



Uncovering Language in Business Communication Space: Variation between Formal and Informal Language in Mandailing Natal

Junita Irawati^{1*}

¹*STAIN Mandailing Natal, Panyabungan, 22915, Indonesia*

Abstract. This research delves into the intricate dynamics of formal and informal language usage within the realm of business communication in Mandailing Natal. Mandailing Natal, characterized by its cultural and linguistic diversity, serves as a distinctive backdrop for comprehending the nuanced role of language in business interactions. Employing a method of language variation analysis, this study scrutinizes various business communication texts, including formal letters, emails, and face-to-face conversations. The objective is to unravel the disparities in the utilization of formal and informal language. The findings of the research reveal that within the business communication space, the deployment of formal and informal language not only mirrors organizational hierarchy but is intricately linked to the local cultural context. Formal language predominantly governs official documents and written communication, while informal language prevails in face-to-face interactions and everyday situations. Furthermore, language variation extends to the incorporation of local dialects and distinctive expressions unique to Mandailing Natal, contributing cultural richness to business communication.

Keywords: Business Communication Dynamics; Language Variation; Cultural Adaptation; Mandailing Natal

1. Introduction

The intricate dynamics of language play a pivotal role in shaping the landscape of business communication, where the subtle nuances of linguistic expression often mirror the complexities of cultural and organizational structures. Mandailing Natal, situated amidst a rich tapestry of cultural and linguistic diversity, serves as a unique backdrop for exploring the interplay between formal and informal language within the context of business communication. The significance of language within the business sphere goes beyond mere conveyance of information; it is a dynamic tool that reflects and influences organizational hierarchies, cultural values, and interpersonal relationships.

*Corresponding author's email: junitairawati15@gmail.com



To comprehend the intricacies of language usage, this research employs a methodological approach grounded in the analysis of language variation (Friginal & Weigle, 2014). By scrutinizing a spectrum of business communication texts—ranging from formal written documents, such as official letters and emails, to the spontaneity of face-to-face conversations—the study seeks to unveil the nuanced differences in the utilization of formal and informal language. Preliminary findings suggest that the choice between formal and informal language is not solely a matter of organizational hierarchy but is deeply intertwined with the local cultural context. Formal language tends to prevail in official documents and written communication, embodying a sense of professionalism and adherence to established norms (Sofiyatunnida & Hendrokumoro, 2021). In contrast, informal language emerges more prominently in face-to-face interactions and daily scenarios, illustrating a more relaxed and colloquial mode of communication.

Moreover, the variation in language extends beyond mere grammatical structures to encompass the utilization of local dialects and distinctive expressions indigenous to Mandailing Natal. This linguistic diversity not only enriches the communicative landscape but also serves as a testament to the region's cultural heritage, adding layers of meaning and identity to business interactions (Husda & Mulyadi, 2021). The gaps in existing literature are addressed by emphasizing the need to understand the intricate dance between formal and informal language in this context, and the contribution of this study becomes apparent in shedding light on the complexities of language in the business communication space of Mandailing Natal. The implications of this research extend beyond the academic realm, offering practical insights for businesses and communicators operating within Mandailing Natal's culturally and linguistically diverse business environment. Understanding the intricate dance between formal and informal language in this context is paramount for effective communication, relationship-building, and successful business transactions.

Embarking on a thorough exploration of language in the business communication space of Mandailing Natal reveals a narrative extending beyond words. This narrative is intricately woven into the fabric of cultural identity, organizational dynamics, and the fundamental essence of human connection within the business realm (Alhumsi, 2021). The research aims to contribute to scholarly discourse and empower businesses and communicators with the necessary knowledge to navigate the complexities of language in the vibrant and diverse landscape of Mandailing Natal.

2. Methods

This research delves into the nuanced dynamics of formal and informal language variation within the realm of business communication in Mandailing Natal. Employing a mixed-methods approach, this study aims to offer a comprehensive understanding of linguistic dynamics in this culturally diverse region (Putri et al., 2020). The overarching goal is to explore how formal and informal language are utilized in the business context of Mandailing Natal, considering the underlying factors influencing language variation crucial for fostering effective intercultural business communication. The research aspires to contribute nuanced insights that transcend surface-level analyses, delving into the cultural, organizational, and social influences on language use.

The methodology adopted for this research begins by reiterating the research problem and the underlying assumptions guiding the study. This study situates the methods used to gather, analyze, and process information within the broader tradition of



the field of intercultural business communication (Amin, 2020). The chosen mixed-methods approach aligns with this tradition, allowing for a holistic exploration of language dynamics.

Qualitative data is collected through in-depth interviews with business professionals, providing rich insights into their language preferences and perceptions across various business scenarios. Additionally, content analysis is employed for written communication materials, including official documents, emails, and face-to-face interactions (Gumelar et al., 2021). This qualitative phase allows for the identification of recurring themes and patterns related to the use of formal and informal language. Complementing the qualitative data, quantitative insights are gathered through surveys distributed to a diverse sample of business practitioners. These surveys focus on language preferences and perceptions across different business scenarios. The quantitative data undergoes statistical analysis, utilizing descriptive statistics to highlight patterns and inferential tests, such as chi-square analysis, to identify significant relationships within the data.

Thematic analysis is applied to the qualitative data, providing a structured approach to identify and analyze recurring themes in the participants' responses. Content analysis is employed for written materials to quantify the frequency of formal and informal language expressions. Throughout the research, an active voice is maintained, ensuring clarity and directness in presenting the findings. This approach prioritizes transparency, with participants' responses, findings, and conclusions articulated in an active manner, aligning with the objective of providing a straightforward account of the research process.

By employing this mixed-methods approach and focusing on an active voice, the research aims to illuminate the intricate dynamics of language variation in Mandailing Natal's business communication space. The combination of qualitative and quantitative insights seeks to contribute a well-rounded perspective, ultimately enriching the understanding of intercultural business communication and offering practical implications for businesses operating in diverse linguistic and cultural contexts.

3. Results and Discussion

The exploration of language dynamics within the business communication sphere of Mandailing Natal reveals a nuanced interplay between formal and informal language intricately entwined with cultural, organizational, and social dynamics. This comprehensive study, utilizing a mixed-methods approach, aims to provide detailed insights into the variation of language in this culturally diverse region. The results are presented through a thematic analysis of qualitative data, content analysis of written materials, and a statistical examination of quantitative survey responses, contributing to a deeper understanding of how language functions within the business context of Mandailing Natal.

3.1. Qualitative Insights: Cultural, Organizational, and Social Influences

The qualitative phase of the study involved in-depth interviews with business professionals in Mandailing Natal, seeking to unearth recurring themes and patterns related to the use of formal and informal language in business communication. Thematic analysis yielded key findings, emphasizing the role of cultural influence, organizational context, and the adaptability of language in different business scenarios (Dzogovic et al., 2022). Firstly, cultural influence emerged prominently, shaping language use in business settings. Participants highlighted that cultural norms significantly dictate language

choices, with a preference for formal language in more structured business transactions and informal language in internal communications, reflecting a relaxed cultural tone.

Secondly, the organizational context played a pivotal role in language dynamics. Hierarchy within companies in Mandailing Natal directly impacted language choices, with formal language prevalent in communication with superiors or external partners and informal language common among peers and subordinates, fostering camaraderie (Aroles et al., 2023). The third thematic element centered around language adaptability in diverse business scenarios. Participants emphasized the importance of switching between formal and informal language based on context, a crucial skill in negotiations where formal language signifies professionalism and informal language builds rapport (Kubota, 2022). In summary, the thematic analysis of qualitative data revealed that cultural influences, organizational hierarchies, and adaptability to different business scenarios are key factors influencing the variation between formal and informal language in the business communication space of Mandailing Natal.

3.2. *Three Mandailing Languages in the Workplace*

In the workplace, the intricate coexistence of three distinct Mandailing languages—*manta markahanggi*, *elek maranak boru*, and *somba Marmora*—plays a pivotal role in upholding the equilibrium and interrelation among the three components of *Dalihan Na Tolu*. The mastery, comprehension, and application of these linguistic elements are imperative for the maintenance of this harmonious balance within the Mandailing cultural framework (Lubis & Mulyadi, 2020). Delving deeper into this linguistic diversity, it becomes evident that speech is not merely a communication tool; it is a nuanced expression of cultural identity and connection.

Central to this linguistic tapestry are dozens of kinship speeches that intricately bind individuals and relatives together in a web of shared meanings and relationships. One such term, *amang*, carries significant weight, particularly in the context of familial connections within the workplace. This speech is not a mere formality but a manifestation of deep-rooted respect and a tangible link to familial bonds. The utilization of the term *amang* for father extends beyond a conventional address; it embodies a complex interplay of cultural norms and professional dynamics (Rahmawati et al., 2021). In various workplace contexts, this kinship speech transcends the mere identification of familial relationships; it becomes a symbolic thread weaving through the professional fabric, connecting individuals within the organization. The use of *amang*, reflects not only an acknowledgment of familial ties but also a gesture of reverence and esteem, fostering a sense of familial connection even in professional settings.

Moreover, the incorporation of kinship speeches in the workplace underscores the richness of Mandailing cultural heritage. It serves as a testament to the depth of cultural identity embedded in everyday communication, transforming the workplace into a space where cultural values are not only acknowledged but actively woven into the professional discourse. The utilization of these linguistic elements creates an environment where individuals can navigate both their professional responsibilities and their cultural identity seamlessly (Daulay & Mulyadi, 2021). In essence, the presence of the three Mandailing languages in the workplace extends beyond linguistic diversity; it embodies a profound cultural richness that enhances interpersonal connections and fosters a sense of community. The mastery and thoughtful application of these linguistic nuances, particularly in kinship speeches like *amang*, contribute to a workplace environment



where cultural identity is not only preserved but celebrated, creating a unique and harmonious blend of tradition and professionalism.

3.3. Formal and Non-Formal Mandailing Language

The duality of Formal and Non-Formal Mandailing Language serves as a fascinating lens through which we can understand the intricacies of communication within the Mandailing community. This linguistic duality not only reflects the cultural richness of Mandailing Natal but also sheds light on the adaptability of language to diverse social contexts and communicative needs (Dharmawati & Dwi Widayati, 2021). Formal language in Mandailing plays a crucial role in specific communication scenarios, such as official letters, presentations, and workplace interactions. This linguistic style adheres to a structured grammar and utilizes classical words, creating a formal register that signifies professionalism and adherence to cultural norms. The usage of formal language extends beyond mere communication; it becomes a tool for conveying messages with precision, clarity, and a sense of gravitas. Whether in official letters that demand formality, presentations that require a polished tone, or workplace communication that adheres to organizational norms, formal language becomes a conduit for maintaining professionalism and cultural integrity.

The flexibility of non-formal language creates a space for the free flow of dialogue, fostering camaraderie and genuine connections. It serves as a dynamic mode of communication that adapts to the nuances of everyday life, reflecting the community's ability to navigate diverse social norms with linguistic ease. Crucially, the distinction between formal and non-formal language is not static; it varies based on context and communication situations. This fluidity underscores the dynamic nature of communication in Mandailing Natal, where language adapts to the ever-changing social landscape and diverse communicative needs. The ability to seamlessly switch between formal and non-formal language reflects the community's linguistic agility, allowing individuals to navigate different social contexts with linguistic appropriateness.

In essence, the coexistence of Formal and Non-Formal Mandailing Language goes beyond linguistic variation; it mirrors the Mandailing community's adaptability and cultural fluency (Harahap & Gapur, 2020). The strategic use of formal and non-formal language becomes a tool for effective communication, enabling individuals to express themselves authentically while upholding cultural values. This linguistic duality encapsulates not only the richness of Mandailing Natal's cultural heritage but also the community's adeptness at harmonizing tradition with the evolving dynamics of contemporary communication.

The nuanced examination of formal and informal language variation in the Mandailing Natal business communication context reveals a complex interplay of cultural, organizational, and situational factors shaping communication practices. This discussion aims to provide a comprehensive analysis of the study's findings, drawing on insights from prior research and offering original perspectives.

3.4. Cultural Dynamics

Cultural factors play a pivotal role in influencing language use within the Mandailing Natal business communication space. The association between formal language and cultural norms is evident, with formal language dominating external communications and official documents (Sun, 2023). This aligns with broader cultural studies emphasizing the intricate relationship between language and societal values. Organizations operating in Mandailing Natal must recognize the profound influence of cultural norms on language

use for effective and respectful communication. The table provided offers a succinct summary of the cultural dynamics revealed in the study, emphasizing the importance of cultural sensitivity in linguistic approaches.

This cultural insight carries practical implications, urging businesses to tailor communication strategies according to cultural nuances. Incorporating cultural awareness training for professionals engaging in business communications within Mandailing Natal becomes imperative to ensure linguistic practices align with local values and traditions. The study reveals a discernible association between formal language and cultural norms, particularly in the dominance of formal language in external communications and official documents. This alignment with broader cultural studies highlights the intricate relationship between language choices and societal values (Fernández-Dobao, 2023). The deep integration of linguistic practices with local traditions indicates that linguistic choices extend beyond mere functionality; they are embedded in the very fabric of Mandailing Natal's culture. The interplay between formal language and cultural norms becomes a lens through which communication is filtered, impacting both the effectiveness and appropriateness of language choices in a business setting.

The provided table encapsulates key cultural dynamics uncovered in the study, offering a succinct summary. It emphasizes the necessity for cultural sensitivity in linguistic approaches, acknowledging that organizations operating in Mandailing Natal must recognize and navigate the profound influence of cultural norms on language use. This recognition is crucial for fostering effective and respectful communication in a culturally diverse environment.

The practical implications of this cultural insight are far-reaching. Businesses are urged to tailor their communication strategies according to cultural nuances, recognizing the need for a nuanced understanding of local values and traditions (Ozimska, 2023). The incorporation of cultural awareness training emerges as an imperative for professionals engaged in business communications within Mandailing Natal. Such training ensures that linguistic practices align with local cultural nuances, enhancing the likelihood of successful and respectful communication.

In essence, the discussion on cultural dynamics serves as a call to action for businesses operating in Mandailing Natal. It emphasizes the need to move beyond a one-size-fits-all approach to language use and communication. The recognition of cultural influences on language choices becomes a strategic imperative, allowing organizations to navigate the intricacies of communication successfully in a culturally diverse business environment. This approach not only enhances the effectiveness of communication but also contributes to building positive relationships with stakeholders, clients, and partners within the unique cultural landscape of Mandailing Natal.

3.5. Organizational Hierarchy and Formality

The study delves into the intricate relationship between organizational hierarchy and the prevalence of formal language in business communication. The findings highlight a correlation between leadership roles and the use of formal language, particularly in cross-cultural interactions. This aligns with prior research emphasizing the role of organizational structure in shaping communication patterns.

Formal language, strategically employed by leaders, serves a dual purpose. It reinforces hierarchical relationships within the organization and contributes to maintaining a professional tone in cross-cultural interactions (Yu et al., 2023). The



deliberate use of formal language by leaders becomes a tool for effective communication, reflecting the internal power dynamics and addressing the need for clear, respectful, and universally comprehensible communication in a globalized business environment. The nuanced approach to linguistic formality is context-sensitive, acknowledging that different situations demand varying degrees of formality. This adaptability ensures that leaders can strike a balance between maintaining professionalism and fostering inclusivity within the organizational discourse. In essence, the use of formal language by leaders is a multifaceted and strategic choice deeply embedded in the organizational context. It reflects and influences internal power dynamics, contributes to the clarity and respectfulness of communication, and addresses the challenges posed by a globalized business environment.

Formal language, as strategically utilized by leaders, serves a dual purpose. Firstly, it acts as a tool to reinforce and symbolize hierarchical relationships within the organization, subtly underlining established lines of authority. Secondly, formal language plays a crucial role in maintaining a professional tone, especially in cross-cultural engagements. The study emphasizes that leaders recognize the necessity of adopting a linguistic approach that transcends cultural boundaries to facilitate effective communication.

The deliberate use of formal language is portrayed as a strategic choice deeply embedded in the organizational fabric. This choice reflects and influences internal power dynamics, contributing to the clarity, respectfulness, and universal comprehensibility of communication, essential in the dynamic landscape of globalized business environments. The study underscores the nuanced nature of linguistic formality, emphasizing its context sensitivity. Leaders, in acknowledging the diversity of communication scenarios, demonstrate adaptability by tailoring their linguistic choices to maintain professionalism while fostering inclusivity within the organizational discourse (Moorhouse et al., 2023).

In summary, the use of formal language by leaders is presented as a multifaceted and strategic decision intricately woven into the organizational context. Beyond linguistic nuances, it becomes a fundamental aspect of the overall communication strategy, influencing internal dynamics and effectively addressing the challenges posed by the global nature of contemporary business environments. This nuanced approach to communication among leaders is designed to enable them to navigate a variety of scenarios successfully, skillfully balancing the delicate equilibrium between formality and inclusivity (Lindstromberg, 2016). In essence, it acknowledges the dynamic nature of communication, emphasizing that leaders should possess the ability to adapt their language based on the specific context in which they find themselves.

The emphasis on nuance implies that leaders should not adhere rigidly to a single form of communication but should instead employ a flexible and context-sensitive approach. Different situations may require varying degrees of formality, and leaders, through their nuanced communication, can effectively modulate their language to suit the particular demands of each scenario.

3.6. Local Dialects and Cultural Expressions

The study unveils a notable aspect concerning the incorporation of local dialects and cultural expressions in formal business communications. This conscious effort to infuse cultural richness into formal communication challenges conventional linguistic norms and adds layers of nuance to communication (Xu et al., 2018). The significance of incorporating local dialects extends beyond acknowledging linguistic diversity; it serves as a unique identifier and a marker of authenticity and locality. The practice contributes to

a more inclusive environment, fostering authenticity and connections in the diverse tapestry of the business world.

This revelation centers on a conscious effort to incorporate local dialects and cultural expressions, challenging conventional linguistic norms and elevating communication to a nuanced level. By deliberately infusing cultural richness into formal communication, the study demonstrates a departure from traditional practices, introducing layers of depth and authenticity to business interactions. The incorporation of local dialects serves a dual purpose. Beyond merely acknowledging linguistic diversity, it becomes a unique identifier, acting as a marker of authenticity and locality (Sahan, 2021). This practice communicates a genuine connection to the roots and values of the local community, distinguishing business interactions within the globalized business landscape. The study emphasizes that the use of local dialects in formal communication is not just a linguistic choice; it is a strategic move that adds a distinctive touch to the business identity, fostering a sense of authenticity and connection. Moreover, this practice contributes to the creation of a more inclusive business environment. By embracing local dialects and cultural expressions, organizations send a powerful message of acceptance and recognition. This inclusive approach fosters authenticity and connections, especially in the diverse tapestry of the business world where individuals from various cultural backgrounds converge.

From a practical standpoint, the integration of local dialects and cultural expressions suggests a dynamic approach to business communication in Mandailing Natal. It highlights the importance of understanding the nuanced dynamics between formal and informal language, considering cultural influences, and fostering linguistic adaptability. Businesses are encouraged to recognize the cultural richness embedded in language use, tailoring their communication strategies to align with the local values and traditions. This dynamic and culturally sensitive approach not only enhances the effectiveness of business communication but also contributes to building positive and meaningful relationships within the unique cultural landscape of Mandailing Natal. In essence, the study advocates for a holistic and culturally aware perspective in formal business communications, recognizing the transformative impact of incorporating local dialects and cultural expressions on the dynamics of business interactions.

3.7. Informal Language Prevails In Face-To-Face Interactions

The prevalence of informal language in face-to-face interactions within the context of business communication in Mandailing Natal represents a nuanced and culturally embedded aspect of linguistic dynamics. This phenomenon is intricately tied to the cultural, organizational, and situational factors that shape communication practices in this unique setting.

In the rich tapestry of Mandailing Natal's cultural landscape, face-to-face interactions serve as a crucial domain where informal language takes center stage. The use of informal language in these settings reflects a distinctive communicative style deeply influenced by cultural norms and traditions (Zuri et al., 2018). Unlike formal written communication, face-to-face interactions provide a more immediate and personalized space for individuals to connect, negotiate, and collaborate. Cultural dynamics play a paramount role in understanding why informal language prevails in face-to-face interactions. Mandailing Natal, with its diverse cultural heritage, places a strong emphasis on interpersonal relationships and community ties. In face-to-face communication, the use of informal language becomes a means of fostering a sense of camaraderie and familiarity. It aligns



with the cultural values that emphasize warmth, hospitality, and a personal connection in social exchanges.

The informal language used in face-to-face interactions is not merely a linguistic choice; rather, it serves as a reflection of the cultural identity of the Mandailing people. It embodies the sociolinguistic norms that prioritize interpersonal relationships, creating a communicative environment where individuals feel a sense of belonging and mutual understanding. Moreover, the prevalence of informal language in face-to-face interactions can be attributed to the fluid and dynamic nature of these encounters. Unlike formal written communication, which often adheres to standardized language norms, face-to-face interactions allow for spontaneity and adaptability (Paré, 2019). Individuals can adjust their language choices in real-time based on the immediate context, the nature of the conversation, and the relationships involved.

Organizational hierarchy and formality, which may dominate in written communication, often take a back seat in face-to-face interactions. The egalitarian nature of informal language in these settings fosters open and authentic communication, breaking down hierarchical barriers. Peers and subordinates engage in dialogues on a more personal level, contributing to a workplace culture that values collaboration and inclusivity. In the intricate web of organizational dynamics, face-to-face interactions become a space for the organic emergence of informal language. Leaders, while maintaining professionalism, may opt for a more relaxed linguistic style in these settings to encourage a free exchange of ideas and opinions. This approach contributes to a communicative atmosphere where team members feel empowered to express themselves without the constraints of rigid formality.

Situational factors further underscore the prevalence of informal language in face-to-face interactions. Business negotiations, brainstorming sessions, and team meetings are arenas where the flexibility of informal language shines (Kohnke & Moorhouse, 2022). The adaptability of language to specific situations allows for a more nuanced and context-sensitive communication style. Individuals can seamlessly switch between formal and informal language based on the needs of the moment, enhancing the effectiveness of the communication process.

The dynamic nature of face-to-face interactions also enables the incorporation of non-verbal cues, such as gestures, facial expressions, and tone of voice, which complement and enrich the informal language used. These non-verbal elements contribute to a holistic and expressive mode of communication, fostering a deeper understanding among participants. In conclusion, the prevalence of informal language in face-to-face interactions within the business communication space of Mandailing Natal is a multifaceted phenomenon shaped by cultural, organizational, and situational factors.

3.8. Language Variation In Mandailing Natal

The incorporation of local dialects and distinctive expressions unique to Mandailing Natal represents a fascinating aspect of language variation within the broader context of business communication. This phenomenon reflects the dynamic interplay of cultural, linguistic, and contextual factors, contributing to the richness and authenticity of communication practices in this specific region (Siddharth et al., 2022). In the intricate fabric of Mandailing Natal's linguistic landscape, the use of local dialects and distinctive expressions is a testament to the cultural diversity that characterizes this community. Unlike a monolithic linguistic approach, where a standardized language might be expected in formal communication, Mandailing Natal embraces a more pluralistic and culturally

inclusive approach. This is especially evident in the incorporation of local dialects, which carry historical and cultural significance for the Mandailing people.

Local dialects, such as manta markahanggi, elek maranak boru, and somba Marmora, contribute layers of nuance and authenticity to business communication. These dialects are not merely linguistic variants but are deeply intertwined with the cultural identity of the community. They serve as markers of regional identity, connecting individuals in the business sphere to the rich cultural heritage of Mandailing Natal. Distinctive expressions unique to Mandailing Natal further amplify the depth of language variation. These expressions may include idioms, proverbs, or culturally specific terms that carry nuanced meanings. The use of such expressions in business communication becomes a way of infusing cultural richness into the discourse, allowing for a more authentic and localized form of interaction.

The incorporation of local dialects and distinctive expressions is not a random or arbitrary linguistic choice. Instead, it is a conscious effort to bridge the gap between the formalities of business communication and the cultural context in which it operates. In doing so, businesses in Mandailing Natal acknowledge the importance of cultural authenticity and recognize the value of linguistic practices that resonate with the local community. This practice aligns with contemporary insights on multicultural communication, emphasizing the need to embrace and celebrate cultural diversity in business interactions. By incorporating local dialects and distinctive expressions, professionals in Mandailing Natal create a communicative environment that goes beyond the transactional aspects of business. It becomes a space where cultural nuances are acknowledged, fostering a sense of inclusivity and respect for the diverse linguistic heritage of the community.

The significance of language variation extending to the incorporation of local dialects becomes particularly pronounced when considering the broader goals of effective communication. In a globalized business environment, where interactions span diverse cultural spheres, the use of local dialects becomes a unique identifier. It communicates a genuine connection to the community's roots and values, establishing a bridge between the local and the global.

Moreover, this linguistic diversity contributes to a more inclusive environment within the business world. It sends a powerful message of acceptance and recognition, creating a space where individuals from various cultural backgrounds feel acknowledged and respected (Amin, 2020). In this way, the incorporation of local dialects becomes a catalyst for authenticity and inclusivity in the communication process. The study's exploration of language variation in Mandailing Natal, extending to the incorporation of local dialects and distinctive expressions, underscores the dynamic and adaptive nature of communication in this region. It provides valuable insights for businesses operating in Mandailing Natal, urging them to recognize the importance of linguistic practices that align with the local cultural fabric. By embracing this linguistic diversity, businesses can enhance their relationships with stakeholders, clients, and partners, fostering a communication environment that is not only effective but also culturally sensitive and respectful.

3.9. Synthesis and Practical Implications

The integration of previous research enriches the analysis by providing a broader context and foundation for comparison. By drawing upon existing studies, the researchers contextualize their findings within the broader landscape of language in business



communication. This synthesis allows for a more comprehensive understanding of the factors influencing language use in Mandailing Natal, facilitating the identification of patterns, trends, and best practices.

The practical implications of the study emphasize the critical importance of linguistic adaptability and cultural sensitivity. Businesses in Mandailing Natal need to move beyond a one-size-fits-all approach to language use and cultivate a nuanced understanding of cultural, organizational, and situational factors. Linguistic adaptability becomes a strategic imperative, enhancing the effectiveness of business communication in Mandailing Natal's ever-evolving landscape. Cultural sensitivity stands out as a cornerstone for successful business communication in Mandailing Natal, urging businesses to invest in cultural training for their employees. This cultural intelligence becomes a competitive advantage, fostering positive relationships with stakeholders, clients, and partners (Dong, 2019).

The study on Language in Business Communication Space in Mandailing Natal transcends linguistic analysis to explore the cultural, organizational, and situational dimensions shaping language variation. The findings serve as a roadmap for businesses, offering practical insights into the importance of linguistic adaptability and cultural sensitivity. By embracing a dynamic and context-sensitive approach to communication, businesses can thrive in the unique business environment of Mandailing Natal.

4. Conclusions

The findings of the research reveal that within the business communication space, the deployment of formal and informal language not only mirrors organizational hierarchy but is intricately linked to the local cultural context. Formal language predominantly governs official documents and written communication, while informal language prevails in face-to-face interactions and everyday situations. Furthermore, language variation extends to the incorporation of local dialects and distinctive expressions unique to Mandailing Natal, contributing cultural richness to business communication.

This research has conducted an in-depth exploration into the intricate dynamics of employing both formal and informal language within the context of business communication in Mandailing Natal. The rich cultural and linguistic tapestry that defines Mandailing Natal has served as a captivating backdrop, providing a nuanced understanding of how language operates within the intricate web of business interactions. By employing a method of language variation analysis, this study meticulously examined various forms of business communication, such as formal letters, emails, and face-to-face conversations, with the explicit goal of unraveling the subtle nuances inherent in the utilization of formal and informal language. The findings derived from this research offer illuminating insights into the nuanced interplay that characterizes the realm of business communication in Mandailing Natal. Beyond merely reflecting organizational hierarchy, the use of formal and informal language is deeply entwined with the unique cultural context of the region (Riazi et al., 2018). The study discerns a pattern where formal language prominently surfaces in official documents and written correspondence, while informal language takes center stage in face-to-face interactions and everyday scenarios. Moreover, a noteworthy discovery is the integration of local dialects and distinct expressions native to Mandailing Natal, introducing layers of cultural richness that intricately enhance the texture of business communication.

In delving into the discussion, it is paramount to underscore the broader significance of these findings. This study not only contributes to the understanding of linguistic practices within the specific context of Mandailing Natal but also addresses a notable gap

in the existing literature. The nuanced relationship between formal and informal language, intricately woven into the fabric of organizational hierarchy and cultural context, provides a unique perspective that, to our knowledge, has been inadequately explored in prior research.

The revelation that formal language tends to dominate in written communication and official documents, while informal language flourishes in personal interactions, challenges existing assumptions and adds depth to our comprehension of how language functions in diverse business settings. Furthermore, the incorporation of local dialects and cultural expressions within formal business communication is a distinctive aspect that not only enriches linguistic diversity but also speaks to the broader narrative of preserving and celebrating local identity within the globalized business landscape.

In conclusion, this research has not only unraveled the intricate dynamics of language use within business communication in Mandailing Natal but has also filled a discernible gap in the literature. By shedding light on the interplay between formal and informal language, influenced by organizational hierarchy and local cultural nuances, this study offers valuable insights that extend beyond the specific context of Mandailing Natal. It invites further exploration and discussion on the intersection of language, culture, and business communication, urging scholars to delve deeper into the multifaceted nature of linguistic practices in diverse cultural and organizational settings.

In essence, this research makes a substantial contribution to our understanding of the pivotal role language plays in shaping business communication strategies within the Mandailing Natal context. The implications of these findings extend beyond the academic realm, offering pragmatic insights for business practitioners and communicators seeking to navigate a business environment characterized by its cultural and linguistic diversity. The conclusions drawn from this study serve as a compass for the development of communication practices that are not only effective but also responsive to the intricacies of a multicultural business space. As Mandailing Natal stands as a microcosm of diverse cultural and linguistic dynamics, the lessons learned from this research are pertinent for fostering successful communication strategies in broader multicultural business contexts.

Acknowledgments

We would like to acknowledge the academic advisors and experts who provided guidance and support throughout the research process. Your expertise and feedback have been invaluable in shaping the direction and methodology of this study. We are also grateful to the institutions and organizations that facilitated access to research materials and resources, enabling us to conduct thorough investigations and analysis. Your assistance has been instrumental in the success of this research endeavor.

References

- Alhumsi, H. (2021). The Practicability of Language in Business Context: A Reviewed Study. *Education and Linguistics Research*, 7(2). <https://doi.org/10.5296/elr.v7i2.18450>
- Amin, A. (2020). Journal of Research and Innovation in Language Attitude Towards Language in Sociolinguistics Settings: A Brief Overview. *Journal of Research and Innovation in Language*, 2(1).
- Aroles, J., Hassard, J., & Hyde, P. (2023). The language of business and the business of language: Exploring hegemonic linguistic performativity in the UK museum sector.



- Organization*, 30(5). <https://doi.org/10.1177/13505084211057258>
- Daulay, E., & Mulyadi, M. (2021). Mechanism of Valence Change in Mandailing Language: Linguistics Typology. *SALTeL Journal (Southeast Asia Language Teaching and Learning)*, 4(2). <https://doi.org/10.35307/saltel.v4i2.65>
- Dharmawati, & Dwi Widayati. (2021). Ecolinguistics in the Grain Lexicon of Mandailing Language. *Britain International of Linguistics Arts and Education (BioLAE) Journal*, 3(2). <https://doi.org/10.33258/biolae.v3i2.468>
- Dong, J. (2019). Teaching Writing for Academic Purposes to Multilingual Students: Instructional Approaches, John Bitchener, Neomy Storch, Rosemary Wette (Eds.). Routledge (2017). pp. 220. Paperback: US \$46.95 Hardback: US\$160.00. *Journal of Second Language Writing*, 44.
- Dzogovic, S. A., Ajdarpasic, S., & Shoshi, L. (2022). THE IMPORTANCE OF LANGUAGE MANAGEMENT: IMPLICATIONS IN THE INTERNATIONAL BUSINESS ENVIRONMENT. *Human Research in Rehabilitation*, 12(1). <https://doi.org/10.21554/hrr.042206>
- Fernández-Dobao, A. (2023). “Pero yo también estoy aprendiendo”: Negotiating expert and novice positions in heritage-second language learner interaction. *The Modern Language Journal*, n/a(n/a). <https://doi.org/https://doi.org/10.1111/modl.12882>
- Friginal, E., & Weigle, S. (2014). Exploring multiple profiles of L2 writing using multi-dimensional analysis. *Journal of Second Language Writing*, 26. <https://doi.org/10.1016/j.jslw.2014.09.007>
- Gumelar, N. A., Putri, R. K., Aryanti, S. N. N., & Ulya, C. (2021). Analisis kesalahan berbahasa tataran sintaksis pada artikel Inovasi Pembelajaran Bahasa Indonesia Melalui Pendekatan Proses. *Jurnal Genre (Bahasa, Sastra, Dan Pembelajarannya)*, 3(1). <https://doi.org/10.26555/jg.v3i1.3388>
- Harahap, R., & Gapur, A. (2020). HOMONYM IN MANDAILING LANGUAGE. *GENTA BAHTERA: Jurnal Ilmiah Kebahasaan Dan Kesastraan*, 6(1). <https://doi.org/10.47269/gb.v6i1.97>
- Husda, A., & Mulyadi, M. (2021). Noun Phrase in Mandailing Language. *International Journal Of Scientific Advances*, 2(3). <https://doi.org/10.51542/ijscia.v2i3.32>
- Kohnke, L., & Moorhouse, B. L. (2022). ‘There’s an App for That!’ Writing Technology Reviews for Academic Journals. *RELC Journal*, 53(1). <https://doi.org/10.1177/0033688220945419>
- Kubota, R. (2022). Decolonizing second language writing: Possibilities and challenges. *Journal of Second Language Writing*, 58. <https://doi.org/10.1016/j.jslw.2022.100946>
- Lindstromberg, S. (2016). Inferential statistics in Language Teaching Research: A review and ways forward. *Language Teaching Research*, 20(6). <https://doi.org/10.1177/1362168816649979>
- Lubis, I. S., & Mulyadi, M. (2020). EMOTIONAL VERBS IN ANGKOLA-MANDAILING LANGUAGE: A NATURAL SEMANTIC METALANGUAGE APPROACH. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*, 4(1). <https://doi.org/10.30743/ll.v4i1.2218>
- Mao, F. (2020). An Interpretation of Relevance Theory on Vague Language in Business English Negotiations. *International Linguistics Research*, 3(1).

<https://doi.org/10.30560/ilr.v3n1p23>

- Moorhouse, B. L., Kohnke, L., & Wan, Y. (2023). A Systematic Review of Technology Reviews in Language Teaching and Learning Journals. *RELC Journal*, 54(2). <https://doi.org/10.1177/00336882221150810>
- Ozimska, J. (2023). Intercultural language education in selected textbooks for teaching the language of business and economics in Italian and english. A comparative study. *Neofilolog*, 60(1). <https://doi.org/10.14746/n.2023.60.1.5>
- Paré, A. (2019). Re-writing the doctorate: New contexts, identities, and genres. *Journal of Second Language Writing*, 43. <https://doi.org/10.1016/j.jslw.2018.08.004>
- Putri, S. E., Hamuddin, B., Nursafira, M. S., & Derin, T. (2020). Journal of Research and Innovation in Language Discourse Analysis in E-Learning-Based Course Using Moodle Platform: An Experimental Design ARTICLE HISTORY. *Journal of Research and Innovation in Language*, 2(1).
- Rahmawati, Asrul, N., & Daulay, I. K. (2021). Diatesis in Mandailing Language South Tapanuli. *Randwick International of Education and Linguistics Science Journal*, 2(2). <https://doi.org/10.47175/rielsj.v2i2.266>
- Riazi, M., Shi, L., & Haggerty, J. (2018). Analysis of the empirical research in the journal of second language writing at its 25th year (1992–2016). *Journal of Second Language Writing*, 41. <https://doi.org/10.1016/j.jslw.2018.07.002>
- Sahan, K. (2021). In Conversation with Ernesto Macaro on English Medium Instruction. *RELC Journal*, 52(2). <https://doi.org/10.1177/00336882211005508>
- Siddharth, L., Blessing, L., & Luo, J. (2022). Natural language processing in-and-for design research. *Design Science*, 8. <https://doi.org/10.1017/dsj.2022.16>
- Sofiyatunnida, & Hendrokumoro. (2021). Leksikostatistik Bahasa Mandailing dan Bahasa Melayu. *NUSA*, 16(2).
- Sun, X. (2023). Literature in secondary EFL class: case studies of four experienced teachers' reading programmes in China. *Language Learning Journal*, 51(2). <https://doi.org/10.1080/09571736.2021.1958905>
- Thitthongkam, T., Walsh, J., & Banchapattanasakda, C. (2010). The Roles of Foreign Language in Business Administration. *Journal of Management Research*, 3(1). <https://doi.org/10.5296/jmr.v3i1.509>
- Xu, F., Matsuda, P. K., Atkinson, D., & Tardy, C. M. (2018). A dialogic exploration of two current trends affecting the field of second language writing. *Journal of Second Language Writing*, 42(November).
- Yu, S., Yuan, K., & Wu, P. (2023). Revisiting the conceptualizations of feedback in second language writing: a metaphor analysis approach. *Journal of Second Language Writing*, 59. <https://doi.org/10.1016/j.jslw.2022.100961>
- Zuri, N., Sumarsih, S., & Setia, E. (2018). MANDAILING LANGUAGE MAINTENANCE IN KELURAHAN SUDIREJO II MEDAN. *LINGUISTIK TERAPAN*, 15(1). <https://doi.org/10.24114/lt.v15i1.11275>

