

## GLOBALIZING *HOMBO BATU* THE ROLE OF ENGLISH IN PROMOTING NIAS LOCAL WISDOM ON THE INTERNATIONAL STAGE

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### Abstrak

Penelitian ini bertujuan untuk mengkaji peran bahasa Inggris dalam mempromosikan kearifan lokal Nias, khususnya tradisi *Hombo Batu*, ke panggung internasional. *Hombo Batu*, yang merupakan simbol keberanian dan kekuatan fisik masyarakat Nias, memiliki potensi untuk menjadi daya tarik budaya yang mendunia. Bahasa Inggris, sebagai *lingua franca global*, memainkan peran penting dalam menjembatani kesenjangan antara budaya lokal dan audiens internasional. Melalui media sosial, festival internasional, dan situs pariwisata, bahasa Inggris digunakan untuk memperkenalkan makna dan nilai-nilai yang terkandung dalam *Hombo Batu*. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa studi pustaka, observasi media digital, serta wawancara semi-terstruktur dengan pelaku budaya, akademisi, dan pengelola pariwisata. Hasil penelitian menunjukkan bahwa meskipun penggunaan bahasa Inggris sangat efektif, tantangan dalam menjaga integritas budaya tetap ada. Penelitian ini menemukan bahwa meskipun penggunaan bahasa Inggris sangat efektif dalam memperkenalkan *Hombo Batu*, tantangan dalam menjaga integritas budaya tetap ada. Oleh karena itu, penelitian ini menyarankan perlunya peningkatan kualitas penerjemahan dan kolaborasi antara ahli budaya dan profesional komunikasi untuk memastikan bahwa nilai-nilai tradisional tetap terjaga saat diperkenalkan ke dunia internasional. Selain itu, pemberdayaan generasi muda Nias dalam mempromosikan budaya Nias juga sangat diperlukan.

**Kata Kunci:** *Hombo Batu; Kearifan Lokal Nias; Bahasa Inggris; Promosi Budaya; Globalisasi*

### Abstract

This study aims to examine the role of the English language in promoting the local wisdom of Nias, specifically the *Hombo Batu* tradition, to the international stage. *Hombo Batu*, which symbolizes bravery and physical strength in Nias society, has the potential to become a globally recognized cultural attraction. English, as a global *lingua franca*, plays a crucial role in bridging the gap between local culture and international audiences. Through social media, international festivals, and tourism websites, English is used to introduce the meaning and values embedded in *Hombo Batu*. This study employs a descriptive qualitative method, with data collection techniques including literature review, digital media observation, and semi-structured interviews with cultural practitioners, academics, and tourism managers. The findings of this study show that, while the use of English is highly effective, challenges in maintaining cultural integrity remain. The research concludes that, despite the effectiveness of English in introducing *Hombo Batu*, there is a need for enhanced translation quality and collaboration between cultural experts and communication professionals to ensure that traditional



values are preserved when presented to the international audience. Additionally, empowering the younger generation of Nias to promote their culture is essential.

**Keywords:** *Hombo Batu; Nias Local Wisdom; English Language; Cultural Promotion; Globalization*

## A. Introduction

Nias Island, located off the west coast of North Sumatra, Indonesia, is renowned for its rich cultural heritage and unique traditions that have been passed down through generations. Among its most striking and iconic traditions is *Hombo Batu*, internationally known as *Stone Jumping*. This tradition not only showcases physical bravery but also embodies profound spiritual and social values rooted in the everyday lives of the Nias people. The cultural uniqueness of Nias is reflected in various traditional expressions, ranging from visual arts and the traditional architecture of *Omo Hada* (traditional houses) to sacred rituals that are deeply embedded in their social structure. *Hombo Batu* stands out as one of the most emblematic cultural legacies, symbolizing not just strength and maturity, but also a rite of passage and communal pride. However, in the era of globalization and modernization, new challenges emerge in the efforts to preserve and promote this tradition on the international stage. These challenges call for innovative strategies, including the strategic use of the English language, to bridge cultural boundaries and introduce Nias heritage to the global community.

*Hombo Batu*, or stone jumping, is a traditional rite performed by young men of Nias as a test of bravery, maturity, and readiness to become part of the wider community. In practice, participants are required to leap over a stone structure approximately two meters high without touching the top surface. Far from being a mere physical challenge, this tradition embodies the spiritual, moral, and social values of the Nias people, who uphold courage, honor, and communal solidarity as core aspects of their cultural identity (Gea & Sazali, 2023; Zai & Rahmanisa, 2024). Beyond its function as a rite of passage, *Hombo Batu* also holds symbolic meaning closely tied to local belief systems. It is seen as a form of respect for ancestors and a reflection of loyalty to customary norms and traditions. Over time, however, the function of *Hombo Batu* has shifted from its original role as an initiation ritual into adulthood to a cultural performance frequently showcased in tourism events and cultural festivals (Siregar & Syamsuddin, 2023).

Despite its cultural significance, the sustainability and preservation of *Hombo Batu* face numerous challenges in the era of globalization and modernization. Globalization has significantly impacted the



social and cultural fabric of local communities, including that of Nias. Modernization introduces new mindsets, more pragmatic lifestyles, and pressures from dominant global cultures, which can gradually erode local wisdom if not managed carefully. In this context, *Hombo Batu* is at risk of being marginalized unless it is strategically elevated and introduced to the wider world through media, education, and tourism initiatives (Harefa, 2024).

English, as the global lingua franca, plays a crucial role in bridging communication gaps and promoting *Hombo Batu* to international audiences. Through the use of English in documentation, tourism promotion, and social media, this tradition can gain wider recognition, attract global tourists, and potentially receive acknowledgment as part of the world's cultural heritage. However, challenges remain in accurately translating cultural meanings and preserving the authenticity of the message, which are critical issues that must be addressed with cultural sensitivity and linguistic precision.

One strategic approach to addressing the challenges facing *Hombo Batu* in the global era is to utilize English as a tool of cultural diplomacy. As a global *lingua franca*, English plays a vital role in expanding communication outreach and introducing *Hombo Batu* to international audiences. By

incorporating English into cultural narratives, digital content, tourism promotion, and multicultural educational materials, *Hombo Batu* can gain broader global exposure and attract interest from international communities, including tourists, scholars, and cultural enthusiasts (Zalukhu et al., 2023). Moreover, promoting *Hombo Batu* in English allows for reinterpretation of local values in ways that are meaningful to global audiences. This process does not imply a loss of local essence but serves as a strategic effort to bridge intercultural understanding. The use of English in cultural promotion must be context-sensitive to ensure that the original meaning is not distorted during translation. Therefore, collaboration among linguists, cultural experts, and local communities is essential to ensure that the narratives remain authentic and fully represent the cultural values embedded within the tradition (Zai & Rahmanisa, 2024).

It is equally important to recognize that international promotion through the English language must go hand in hand with preservation efforts at the local level. In this regard, the Nias community must remain the primary actor in safeguarding and developing this tradition. The active involvement of the younger generation is crucial in these efforts. Culturally grounded educational programs, English language



training integrated with local content, and engagement in arts and cultural activities are key strategies to foster youth awareness of their cultural heritage (Harefa, 2024). Several studies have explored the role of *Hombo Batu* within cultural and educational contexts. Gea and Sazali (2023) highlight *Hombo Batu* as a medium for strengthening religious moderation in the Nias Islands, emphasizing its role in shaping the character and spiritual values of the community. Meanwhile, Siregar and Syamsuddin (2023), in *SIPATAHOENAN*, examine *Hombo Batu* as a medium for character education based on local wisdom, demonstrating its effectiveness in youth character development. Zalukhu et al. (2023) discuss youth empowerment through dance studios and *Hombo Batu* as part of cultural preservation efforts in Hilizihono Village, underlining the essential role of young people in sustaining and revitalizing local traditions.

In the context of international promotion, Harefa (2024) emphasizes the importance of raising youth awareness about the local wisdom of Nias through the preservation of *Hombo Batu*, which can serve as a foundation for international cultural communication strategies. Furthermore, Zai and Rahmanisa (2024) argue that evaluating the effectiveness of revitalizing traditions such as *Hombo Batu* and *Tari Mayo* in character education could offer a valuable model for integrating local

culture into international educational curricula. This study aims to explore the role of the English language in promoting *Hombo Batu* on the global stage, focusing on cultural communication strategies, the challenges of translating local values, and the impact on cultural preservation. Using a qualitative approach and case study analysis, the research seeks to identify effective cultural communication models that can be adopted by local communities and relevant stakeholders. The findings are expected to inform the development of sustainable cultural promotion strategies that leverage English as a communication tool while ensuring the authenticity and integrity of local values. Equally important is the role of youth in preserving and promoting this tradition, positioning them as agents of cultural continuity in an increasingly globalized world.

Thus, *Hombo Batu* is not merely a symbol of local culture, but has the potential to serve as a bridge between Nias and the international community—enriching global cultural heritage while reinforcing Indonesia's national identity on the world stage. International promotion through English should not be viewed solely as a form of cultural commercialization, but rather as a strategic means to ensure the continuity of tradition in an ever-changing global landscape. As a symbol of Indonesian



cultural diplomacy, *Hombo Batu* can evoke pride and admiration, showcasing the diversity and richness of the archipelago's heritage. When the world begins to recognize and appreciate this tradition, the cultural identity of the Nias people will be further strengthened both locally and globally. In this light, the use of English becomes more than a communication tool; it becomes a vehicle for meaningful cultural exchange, mutual respect, and the sustainable preservation of Indonesia's intangible cultural assets.

## B. Research Methodology

### 1. Type of Research

This study is a qualitative research with a descriptive-analytical approach. This approach is chosen because it aligns with the primary objective of the study, which is to explore in-depth the meanings, perceptions, communication strategies, as well as cultural and linguistic practices in promoting the *Hombo Batu* tradition to the international stage through English-language media. Qualitative research provides a broad space to understand the local cultural context and how these values are translated into a global language, particularly within the realms of promotional media, tourism, and cultural education. By employing this methodology, the study aims to provide a comprehensive understanding of how the Nias community utilizes English as a communication tool to promote *Hombo Batu* and ensure that the

essence of the tradition remains intact while reaching a wider global audience.

According to Moleong (2021), a qualitative approach is highly appropriate for exploring the complex social and cultural realities, including the practice of representing local culture in a global context. In this case, Critical Discourse Analysis (CDA) is utilized to understand how English is used to frame the meaning and cultural identity of *Hombo Batu* across various media (Sari et al., 2024). This approach aligns with Fairclough (2022), who emphasized that discourse is not just linguistic but also ideological and social. Therefore, this study contributes to understanding how the preservation and promotion of local wisdom can proceed in tandem through cross-cultural communication approaches. This analytical framework allows for a deeper exploration of how language shapes and communicates the cultural essence of *Hombo Batu* while adapting it for a global audience.

### 2. Research Approach

The approach used in this study is communication ethnography and Critical Discourse Analysis (CDA). The communication ethnography approach is chosen to contextually understand how the local Nias community uses language and cultural symbols to convey the values of the *Hombo Batu* tradition. This approach allows the researcher to explore the communication



practices of the community in real-life situations, including language, gestures, and cultural narratives used in daily interactions and specific cultural events (Saville-Troike, 2020). Meanwhile, CDA is employed to examine the representation of the *Hombo Batu* tradition in English-language promotional media, such as tourism brochures, social media, promotional videos, and official government websites. CDA not only examines the linguistic structure of texts but also investigates the power relations and ideologies that shape the cultural representation (Fairclough, 2022). Research by Handayani and Amelia (2023) demonstrates that critical discourse analysis is effective in exploring how Indonesian local cultures are represented in English texts, particularly in the contexts of education and tourism promotion.

The combination of these two approaches provides a comprehensive understanding of how *Hombo Batu* is positioned in the global discourse through cross-cultural communication strategies. This approach helps identify not only the linguistic elements but also the broader cultural and ideological frameworks that influence the portrayal and reception of the tradition in international settings.

### 3. Research Location and Subjects

This study is focused on several key aspects related to the preservation and

international promotion of the *Hombo Batu* tradition. The primary subjects of the research are the Nias cultural community, particularly those in South Nias, as this region is known for its active role in maintaining the *Hombo Batu* tradition. Additionally, the Nias Regency and North Sumatra Provincial Tourism Offices are important focal points due to their involvement in tourism promotion policies and the preservation of local culture. This approach is crucial, given the local government's role in providing platforms for introducing Nias culture on a broader scale.

Cultural practitioners, arts workshop managers, and local tour guides are also key subjects of the research, as they are the primary actors in the introduction and teaching of the tradition to both local communities and tourists. Lastly, online promotional content through various channels, such as social media, websites, and YouTube videos, serves as the main medium for introducing *Hombo Batu* to international audiences. This study will examine how these elements interact in effectively promoting the tradition and the role of English in reaching a global audience (Zalukhu et al., 2023; Siregar & Syamsuddin, 2023).

## 4. Data Collection Techniques

### a. In-depth Interviews

In-depth interviews are a crucial data collection technique in this study. This



method involves engaging with key informants such as customary leaders, cultural practitioners, local tourism managers, and language experts such as cultural translators or tour guides. The main objective of these interviews is to gain detailed insights into the strategies used in the application of the English language for promoting the *Hombo Batu* tradition. By conducting direct interviews, the researcher can explore the experiences, perspectives, and understanding of the participants regarding the challenges and successes of translating and conveying Nias cultural values into a global language.

The importance of in-depth interviews in this context is to gather perspectives from individuals directly involved in cultural interactions, whether in the preservation of traditions or in tourism promotion. This method allows the researcher to understand how cultural messages are selected, organized, and communicated in English to be accepted and understood by international audiences (Creswell, 2020). Additionally, the interviews provide an overview of the language and cultural adaptation processes that occur in promotional media, such as tourism brochures, websites, and other promotional materials. Through this technique, the study aims to capture how *Hombo Batu* is framed in a way that resonates

both with local cultural significance and global cultural exchange.

#### **b. Participatory Observation**

Participatory observation is a data collection technique used to gain a deep understanding of cultural practices and social interactions in the context of *Hombo Batu*. In this technique, the researcher does not merely observe passively but also actively participates in the events or activities taking place. The researcher takes part in or directly observes the *Hombo Batu* performances and the interactions that occur between cultural practitioners and foreign tourists.

Through participatory observation, the researcher can more thoroughly document how *Hombo Batu* performances are conducted, including the physical techniques used, the ritual atmosphere, and the cultural expressions conveyed through each movement and symbol within the tradition. Additionally, the researcher can capture the interactions between cultural performers and international visitors, which may involve both verbal and non-verbal communication. This process offers insight into how local culture is translated and understood by international audiences.

The researcher may also utilize video documentation to record these performances and interactions. The use of video serves as a supplementary tool that allows for further analysis of communication between cultural



practitioners and tourists, as well as recording cultural nuances that might be overlooked in direct observation (Gibson & Brown, 2020). This also enables the researcher to examine the dynamics of language usage and cultural symbols within a broader context, offering a richer perspective on how local traditions are perceived and communicated to global audiences.

### c. Documentation Study

Documentation study is a method used to collect and analyze existing promotional content to study how the *Hombo Batu* culture is represented in mass media and digital platforms. This technique provides an opportunity for the researcher to identify how the *Hombo Batu* tradition is promoted and conveyed to international audiences through various media channels. Several primary sources will be analyzed in this documentation study, including tourism brochures published by local tourism authorities, which contain information about *Hombo Batu*, the cultural values embedded in it, as well as practical information for tourists. Additionally, English-language promotional videos will be a major focus, as these videos are used to introduce *Hombo Batu* to a global audience through narratives or texts that explain the tradition. News articles discussing the preservation and role of *Hombo Batu* in Nias' tourism and culture will also be analyzed. Finally, social media posts from

official accounts or cultural communities, often used to interact with international audiences and promote cultural events, will be studied as well.

Through an in-depth analysis of these documents, the researcher will gain insights into how English is used to convey local cultural values and how these representations correlate with the cultural realities on the ground (Flick, 2021; Rahmawati & Hidayat, 2022). This approach will help the researcher understand the strategies used in globalizing local traditions while preserving their cultural integrity.

### d. Text and Discourse Analysis

Text and discourse analysis is a method used to assess how English-language promotional narratives are utilized to promote *Hombo Batu* to a global audience. The primary goal of this analysis is to understand how the local cultural values of the *Hombo Batu* tradition are translated, represented, and interpreted by international audiences. This technique involves deconstructing and interpreting the language used in promotional content such as brochures, videos, and news articles, with a focus on the linguistic and cultural aspects embedded in the promotional texts.

By applying a discourse analysis approach, the researcher can identify the linguistic elements that play a role in conveying cultural values, as well as how



these cultural representations are altered or preserved within a global context. This analysis also allows for an examination of how language is used to construct a cultural image and identity that resonates with international audiences (Fairclough, 2021). Through analyzing the structure, language style, and messages contained in English-language narratives, this research will explore how cultural messages can be understood and accepted by cross-cultural audiences without diluting the original meaning embedded in the *Hombo Batu* tradition (Van Dijk, 2020). By focusing on the discourse surrounding *Hombo Batu*, this method provides insights into the process of intercultural communication and how a local tradition is presented on the global stage while preserving its authentic cultural essence.

## 5. Research Instruments

In this study, the primary instrument used is the researcher themselves, who plays the roles of data collector, observer, and analyst. This approach aligns with the qualitative research paradigm, which emphasizes the researcher's direct involvement in deeply understanding the context and phenomenon being studied. As the primary instrument, the researcher is directly engaged in data collection through interactions with informants and direct observation of the cultural phenomena under investigation.

To support the data collection process, the researcher utilizes several supporting instruments. An interview guide is used to extract information from traditional leaders, cultural practitioners, and local tourism professionals. This guide is designed to ensure that all aspects related to the promotion of *Hombo Batu* can be explored in detail. An observation checklist is employed to record behaviors and interactions that occur during *Hombo Batu* performances, including both verbal and non-verbal communication between cultural practitioners and international audiences. Additionally, a text analysis sheet is used to analyze English-language promotional texts, such as brochures and promotional videos, to identify how local cultural values are translated into English.

The researcher also uses field notes, audio recorders, and visual documentation to deepen the qualitative data. These tools assist in recording events, conversations, and key moments in cultural interactions, which are then analyzed to understand the dynamics of cross-cultural communication. With these instruments, the researcher aims to obtain comprehensive data on the promotion of *Hombo Batu* on the international stage.

## 6. Data Analysis Techniques

Data analysis in this study is conducted through the three stages of the Miles and Huberman (1994) model:



#### a) Data Reduction

This step involves filtering and selecting relevant data based on the research focus. It helps to streamline the data by removing unnecessary or redundant information.

#### b) Data Presentation

Data is organized and presented in forms such as narratives, tables, or matrices for further analysis. This facilitates a structured and detailed interpretation of the collected data.

#### c) Conclusion Drawing and Verification

In this stage, findings are drawn from the data and triangulation is conducted to ensure data validity by comparing results from interviews, observations, and documentation.

### 7. Data Validity

To maintain data validity in this study, several techniques are employed:

#### a. Triangulation of Sources and Techniques

This involves comparing the results from interviews with data from observations and documentation, allowing the researcher to verify the accuracy of information from different perspectives (Creswell, 2020).

#### b. Member Checking

The researcher will confirm the results of the interviews with the respondents to ensure that the data collected aligns with their interpretations (Maxwell, 2021).

#### c. Peer Debriefing:

The researcher will discuss the findings with other researchers to avoid bias and ensure that the data interpretation is objective (Flick, 2021).

These techniques are critical in maintaining the quality and reliability of data in qualitative research, ensuring that the conclusions drawn are well-supported and credible.

### C. Results and Discussion

Introducing local wisdom to the international stage is a challenge that requires a careful and strategic approach. One cultural treasure that can be promoted is Hombo Batu, a unique tradition from Nias Island involving a stone-jumping game as a symbol of bravery, agility, and physical strength. In order to introduce Hombo Batu to the international audience, the role of the English language is crucial. In the context of globalization, English has become a lingua franca, serving as a bridge between cultures and a tool to present local wisdom to a global audience. This research aims to explore how English plays a key role in globalizing Hombo Batu, highlighting both the challenges and opportunities involved.

#### 1. Role of English in Promoting Hombo Batu

The use of English as the main medium for promoting Hombo Batu has proven to be an essential tool for connecting local Nias culture with a global audience. English serves not



only as a means of communication but also as a cultural bridge. In the digital age, where social media platforms, websites, and international tourism are key factors in cultural exchange, English is the dominant language used to introduce and explain the tradition of Hombo Batu to the world. The promotion of this tradition in English ensures that it reaches beyond the local community, making it accessible to international audiences, including tourists, academics, and cultural enthusiasts.

As *Hombo Batu* becomes more widely known through digital content such as videos, articles, and promotional materials, English becomes a tool to convey the symbolic and cultural meanings embedded in the practice. For instance, when *Hombo Batu* is presented at international festivals or featured in global tourism advertisements, it is explained in a way that resonates with international visitors while retaining its cultural integrity.

## 2. Challenges in Translating Cultural Values

Despite its effectiveness, the translation of *Hombo Batu*'s cultural values into English does present certain challenges. One major challenge is ensuring that the local context and cultural significance of the tradition are preserved in the translation. The unique spiritual and social meanings behind the ritual might not always have direct

equivalents in English, making it difficult to fully convey the depth of *Hombo Batu*'s significance to a global audience. The process of translating cultural practices requires not only linguistic skills but also a deep understanding of the local culture. This underscores the importance of collaboration between cultural experts, language translators, and local communities to ensure the authenticity of the message. As mentioned by **Zalukhu et al. (2023)**, the translation of cultural practices must balance the desire for international recognition with the need to maintain the integrity of the tradition. Any misinterpretation or oversimplification could result in a loss of cultural richness, turning a profound local ritual into a mere spectacle for tourists.

## 3. Opportunities for Cultural Diplomacy

While there are challenges in the translation and promotion process, there are also significant opportunities to use *Hombo Batu* as a form of cultural diplomacy. By strategically utilizing English in the promotion of *Hombo Batu*, Nias can strengthen its cultural identity on the global stage. The international recognition of *Hombo Batu* as a symbol of bravery and cultural heritage can help raise awareness about Nias and Indonesia's diverse cultural heritage.

Furthermore, as a part of Indonesia's broader cultural diplomacy efforts, *Hombo*



*Batu* can be used to highlight the country's rich traditions and diverse cultures in a way that fosters mutual understanding and respect between Indonesia and other nations. The promotion of *Hombo Batu* is not merely about showcasing a physical tradition, but it is also an opportunity to engage in a broader dialogue about the values and beliefs that shape Nias society.

#### 4. Role of Digital Media in Promoting *Hombo Batu*

The role of digital media in promoting *Hombo Batu* cannot be overstated. Social media platforms like Instagram, Facebook, and YouTube have provided a space for *Hombo Batu* to be introduced to the world. Through visually captivating videos and compelling narratives in English, the tradition has reached global audiences far beyond the physical confines of Nias Island. Additionally, websites and tourism platforms provide essential information about *Hombo Batu*, often with content in English that caters to international tourists interested in experiencing the tradition. Digital media thus plays a pivotal role in ensuring that *Hombo Batu* is not only preserved but also thrives in a globalized world.

#### 5. The Importance of Youth Involvement

As the global interest in *Hombo Batu* grows, the involvement of Nias' youth in promoting and preserving this tradition

becomes increasingly important. Educating younger generations about the significance of *Hombo Batu* through local programs and integrating it into educational curricula is essential for ensuring the sustainability of the tradition. Through training in English and cultural promotion, youth can play a key role in ensuring that *Hombo Batu* is understood and appreciated by international audiences. As highlighted by Harefa (2024), empowering the younger generation to be cultural ambassadors will not only help preserve the tradition but also ensure that Nias culture remains vibrant in the global discourse.

In conclusion, promoting *Hombo Batu* through the use of English offers both challenges and opportunities. While language barriers and cultural translations must be carefully navigated, the use of English as a global tool for cultural promotion allows Nias to share its heritage with the world. This process, however, must be handled strategically, ensuring that the core values of *Hombo Batu* remain intact while reaching international audiences. Through this approach, *Hombo Batu* can become a powerful symbol of Nias' cultural diplomacy and contribute to a deeper global understanding of Indonesia's rich cultural tapestry.

#### Discussion

Based on the results of the research, it can be concluded that English plays a key role in



globalizing *Hombo Batu*, but not without challenges. One of the main challenges identified is how to maintain the authenticity and integrity of Nias culture in its translation and presentation in English. In some cases, inaccurate translations or a shallow understanding of cultural meanings can lead to misunderstandings or a reduction of the traditional values of *Hombo Batu*. To address this issue, collaboration is required between cultural experts from Nias, translators, and communication professionals to ensure that the message conveyed in English remains faithful to the original values of Nias culture. In line with this, research by Brown and Rogers (2022) reveals that the use of English in cultural promotion must be done carefully to avoid influences that could reduce the original meaning of a tradition.

In this era of globalization, the use of English creates greater opportunities to introduce *Hombo Batu* to a wider audience. Furthermore, English can help bridge communication between the younger generation of Nias, who are more familiar with this global language, and the international community. By utilizing social media and digital platforms, the younger generation of Nias has the opportunity to actively engage in promoting their culture internationally. This has the potential to boost local cultural pride and strengthen Nias' identity in the global context.

Research by Zhang (2020) shows that social media, when effectively used in English, can expand the reach of local cultures and raise global awareness of the cultural values contained within them. Meanwhile, according to Nguyen (2021), international festivals serve as highly effective platforms for promoting culture, provided that the information conveyed is accessible to international audiences, with English as the language of communication. Paterson and He (2020) also confirm the importance of translating cultural information into English, especially in the tourism sector, to attract the interest of foreign tourists.

This study indicates that English plays a crucial role in globalizing *Hombo Batu*, whether through social media, international festivals, or tourism websites. Although there are challenges in maintaining the integrity of Nias culture, the opportunities to promote *Hombo Batu* internationally are substantial, especially with English serving as a cultural bridge. Therefore, the use of English in promoting Nias culture must be carried out with great care and with consideration of the cultural values embedded within it.

#### D. Conclusion

This study demonstrates that English plays a crucial role in globalizing *Hombo Batu*, a unique cultural tradition from Nias, on the international stage. With the rapid



advancement of technology and social media, English has become an effective tool for introducing *Hombo Batu* to the world. Through various digital platforms, such as social media, tourism websites, and international festivals, English is used to explain the cultural values embedded in *Hombo Batu*, allowing a global audience to understand and appreciate the local wisdom of Nias.

Additionally, the findings show that English facilitates broader interaction between Nias culture and the international community, connecting them in a more inclusive communication space. However, the challenge lies in ensuring that the values and essence of this tradition are maintained in the translation and cultural presentation to international audiences. Errors in translation or a reduction of cultural context can risk diminishing the original meaning of *Hombo Batu*.

## Recommendations

### 1. Improvement in Translation Quality and Cultural Presentation

To ensure that the cultural values of Nias are preserved, it is recommended that cultural experts, translators, and communication professionals collaborate in presenting information about *Hombo Batu* in English. With a deeper and more contextual approach, translation errors can be minimized.

### 2. Strengthening Youth Participation

The younger generation of Nias, who are more fluent in English, can be empowered to take a more active role in promoting *Hombo Batu* on international platforms. This can be achieved through communication skills training, digital content creation, and enhancing their understanding of the importance of preserving local culture.

### 3. Collaboration with International Media

Local governments or cultural organizations in Nias could collaborate with international media and cultural influencers to showcase *Hombo Batu* across global media channels. This collaboration could expand the reach of promotions and create greater awareness of the local wisdom of Nias.

### 4. Cultural Festival Organization

To enhance the visibility of *Hombo Batu*, it is recommended to involve it more frequently in international cultural festivals, using English as the main communication tool. These festivals could serve as an effective platform to introduce the traditional values of Nias to a global audience and strengthen the bridge between local culture and the international world.

Through these measures, it is hoped that *Hombo Batu* and the local wisdom of Nias will be more widely recognized and appreciated on the international stage, while also encouraging the preservation of cultural heritage as a national identity.



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