

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of The Study

Bali is one of the world's tourist destinations. In addition to the diversity of culture, customs, and uniqueness, Bali also has a lot of tourist attractions that are popular even worldwide. Lots of visitors from abroad come to Bali for vacation. According to the Bali Province Central Bureau of Statistics (2020), in 2020 visitors who came to Bali reached around 6,275,210 foreign tourists and around 10,000,000 domestic tourists. In 2019, Bali managed to occupy the fifth position as the best tourism destination in the world and occupied the first position according to Trip Advisor (Elmira, 2019). This data provides an overview of how strong Bali's appeal is for tourists. There are many popular tourist attractions in Bali. Both from the west end to the east end have their own specialties. East Bali is one of the tourist areas that has a lot of tourist attractions. Continuously, the rapid economic growth in the tourism sector has led to many developments in various tourism support factors.

Amed is one of the tourism areas in East Bali. Geographically, Amed is located on the eastern tip of the island of Bali, which is very close to the vast stretch of beach and ocean. Amed is known for its various natural treasures. Underwater tourism is currently a favorite attraction in the Amed area, with most visitors coming to Amed to do snorkeling and diving activities. In addition, Amed

is also famous for the production of salt derived from pure seawater. Some residents in Amed preserve and produce sea salt supported by the local government, this is also the uniqueness of Amed. As one of the popular tourist areas in East Bali, Amed is visited by many domestic and foreign tourists. The number of tourist visits in 2019 reached 995,825 people, consisting of 727,541 foreign tourists and as many as 268,251 domestic tourists (Central Bureau of Statistics of Karangasem Regency, 2019). This is evidenced by the existence of many tourism support facilities in the Amed area. This certainly encourages tourism business players to support the development of tourism-supporting factors, such as hotel accommodations, restaurants, transportation, information centers, and tourist attractions. There are a lot of accommodations in the Amed tourism area; in 2020, there were 372 tourist lodges, 371 Jasmine hotels, 10-star hotels, and 146 restaurants in Karangasem Regency (Central Bureau of Statistics of Karangasem Regency 2021). The arrival of domestic and international guests in Karangasem creates a multilingual situation not only in the spoken language but also in the language of public signs. Apart from being the tourism destination of East Bali, Amed is also not spared from economic, socio-cultural, and political activities that use a distinctive language. Directly, the interactions that occur lead to several language variations that grow and develop rapidly. The interaction between local people with tourists, tourists with tourists, or local people with local people can even cause multilingual interactions. Wardhaugh (2006: 83) uses the term multilingualism to refer to a situation where a speaker masters more than one language.

This applies not only in spoken contexts but also in written signs. Everyone who visits a place will be surrounded by written signs as a form of information usually displayed in the form of street names, signboards, and advertisements. The high level of socialization and mobility in the Amed tourist area causes language contestation to be unavoidable. This also affects how the linguistic situation in the Amed tourist area. Moreover, English is a language that is designated as an international language. This certainly has a very big relationship between tourists and the tourist objects visited. In addition, Indonesian as a national language and Balinese as a regional language also have a very important role in the study of language in the Amed tourist area. The language contestation referred to in this study is how the language contestation is found in the public space sign media after tourism, economic, socio-cultural, and political activities.

This study of languages on public signs is devolved under the linguistic landscape framework, which was coined by Landry and Bourhis (1997). One of the studies that examined the linguistic landscape in Bali was conducted by Mulyawan (2021), which revealed that the growth of tourism has led to changes in language use and public sign design in Ubud. The use of English and Indonesian has increased, while Balinese has decreased. The study also found that the visual design of public signs has become more standardized and commercialized, with less emphasis on local language design. Another study conducted by Wulansari (2020) revealed that foreign languages (Chinese and English) dominate the landscape in Indonesia, especially in Bali. This fact was revealed in this study based on several influencing factors, namely economic, cultural, and social factors. Meanwhile, according to Pidada (2021), language use in public spaces in

the western Denpasar area is dominated by variations in writing systems that use more than one language (bilingual and monolingual). The information function revealed shows that the information contained in the sign shows the existence of cultural relations, political relations, and economic relations. In addition, Paramarta (2022), who studied the linguistic landscape in the north Bali region, especially Singaraja, revealed that the Balinese language still remains marginalized by the Indonesian language even though Governor Regulation No. 80/2018 successfully increased the use of Balinese script on road signs.

This research aims to analyze the information gaps that still exist in previous studies. Some previous researchers have identified linguistic landscape studies that exist in several areas in Bali, such as Denpasar, Ubud, and Singaraja. They commonly focused on multilingualism and Balinese language preservation on the signs. They rarely considered the language contestation, language policy implementation, and the language attitude of the sign makers. Furthermore, until now, not many researchers have conducted research in the East Bali area, specifically the Amed tourism area. Therefore, a linguistic landscape study in Amed area needs to be conducted to fill the research gap.

Amed, which is a tourist attraction in East Bali, is 73 km away from Denpasar city center. Being an area far from the city center, Amed is a tourist destination that is not as crowded as the city. However, many tourists visit Amed because of its charm. In the future, this research will be able to provide an overview of the linguistic landscape in Amed, which has an attachment to tourism. This research has several differences from previous studies; specifically, this research will discuss how languages are contesting the signs, the language

policy implementation, and the language attitude of the sign makers in the Amed area.

## **1.2. Problem Identification**

The implementation of this research is motivated by the phenomenon that occurs in the provision of space signs in public spaces. The implementation of this research was triggered by the phenomenon that occurs in the provision of spatial signs in public places. This situation of multilingualism is based on the ideology of commercialism in the tourism industry, the ideology of nationalism, which emphasizes the use of national languages, and the ideology of preserving the Balinese language and script, which aims to preserve cultural heritage. This creates linguistic contestation, where different languages compete for representation in these signs. In this context, signs in various languages become a reflection of the struggle between commercial interests, national identity, and cultural preservation efforts, creating complex dynamics in the use of language in public spaces. This research aims to analyze in more depth how language contestation manifests itself in the linguistic landscape in Amed, Bali, by paying attention to the implementation of language policy as well as attitudes towards language that are visible in the making of signs. This is related to the existing law in Indonesia, which is written in Chapter II Article 36 x ayat (3), which reads, "Indonesian language must be used for the name of buildings or buildings, roads, apartments or settlements, offices, trade complexes, trademarks, business institutions, educational institutions, organizations established or owned by Indonesian citizens or Indonesian state legal entities" (Law of the Republic of Indonesia Number 24 of 2009 concerning Flags, Languages and State Emblems,

as well as National Songs. However, where in its implementation, there are a lot of public signs, especially in Amed tourism there are many public signs that use Bilingual languages (two languages), such as English and Indonesian, Indonesian with Balinese, and even more than two languages (Balinese, English, and Indonesian).

The choice of language used in signboards in the east Bali area is also related to the 2018 Bali governor's regulation, which states that in writing any office names, street names, tourism facilities buildings, and other public facilities written in Balinese script still use Indonesian. In CHAPTER IV, Article 6, Paragraph 1 in the use of Balinese Script reads, "Balinese script must be placed above Latin letters in writing names; Hindu worship places; traditional institutions; building inauguration inscriptions; buildings; government institutions; private institutions; roads; tourism facilities; and other public facilities."

In addition, there is Presidential regulation no 63 of 2019 Article 33 paragraph (1) reads "Indonesian must be used in the name of buildings or buildings, apartments or settlements, offices, and trade complexes established or owned by Indonesian citizens or Indonesian legal entities," With this background, researchers want to examine how the discipline of business actors or related parties in the use of language used in public signs in public spaces.

In this study, several aspects of linguistic landscape (LL) in the Amed tourism area are analyzed. Three key areas are explored: language contestation, language policy implementation, and the language attitude of the sign makers. The focus is on understanding how various languages compete for representation on public signs in this locale. Additionally, the examination delves into the

implementation of language policy and how it manifests within the public signs. Furthermore, the study investigates the language attitude of the sign makers, shedding light on how their perspectives influence language choices observed on these signs. The aim is to comprehensively dissect the linguistic landscape to unravel the complexities behind language contestation, policy implementation, and the underlying attitudes shaping the multilingual public signs within the Amed tourism area.

### **1.3. Problem Limitation**

Because of the limited time and resources of this study, this research focuses on analyzing the linguistic landscape in Amed tourism area. In addition, this study refers to the form of language and language use used in the East Bali area specifically in Amed tourism Area.

### **1.4. Research Questions**

Based on the background that the author describes, the author proposes several research problem formulations as follows:

1. How is the language contestation on the public signs in Amed tourism area?
2. How is the language policy implementation on the public signs in Amed tourism area?
3. How is the language attitude of the public sign makers towards the language used in Amed tourism area?

### **1.5. Research Objectives**

Based on the formulation of the problem above, the objectives of this study are as follows:

1. To map language contestation on the public signs in the Amed tourism area.
2. To analyze the implementation of language policy in the Amed tourism area.
3. To dig out the language attitude of the public sign makers towards the language used in Amed tourism area.

### **1.6. Significances of The Study**

The results obtained in this study aim to open up insights into Landscape Linguistics as well as to provide theoretical and practical interests.

#### **1.6.1 Theoretical**

Theoretically, this research is expected to support theories related to the development of Landscape Linguistics in Amed tourism area. In addition, this research aims to provide scientific knowledge that can be used in the future.

#### **1.6.2 Practical**

The research endeavors to offer valuable insights to various stakeholders. Business people within the hospitality sector could benefit by gaining guidance on tailoring their public signs effectively, aiding them in making informed language choices for public signs. Moreover, the study aims to enrich their understanding of language selection to enhance communication within their establishments. Future researchers are anticipated to find this research valuable as a foundational reference, providing empirical evidence to bolster their investigations in similar



linguistic landscape studies. Additionally, students, particularly those delving into linguistic studies within tourism, can utilize this research as a resource to comprehend language perceptions in tourism settings, facilitating a deeper understanding of language dynamics in these environments.

a) For Further Researchers

This research is expected to be a reference for further researchers in the same field of research, and it is hoped that this research can be empirical evidence that can be used to strengthen the research that is to be carried out.

b) For Students

This research is expected to be a source of reference for students studying linguistic studies in the Tourism area; besides that, it is hoped that this research can provide perceptions of language use in tourism areas.

## 1.7. Definition of Key Terms

### 1.7.1. Linguistic Landscape

The linguistic landscape in Amed refers to the visible display and use of language in public spaces, reflecting the linguistic diversity and social dynamics within the town. This includes signs, advertisements, street names and other written communications that are visible to the public and contribute to the overall visual environment of the town. In Amed, an area known for its tourism, creating a situation of multiculturalism and a multilingual population, the linguistic landscape serves as a mirror of the complex linguistic interactions and cultural exchanges that occur on a daily basis. The linguistic landscape not only displays the dominance of a particular language, but also highlights the presence and vitality of minority languages, thus playing an important role in shaping

perceptions of identity, inclusivity and social cohesion. Analyzing the linguistic landscape in Amed provides insights into the local socio-cultural order, language preferences, and the negotiation of linguistic identities within the urban space.

### 1.7.2. Language Contestation

Language contestation in Amed refers to the dynamic struggles and conflicts surrounding the use, status and dominance of language in outdoor media. This contestation encompasses the use of language on outdoor media in relation to language, preference, and cultural identity. Amed, a tourism area in East Bali that is also famous for its cultural diversity, language contestation often revolves around issues such as the influx of foreign languages, language as a support for tourism, language preservation, language revitalization efforts, and the impact of globalization on local languages. These contests reflect broader socio-political tensions and aspirations for linguistic justice, where various stakeholders seek to assert their linguistic heritage while navigating the complexities of modern communication and education systems. Understanding language contestation in Amed is critical to addressing inequalities, promoting language diversity, and encouraging inclusive language policies that accommodate the region's diverse language landscape.

### 1.7.3. Language Policy

Language policy in Amed refers to the official guidelines and regulations used by government, promotion and status of languages in the region. This policy includes decisions made by the local government, educational institutions, and community organizations regarding which languages are supported, taught, and used in various domains such as education, government, media, and public spaces.

In Amed, an area known for its high tourism activity and cultural diversity, language policy is crucial in encouraging multilingualism, preserving language heritage, and promoting inclusive communication across different language communities. An effective language policy in Amed aims to balance the preservation of local languages with the promotion of the dominant language to ensure equitable access to opportunities and services for all.

#### 1.7.4. Language Attitude

Language attitudes refer to an individual's beliefs, feelings and evaluations towards different languages or language varieties. In the context of Amed, which is known as a tourism area that is high in social, cultural, economic, and political activities. This directly leads to a situation of multilingualism where language attitudes directly play an important role in shaping social interaction and identity. Language attitudes specifically in Amed refer to the implementation of language use in outdoor media in relation to the viewpoints of the community. These language attitudes can influence how language is perceived in terms of prestige, correctness, importance, or suitability for various purposes. Understanding language attitudes in Amed helps in understanding the complex dynamics of language use and maintenance in this multicultural environment.