conducted from March to July 2023. The respondents were 604 ASNs employed by the provincial governments of NTT. The demographic breakdown included 251 males and 354 females, with ages ranging from 22 to 59 years and diverse educational backgrounds.

This study was designed with a mixed-method approach. To obtain quantitative data, an online structured questionnaire with 7 Likert-scale statements (e.g., strongly agree to strongly disagree) was utilized. These statements were crafted to explore specific dimensions of the respondents' perspectives, such as their agreement with the policy, perceived benefits, challenges, and personal experiences. As a qualitative data source, an open-ended question was added to the questionnaire. This question allowed respondents to elaborate on their opinions, share personal experiences, and highlight challenges related to the implementation of the English Language Day policy. The questionnaire was distributed via the WhatsApp platform to all 604 ASNs, ensuring wide reach and ease of access, particularly since all respondents were technologically equipped to receive and respond through this platform.

The quantitative data were processed by calculating the percentage of responses for each Likert-scale option in statements 1 to 7. The results were tabulated and visualized using bar charts to highlight patterns and trends in attitudes. Simple statistical measures were applied to summarize and interpret the data. The analysis of the qualitative data, on the other hand, involved grouping the responses into several categories. These categories were created based on the similarity or identical nature of the responses. By combining quantitative metrics with qualitative insights, the

research aims to provide a more comprehensive and insightful evaluation of the impact and nuances surrounding the policy.

C. Results and Discussion

This section presents and discusses the responses given by the respondents to the online questionnaire. The responses are grouped based on the statements of the questionnaire used as the instrument of this study as follows:

1. English is Important for the Progress of Tourism Sector in NTT

1. Bahasa Inggris penting untuk kemajuan pariwisata NTT.

604 jawaban

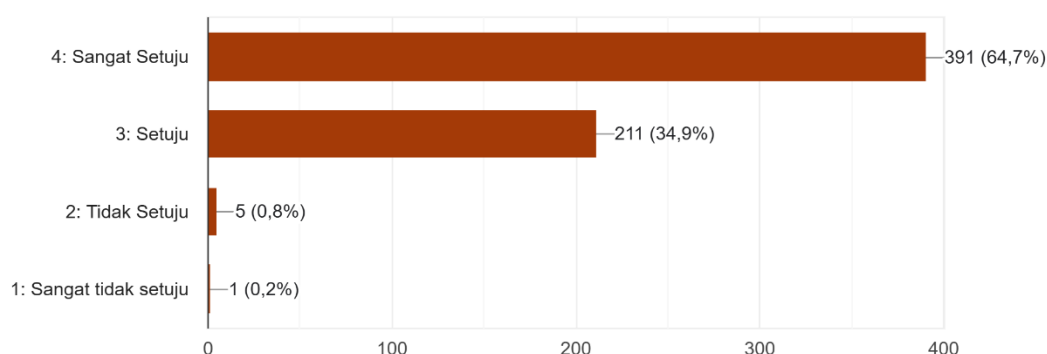


Chart 1. The Importance of English

Chart 1 illustrates that over 90% of the ASNs surveyed either agree or totally agree that English plays a crucial role in promoting the tourism sector in East Nusa Tenggara Province. This high level of agreement signifies a positive belief among respondents in the efficacy of English as a global language for the advancement of the tourism industry. The overwhelming consensus suggests a widespread acknowledgment among ASNs of the significance of English in contributing to the promotion and success of the tourism sector in the province. This is consistent with the findings of Widiastuti et al. (2021), who emphasized the importance of English in advancing Bali's tourism sector.

2. People in NTT Are Required to Master English in Order to Support Government in Promoting Tourism Sector

Tourism workers can provide excellent service if they possess strong English communication skills. Practical abilities such as making phone calls, providing information, giving suggestions, offering directions, describing attractions, and asking questions are crucial for professionals in the tourism industry to support the sector's growth (Widiastuti et al., 2021). As shown in Chart 2, the majority of respondents recognize that mastering English is essential for promoting the tourism sector in East Nusa Tenggara Province. This highlights the critical role of English as a global language in advancing tourism promotion.

2. Semua penduduk NTT harus bisa berbahasa Inggris sehingga bisa membantu pemerintah provinsi dalam upaya memajukan pariwisata di NTT.

604 jawaban

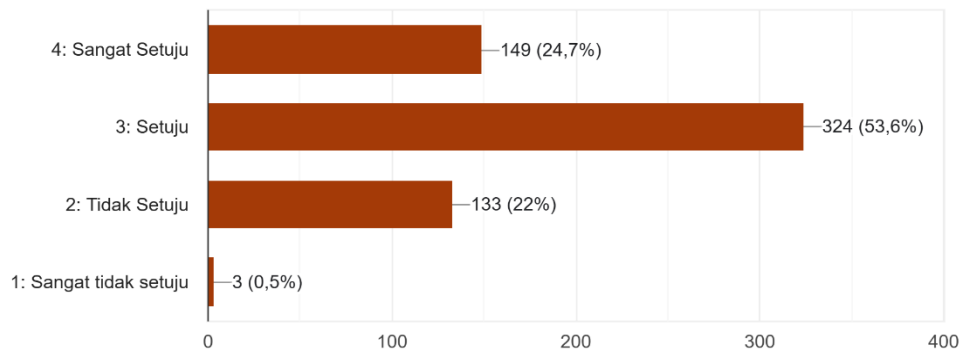


Chart 2. English as a Requirement

3. If all NTT People Master English, the Tourism Sector will be Well-Developed

3. Saya yakin bila semua penduduk NTT bisa berbahasa Inggris sektor pariwisata di NTT akan maju.

604 jawaban

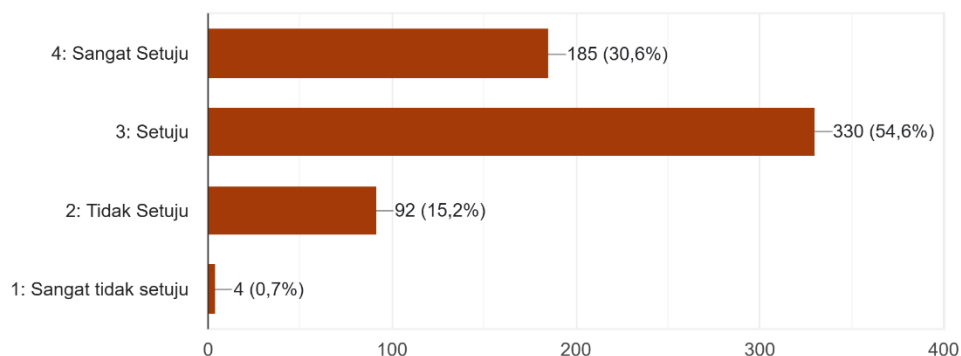


Chart 3. English for Tourism sector Development

Despite the disagreement from over 15% of the respondents, the majority acknowledges that possessing good English proficiency can contribute to the development of the tourism sector in East Nusa Tenggara. This consensus underscores the perceived positive correlation between English language skills and the potential advancement of the tourism industry. While a minority may hold differing views, the prevailing sentiment suggests a recognition among respondents of the instrumental role that English proficiency can play in fostering the growth and success of the tourism sector in the region. This aligns with the observation by Widiastuti et al., (2021) who highlighted the crucial role of English in developing the tourism sector in Bali.

4. Mastering English Provides a Wide Access to Knowledge and Science

4. Mampu berbahasa inggris memudahkan saya untuk mendapat akses ilmu pengetahuan yang lebih luas.

604 jawaban

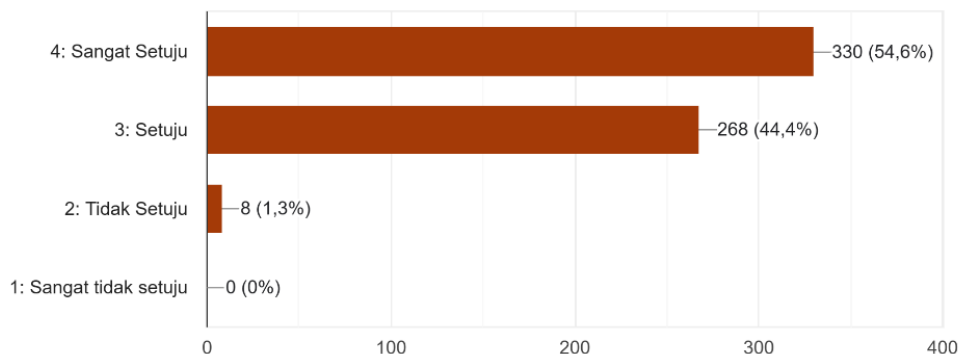


Chart 4. Mastering English for Knowledge and Science

As mentioned earlier, one of the branches of English for specific purposes is English for academic purposes (Jendrych, 2013). Mastering academic English enables non-native English-speaking scholars to access scientific journal articles or other sources written in English. As illustrated in the chart, the majority of respondents recognize that English proficiency provides broader access to knowledge and science. This highlights the perceived importance of English as a tool for enhancing understanding and engagement with diverse information and academic disciplines. The chart underscores the respondents' belief that English proficiency serves as a gateway to a wealth of knowledge and scientific advancements.

5. The English Day Policy Issued by The Governor of NTT is a Good Policy

5. Saya melihat kebijakan Berbahasa Inggris pada setiap hari Rabu yang dikeluarkan oleh Gubernur NTT periode 2018/2023 adalah sebuah kebijakan yang baik dan perlu didukung.

604 jawaban

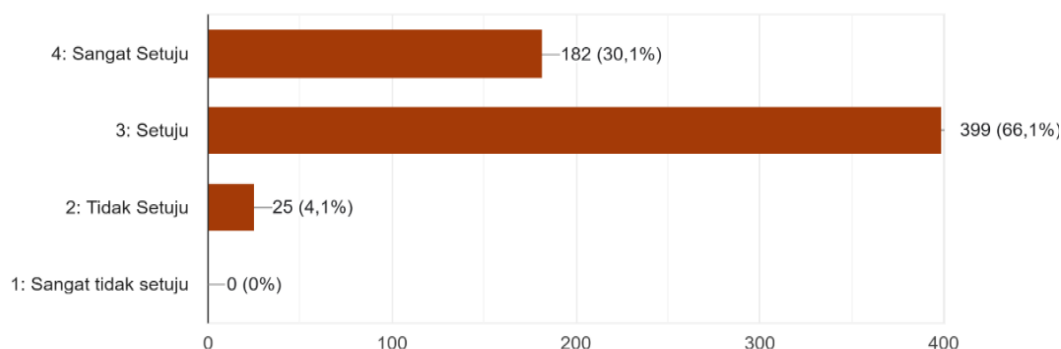


Chart 5. English Day is a Good Policy

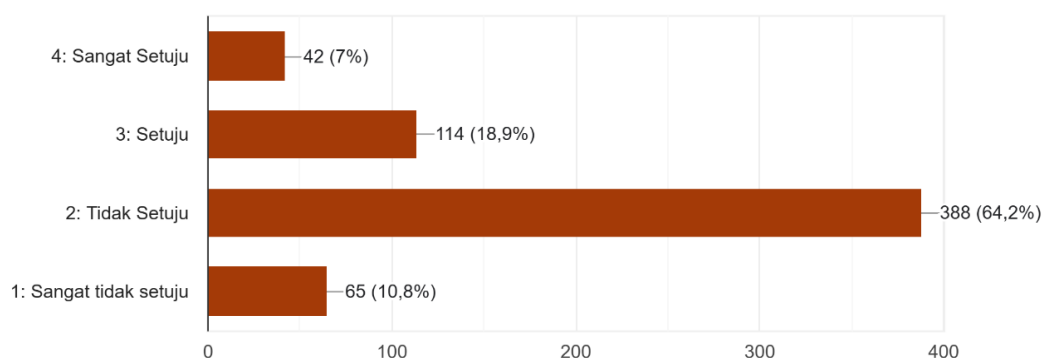
The nature of language, along with its development, acquisition, use, and treatment, is largely shaped and guided by language policy and planning (Panggabean et al., 2020). The success of language policy and planning is partly influenced by the attitudes of the community (Sallabank, 2010). In this study, the majority of respondents acknowledge that the English Day Policy is a good

initiative, aligning with their responses to previous questions. However, it is notable that most respondents also perceive that this policy has not been effectively implemented. This dual perspective suggests that, while the policy is positively endorsed in principle, there are concerns or challenges hindering its effective execution and impact. Analyzing these contrasting views provides valuable insights into the complexities surrounding the implementation of the English Day Policy and highlights potential areas for improvement or adjustment.

6. Imposing People to Learn English May Threaten the Existence of Local Languages in NTT & Bahasa Indonesia

6. Mewajibkan penduduk NTT berbahasa inggris dapat mengancam eksistensi/ keberadaan bahasa-bahasa lokal di NTT.

604 jawaban



7. Mewajibkan penduduk NTT berbahasa Inggris dapat mengancam keberadaan Bahasa Indonesia.

604 jawaban

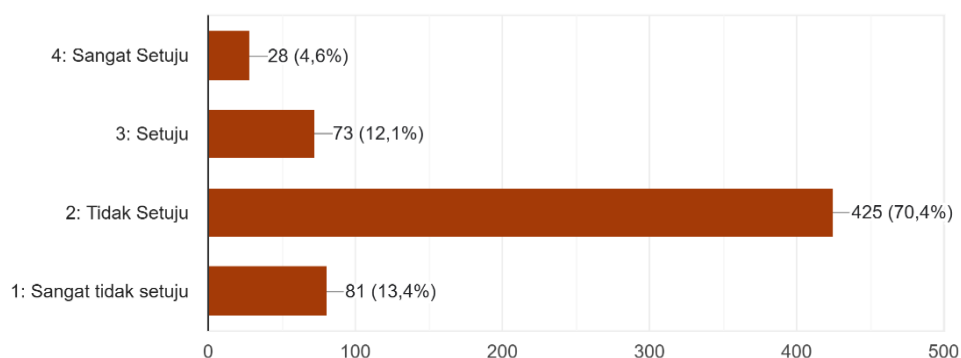


Chart 6. English & the Existence of Local Languages & Bahasa Indonesia

Scholars assert that English exhibits imperialistic tendencies (Canagarajah & Said, 2011). For some lawmakers, government officials, and scholars in Indonesia, English is perceived as a potential threat and may pose hegemonic impacts on Bahasa Indonesia and local vernaculars. This concern has led to the issuance of ambivalent policies regarding English (Panggabean et al., 2020). However, the findings of this study indicate that the majority of respondents, as shown in the displayed figure, believe that English does not threaten the existence of Bahasa

Indonesia or local languages in East Nusa Tenggara Province. This suggests that, while respondents acknowledge English's influence on a global scale, they do not perceive it as endangering the vitality of the Indonesian language. Understanding these perceptions provides valuable insights into the complex dynamics between global and local languages, particularly in the context of language attitudes and vitality.

6. Has the English Day Policy Been Running Smoothly? If not, State the reason why and give your recommendation for the improvement? (*Apakah Program Hari Berbahasa Inggris ini telah berjalan dengan baik? Jawab ya atau tidak. Bila TIDAK, berikan alasannya dan berikan rekomendasi untuk perbaikan.*)

In response to this question, nearly all respondents acknowledge that the implementation of the policy has faced setbacks due to several factors. These include limited English proficiency, low motivation, lack of interest, the perception that English is a difficult language, insufficient commitment, inadequate socialization, absence of monitoring mechanisms, rewards, or penalties, lack of English training, the belief that English is not important to learn, and a preference for using Bahasa Indonesia and local languages. Each of these reasons is elaborated below, supported by examples of responses.

a. Lack of English proficiency

Examples of responses:

Tidak, karena banyak ASN tidak menguasai bahasa Inggris dalm dunia kerja.

"Not really. Because many civil servants do not have a command of English in the workplace."

Tidak, masih banyak masyarakat NTT tidak mampu berbahasa Inggris.

"Not really. There are still many people in NTT who are unable to speak English."

Tidak. Karena belum semua masyarakat lancar berbahasa Inggris. Saran saya agar diadakan kelas berbahasa Inggris gratis untuk masyarakat.

"Not really. Because not all people are fluent in English yet. The suggestion is to organize free English classes for the community."

b. Lack of motivation

Examples of responses:

Tidak berjalan dengan baik. Karena kurang ada motivasi.

"Not running well because of a lack of motivation."

Tidak, kurangnya motivasi untuk belajar dan sadar akan pentingnya penguasaan bahasa asing sebagai jendela ilmu.

"Not really. It's due to a lack of motivation to learn and an awareness of the importance of foreign languages as a window to knowledge."

c. Lack of interest

Examples of responses:

Tidak karena banyak orang yang enggan berkomunikasi bahasa Inggris.

"Not really. Because many people are reluctant to speak English."

Tidak. Karena masih rendahnya minat masyarakat terhadap bahasa Inggris.

"Not really. Because there's still a low interest among the community towards English."

d. English is considered a difficult language

An example of response:

Tidak. Alasannya menganggap bahasa Inggris susah dipelajari.

“Not really. The reason is that English is considered a difficult language to learn.”

f. Lack of commitment

Examples of responses:

Program hari berbahasa Inggris menurut saya belum berjalan dengan baik karena kurang adanya komitmen dan pengawasan secara aktif dari pihak penyelenggara. Saran saya perlu adanya sosialisasi dan kampanye secara aktif dari pihak penyelenggara. Saran saya perlu adanya sosialisasi dan kampanye secara aktif lewat media sosial terkait pentingnya belajar bahasa untuk kemajuan pariwisata dan kualitas SDM di NTT, Pemerintah perlu giat mendorong dinas-dinas terkait untuk terjun langsung ke lembaga khususnya sekolah-sekolah sebagai wadah utama mempersiapkan generasi menjalankan program Hari Bahasa.

“I think the English day program hasn’t been running well because of a lack of commitment and active supervision from the organizers. My suggestion is that there needs to be active socialization and campaigns through social media regarding the importance of learning languages for the advancement of tourism and human resources quality in NTT. The government needs to actively encourage related agencies to directly engage with institutions, especially schools, as the primary platform for preparing the younger.”

Tidak hal ini terlihat dari keseharian ASN lingkup Pemerintahan Provinsi yang tidak menggunakan bahasa Inggris. Untuk perbaikan, perlu ada penegasan dari pimpinan dinas dan kepala bidang sehingga dapat menggunakan bahasa Inggris setiap hari Rabu. Perlu ada evaluasi khusus di lingkup dinas.

“Not really. This is evident from the daily practices of civil servants within the scope of the Provincial Government who do not use English. For improvement, there needs to be a directive from department leaders and section heads to use English every Wednesday. There should be a specific evaluation within the department.”

g. Lack of socialization

Examples of responses:

Belum berjalan dengan baik, hal ini dikarenakan sosialisasi yang kurang bahkan hilang (tidak ada) dari atas atau pimpinan untuk menggunakan bahasa inggris pada setiap hari Rabu. Rekomendasi dari saya, jika ingin program ini dijalankan dengan sepenuhnya, perlu diadakan sosialisasi seperti contoh webinar kepada seluruh ASN lingkup provinsi NTT serta alangkah baiknya hari Rabu dalam setiap minggu, ada sebuah kegiatan atau program khusus yang tujuannya menyukseskan Hari berbahasa Inggris.

“Not going well due to a lack of socialization from the leaders to use English every Wednesday. My recommendation is to conduct webinars to socialize this initiative to all civil servants within the scope of the Provincial Government of NTT. Additionally, it would be beneficial to organize a specific activity every Wednesday to ensure the success of the English Day.”

Tidak. Aturan yang dikeluarkan hanya sebuah aturan yang tidak ada implementasinya dan belum adanya sosialisasi yang baik kepada ASN. Pentingnya sosialisasi dan dukungan pemerintah dalam mengeluarkan aturan dalam arti bahwa masih sangat minimnya dan terbatasnya fase dan kosa kata yang dimiliki ASN.

“Not really. The rule issued is merely a rule without any implementation, and there hasn’t been adequate socialization to the civil servants. Socialization and government support for this rule are crucial because civil servants still have limitations in vocabulary.”

h. No control, reward, and punishment

Examples of responses:

Tidak karena tidak ada ketegasan berupa sanksi apabila tidak mengikuti program tersebut.

“Not really. Because there is no control, reward, and punishment.”

i. No English training

Examples of responses:

Tidak karena tidak diikuti dengan pelatihan atau kursus sehingga ke depannya harus ditindaklanjuti dengan pelatihan atau kursus bagi para ASN secara berjenjang sesuai tingkat pendidikan dan kompetensi.

“Not really. Because it's not accompanied by training or courses. In the future, it should be followed up with training or courses for civil servants in a structured manner according to their educational level and competence.”

Tidak, karena banyak masih banyak masyarakat NTT yg belum menguasai bahasa Inggris dgn baik. Baiknya pemerintah menyiapkan program pelatihan/kursus bahasa inggris secara gratis dan terbuka untuk umum.

“Not really. Because there are still many people in NTT who haven't mastered English well. It would be better if the government prepares free and open English language training or courses for public.”

j. English is considered unimportant to learn

Examples of responses:

Tidak!!! Alasannya: masih banyak orang merasa kurang penting mempelajari bahasa inggris.

“Not really. The reason is that many people feel that learning English is not important enough.”

Tidak berjalan dengan baik. Belum semua masyarakat menyadari pentingnya belajar bahasa Inggris.

“Not going well. Not all people are aware of the importance of learning English.”

Tidak karena belum ada kesadaran penuh akan pentingnya berbahasa Inggris. Solusi yang saya tawarkan, sebaiknya pemerintah terus memberikan pemahaman kepada ASN akan pentingnya berbahasa Inggris melalui sistem manajemen pemerintahan yang terarah dan terukur. Pemerintah juga memfasilitasi program tersebut secara serius.

“Not really. There is still a lack of awareness of the importance of English. The solution I suggest is for the government to continue providing understanding to civil servants about the importance of English through a structured and measurable government management system. The government also needs to facilitate such programs seriously.”

k. Preference and inclination to the use of Bahasa Indonesia and local languages

Examples of responses:

Tidak, kita lebih mencintai Bahasa kita bahasa Indonesia.

“Not really. We love our language, Bahasa Indonesia, more.”

Tidak. Tiap2 penduduk selalu berkomunikasi dengan bahasa lokal atau daerahnya. Dengan demikian, sangat sulit bagi tiap orang dapat melakukan dengan baik program tersenut. Bahkan di daerah2 tertentu sampai dengan saat ini pun masih ada yg belum berbahasa Indonesia. Rekomendasi saya... terus lakukan atau terapkan program hari berbahasa inggris, dengan demikian berjalannya waktu akan ada kemajuan, jika hal ini dilakukan secara terus menerus, dan harus dimulai dari lembaga2 pemerintahan.

“Not really. People always communicate with their local language. Therefore, it's very difficult to carry out this program effectively. In certain areas, many people can't even speak Indonesian yet. My recommendation is to continue running this English day program. By doing so, the program will progress. Government institutions should initiate it.”

One of the challenges in implementing the English Day Policy in NTT is the limited English proficiency of the people, as highlighted earlier. This issue is a significant concern in the context of teaching English in Indonesia (see Panggabean et al., 2020; Widiastuti et al., 2021). Low English proficiency may discourage individuals from using the language as a tool for communication. To address this, efforts to motivate NTT residents to use English, along with providing well-structured English training both before and during the policy's implementation, accompanied by effective monitoring and adequate socialization, could increase their interest in learning and ensure the policy's success.

D. Conclusion

This study explores the language attitudes of ASNs in East Nusa Tenggara Province toward the English Day Policy introduced under Governor Regulation No. 56 of 2018. The findings indicate that participants generally hold a positive attitude toward the policy. This favorable perspective is reflected in the majority of respondents agreeing or strongly agreeing with statements such as “English is important for the tourism sector,” “If all NTT people master English, the tourism sector will be well-developed,” and “Mastering English provides wide access to knowledge and science.” Moreover, respondents largely view the English Day Policy as a valuable initiative. On the other hand, they tend to disagree with the idea that mandatory English learning might threaten the survival of local languages in NTT or Bahasa Indonesia.

Despite their positive attitudes, respondents acknowledge the policy's limitations, as highlighted in the findings. This underscores that while a supportive language attitude is beneficial, it alone does not guarantee the successful implementation of a language policy.

The scope of this study is limited to a specific group of ASNs in East Nusa Tenggara Province, which may not fully capture the perspectives of the wider population affected by the English Day Policy. Additionally, the reliance on self-reported data introduces potential biases, such as social desirability or inaccuracies in personal assessments.

Future research should aim to include a broader range of participants, such as educators, students, and local business stakeholders, to provide a more comprehensive understanding of the policy's impact. Longitudinal studies could also be conducted to assess the policy's long-term effectiveness, focusing on measurable improvements in English proficiency and its role in enhancing tourism and economic development. Further exploration of the challenges and obstacles encountered during the policy's implementation would offer valuable insights for refining and improving its structure and execution.

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