

CHAPTER I

INTRODUCTION

1.1. Research Background

Tourism has been overgrown in Bali for decades. It has become one of the most critical sectors that continuously experiences changes and development. Many tourist attractions throughout Bali increase international human mobility. Apart from the economic impact, tourism also supports language contact between tourists and residents. As one of the effects, international language contact improves multilingualism in the area, including the languages on the public signs. It is often found that some names of these tourist attractions have changed. In the past, most tourist attractions only used the native language as the name for the tourist attraction. Still, with the development of the times, many names of tourist attractions have also changed or mixed between several languages. Linguistically, the multilingual phenomenon on public signs is framed under linguistic landscape study. Shohamy and Gorter (2009) define a linguistic landscape as a display that shows the use of language in public spaces that are constructed symbolically.

With changes in all aspects of life, including in the field of language, Simamora (2023) conducted research entitled "Pelestarian Bahasa Daerah Bali di Era Globalisasi." He stated that with changes in various aspects of life such as technology and culture, many things have changed from initially only using regional languages, then people started to know English so that the language used changed to a mixed language, namely Balinese, Indonesian and English. At least Indonesian society today has mastered the three languages spoken/used, namely

foreign languages (such as English, Korean, and Mandarin), languages Indonesian, and regional languages. The majority of the foreign language the public Indonesian can use is English. Bali, which is a tourist spot that is well-known throughout the world, has a regional language called Balinese. However, with the large number of foreign tourists coming to Bali at this time, the types of languages in Bali are very diverse (Simamora, 2023). Wardhaugh (2006: 83) uses the term multilingual to refer to situations where a speaker can speak more than one language. This is not only addressed in verbal contexts but also written signs.

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. Not a few Balinese people are already proficient in using languages from outside Bali. For example, the use of public space signage in Bali, such as the names of tourist places, which initially used regional languages, namely Balinese, has 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. Various reasons could be the basis for why nowadays people prefer to use multilingual writing in public spaces. 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 places 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 tourist attractions, such as tourist attractions in Banjar. Banjar is one of the sub-districts in Buleleng Regency, which is famous for its beautiful natural tourist attractions. Various types of tourist attractions are available in Banjar Regency. Something related to nature, such as Tamblingan Lake, Banjar hot springs, and many more, spiritual places such as Brahma Vihara Arama, recreation and entertainment places such as Krisna Funtastic Land, Pedawa Hobbit Camp, and many more. Not a few visitors who come to Buleleng choose Banjar as a tourist destination, which can be seen from data on the number of tourists who visited Banjar Regency in 2019. In 2019, the number of visitors who came to one of the famous tourist attractions in Banjar District, namely Banjar Hot Springs, was 2,938 domestic visitors and 3,085 foreign visitors. Apart from that, Brahma Vihara Arama is also one of the tourist attractions frequently visited by tourists. It was recorded by the Buleleng Regency Tourism Office that in 2019, there were 830 domestic visitors to Brahma Vihara Arama and 2,503 visitors from abroad (Data On Tourist Visit To DTW Buleleng District In 2019). The number of visitors recorded in 2019 experienced a very significant increase in 2021. As stated in data from the Buleleng Regency Tourism Office, 13,386 visitors came to the Banjar hot springs in 2021 (Data On Tourist Visit To DTW Buleleng District In 2021). With this relatively high increase, Banjar District is one of the areas with high tourist attractions in Buleleng Regency. 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 attractions 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 an exciting concern for researchers interested in the field of linguistic landscape.

There are several previous studies conducted in Bali that are related to this research but have different bases. Krisnawati and Ariani (2022) researched the linguistic landscape in Bali with the title "The Linguistic Landscape of Accommodations in Ubud". This research investigated the languages on the signs in the accommodation businesses setting in Ubud, Bali, Indonesia, to promote their businesses. The data source of this research was in the form of signs owned by private accommodation businesses in Ubud, Bali, Indonesia. The total numbers of signs collected were 328 signs. This finding shows that English still dominates the communication system in this area; therefore, Balinese and Indonesian need to be promoted more in public spaces. Paramarta (2022) analyzes the use of Balinese on road signs in Singaraja City, Bali. The data in this research was obtained using documentation (photos) and observation methods. The results of this research reveal that the presence of Indonesian marginalizes Balinese. Another research related to this research was conducted by Mahayana et al. (2023) entitled "Public Signs in Objek Wisata Candidasa (OWC): Linguistic Landscape Study." This study aimed to examine the public signs found in the tourism area of Candidasa Tourism area. The data in this research were photographs of visible public signs in OWC supported by written and spoken information obtained from interviews with its founders using triangulation techniques. Based on the results, it was found that English predominates the language used on the public signs in OWC as a monolingual sign.

Banjar, which is located in Buleleng Regency, North Bali, is one of the sub-districts with tourist destinations that visitors often visit. The natural beauty of Banjar is an attraction for tourists. This research was conducted in three tourist places in Banjar District, Singaraja, Bali, namely Brahmavihara Arama Banjar, Banjar Hot Spring, and Krisna Funtastic Land. No one has conducted research on the linguistic landscape at these three tourist places in Bali, and this research has several differences from previous studies. Specifically, this research discuss the language distribution in the three tourist places in Banjar District, the functions of the languages on the signs, and the language attitudes of the sign makers in Banjar District.

1.2. Problem Identification

The implementation of this research is based on the background explained above regarding the shift in language use in public spaces in Bali. Tourism Signboard in Bali currently uses languages such as Balinese, Indonesian, English, and other languages originating from outside Bali. If the Balinese people do not pay attention properly, the use of the Balinese language will be increasingly eroded by developments over time. Not only in everyday language use, Balinese on signboards in public spaces in the Bali region will also experience extinction, namely the replacement of Balinese with languages from outside Bali.

1.3. Limitations of the Study

This research focuses on the use of language in public spaces, especially in three tourist places in Banjar District, namely Brahmavihara Arama Banjar, Banjar Hot Spring, and Krisna Funtastic Lan. Tourist places are among the places most

visited by tourists who come to Bali. They came to Bali to bring their own culture, including the language of their own country. Thus, researchers examine how language is used in public spaces in terms of language distribution, language functions, and language attitude on the public signs.

1.4. Research Questions

As explained in the background section, the researcher proposed three research questions, namely as follows:

1. What is the language distribution on public signs in the three tourist places in Banjar District?
2. What are the functions of the languages presented on the signs in the three tourist places in Banjar District?
3. How is the language attitude of the sign makers towards the languages used on the signboards at the three tourist places in Banjar District?

1.5. Objectives of the Study

From the problem formulation above, the aims of this research are:

1. To describe the distribution of the language used on signboards in public spaces, especially tourism signboards in three tourist places in Banjar District
2. To analyze the function of the language used in signboards as a sign of tourism signboard in three tourist places in the Banjar District
3. To find out the language attitudes of the public sign makers towards the language used in three tourist places in Banjar District

1.6. Significance of the Study

1.6.1. Theoretical Significance

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

1.6.2. Practical Significance

A. Other researchers

This research is expected to be a reference for other researchers in the future in researching language use in public spaces, especially tourism signboards in Banjar District. This research can also be an additional source for other studies related to this topic.

B. Language Implementation

This research is likely to provide additional insight for business people in the Banjar District Area. These business people will receive guidance in adapting the use of public signage so that it is more effective and appropriate to the target market. It can also help them choose the correct language to use on public signage. Future researchers are expected to consider the results of this study as an essential reference for future research, providing empirical evidence to support their investigations in similar linguistic landscape studies that will be carried out in future research. Students who are interested in or learning about linguistic studies, especially in the field of tourism, can use this research as a reference source for

understanding language use in the tourism environment in an area based on landscape linguistic theory.

1.7 Definition of Key Terms

1.7.1. Linguistic Landscape

Linguistic landscape is a field of sociolinguistics study that focuses on the display of language in public spaces. This includes analysis of signs, billboards, plaques, graffiti and other forms of text in urban or rural environments, including in Banjar District. This research explores how language is used, combined and perceived in these spaces, as well as how language is used in public space signs in Banjar District. Linguistic landscape refers to language visible in public spaces, such as streets, buildings, public transportation, and other public places. The presence of various languages in public spaces shows the level of multilingualism in a society. This can show cultural diversity and the influence of globalization. Signs can be created by official authorities (top-down) such as governments or institutions, or by individuals and communities (bottom-up). This reflects the dynamics of power and language control in society. Linguistic landscapes can reflect language identities and ideologies. For example, the use of a certain language in public spaces can show the dominance of a particular culture or language and can be a symbol of pride or rejection of a particular identity. This study also pays attention to how social, political and economic changes affect language use in public spaces, as well as conflicts that may arise due to the use of certain languages. Landscape linguistics also uses semiotic and visual analysis to understand how signs convey not only information but also cultural and social meaning. The linguistic landscape at tourist attractions can have the aim of being a means of

attracting the attention of visitors to tourist attractions who come from various backgrounds by using various languages combined into one public space sign. The language used is a combination of English and regional languages.

1.7.2. Language Distribution

The distribution of language on public space signs provides an overview of the social, cultural and political dynamics in a community. These signs can be monolingual, bilingual, or multilingual, each with its own characteristics and implications. Monolingual signage refers to signage that uses only one language in its communication. This is usually the dominant or official language in a region or country. Monolingual signs only use a single language without additional languages. The language used is usually the dominant language in the region or the official language recognized by the government. The use of monolingual signage reflects language policies, cultural identity, and social dynamics within a society. Bilingual signage is a type of signage that uses two languages in its communication. The use of these two languages can meet the communication needs of two or more different language groups in a particular community or environment. Usually one of the languages is an official language recognized by the government, while the other language can be a minority language or a language widely spoken by a particular community. Bilingual signs are designed to facilitate communication between two or more different language groups, or to provide information to visitors or residents who speak different languages. Multilingual signage is a type of signage that uses three or more languages in its communication. The use of several languages reflects significant linguistic and cultural diversity within a particular region or

environment. These signs use more than two languages to provide information or communication to different language groups. The languages used may include the country's official language, local languages, minority languages, or international languages commonly used in the region. Multilingual signage is designed to ensure that all residents or visitors can understand the information presented without language barriers.

1.7.3. Functions of Languages

The language function of signs at tourist attractions is very important to provide information to visitors. The language on the sign helps visitors to identify the location of certain tourist attractions or facilities in the vicinity. Signs often provide directions to important places such as restrooms, entrances, or parking areas. The language on the sign is also used to explain information about the history, uniqueness, or rules that apply to the tourist attraction. Signs are also used to provide safety warnings or important regulations to visitors, such as no smoking, no pets, or no entering certain areas. At some tourist attractions, signage may also be used to promote special events or to provide additional information such as hours of operation, emergency contacts, or available facilities. The use of language that is clear, simple and easy to understand is very important so that the information conveyed can be understood well by all visitors.

1.7.4. Language Attitude

The linguistic attitude of the public space sign maker is very important to ensure that the message conveyed can be well understood by all visitors. The

message conveyed must be clear and firm so as not to cause confusion or wrong interpretation. The use of simple and easy to understand language helps ensure that information is accessible to all levels of society, including foreign tourists or people with special needs. Even though it must be firm, the language used should remain friendly and inviting to create a pleasant environment for visitors. Creating sign boards needs to consider local culture and social sensitivities in preparing messages so as not to offend or hurt other people's feelings. Consistency in the use of language and symbols is also important so that visitors can easily identify and understand the messages conveyed in various places. By paying attention to these linguistic attitudes, sign makers can increase the effectiveness of their communication and provide a better experience for visitors at tourist attractions or other public spaces.

