

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Linguistic landscape refers to all visible semiotic signs in public space. This not only includes printed, written, carved, sprayed, or otherwise visible language that occurs in the physical world but also pictures, colors, logos, graphs, and other meaningful signs (Blommaert,2013). The term "landscape" is used as a metaphor to describe the diversity, interaction, and dynamics of languages that exist within a language environment (Ludi,2014). Landry and Bourhis(1997) limit the linguistic landscape in its short version to a certain area or region. More specifically, they provide a detailed definition that linguistic landscape refers to the language of public road signs, billboards, street and place names, commercial store or shop signs, and public signs of government buildings that combine to form the linguistic landscape of a region, regional or urban area (Landry & Bourhis, 1997). The most unique feature of the linguistic landscape refers to the texts presented and disseminated in public spaces.

In this regard, the presence of language plays an important role in facilitating the marketing of products offered by businesses located on the roadside. These businesses aim to attract potential customers and encourage them to visit their establishments through the application of certain marketing strategies (Rajan, 2009). A culinary business is a type of business that focuses on providing food and beverages to customers. Culinary business includes not only the aspect of serving food, but also various other related aspects, such as customer service, stock management, hygiene, marketing, and operational management.

One of the studies that examined the linguistic landscape in Bali conducted by Wulansari (2020) revealed that the language most widely used in signage in public

spaces on the island of Bali is English, followed by Indonesian, Balinese script, and Chinese script. This is due to the large number of foreign tourists visiting Bali. English is used because it is an international language so tourists can understand it. While Indonesian is used because Bali is part of Indonesia. Then Balinese script is used on street signs, to preserve and maintain Balinese script so that it does not become extinct. And Chinese characters are used on the signboards of eating places or businesses owned by ethnic Chinese, for naming using their native language. Multilingual language use in Balinese public spaces is revealed with English and Indonesian being dominant. This research aims to find out the language used in public spaces on the island of Bali.

Meanwhile, according to Ariani and Krisnawati (2022), the research was conducted in Ubud entitled "Linguistic Landscape of Accommodation in Ubud". This research relies on the landscape of a privately owned inn in Ubud, Bali, Indonesia. A total of 328 signs were collected. Subcategories were created using the collected data. This research collected data through observation. The data was analyzed using subjective interpretation to determine the level of disagreement on the language used on signage in Ubud, Bali, Indonesia. To understand the most common language used on public signage and the factors that influence it, the findings of the contestation analysis were analyzed descriptively. The study found that of the 328 multilingual signboards collected, 266 used Balinese, and 258 used Indonesian. English was used on 373 signboards, both monolingual and bilingual. This finding shows that English dominates the communication system in this area. Public areas should promote Balinese and Indonesian.

They generally only focus on the distribution of languages used on signage in Bali, which language is predominantly used. They did not examine how the combination of linguistic and non-linguistic elements and the strategy of the design

maker. In addition, there is a limited number of researchers that have researched the linguistics of the culinary business landscape in the north Bali area, precisely in the city of Singaraja. Therefore, a study of the linguistic landscape in the Singaraja area needs to be carried out to fill the research void.

In a brief definition it is said that 'LL refers to the visibility and distinctive language characteristics of public and commercial signs in a given area' (Landry & Bourhis 1997). In this study, the authors will explore the linguistic culinary business landscape in the city of Singaraja, a regency in Bali, Indonesia. Singaraja city is famous for its vibrant culinary scene. Many restaurants offer a variety of delicious food there. In addition, Singaraja is also famous for its specialties such as tipat blayag, rawon panggi, yellow rice, siobak, and many more according to Jalanmelali (2021).

The linguistic landscape of Singaraja's culinary business represents the interaction between local, national, and global influences. As a predominantly Indonesian-speaking region, the dominant language in the linguistic landscape is Indonesian. Indonesian serves as the lingua franca, enabling communication between the diverse communities living in Buleleng. However, we can also find the use of Balinese, which has significant cultural value in Bali. The linguistic landscape of Singaraja's culinary businesses is analyzed by examining the languages used, their distribution, and their sociolinguistic realizations. English is also frequently used to cater to the international tourist market in the region. This research further explores the sociolinguistic dynamics behind language choice in Singaraja's culinary business linguistic landscape. It examines how language choice is influenced by factors such as target audience, marketing strategy, and sociocultural identity. The linguistic landscape serves as a reflection of the multilingual and multicultural nature of the region, and the interplay of local, national, and global influences.

The urgency of this study is to understand the linguistic situation in the city of Singaraja, Buleleng, Bali, Indonesia. Understanding this situation is expected to be the first step in providing practical solutions to address linguistic problems in the region. Here, some previous LL research is reviewed to situate this research in the emerging LL research and identify research gaps between this research and previous research.

1.2 Problem Identification of the Study

The language situation in Singaraja has become more diversified due to the worldwide contact influenced by globalization, immigration, and the tourism industry. The linguistic diversity in Singaraja reveals the varying degrees of prominence different languages have in public spaces, as well as the challenges faced by those languages that are less visible. Understanding the linguistic situation of a specific location is crucial to effectively preserve and safeguard the local language. This research aims to tackle the issue of preserving and safeguarding the Balinese language. The primary objective of this research is to gain a comprehensive understanding of the linguistic landscape in Singaraja, Bali, Indonesia. Comprehending the scenario is anticipated to be the first step in offering a pragmatic resolution to tackle and manage the linguistic issues in this area. The Indonesian government has implemented regulations on the use of languages in public spaces.

1.3 Limitation of the Study

Due to the limitations of time, funds, and manpower in this study, this research focuses on culinary centers and some special places where certain restaurants/culinary businesses are located in the Singaraja area.

1.4 Research Questions

This study aims to analyze the linguistic landscape of signboards, billboards, and promotional banners in culinary businesses in Singaraja City. There are three problems to be solved in this research:

1. What is the language distribution of the culinary business public signs in Singaraja?
2. How are the linguistic elements combined with the non-linguistic elements on the outdoor signs?
3. What are the linguistic and semiotic strategies implemented by the sign makers?

1.5 Research Objectives

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

1. To describe the distribution of language on culinary business signs in Singaraja city.
2. To analyze the combination of the linguistic and non-linguistic elements on the outdoor signs.
3. To identify the linguistic and semiotic strategies that are used by the sign makers.

1.6 Significance of the Study

The results obtained in this research aim to provide an understanding of The linguistic landscape of Singaraja culinary business providing valuable insights into the socio-cultural dynamics and communication practices within the culinary business

premises in this region. It also allows for a deeper appreciation of the role of linguistic and semiotic elements in shaping cultural identity and the efforts culinary businesses make to meet the needs of their customers. By highlighting and appealing to existing languages in the culinary business landscape, Singaraja can further enhance its reputation as a dynamic and multicultural tourist destination.

1.7 Definition of Keyterm

1.7.1 Linguistic Landscape

Linguistic landscape refers to the diversity of languages and dialects spoken within a region or community. It includes official languages, minority languages, dialects, as well as historical and cultural influences that affect language use in a place. In many places in the world, the linguistic landscape can be very complex, for example Singaraja, the second largest city in Bali after Denpasar, has a unique linguistic landscape in Indonesia. The city has a rich cultural heritage, including in terms of the languages and dialects spoken by its residents. In general, the official and colloquial language in Singaraja is Bahasa Indonesia. Nevertheless, Balinese (or the local language known as *Basa Bali*) is also widely spoken here, although perhaps not as intensively as in other areas of Bali such as in the Denpasar area or the southern regions.

The linguistic environment in Singaraja is also influenced by its history as the former capital of Bali during Dutch colonial times. This has influenced the use of the Dutch language which still lingers in some words or phrases in everyday language.

1.7.2 Culinary Business

The culinary business in Singaraja, as with other cities in Bali, is a unique combination of local traditions and global influences. Singaraja has many interesting and diverse restaurants that blend authentic Balinese flavors with a variety of international cuisines. there are several aspects and examples of Singaraja's culinary scene:

- Traditional Balinese Cuisine: Restaurants and food stalls in Singaraja serve authentic cuisine such as ayam betutu, babi guling, lawar, sate lilit, and others. Often they serve Balinese cuisine. The use of traditional Balinese condiments such as sambal kacang and local spices further enriches the dining experience.
- Local tavernas: Singaraja is famous for its small warungs that offer everyday ingredients at affordable prices. These warungs are popular places for locals and tourists to sample authentic local cuisine.
- Influence of International Cuisine: With the increasing number of tourists, Singaraja also has restaurants serving international cuisines such as Italian, French, and Japanese. This suits the preferences of tourists from different countries visiting Singaraja.
- Cafes and Cafés: Cafes and cafés are popular places to relax and enjoy Bali's famous local coffee such as Bali Kintamani Coffee. Snacks and pastries are also available.
- Traditional Markets: Traditional markets in Singaraja, such as Pasar Buleleng, are great places to find fresh produce and sample delicious traditional food and drinks.

Singaraja offers a diverse and exciting dining experience, ranging from traditional Balinese cuisine to international cuisine, in a relaxed and friendly atmosphere. This

makes Singaraja an attractive destination for foodies looking to explore Bali's culinary treasures beyond the popular tourist destinations in southern Bali.

1.7.3 Language Distribution

The distribution of languages in Singaraja reflects the distinctive linguistic diversity of the region. The main languages spoken are Indonesian and Balinese. The following is an overview of the language distribution in Singaraja:

1. Indonesian: As the official and national language of Indonesia, Indonesian is used in official situations such as government, education, trade, and other formal communications in Singaraja. Indonesian is also often used in public spaces and by people from different language backgrounds.
2. Balinese language: Balinese or Bahasa Bali Basa is also very important in Singaraja. It is widely used in daily life by locals, both in everyday conversation and in the richness of Balinese culture. Due to the complexity of the Balinese language and its large regional variations, a variety of Balinese dialects may exist in different areas around Singaraja.
3. Foreign Languages: The use of foreign languages such as English is also common in the tourism and business sectors, especially in larger cities such as Singaraja. These languages are used in international business contexts as well as in communicating with tourists from abroad.

The distribution of languages in Singaraja reflects the rich culture and history of Bali, with Indonesian as the official language and supported by Balinese which is widely used in everyday life. The presence of foreign languages reflects the international nature of the city's tourism and business activities.

1.7.4 Linguistic Element and Non-Linguistic Element

As in many other places, the public signboards in Singaraja include linguistic and non-linguistic elements that work together to convey information clearly and effectively to the public. The first element commonly found in public signboards is the linguistic element, which includes language, grammar, and word choice. Non-linguistic elements include symbols and graphics, color and design, text size and position, and materials and durability. By paying attention to these linguistic and non-linguistic elements, public signboards in Singaraja can provide information that is clear and easy to read, easy to understand, and attractive to visitors and the public. This facilitates effective communication and ensures good navigation in the public environment.

1.7.5 Linguistic and Semiotic Strategy

Linguistic strategies and semiotic strategies on public signage in Singaraja can be designed to ensure information is conveyed effectively and easily understood by the public. The following are some of the strategies that might be used:

1. Linguistic Strategies:

- Language Selection: Bahasa Indonesia should be used as the primary language to ensure that the majority of people can access the information; where relevant, Balinese can also be used to demonstrate local identity.
- Grammatical Appropriateness: Ensure that names, addresses, phone numbers, and other information are written correctly and in accordance with Indonesian or Balinese standards.
- Sentence Compactness: Ensure that sentences are short and easily understood by the reader. This is important to maximize the limited space of public signage.
- Appropriate Word Choice: Choose appropriate and relevant words to reflect the company's purpose or identity and ease customer navigation.

2. Semiotic Strategy:

- Use of Symbols and Icons: Add clear and recognizable symbols or icons for facilities such as restrooms, parking, or entrances. These symbols facilitate user understanding.
- Color and Design: Bright colors and attractive designs can increase the visual appeal of signage. Using contrasting colors and eye-catching designs can also attract attention.
- Font Size and Location: Set a font size that is large enough to be read from a certain distance and place the font strategically so that visitors can see it clearly.

Public signage in Singaraja can successfully provide clear and understandable information to the public by using these linguistic and semiotic strategies. This not only improves navigation within the public environment, but also reinforces local cultural identity and a positive impression of the user experience.

