The Language Constraints in Promoting Marisa Beach–The Tourist Destination in Nias Utara

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Article History	Abstract
	The study investigates the language constraints faced by the community around Marisa Beach at Nias Utara, Indonesia, which prevent them from effectively promoting and developing the tourist destination in their area. Marisa Beach is a popular tourist destination, but it currently lacks visitors due to inadequate promotion by the local community. The research focuses on identifying the key language-related challenges that hinder the community's ability to promote their tourist destination. The literature review highlights the importance of community involvement in tourism development and the language barriers that can impede such participation. The findings of this study are expected to provide insights into the language-related challenges that communities face in promoting tourism. The researchers aim to understand the specific difficulties the Marisa Beach community experiences in terms of promotional language, communication structures, and promoting knowledge. The study's conclusions may inform strategies to support the community in overcoming these language constraints and actively participating in the development and promotion of their local tourist destination.

INTRODUCTION

Nias is one of the islands that has a number of beautiful tourist destinations among other islands. It is not wrong if in 2016 the local government together with the ministry of tourism raised the theme "dream island" because it has approximately 80 types of tourist destinations and also has a diverse culture. Nias is an archipelago located in the west of the island of Sumatra, Indonesia. Administratively, it is within the province of North Sumatra which now has four regencies and one city (Gunungsitoli City, Nias, West Nias, North Nias and South Nias). It is the largest and most developed of the islands on the west coast of Sumatra. The area has important tourist destinations such as beaches, museums, traditional houses, and *fahombo* (stone jumping). North Nias Regency as one of the districts in the Nias islands is a district that is famous for its natural beauty which is very suitable to be used as a tourist destination that is suitable for soothing the eyes. One of these tourist destinations is called Marisa Beach, which is a natural tourist destination in the form of a beach in Botolakha village, Tuhemberua District which was built in the 2008 and developed again in the 2015.

But at this time the situation at Marisa Beach is quiet and the lack of visitors, one of the factors is due to the lack of promotion from the community around Marisa Beach in promoting these tourist destination. In this study the researchers will investigate the community around Marisa Beach why they do not do promotions to develop tourist destination in their village. The research focuses on the language constraints faced by the community around Marisa Beach in carrying out promotions for the development of tourist attractions in the area.

The development of tourism in Nias is heavily influenced by the ability of local communities to promote their respective regions. One of the factors that can hinder the promotion of tourist destination is the language constraints faced by the surrounding community (Wahab & Pigram, 2016). The village community members, who act as tourism stakeholders, do not have adequate knowledge on marketing, promotion and communication. Therefore, they need support from stakeholders to strengthen capacity and resources. Collaboration between the actors and other stakeholders will enable community members to innovate and be creative. The community around Marisa Beach also lacks tourism promotion in their village because the lack of knowledge in the field of promotion.

Previous studies have highlighted the importance of community involvement in the development of tourism (Sunaryo, 2013; Tosun, 2000). These studies have found that the active participation of the local community is crucial for the sustainability of tourism (Jamal & Getz, 1995; Marzuki, 2012). However, research on the specific language constraints faced by the community in promoting tourist attractions is still limited.

Based on the researcher's observation when visiting Marisa Beach, the community around Marisa Beach does not promote their tourist destination due to several factors. One of the factors is the language constraints, they don't know how to promote tourist destination correctly and use the correct language and they don't know the structure of promotional language, so they don't really care about Marisa Beach which is starting to lack visitors at this time.

From the explanation above, the researcher has a research question to solve this problem, as for the research question, namely:
1. What are the language constraints that make the community around Marisa Beach not promoting their tourist destination in their village?
2. How to overcome these language constraints so that they have a good impact on natural tourism in the village?

The main purpose of this research is to identify the key language constraints that prevent the Marisa Beach community from effectively promoting and developing their tourist destination and to find out how to overcome these constraints.. The findings of this study are expected to provide insights into the language-related challenges that communities face in promoting tourism.

RESEARCH METHOD

This study will employ a qualitative research approach, utilizing a combination of data collection methods to gain a comprehensive understanding of the research topic. Qualitative research is a research process that seeks to understand human or social phenomena by creating a complete and complex picture that can be presented verbally, reporting detailed perspectives

obtained from sources of information and Visits carried out in the natural environment Walidin, Saifullah & Tabrani in Fadli (2021).

1. Participants / Subject / Population and Sample

   Participants in this study are people that really residents of Botolakha village, especially community leaders.

2. Instruments

   In this study, researchers made 5 community leaders in Botolakha village as a source of information. To obtain information, researchers use interviews as instruments.

3. Data Analysis

   To analysis the data, researchers used three main data analysis stage: data consideration, data display, drawing conclusion and verification (Miles, 2014).

RESULT AND DISCUSSION

Results

1. What year was Marisa Beach built?

   Marisa beach tourism has been opened from 2008 ago, at that time Marisa was built only for tourists around or the surrounding community or for the village where marisa was built. but over time the local residents began to develop this tourist spot, where once only for the local community developed into a public tourist spot for the public or families who want to enjoy the beauty and coolness of the beach.

2. Are there currently many visitors to Marisa Beach?

   Nowadays Marisa beach visitors are starting to decrease unlike the early days of the construction and development of marisa beach. marisa beach is not without its visitors it's just that at this time those who want to go on holiday to marisa are reduced, they only want to go on holiday on weekends.

3. Are there any interesting facilities or comfortable places at Marisa Beach that can be used as promotional material to promote and attract visitors?

   At marisa beach there are several good facilities and buildings that can attract tourists, marisa beach also has a building that can be rented out for people who have events and want to celebrate at marisa beach. not only that, marisa beach has a beautiful view of both the beach and the marisa beach environment. tourists can also swim on the beach without fear of disaster or drowning of visitors because at marisa beach the sand does not shrink.

4. Does the community around Marisa Beach care about the development of Marisa Beach, so there is an intention to promote this tourism?

   Marisa residents are currently starting to lose their sense of concern for tourism in their village. this is because there is nothing new from Marisa Beach either from the conditions or the scenery so they do not want to promote tourism in their village. not only that, the community around Marisa Beach does not know how to promote good and correct tourism objects.

5. What language does the community use to promote Marisa Beach tourism?

   The community around Marisa Beach uses local language and Indonesian language to attract visitors.

6. Does the local community have any obstacles in promoting the destination? What are the constraints?

>As for the language barriers experienced by the community around Marisa Beach so that they do not promote, namely the limitations of good and correct language in promoting, language barriers, not knowing enough about promotion, not knowing how to promote well and correctly, lack of insight in promoting tourist destination.

7. How to overcome language constraints so that the community can promote the tourist destination?

>There are several ways to overcome language constraints to make the community can promote the tourist destination, namely : translation services, multilingual staff, language learning tools, local guides, and language learning communities.

Discussion

Based on the results of the participants above, there are several obstacles in conducting promotions so that they do not promote Marisa Beach, including lack of knowledge about promotion, language barriers, and lack of knowledge in tourism promotions. Promotion plays a very important role in advancing and developing tourist destinations. Buhalis, D. (2022) said promotion for tourist destination encompasses all the ways in which the site or destination communicates with its target markets to encourage visitation. This involves a mix of promotional channels and messages to create awareness, build a positive image, and ultimately convert interest into bookings. With the promotion the tourist destination can increase and develop.

Marisa Beach is one of the tourist objects whose visitors are starting to decrease, one of the factors causing it is that the surrounding community does not promote the tourist destination. After researchers conducted interviews with 5 community leaders in Botolakha village, there are several obstacles that prevent local residents from promoting tourist destination.

1. Limitations in correct language to conducting promotions

The first contraints is the limitation in using good language in promoting Marisa Beach. In promoting persuasive language is very important to carry out the promotion so that it has a good impact on the object being promoted. The community around Marisa Beach does not know how to use good persuasive language in promotion so this is the reason why they do not promote. Limitations in correct language to conducting promotions, the use of overly technical or complex language in promotions can impede consumer understanding and interest. Limitations in the use of clear and understandable language can restrict the effectiveness of promotional strategies (Micu & Coulter, 2010).

Thus, Dahlen et al (2010) argued that the use of language that is not suitable for the context and preferences of the target audience can reduce the appeal and persuasiveness of the promotional message. Limitations in the use of appropriate and relevant language can hinder consumer engagement with the promotional content. Likewise, the community around Marisa Beach has limitations in speaking good and correct language in promoting tourist attractions

so that it becomes an obstacle for them why not who lack communication with each other so as not to think about the development of tourist attractions in their village.

2. Language Barriers

Members of the local community have difficulty using appropriate and effective promotional language. They struggle to master the appropriate communication structures and language registers to attract visitors. Language barriers also cause them not to promote because they don't know what to say. Language barriers can impede effective communication, collaboration, and productivity, as noted in a report by the Brookings Institution. The report states that "language differences can make it difficult for workers to understand instructions, communicate with colleagues, and participate in team-based activities" (Lowell & Gerova, 2004). In the context of social integration, language barriers can hinder the ability of immigrants and refugees to fully engage with their new communities, as highlighted in a study published in the Journal of Ethnic and Migration Studies. The study found that "language proficiency is a key determinant of immigrants' social integration and inclusion" (Esser, 2006).

3. Lack of knowledge about promotion

The last is not knowing about the promotion. Participants indicated that they did not know how to properly promote their tourist destination. They lack training and skills in tourism promotion and communication. They don't know how to develop compelling and engaging messages to showcase Marisa Beach's assets. Raise an interesting point about language barriers and the role of promotion as an obstacle. A lack of promotion opportunities can exacerbate the challenges posed by language barriers for community. Limited English proficiency, coupled with a lack of career advancement opportunities, can trap workers in low-wage jobs and perpetuate economic disparities (Batalova & Fix, 2008). Language barriers, combined with a lack of access to training and development programs, can hinder the career progression of immigrant employees.

CONCLUSION.

Based on the research above, the researcher can conclude that the community around Marisa Beach has obstacles in promoting tourist objects in their village so that visitors are reduced at these tourist attractions. The obstacles they have are language barriers, and lack of understanding of the meaning of promotion and do not know about the steps to do promotion. Beside that there is strategy to overcome the problem that is learn more about language, promotion, and learn about the generic structure of promotion language.

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