

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Public signs in the world of tourism have an essential role for tourism users because they use language that can provide services in the form of information to tourist (Hult & Kelly-Holmes, 2019). Among the practices and services of tourism are tourist visits to domestic and foreign destinations. The Scientific Association for Tourism defines a tourist destination as a place an individual visits to experience pleasure or enjoyment (Hamadiyah, 2019). Tourist activities must have a specific destination outside the tourists' residence. Tourists need a guide when travelling because they are in a new place and are not used to visiting, especially foreign tourists. One thing that can help tourists when travelling is a signboard. The signboard is part of an advertisement. Therefore, it is helpful for the public sign maker to support the business and promote the goods or services provided.

Public signs can be directions, attractions, accommodations, or information boards useful for tourists. All forms of public signs are inseparable from the field of linguistics. English as an international language, Indonesian as a national language, and Balinese as a local language are intensely used in tourist areas, contributing several languages to public signs in touristic areas.

The development of the study of language in public signs began with the publication of Landry and Bourhis (1997) and became the beginning of the use of the term linguistic landscape. Hence, most studies on LL build on the definition offered by Landry and Bourhis. The linguistic landscape functions not only as a parameter for communication but also as a symbolic marker that communicates the relative power and status of linguistic communities in a given region (Landry & Bourhis, 1997). Researchers have various objectives in linguistic landscape studies.

Still, the main goal of this study is to identify and describe systematic patterns of the presence and absence of specific languages in public spaces to understand people's motives and decision-making regarding public signage. (Shohamy, 2012).

Several studies on the linguistic landscape have been conducted in various regions (Purnami, 2018) and researched signboards in tourist attraction areas in

Yogyakarta, Indonesia. This study was conducted based on the domain of the place, and three languages were found on the signage in the tourist area. The three languages are English, Indonesian, and Javanese. Indonesian as the national language is still less popular than the use of English found in this study. The study only looked at the language used in the signage in the domain of the place without identifying the type of multilingual text formed by the language diversity.

Another research on the linguistic landscape was conducted by Purnawati et al. (2022) along Jalan Gajah Mada, Denpasar City, as a heritage area. This study is examined to describe the contestation of languages on outdoor signboards in Jalan Gajah Mada regarding the linguistic landscape and to identify the implementation of government policies for language use in public spaces. The result of the study shows that Indonesian is the most used language on outdoor signboards in Jalan Gajah Mada. Another discovery is that several other languages, namely English and Balinese, are also used as local languages. However, Balinese as a regional language has not been used evenly, so the Regulation of Governor of Bali Province Number 80 (2018) has not been appropriately implemented. Similar to the research conducted by Paramarta (2022) this research also examines language contestation on public signs in a Candidasa, East Bali tourist area. The results of the analyses in top-down and bottom-up bilingual and multilingual signs, a combination of Indonesian and English, are dominant using Bakhtin's theory of centripetal and centrifugal forces. However, this study did not identify the types of multilingual texts formed on signboards in the studied area.

Another touristic area that has the potential to conduct linguistic landscape research is Munduk Village, a hilly tourist attraction in North Bali. This area is 71.1 km from Denpasar city center. It proves that this area is one of the tourist areas far from urban areas. Tourism in Munduk Village is not as busy as in the South Bali area, so the linguistic landscape study in this area can provide an overview of the linguistic situation in public signs related to tourism. In contrast to previous research, this study will specifically discuss the language distribution and type of multilingual text typology on the signboards of Munduk as a rural tourist area using the theory of Landry and Bourhis (1997) and Reh (2004). Thus, this study can be used as a reference for making the signboard in a tourist village.

1.2 Problem Identification

This study examined the language contribution on the signboards in Munduk village as a tourism village. The village has become well-known as one of the wildlife tourism located in the northern part of Bali. As a famous tourist village for its nature, Munduk village has been visited by many foreign tourists worldwide. The diversity of these tourists causes the need for multilingual text on signboards across the village area. Plenty of signboards in Munduk village need to be analyzed for their multilingual text to emphasize their function. On the contrary, several studies already investigate the multilingualism on the signboard and linguistic landscape, such as "Language on Signboard of Tourism Object in Yogyakarta Based on Domain", "A Linguistic Landscape of Tourism Spaces: Multilingual Sign in Surabaya and Mojokerto's Heritage Sites", "Linguistic Landscape of Jalan Gajah Mada Heritage Area in Denpasar City", etc. Furthermore, this study is attentive to investigating the language distribution on tourist signboards in Munduk village because no study investigates more in Northern Bali tourism village, especially in Munduk.

1.3 The Scope of the Study

Based on the problems, the scope of this research study emphasizes identifying the language distribution and type of multilingual text on signboards. The research conducted in 2023 in Munduk Village will specifically examine signboards related to tourism using the theory of Landry and Bourhis (1997) and Reh (2004). These two theories are applied to investigate the language distribution and type of multilingual text formed on tourist signboards in Munduk village.

1.4 Problem Statements

From the background of this study, the problems of the study draw up as follows:

1. What is the language distribution on the tourist signboards in Munduk tourist area?
2. What are the multilingual text types used on tourist signboards in Munduk tourist area?

1.5 Purposes of Study

Based on the problems above, this study is conscious of the following:

1. To examine the language distribution on the tourist signboards in Munduk tourist area
2. To identify the multilingual text types formed on tourist signboards in Munduk tourist area

1.6 Significance of the Study

The significance of the study is that it gives good theoretical and practical points. These significances are cited below:

1.6.1 Theoretical Significance

This study benefits from language contribution and multilingual text typology investigation that is prominent in the linguistic landscape in touristic areas.

1.6.2 Empirical Significance

This research is anticipated to give other researchers an excellent viewpoint and benefit them in their research. The result can be an empirical review for other researchers and can also be used to find new things in language distribution in signboards that have not yet been discussed in this study.

1.7 Definitions of Key Terms

To explain clearly what this study aims for with language distribution on signboards in a tourist area. The key terms will be discussed below:

1.7.1 Linguistic Landscape

The display of language use in public settings, known as the "linguistic landscape", was constructed visually (Shohamy & Gorter, 2009). According to Landry and Bourhis, the LL serves as a symbolic marker conveying linguistic communities' relative authority and status in a specific territory and as an informational indicator.

1.7.2 Multilingualism

Multilingualism is when an individual or group of speakers use more than one language (Danuwijaya & Abdullah, 2021). Multilingual speakers have acquired and maintained at least one language during childhood, called first language. Multilingual people can speak multiple languages for various social, cultural, and professional reasons. Distinct languages are used for numerous purposes, and each language requires different competencies. According to Danuwijaya (2021), using multiple languages in tourist destinations can aid foreign visitors in comprehending the message and intent of the media presented.

