Balish Lexion in the Tanah Lot Tourism Area

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> *Abstract*---English as an international language has an essential role in the world of tourism, as one of the most important capitals for workers in the tourism sector, including those classified as a lower class, such as *acung* traders, masseurs, parking attendants, shop or stall assistants, and so on. Initial observations showed that these tourism workers generally used market English or 'Balinese English' in their daily profession, which is called *Balish* in this article. *Balish* used by tourism workers has been 'naturalized' by adopting some features of local languages, especially Balinese and Indonesian, such as lexicon, grammar, and expressions/phrases. This article discussed the *Balish* lexicon used by tourism workers in the Tanah Lot Tourism Area, Bali, to improve their welfare.

> *Keywords*---*Balish*, workers, tourism, market.

Introduction

English can be seen as one of the most important capitals for workers in the tourism sector, including those classified as a lower class, such as *acung* traders, masseurs, parking attendants, shop or stall assistants, and so on. Observation results show that these tourism workers generally use market English in their daily profession, called Balinese English, and shortened to *Balish*. *Balish* users often look less fluent, and miscommunication with foreign tourists which causes both parties to seem disappointed. This problem can potentially hinder and frustrate their efforts to make a living through communication with foreign tourists. Solving this problem is very important and urgent, both in the context of efforts to achieve the primary goal of tourism workers, namely improving their welfare and in the context of the satisfaction of foreign tourists and efforts to promote tourism sustainably.

English has been spread throughout the British Isles (Great Britain) since the beginning of colonization. The spread of English throughout the world is the expansion of the language, and the movement of English to other parts of the world due to the encouragement of English-speaking people to North America, then to Australia, New Zealand, and Africa. English is used not only as a language of commerce, science, and technology but as an international language in several countries and as a second language. Knowledge about the lexical knowledge possessed by native speakers of the language does not have a format like a dictionary. The number of lexical entries in a dictionary is much more than the human mind. Many lexicons are unknown to most speakers. Well-educated adult English speakers know up to 50,000 types of lexicons or even more. However, this number is far less than the overall English lexicon, which consists of hundreds of thousands of lexicons.

The difference between a dictionary and a mental lexicon is the words in the mental lexicon support some relationships with one another. Words with the same meaning or similar forms are phonologically related in the mental lexicon, as seen in speech errors. For example, someone who wants to say sympathy to a music conductor uses the word symphony instead of sympathy. The similarity of form and semantic relationship of these two words (symphony and conductor) play a role in this speech error. The mental lexicon is a multidimensional network of words with all kinds of relationships between these two words: semantically, phonologically, and morphologically. Furthermore, the difference between a dictionary and a mental lexicon is that the mental lexicon stores information about the frequency of its frequently encountered attendance. The lexicon usage frequency indicates how many signs are found for each type of lexicon in a particular corpus. For example, the function of a lexicon as a determiner has a higher frequency of use than another lexicon, and it is often found in English conversation.

Lexicon Acquisitions

There are three levels of morphological acquisition proposed by Berko (1958). In the first level, children learn the past forms of English verbs by memorizing them. Therefore, the results of obtaining regular and irregular verb forms (*asked*, *went*) are correct. The second level is finding the past tense rules, both regular and irregular. The third level is both the rules and exceptions have been obtained, and the children will produce *asked* and *went*. The consistency or impermanence of word forms in a language is related to the high frequency of word usage. Frequency also plays a role in suppletion. For example, adjectives that have a suppletive form, such as *bad* with a suppletive form of *worse*, are a lexicon with a high frequency of use. *Balish* users are somewhat hampered in their creativity in lexicon formation because their mental lexicon does not contain many lexicons, and there are still many lexical gaps. In addition, the Balish prefer to use created compound forms rather than the existing lexicon. For example, "*war man*" means "*soldier*", which they often use. Another English example is *sky car*, which is used more often than the standard word *aeroplane*. There are ten lexicon categories used by *Balish* in communicating with tourists in the Tanah Lot tourism area.

Balish Lexicons

The following is the lexicon found from research on *Balish* in the Tanah Lot tourism area, which can be categorized into 12.

Cultural

The lexicon for cultural terms is found to be used by *Balish* users. The lexicon consists of names of holidays, dances, ceremonies, and professions in Hinduism.

holiday	dance	ceremony
Nyepi	*barong*	*ngaben*
Galungan	*legong*	*mapandes* (tooth filing)
Kuningan	*kecak*	*macaru*
	rangda	*malukat*

Hinduism profession
pamangku
pedande

Borrowing from Indonesian

According to Yule (2010:52), borrowing is a process of borrowing words by taking over words from other languages. In other words, the process of borrowing means borrowing a word by taking a word from another language and using it in one's own language. English has borrowed many words from various languages since ancient times, such as Greek, Old French, Latin, and so on. Word borrowing can occur because of cultural contact between two communities who speak different languages. The dominant culture (or the culture considered to have more prestige) lends more words than it borrows, so the exchange process is usually asymmetrical. Many words end up being lent to other languages, such as English. Borrowing contains various words in various fields, foods, drinks, floras, and faunas. Borrowed words in Indonesian were found in this current study.

Research conducted in both the Tanah Lot and Tanah Lot tourism areas showed that *Balish* users were found to mention the names of Indonesian foods and drinks in Indonesian. For example, *bakso* (meatballs), *nasi campur* (mixed rice), *nasi kuning* (turmeric rice), *tahu* (tofu), *tempe* (tempeh), *sate* (satay), *soto*, *bir* (beer), aqua, *teh* (tea), *pisang goreng* (fried bananas), and so on. It was due to the Balish users' desire to introduce the names of foods sold around the market, beach, and those available in restaurants. They were reluctant to mention the names of food and drinks in English even though those foods have English equivalents. In addition to the food and beverage lexicon, the flora and fauna lexicon is also mentioned in Indonesia. It can be seen as follows.

flora	fauna
bunga (flower)	*kucing* (cat)
jagung (corn)	*anjing* (dog)
nanas (pineapple)	*monyet* (monkey)
jeruk (orange)	*sapi* (cow)

pisang (banana)	*ayam* (chicken)
kelapa (coconut)	*kodok* (frog)
tomat (tomato)	*bebek* (duck)

The Use of Compound Words

Compounding is a word formation process by combining two morphemes, both free and bound morphemes. According to Booij (2007: 72), compounding can be divided semantically into two, namely endocentric and exocentric compounds. According to McCarthy (2002: 59), there are three types of compounding, namely compound verbs, compound nouns, and compound adjectives. This study only found the compound noun. When the lockdown happened, which restricted regulation on activities in several regions of the world to prevent the spread of the coronavirus, a *coronabuddy* appeared. *Coronabuddy* means a friend who accompanied during the Covid-19 pandemic. In addition, there is also *vaksincovid* lexicon. *Vaksincovid* is the combination between *vaksin* (N) and *covid* (N) to produce the compound word *vaksincovid* (N). It is categorized as a compound noun because it is formed from two nouns through a compounding process and produces a word classified as a noun in a sentence. The word *covid* means a disease caused by the coronavirus, while *vaksin* (vaccine) is a drug injected into the body to make it immune stronger. In literal, *vaksincovid* means we must be vaccinated, so we do not get infected with the coronavirus.

Blending

Blending is one type of word formation by combining the first part of a word with the second part of another word (Booij, 2007: 20). The first word remains, and the second word undergoes the omission of the initial syllable. It can happen because the first word used in the combination is related. This study found some lexicons formed through the blending process. It can be seen as follows.

- motor + hotel → motel
- breakfast + lunch → brunch
- wireless + fidelity → Wi-Fi
- sheep + goat → shoat

Backformation

Backformation is the process of forming a lexicon by removing the affixes that exist in the lexicon. It is a short form of a lexicon formed from a longer lexicon. Back-formation can be considered a sub-type of clipping. The following is the example of backformation found.

babysit from *babysitter*
beg from *begger*
cose from *cosy*
curate from *curator*
funk from *fucky*
housekeep from *house keeper*
helicopt from *halicopter*

wait from *waiter*
zomb from *zombie*

Adaptation and Absorption

The process of adaptation and absorption is often found in lexicon development. This process occurs naturally when *Balish* users use the English lexicon. Then, the adaptation process occurs in the morphological process by adding affixes to the Indonesian language lexicon so that an absorption process occurs.The examples of adaptation and absorption lexicon can be seen as follows.

ngenet (go to internet cafe)
mengevakuasi (rescue)
ngevlog (do video blogging)
ngejim (go to gymnastics ('sports area')), /g/ changed to /j/.

The example above shows that an adaptation occurs due to the use of the nasal prefix *N-* followed by the vowel phoneme and the fricatives /g/ and /v/. In the morphological process, the nasal prefix *N-* is realized to be [*ng-*] when followed by a vowel phoneme and the fricatives /g/ and /v/, which are based on the morphological rules of the nasal prefix *N-*.

New Lexicon Creation

Balish users also create a new lexicon that they get from the environment around which they sell their goods. These lexicons can be seen as follows.

sky car for aeroplane
war man for soldier
changing room for fitting room
rest room for toilet

Klipping

Clipping is a word formation process that reduces word elements or decapitation in syllables. It is supported by Yule (2010: 54) that clipping is a process that occurs when a word consists of more than one syllable and is reduced to a shorter form. Reducing can be done, either at the beginning, middle, or end of a word. Clipping is done to shorten the word without changing its word meaning. In this study, there are several examples of clippings used by Balish users. The word flu comes from the word influenza, which undergoes a clipping process. In this data, middle clipping occurs or maintains the middle of the word by removing the beginning and end of the word. Shortening occurs in several syllables, namely at the beginning of *in-* and at the end of the word *-enza* to form the word flu. Flu or influenza is a disease that can be transmitted from one patient to another. Other examples are *demo* (for demonstration), *memo* (memory 'notes'), *lab* (laboratory), and *burger* (hamburger).

Alphabetism

Alphabetism, also called initialism, is a lexicon form taken from the first letter of a word, phrase, or compound word. For example, CIA (Central Intelligence Agency) and FBI (Federal Bureau of Investigation). *Balish* users also often use the alphabetism form for the following phrases.

ATM (Automatic Teller Machine)
MBG (Matahari Bali Gallery)

Acronym

Acronym is formed by using the first letter in a phrase to form a new word. For example, Radio Detection and Ringing becomes radar, and Light Amplification by Stimulated Emission of Radiation becomes laser. The acronym used is as follows. *yolo* (pronounced [yoh-loh]) → you only live once

Conclusions

The spread of English throughout the world, which is the language expansion, encourages English-speaking people. English is used not only as a language of commerce, science, and technology but as an international language in several countries and as a second language. The development of the English lexicon has its own unique English version in terms of phonology, grammar, and lexicon. English in each country is influenced by many things, such as culture, tradition, mother tongue, other countries' languages, and others that make different versions of English between countries. The tourists can understand *Balish* well so that communication can run well and smoothly even though it has been 'naturalized'. Hopefully, *Balish* in Bali that currently used by tourism workers, can become a pidgin language in the future. Then, it becomes creole, an extension of the pidgin language, because it has become the mother tongue for a group of people from different backgrounds.

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