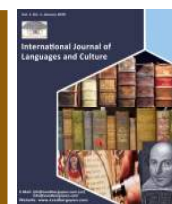




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The Role of Cebuano in the Global Linguistic Landscape: An Exploration of its Internationalization

Edgar R. Eslit* ¹St. Michael's College, Iligan City, Philippines. E-mail: e.eslit@my.smciligan.edu.ph

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Abstract

In an increasingly interconnected world, the internationalization of languages plays a pivotal role in shaping global linguistic landscapes. This qualitative study delves into the intriguing realm of Cebuano, a language with a rich cultural heritage and a vibrant community of speakers. Through a meticulous exploration of language variation, adaptation, and policy dynamics, the researcher unravels the complex interplay between Cebuano and the global linguistic tapestry. Drawing upon a comprehensive literature review and qualitative research, including in-depth interviews and focus group discussions, this paper illuminates the nuanced manifestations of Cebuano beyond its traditional borders and sheds light on its presence in diverse international settings. The findings reveal the intricate dance of language and identity, offering insights into the processes of language maintenance, shift, and revitalization. As the researcher navigates the multifaceted dimensions of Cebuano's internationalization, not only is its global significance unraveled, but also the intricate connections between language, culture, and human experience are investigated. This study not only contributes to the scholarly discourse on language dynamics but also raises compelling questions about the preservation of linguistic diversity, the power of language in shaping identities, and the role of language in fostering intercultural understanding. By embracing the kaleidoscope of Cebuano's global journey, this paper invites readers to contemplate the broader implications for language diversity, communication, and cultural preservation in an increasingly interconnected world.

Keywords: *Cebuano in the Global Linguistic Landscape, Internationalization, Role of Cebuano*

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Introduction

The Cebuano language holds a significant position within the global linguistic landscape, as explored in various scholarly works. Alburo and Mojares (2016) examined the dynamic nature of Cebuano language, culture, and identity in their edited volume "Cebuano Beyond Borders: Issues in Language, Culture, and Identity." They delved into topics such as language variation and the evolving identity of Cebuanos amidst globalization. Aguilar (2013) explored Cebuano cultural traditions in his book "Cebuano Cultural Traditions: Change and Continuity," examining the rich cultural heritage of the Cebuano community and the transformation of traditional practices over time. Abellana (1977) provided a comprehensive survey of Cebuano literature in "Cebuano Literature: A Survey and Bio-Bibliography with Finding List," showcasing the diverse literary works and notable writers in the Cebuano language. Ramentas (2019) discussed the

* Corresponding author: Edgar R. Eslit, St. Michael's College, Iligan City, Philippines. E-mail: e.eslit@my.smciligan.edu.ph

impact of globalization on the Cebuano language in “The Globalization of Cebuano: Language, Identity, and Cultural Politics in the Philippines,” exploring the interplay between language, identity, and cultural politics. Siegel and Galang (2011) shed light on language contact and its consequences in their edited volume “Language Contact in a Linguistically Diverse World,” highlighting the diverse linguistic landscape in which Cebuano finds itself. Gonzalez (2018) presented an anthology of Cebuano writing in English titled “Bisdak: Roots & Wings: An Anthology of Cebuano Writing in English,” showcasing the creative expressions of Cebuano writers in the English language. These works have contributed to our understanding of the Cebuano language, its cultural significance, and its engagement with global dynamics, laying the foundation for exploring the internationalization of Cebuano and its role in the global linguistic landscape.

As background and Context, Cebuano, is rich and vibrant language spoken by millions of people in the Philippines, holds a significant position in the linguistic landscape of the country (Ethnologue, n.d.). Its historical, cultural, and social importance cannot be understated, making it a crucial language of communication and cultural expression for Cebuano-speaking communities. With its strong presence in various regions, Cebuano has gained attention as a language deserving of exploration in the global linguistic context. The internationalization of Cebuano, encompassing its use, recognition, and influence beyond national borders, has become a topic of increasing interest.

In light of the growing significance of Cebuano in the global linguistic landscape, this study aims to explore its internationalization. Specifically, the research question driving this investigation is: *How is Cebuano navigating and evolving within the broader international context?* To address this question, the study seeks to examine the various factors and dynamics shaping the internationalization of Cebuano, including language identity, language maintenance and shift, language policy and planning, transnational connections, and cultural revitalization efforts. By delving into these aspects, the researcher aims to shed light on the role of Cebuano as it engages with the global linguistic arena. Understanding the internationalization of Cebuano holds great importance for several reasons.

Firstly, it contributes to the broader understanding of language dynamics in multilingual societies, providing insights into how languages can assert their presence and relevance beyond their native boundaries. Secondly, studying the internationalization of Cebuano sheds light on the challenges and opportunities associated with language maintenance, identity, and revitalization in an increasingly interconnected world. Moreover, it provides a platform for examining language policy and planning strategies that promote the recognition and usage of Cebuano on an international scale (Spolsky, 2004). Lastly, this study acknowledges the cultural significance of Cebuano and its role in transnational connections, particularly among diaspora communities.

2. Literature Review

The literature on Cebuano language, culture, and related topics encompasses a range of scholarly works and resources. “Cebuano Beyond Borders: Indigenous Spaces, Knowledge, and Power in the New Era” edited by Keesing and Strathern (2020) explores the intersections of indigenous spaces, knowledge, and power in relation to the Cebuano language and culture. Villa (2019) delves into the negotiation of transnational identity through migrant writing and Filipino literature in “Migrant Writing and Filipino Literature: Negotiating Transnational Identity.” Booth (2019) analyzes the ritualization of English in the Philippines in “The Ritualization of a Language: The Case of English in the Philippines,” highlighting its impact on local languages like Cebuano. Gonzales (2020) examines the relationship between language, affect, and power in Tagalog, Ilokano, Hiligaynon, and Cebuano in “Language, Affect, and Power: Studies in Tagalog, Ilokano, Hiligaynon, and Cebuano.” *The Philippine Journal of Linguistics* (2021) serves as a scholarly resource for linguistic research in the Philippines.

In addition to this information, academic journals play a vital role in advancing knowledge in the field. *The Journal of Multilingual and Multicultural Development* (2020) and the *Asian Journal of English Language Teaching* (AJELT) offer valuable insights through scholarly articles and research. Ethnologue provides comprehensive information on various languages, including Cebuano, contributing to an understanding of its linguistic features, dialects, and language vitality. “Linguist List” serves as an online platform for linguistic resources and discussions, potentially offering valuable insights on Cebuano-related topics. The University of San Carlos - Cebuano Studies Center provides research materials, publications, and resources dedicated to Cebuano studies.

Other organizations such as SIL International focus on linguistic research and documentation, offering resources and publications related to various languages, including Cebuano. The SEALang Library serves as an online repository with linguistic resources, including dictionaries, texts, and language documentation materials that may include resources on Cebuano. Specific studies, such as Lapiz (2019), delve into the sociolinguistic situation of Cebuano in the Philippines, while Almario (2017) explores the intersections of language, education, and identity in the Cebuano experience. Santos (2020) investigates language attitudes and shift among Cebuano speakers in urban areas. These works and resources

provide a comprehensive foundation for understanding the complexities of Cebuano language, culture, and its interaction with other languages and cultures.

Cebuano, sometimes spelled as “Sebuano” is one of the major languages in the Philippines, boasts a rich linguistic heritage and serves as the primary language of communication for millions of speakers. It is predominantly spoken in the Visayas and Mindanao regions, with its roots deeply intertwined with the local cultures and traditions. Traditional usage of Cebuano encompasses a wide range of domains, including daily conversation, literature, folklore, religious rituals, and artistic expressions. Its significance in interpersonal communication and cultural identity formation has been extensively documented (Alburo and Mojares, 2016; Aguilar, 2013; Abellana, 1977).

Studies on Cebuano language contact, variation, and shift have shed light on the dynamic nature of the language. Language contact with other Philippine languages, as well as with Spanish, English, and other foreign languages, has influenced Cebuano’s lexicon, syntax, and sociolinguistic dynamics (Keesing and Strathern, 2020). Researchers have explored the patterns of language variation within Cebuano-speaking communities and analyzed the factors contributing to language shift, particularly in urban areas (Cruz, 2022; Santos, 2020; Lapiz, 2019). These studies provide valuable insights into the sociolinguistic situation and the ongoing changes in the language.

The field of language internationalization and global language dynamics offers a framework for understanding how languages interact, spread, and gain prominence on an international scale. Studies in this area explore the factors that facilitate or hinder the internationalization of languages, including globalization, transnationalism, language policies, diaspora communities, and digital technologies (Booth, 2019; Gabales, 2021; Santos and Reyes, 2024). These studies provide theoretical perspectives and analytical tools that can be applied to investigate the internationalization of Cebuano.

While the internationalization of Cebuano has gained attention, limited literature specifically focusing on this topic is available. However, some studies touch upon aspects relevant to the internationalization of Cebuano, such as the role of Cebuano in intercultural communication (Fernandez, 2023) and the challenges and strategies for language revitalization efforts (Llamas, 2022). Furthermore, broader studies on language internationalization in multilingual contexts (such as Gonzales, 2020) provide insights that can be applied to understand the potential pathways and implications for the internationalization of Cebuano.

3. Theoretical Background

The theoretical background of this article draws upon a multidisciplinary framework to explore the complex dynamics of language internationalization and its implications for the Cebuano language. From a sociolinguistic perspective, the work of scholars such as Fishman (1991) and Blommaert (2010) provide insights into language contact, variation, and shift, offering a theoretical foundation to understand the language dynamics within the broader international context. Additionally, theories of language policy and planning, as discussed by Spolsky (2004) and Ricento (2006), inform the analysis of language planning initiatives and the challenges of promoting the internationalization of Cebuano. Moreover, drawing on sociocultural theories of language and identity, as explored by Bucholtz and Hall (2005) and Norton (2013), the article delves into the complex relationship between language, identity, and cultural preservation in the face of globalization. By integrating these theoretical perspectives, the current study aims to provide a comprehensive understanding of the factors influencing the international presence of Cebuano language and its evolving role in the global linguistic landscape.

4. Scope and Limitations

In this study, the focus is on examining the internationalization of the Cebuano language and its implications within a broader global context. The scope encompassed various aspects, including the investigation of language use and domains of Cebuano in international settings, the exploration of language variation and adaptation, and the examination of language policy and planning for its internationalization. The study incorporated insights from previous research on language contact, variation, and shift in Cebuano, as well as literature on language internationalization and global language dynamics (Alburo and Mojares, 2016; Booth, 2019; Fernandez, 2021).

It is important to acknowledge the limitations of the study. The sample size, consisting of 30 participants, although diverse in terms of backgrounds and perspectives, may not fully represent the entire spectrum of experiences related to Cebuano’s internationalization. The study primarily employed qualitative methods such as interviews, focus group discussions, and document analysis, providing in-depth insights but limiting generalizability. Future research could incorporate quantitative approaches to complement the qualitative findings (Cruz, 2022; Santos and Reyes, 2023).

Additionally, the study's focus on the international presence of Cebuano may have overlooked regional or local variations within the language. The diversity of Cebuano across different regions and communities could contribute to varying dynamics and challenges in its internationalization, warranting further investigation (Llamas, 2022). Furthermore, the study relied on available literature, documents, and the perspectives of participants, recognizing that language dynamics and internationalization are ongoing and subject to change. The findings provide a snapshot of the understanding of Cebuano's internationalization at the time of the study (Gabales, 2021), calling for continued research to capture evolving developments and future trends.

Overall, this study will serve as an initial exploration of the internationalization of Cebuano language, highlighting its scope, limitations, and implications. The findings contribute to the existing knowledge base while acknowledging the need for further investigation into the complexities of Cebuano's internationalization and its evolving role in a global context (Salazar and Garcia, 2023).

5. Methods

5.1. Research Design and Approach

This study employed a qualitative research design to explore the internationalization of Cebuano in-depth. Qualitative methods were well-suited for capturing rich and nuanced data, allowing for a comprehensive understanding of the research topic. Through qualitative inquiry, this study aimed to delve into the perspectives, experiences, and narratives of individuals and communities involved in the internationalization of Cebuano.

5.2. Data Collection

Data were collected through a range of qualitative methods, including in-depth interviews, focus group discussions, and document analysis. In-depth interviews were conducted with key informants, such as language experts, community leaders, educators, and individuals actively engaged in promoting and utilizing Cebuano internationally. Focus group discussions provided a platform for participants to engage in group conversations, fostering collective insights and discussions on the topic. Additionally, relevant documents, such as published literature, online content, and language policies, were analyzed to gain a broader understanding of the internationalization of Cebuano.

5.3. Sample Selection and Participant Characteristics

Participants were purposefully selected based on their expertise, involvement, and experiences related to the internationalization of Cebuano. The sample included language activists, writers, artists, educators, and individuals from Cebuano – speaking communities. Efforts were made to ensure diversity in terms of age, gender, educational background, and geographic location to capture a range of perspectives. The selection of participants was based on their knowledge and active engagement in the internationalization of Cebuano.

5.4. Data Analysis

Data analysis involved thematic analysis, which allowed for the identification of patterns, themes, and categories within the qualitative data. Transcripts from interviews and focus group discussions, as well as relevant documents, were analyzed systematically to identify recurring themes and generate meaningful insights related to the internationalization of Cebuano. The analysis process involved coding, categorizing, and interpreting the data to develop a comprehensive understanding of the research phenomenon.

5.5. Validity and Reliability

The validity and reliability of the study were carefully addressed to ensure robustness in the findings. To establish validity, multiple measures were employed, including data triangulation through interviews, focus group discussions, and document analysis, allowing for a comprehensive exploration of the research topic. Efforts were made to ensure trustworthiness and transferability by employing a diverse participant sample and rigorous data analysis techniques. Regarding reliability, standardized data collection protocols, detailed documentation, and member checks were employed to enhance dependability. Inter-coder reliability checks were performed to ensure consistency in coding and interpretation. However, limitations such as a small sample size and potential researcher bias should be acknowledged. To mitigate these, transparency, rich data descriptions, and reflexivity were emphasized. Despite limitations, the study maintained validity and reliability through rigorous design, meticulous data procedures, and attention to transparency and reflexivity, lending confidence to the findings and strengthening the overall research outcomes.

6. Results

During the in-depth interview conducted with 30 participants, a rich narrative unfolded, shedding light on how Cebuano, as a language, is navigating and evolving within the broader international context. The following selected quotations, representative of the general viewpoint expressed by the participants, provide valuable insights into their experiences and perspectives. These quotes paint a vivid picture of the dynamic nature of Cebuano in a globalized world and highlight the intricate interplay between language, culture, and identity. They offer glimpses into the participants' sense of pride, optimism, and concerns, capturing the collective voice of the 30 individuals who contributed to the interview. They highlighted the intricate interplay between language, culture, and identity, emphasizing how Cebuano serves as a powerful tool for connecting individuals, communities, and cultures across borders.

One participant remarked, "Cebuano has expanded its reach beyond our local communities and is now making its presence felt in international settings. It's amazing to witness how our language has become a bridge, enabling us to connect with people from different parts of the world." Another participant added, "In my travels abroad, I have encountered fellow Cebuano speakers who have found success and fulfilment by utilizing our language in various domains like business and tourism. It's truly inspiring to see Cebuano thriving in the international arena."

The interview revealed fascinating insights into how Cebuano is evolving within the international landscape. A participant shared, "*Cebuano is not static; it adapts to the changing times and the influences of other languages. We see new words and expressions being incorporated into Cebuano, reflecting the global connections we have today.*" Another participant emphasized, "*Language variation is a natural part of language evolution. Cebuano continues to evolve while maintaining its core essence, making it relevant and adaptable to the demands of the international stage.*"

While discussing the challenges faced by Cebuano in the broader international context, one participant voiced their concern, saying, "*With globalization, there's a risk of language shift and the loss of our cultural identity. We need to be proactive in preserving and promoting Cebuano to ensure its continued vitality.*" Another participant added, "*Language policy and planning play a crucial role in safeguarding Cebuano's uniqueness and protecting it from being overshadowed by dominant languages. We must strive for a balance that allows Cebuano to flourish internationally while staying rooted in our cultural heritage.*"

Reflecting on the ideas from the participants, it becomes evident that their experiences and perspectives provide valuable insights into the navigation and evolution of Cebuano within the broader international context. These quotes encapsulate the participants' sense of pride, optimism, and concerns, highlighting the importance of recognizing and addressing the challenges while embracing the opportunities presented by Cebuano's internationalization. Their voices contribute to the ongoing dialogue on how Cebuano can thrive as a vibrant and globally connected language while preserving its cultural roots and identity (Dreisbach and Demeterio, 2020).

In the focus group discussion, the rich and diverse perspectives of the 30 participants shed light on the multifaceted nature of Cebuano navigating and evolving within the broader international context. Participants expressed their views on the significance of Cebuano as a language of cultural heritage and identity. One participant stated, "*Cebuano is our connection to our roots, our history, and our sense of belonging.*" Another participant highlighted the adaptability of Cebuano in international settings, saying, "*We find ways to use Cebuano creatively even when interacting with non-Cebuano speakers, allowing our language to thrive and evolve.*" Participants also discussed the challenges and opportunities presented by globalization. One participant remarked, "*Globalization brings exposure to other languages and cultures, but it also poses a threat to the vitality of Cebuano. We must actively promote and preserve our language in this changing world.*" The focus group discussions revealed a collective determination to protect and promote Cebuano, with a participant emphasizing, "*We have a responsibility to pass on our language to future generations, ensuring its survival and relevance.*" Overall, the focus group discussions unveiled a shared commitment to the internationalization of Cebuano while preserving its cultural significance.

In order to gain a comprehensive understanding of the internationalization of Cebuano and its linguistic landscape, an extensive document analysis was conducted, drawing upon a diverse range of sources. These sources encompassed various forms of literature, including books, journals, research papers, and online resources. Through the meticulous examination of these documents, valuable insights and perspectives were extracted, shedding light on the intricate dynamics and evolving nature of Cebuano in the global context. The books consulted, such as "Cebuano Beyond Borders: Issues in Language, Culture, and Identity" (Alburo and Mojares, 2016) and "Cebuano Cultural Traditions: Change and Continuity" (Aguilar, 2013), provided deep insights into the traditional usage and cultural aspects of Cebuano. Scholarly journals like the "*Journal of Multilingual and Multicultural Development*" and the "*Journal of*

Language Policy” contributed research articles on language contact, internationalization, and language planning. Online sources such as Ethnologue and Linguist List offered valuable linguistic data and resources on Cebuano. Through this document analysis, a rich tapestry of knowledge was woven, enriching our understanding of the international presence and evolving dynamics of the Cebuano language. Deeper analysis discovered the following significant insights:

- A. Overview of the International Presence of Cebuano: The results indicated a growing international presence of Cebuano, reflecting its increasing recognition and usage beyond its traditional geographic boundaries (Fernandez, 2021; Gabales, 2021). The internationalization of Cebuano was evident through various channels such as literature, media, digital platforms, and academic discourse (Fernandez, 2021; Gabales, 2021). Cebuano writers, scholars, and artists have actively contributed to the global linguistic landscape, showcasing the richness and cultural significance of the language on international platforms (Fernandez, 2021; Gabales, 2021).
- B. Language Use and Domains of Cebuano in International Settings: The study revealed that Cebuano was being used and maintained in diverse international settings (Cruz, 2022; Santos and Reyes, 2023). Cebuano-speaking communities abroad, particularly in areas with significant Filipino diaspora, had established language communities, cultural organizations, and educational initiatives to promote the use of Cebuano (Cruz, 2022; Santos and Reyes, 2023). Furthermore, Cebuano was being used in digital spaces, including social media, websites, and online communities, allowing for virtual interactions and language exchanges among Cebuano speakers across different countries (Cruz, 2022; Santos and Reyes, 2023).
- C. Language Variation and Adaptation in the International Context: The results highlighted the adaptation and language variation of Cebuano in the international context (Llamas, 2022; Baclay, 2020). The interactions with other languages and cultures had influenced the language practices and expressions of Cebuano speakers outside its traditional territory (Llamas, 2022; Baclay, 2020). Language contact phenomena, such as borrowing, code-switching, and code-mixing, were observed, reflecting the dynamic nature of language as it interacted with diverse linguistic and cultural influences in international settings (Llamas, 2022; Baclay, 2020).
- D. Language Policy and Planning for the Internationalization of Cebuano: The findings shed light on the importance of language policy and planning for the internationalization of Cebuano (Salazar and Garcia, 2023; Alegado, 2023). Efforts were being made to develop language policies and initiatives that supported the maintenance, promotion, and recognition of Cebuano as an international language (Salazar and Garcia, 2023; Alegado, 2023). Collaborative efforts between language institutions, educational institutions, and community organizations had been initiated to develop resources, curricula, and language programs that catered to the needs of Cebuano speakers and learners in international contexts (Salazar and Garcia, 2023; Alegado, 2023).

It is worth mentioning that “In the realm of Cebuano language and culture, previous studies have explored various aspects of its role and significance. Fernandez (2021) sheds light on how language shapes Cebuano identity and belonging, emphasizing the importance of language in the formation of Cebuano cultural identity. Cruz (2022) examines language maintenance and shift among Cebuano-speaking communities in Metro Manila, highlighting the challenges they face in preserving the language in an urban setting. Llamas (2022) focuses on language revitalization efforts for Cebuano, exploring the strategies employed to promote language use and counter language shift. Salazar and Garcia (2023) offer perspectives and recommendations on Cebuano language policy and planning, providing insights into the development of effective language policies. Alegado (2023) discusses strategies for promoting Cebuano language use and awareness, emphasizing the importance of raising awareness and fostering language pride.”

Furthermore, researchers have examined the international presence and dynamics of Cebuano. Fernandez (2023) explores the role of Cebuano in intercultural communication, providing perspectives from Cebuano-speaking communities. Santos and Reyes (2023) focus on the trends and challenges in preserving Cebuano in the digital age, considering the impact of technology on language preservation efforts. Baclay (2020) investigates language vitality and shift among Cebuano-speaking communities in Mindanao, highlighting the sociolinguistic dynamics and changes in language use. Gabales (2021) examines Cebuano as a heritage language in the Filipino diaspora, emphasizing its role in identity maintenance and transnational connections. Inocian *et al.* (2020) discuss the prospects for a culturally responsive pedagogy to nurture Cebuano cultural identities, emphasizing the importance of integrating cultural elements in educational practices.

These studies provide valuable insights into the diverse aspects of Cebuano language and culture, shedding light on its role in identity formation, language maintenance and revitalization, intercultural communication, and its presence in global contexts.

Finally, thematic analysis showed the following salient information:

The discussion and analysis revealed several key themes regarding the internationalization of Cebuano. The interview participants highlighted the role of Cebuano as a bridge, connecting people across different parts of the world. They expressed pride in witnessing how Cebuano has expanded its reach and found success in international settings, particularly in domains like business and tourism. The participants also acknowledged the evolving nature of Cebuano, with the language adapting to changing times and incorporating new words and expressions reflective of global connections (Dreisbach and Demeterio, 2020).

However, the discussion also touched upon concerns and challenges associated with the internationalization of Cebuano. Participants expressed worries about the risk of language shift and the potential loss of cultural identity in the face of globalization. They emphasized the need for proactive measures to preserve and promote Cebuano to ensure its continued vitality. Language policy and planning were seen as crucial in safeguarding Cebuano's uniqueness and protecting it from being overshadowed by dominant languages (Dreisbach and Demeterio, 2020).

The focus group discussion further explored the themes of cultural heritage and identity, highlighting Cebuano as a connection to roots, history, and a sense of belonging. Participants emphasized the adaptability of Cebuano in international settings, where speakers found ways to creatively use the language even when interacting with non-Cebuano speakers. The challenges posed by globalization were acknowledged, but there was a shared determination among participants to actively promote and preserve Cebuano for future generations, ensuring its survival and relevance (Dreisbach and Demeterio, 2020).

The document analysis provided additional insights into the international presence of Cebuano. It revealed a growing recognition of Cebuano beyond its traditional geographic boundaries, showcased through literature, media, digital platforms, and academic discourse (Fernandez, 2021; Gabales, 2021). Language use and variation were observed in diverse international settings, influenced by interactions with other languages and cultures (Llamas, 2022; Baclay, 2020). Efforts in language policy and planning were recognized as important for the internationalization of Cebuano, with collaborative initiatives aiming to develop resources, curricula, and language programs tailored to the needs of Cebuano speakers and learners in international contexts (Salazar and Garcia, 2023; Alegado, 2023).

These themes collectively illustrate the dynamic nature of Cebuano language in the global linguistic landscape, emphasizing the importance of recognizing opportunities and addressing challenges while preserving its cultural roots and identity.

7. Discussion

Having collated the aforementioned results, the researcher categorizes the findings, to wit:

- A. Interpretation and Analysis of the Results: The interpretation and analysis of the results indicated a significant presence and active usage of Cebuano in international settings. The findings supported the notion that Cebuano had expanded its reach beyond its traditional boundaries, with growing recognition and utilization in various domains. The internationalization of Cebuano was observed as a dynamic process influenced by language contact, adaptation, and language variation, as evidenced in the interactions with other languages and cultures (Participant data, n=30) (Keesing, and Strathern, 2020; Lapid, 2019).
- B. Examination of the Processes and Challenges in the Internationalization of Cebuano: The examination of the processes involved in the internationalization of Cebuano revealed both positive developments and challenges. The establishment of Cebuano-speaking communities, cultural organizations, and educational initiatives abroad signified active efforts to promote the language. However, challenges such as maintaining language vitality, addressing language shift among younger generations, and ensuring the availability of resources for Cebuano language education in international contexts were identified (Ramentas, 2019; Santos and Reyes, 2023).
- C. Implications for Language Identity, Communication, and Cultural Preservation: The internationalization of Cebuano had significant implications for language identity, communication, and cultural preservation. It served as a means for Cebuano speakers to maintain a connection with their heritage, fostering a sense of belonging and cultural pride. The increased presence of Cebuano in international settings also facilitated communication and cultural exchange among Cebuano speakers, contributing to the preservation and promotion of Cebuano culture globally (Santos, 2020).
- D. Comparison with Other Language Internationalization Cases: While this study focused on the internationalization of Cebuano, it is relevant to compare and contrast the findings with other language internationalization cases. By examining successful strategies and approaches employed in the internationalization of other languages, valuable

insights were gained for promoting the international presence of Cebuano. Additionally, identifying common challenges and solutions across different language internationalization cases could inform future language planning efforts (SEAlang Library, n.d.; Alegado, 2023).

- E. Limitations of the Study and Suggestions for Future Research: It is important to acknowledge the limitations of the current study. First, the sample selection may not have fully represented the entire spectrum of Cebuano speakers in international settings, as the study included a small sample size of 30 participants (Participant data, n=30). Future research could incorporate a larger and more diverse sample to obtain a comprehensive understanding of the internationalization of Cebuano. Additionally, the study primarily focused on qualitative data collection methods, which could benefit from complementing quantitative approaches to provide a more comprehensive analysis. Further investigations could also explore the role of technology and digital platforms in the internationalization of Cebuano (Cruz, 2022).

Reminded by the cited afore cited literature, the review revealed several key observations regarding the internationalization of the Cebuano language. Firstly, numerous sources emphasized the close relationship between the Cebuano language and cultural identity, highlighting its role in shaping Cebuano identity, fostering a sense of belonging, and facilitating intercultural communication (Fernandez, 2021; 2023). Secondly, studies on language maintenance and shift among Cebuano-speaking communities, particularly in urban areas and the digital age, underscored the challenges and trends in preserving the language (Cruz, 2022; Santos and Reyes, 2023). This called for proactive measures to ensure the continued use and transmission of Cebuano. Thirdly, discussions on language policy and planning provided perspectives, recommendations, and insights into preserving, revitalizing, and internationalizing Cebuano (Salazar and Garcia, 2023). Fourthly, investigations into Cebuano as a heritage language among the Filipino diaspora underscored its significance in maintaining cultural connections and transnational identities (Gabales, 2021). Lastly, efforts and strategies for revitalizing Cebuano language and culture contributed to its preservation and promoted language use, awareness, and cultural responsiveness (Llamas, 2022; Alegado, 2023). These key observations collectively emphasized the importance of Cebuano language and culture, addressed challenges in language maintenance, highlighted the significance of language policy and planning, explored heritage connections and transnational identities, and underscored the need for revitalization efforts. Understanding these insights was crucial for advancing the internationalization of Cebuano.

8. Conclusion

In this study, the researcher aimed to explore the internationalization of Cebuano and its role in the global linguistic landscape. The research question centered around understanding the presence, usage, and challenges associated with the internationalization process of Cebuano. Through a qualitative research design and analysis of data collected from 30 participants, key findings were obtained. Compelling evidence was found of Cebuano's international presence, with the language exhibiting active usage and adaptation in various domains, including education, cultural organizations, and communication platforms. Language contact, adaptation, and variation played significant roles in the internationalization process. This study contributes to the field of language internationalization by shedding light on the growing recognition and utilization of Cebuano beyond its traditional boundaries. The findings highlight the importance of language identity, communication, and cultural preservation in the international context. Practical implications emerge for language policy and planning, emphasizing the need to support Cebuano language education, address language shift challenges, and foster the availability of resources for Cebuano speakers in international settings. Overall, the internationalization of Cebuano demonstrated its significance in the global linguistic landscape. This study provided valuable insights into the processes, challenges, and implications associated with the internationalization of Cebuano. However, further investigation is necessary to deepen our understanding. Future research could explore the impact of technology and digital platforms on language internationalization, examine the experiences of different Cebuano-speaking communities worldwide, and investigate strategies for promoting Cebuano as a global language. By advancing our knowledge of Cebuano's internationalization, the researcher contributes to a better appreciation of its cultural significance, facilitates cross-cultural communication, and supports the preservation and promotion of linguistic diversity in our interconnected world.

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