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Linguistic Landscape Analysis of Language Function at Tourist Places Signboard in Banjar Bali

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Abstract

This research aims to identify signboards at three tourist places in Banjar District, namely Brahmavihara Arama Banjar, Air Panas Banjar and Krisna Funtastic Land in terms of the function of the language on the signboards and the languages used on the signboard. This research was designed using qualitative descriptive research and data collection was carried out using observation and documentation techniques from signboards at three tourist attractions in Banjar District, namely Brahmavihara Arama, Banjar Hot Springs, and Krisna Funtastic Land. The function of language on public space signs in three tourist attractions in Banjar District (Brahmavihara Arama, Banjar Hot Springs and Krisna Funtastic Land) was found to be informational, symbolic, mythological and commercial. These four functions were analyzed based on the theory from Yanhong and Rungruang (2013) regarding the function of language on public space signs. The result of this research found that information functions, commercial functions and mythological functions are found on public signs at the three tourist places, namely Brahmavihara Arama Banjar, Banjar Hot Springs and Krisna Funtastic Land. Meanwhile, symbolic functions are only found in two tourist attractions, namely Krisna Funtastic Land and Brahmavihara Arama Banjar. And the language used on the public space signs at these three tourist places uses more than one language or is called bilingual public space signage.

Keywords: Linguistic Landscape; Languages Function; Tourist Places.

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INTRODUCTION

The increasingly advanced development of the times and the increasing number of tourists coming to Bali have made it more intense for native Balinese people to interact with people from outside Bali. Then, for example, the use of public space signage in Bali, such as the names of tourist attractions, which initially used regional languages, namely Balinese, have now started to move to multilingual (Simamora, 2023). In Bali, multilingual written signs can

easily be found, for example in religious places, tourist attractions, shopping centers and eating places. To protect and preserve the Balinese language, the Governor of Bali released Governor Regulation Number 80 of 2018. It states that public signs must display Balinese script over Latin script. This regulation seems to place more emphasis on the symbolic function of the Balinese language rather than the informational function (Paramarta, 2022). Even though there are Bali government regulations regarding the use of languages on public space signs, many business people use multilingual languages on public space signs for use at tourist places, for example tourist places in Banjar. Banjar is one of the sub-districts in Buleleng Regency which is famous for its beautiful natural tourist places. Not a few visitors who come to Buleleng choose Banjar as a tourist destination, this can be seen from data on tourist visitors to Banjar Regency in 2019. In 2019, the number of visitors who came to one of the famous tourist places in Banjar District, namely Banjar Hot Springs, was 2,938 domestic visitors and 3,085 foreign visitors. The large number of domestic and foreign visitors who come to Banjar has resulted in many business people competing to attract the attention of tourists, for example by learning culture, namely the language used by visitors and making public space signage at tourist places in Banjar District using a different language comes from outside Bali. The use of 2 or more languages on a public space sign, or what is called linguistic landscape study, is increasingly becoming a very interesting concern for researchers interested in the field of linguistic landscape.

Landscape linguistics is a study from the branch of sociolinguistics. Linguistic landscape is a study that focuses on the use of language in public spaces, whether monolingual, bilingual or multilingual. Linguistic landscape refers to texts that have been presented and displayed in public spaces. Linguistic landscape studies are the investigation of displayed language in a particular space, generally through the analysis of advertisements, billboards, and other signs. The study of linguistic landscape also examines such patterns as which languages are used for which types of institutions (e.g., country club, hospital, ethnic grocery store), which languages are used for more expensive/cheaper items (new cars or used cars), or which languages are used for more expensive/cheaper services (e.g., pool cleaning or washing machine repair). Also, the linguistic landscape can be studied across an area, to see which neighborhoods have signs in which languages. LL provides information about sociolinguistics behavior by comparing language use at official and unofficial spatial levels (Yulismayanti et al., 2022). Linguistic landscape, coined by Landry & Bourhis (1997) as the visibility and salience of language on public and commercial signs in a particular area or region. In line with the opinions of other experts. Other scholars expressed the opinion regarding linguistic landscapes that linguistic landscapes are the study of writing exhibited in public spaces (Coulmas, 2009; Gorter, 2017).

In addition, the linguistic landscape focuses on the representation of language in public spaces. It is understood that the linguistic landscape addresses all writing in public areas such as banners and names of certain shops. As stated by Van Mensel et al. (1997), the object of LL study can be the visible appearance of written language ("signs") as well as people's interactions with these signs. In addition, the linguistic landscape, Ben-Rafael et al. (2006) defines linguistic landscape as referring to sign announcements located outside or inside public institutions or private businesses in certain geographic locations. Gorter (2006) himself categorizes landscape linguistic signs, namely top-down (official signs issued by public

bureaucracy) and bottom-up (non-official signs posted by individuals or businesses). Specifically, the LL concept refers to the language of public road signs, billboards, street and place names, shop or commercial shop signs, and general signs of government buildings which combine to form the LL of a region, area or urban area (urban agglomeration). LL refers to texts that have been presented and displayed in public spaces. In other words, LL's research investigates the use of written language in public spaces. Semiotic theory is also the basis for this study. Semiotic theory is the study of visual language and signs. It looks at how meaning is created, not only with words but also with images, symbols, gestures, sounds, and designs. We use semiotics to see how different means of communication (e.g., language, visuals, or gestures) work together to create meaning in context. According to Tinarbuko (2008), semiotics is the study of signs in order to know how these signs function and produce meaning. Meanwhile, according to Christomy and Yuwono (2004), semiotics is the study of signs, sign functions and sign production.

The most basic function of language is as a means of communication. Azmi (2017) explains that the function of language is a means of channeling thoughts and human feelings as living creatures through changing morpheme words into new words and change meaning. Language functions are divided into six parts covering, language as a tool expression, tool for providing information, language as a tool to carry out the vocative function, carries out an aesthetic function, language has phatic function and language performs a function metalingual (Bühler, 2011).

Yanhong and Rungruang (2013) examined tourist signs in Chiang Mai. The attractions and functions of signs are categorized into 4 types: informational, symbolic, mythological, and commercial. Each function can be defined as follows: Landry and Bourhis (1997), define the information function as “written words or icons of a linguistic landscape that can convey relevant information to people, that is, to communicate with them, to inform, direct, guide or warn them”. In addition, symbolic functions reflect cultural status and social status. The power of those who speak the language (Zeng & Luo, 2019). The symbolic function is also closely related to the expression of ethnic identity. According to Lou (2016) and Blommaert (2013), space is a place where human social interaction occurs and is involved in various activities, cultural activities. The interaction space can be evaluated as a form of action, as something complex, and contains layers activity. Therefore, the evidence put forward by Linguistic Landscape research is the communication patterns of society what is expressed in written language marks the territory of the community of speakers, and becomes a distinguishing characteristic from others densely populated area. Third, Hicks (2002) added that the mythological function is related to the relationship between knowledge of the past and the present. Lastly, the commercial function is related to the use of language to promote products, places or promotions (Hornsby, 2008). Yanhong and Rungruang (2013) and further argue that the first two functions should be the main priority of scholars want to study the choices and uses of language use in the public arena. As for Yanhong and Rungruang (2013), the language of signage is the key to communicating the services provided by hotels or tourist attractions to clients and guests.

METHOD

This research was conducted in Banjar Regency, specifically at three tourist attractions, namely Brahmavihara Arama Banjar, Banjar Hot Springs and Krisna Funtastic Land. This sub-district is about 17 km from Singaraja. The main objects used as material for analysis include the use of language on public space signboards at tourist attractions and also explaining the function of language on these signboards. The aim of this research is to conduct an in-depth analysis of the use and function of language in public signs at three tourist attractions in Banjar Regency. In the documentation method, the instrument used is a camera as a tool to capture images of public space signboards at three tourist attractions in Banjar Regency (Banjar Hot Springs, Brahmavihara Arama Banjar, and Krisna funtasticland). By taking data from public space signboards, especially the display of tourist signboards at three tourist attractions in the Banjar District area. The general signs studied themselves are an inseparable subject of study. These signs have various linguistic elements, function as communicative tools in providing information to visitors, attracting visitors' attention, and providing direction to visitors to a tourist attraction. The aim of this research is to conduct an in-depth analysis of the use and function of language in public signs at three tourist attractions in Banjar Regency. After collecting data, the next stage is analyzing the data that has been collected.

This research used data analysis concepts from Creswell (2014). Qualitative data analysis as a process requires sequential steps, from the specific to the general, with the following steps: Organizing and preparing data for analysis by typing field notes, cataloging all visual material, and sorting and organizing the data into appropriate types. differ depending on the source of the information. Read or view all data obtained. This first step aims to provide a general overview or information as well as an opportunity to reflect on its overall meaning. Start coding all the data. This involves taking text or image data collected during data collection, grouping sentences (or paragraphs) or images into categories, and labeling those categories with terms. Represents description and theme. Interpret data. Interpretation in qualitative research involves several procedures: summarizing overall findings, comparing findings with the literature, discussing personal views on problems and limitations in future research.

RESULT AND DISSCUSION

The finding and discussion about language function on the public sign in Banjar District area (Brahmavihara Arama Banjar, Banjar Hot Spring, Krisna Funtastic Land) will be presented according to theory by Yanhong and Rungruang (2013). They categorize into four functions: informative, symbolic, commercial, and mythological.

1. Informative Function on The Public Sign in Banjar District

Table 1. Informative Function

Public Sign Location	Example of Sign	Language on Sign
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Brahmavihara Arama Bajar



English-Indonesian

Banjar Hot Spring



English-Indonesian

Krisna Funtastic Land



English-Indonesian-Balinese

It was found that the three tourist attractions had many informative signs, these signs show information on tourist attractions to visitors. It is also well observed all over the place. This functional tourist sign was found to have more than one language on one public space sign. In other words, they are presented in bilingual and multilingual signs. These signs contain information regarding directions, information regarding regulations for visitors and so on. This informative sign is very important for visitors to understand what information there is, such as the direction of the entrance or exit from tourist attractions.

2. Symbolic Function on The Public Sign In Banjar District

Table 2. Symbolic Function

Public Sign Location	Example of Sign	Language on Sign
Brahmavihara Arama Bajar		Indonesian

Krisna Funtastic Land






Indonesian

Signs with symbolic indications were found at 2 tourist attractions, namely Brahmavihara Arama Banjar and Krisna Funtastic Land. Both places include a symbol or image that can clarify the meaning of the existing public space signage, so that visitors better understand the meaning of the signboard because the public space signage only uses one language or is called monolingual, namely Indonesian.

3. Commercial Function on The Public Sign In Banjar District

Table 3. Commercial Function




Public Sign Location	Example of Sign	Language on Sign
Brahmavihara Arama Bajar		English
Banjar Hot Spring		English-Indonesian
Krisna Funtastic Land		English-Indonesian

The commercial function is one of the common functions in the three tourist attractions. The commercial function of public space signage is the key to how business people promote

the products or services they have. At the Banjar Hot Springs and Krisna Funtastic Land tourist attractions, the commercial function is very clearly visible on the public space sign which contains the entrance ticket price to the tourist area. These two places use English and Indonesian to display their information.

4. Mythological Function on The Public Sign in Banjar District

Table 4. Mythological Function

Public Sign Location	Example of Sign	Language on Sign
Brahmavihara Arama Banjar		Indonesian-Sanskrit-Balinese Script
Banjar Hot Spring		Indonesian-Balinese Script
Krisna Funtastic Land		Indonesian-Balinese Script

These three tourist attractions in Banjar Regency have a mythological function on the public space signboards they use. The function of mythology uses the naming of places by associating them with the culture of the place. These three tourist attractions use native Balinese culture, namely Sanskrit in writing public space signage. This is also one of the preservation efforts in the use of Sanskrit which really needs to be maintained and preserved. The current research reveals that signs are informative functions that commonly found in three tourist places in Banjar District (Brahmavihara Arama, Banjar Hot Spring and Krisna Funtastic Land). Refers to the previous key research, informative function is the largest type in most research locations including tourism attractions and educational areas. Yanhong & Rungruang (2013) focuses on city areas or tourist attractions, signs that have an informative function are found

more frequently than other functions. This function is an important function because from this function visitors can find out information about tourist attractions. Public space signs that have an informative function are usually made using more than one language as shown in table 4. These public space signs use bilingual and multilingual languages.

The symbolic function is also one of the functions that is quite often found on public space signs, however, of the three tourist attractions that were the research sites, only one place did not find a symbolic function on the public space signs that were used, namely the Banjar Hot Springs. However, another function found in Banjar hot springs is a commercial function. This commercial function is very clearly visible in front of the tourist attraction where it is a place for visitors to buy entrance tickets to enter the Banjar hot spring tourist attraction. Apart from that, one of the public space signs at Brahmavihara Arama also has a commercial function, namely it is located on one of the public space signs owned by restaurants in the BramhaVihara Arama Banjar area. This restaurant serves vegetarian and non-vegetarian food to Vihara visitors. The final function in Yanhong & Rungruang's (2013) theory is the mythological function. This function is related to the culture or beliefs that exist in the tourist environment. The mythology function uses Balinese script on public space signs at tourist attractions.

Regarding the language function, it was discovered that the three tourist sites possessed a multitude of informative signs. These signs effectively convey information about the tourist attractions to tourists. It is widely observed in various locations. This tourist sign was discovered to be multilingual, displaying more than one language on a single public space sign. Put simply, they are displayed in signs that use two or more languages. These signs provide information about directions, regulations for visitors, and other relevant information. Signage should be educational in order to assist all sectors located in the vicinity, as stated by Azzayati in 2023. Subsequently, signs bearing symbolic suggestions were discovered at two prominent tourist destinations, specifically Brahmavihara Arama Banjar and Krisna Funtastic Land. Both locations have a symbol or image that serves to elucidate the significance of the current public space signage, so enhancing visitors' comprehension of the signboard. This is particularly useful as the public space signage is exclusively in Indonesian, making it monolingual. In line with the research conducted by Shohamy and Gorter (2009), talks on linguistic landscape mostly focus on those who are accountable for producing signs in public areas designed for human communication. The field often explores the interplay between signs, individuals, and language, as well as the influence of linguistic landscape on policy formation. It also examines people's motivations for displaying language, the content of messages conveyed to passers-by, and individuals' attitudes towards the languages displayed. Consequently, signs should be easily comprehensible to people.

The primary purpose of public space signage is to serve as a means for business persons to effectively advertise and promote their products or services. The commercial purpose of the Banjar Hot Springs and Krisna Funtastic Land tourist attractions is evident from the public space sign, which prominently displays the entrance ticket price to the tourist area. Both of these locations utilize English and Indonesian languages to present their information. A study conducted by Diana et al. (2022) yielded a similar finding, indicating that advertisements tend to be more commercially effective when written in widely spoken languages such as English and Indonesian. In addition, mythology employs the practice of assigning names to places by linking them to the cultural identity of the location. These three tourist sites incorporate

elements of traditional Balinese culture by utilizing Sanskrit in their public area signs. This initiative is part of the ongoing efforts to conserve and safeguard the use of Sanskrit, which is crucial for its preservation.

CONCLUSION

The function of language on public space signs in three tourist attractions in Banjar District, namely Brahmavihara Arama Banjar, Banjar Hot Water and Krisna Funtastic Land, was analyzed using four theoretical aspects from Yanhong and Rungruang (2013). In this language function theory, it has four functions, namely the information function, the symbolic function, the mythological function and the commercial function. Of the three tourist attractions in Banjar District which were the research sites, only one tourist attraction did not fulfill the four language functions, namely Banjar Hot Springs, which did not have a symbolic function in writing public space signs. The symbolic function of this language is only found in two tourist attractions, namely Brahmavihara Arama and Krisna Funtastic Land. The most commonly found language function is the information function because every tourist attraction uses many signboards which are used to provide information to visitors about the tourist attraction they are visiting.

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