

APPENDIX I LETTER OF PERMISSION



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
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Nomor : 3725/UN48.7.1/DT/2023

7 November 2023

Perihal : **Permohonan Izin Penelitian**

Yth. Kepala Desa Munduk
di Desa Munduk

Dalam rangka pengumpulan data untuk menyelesaikan Skripsi/Tugas Akhir, dengan hormat kami mohon agar Bapak/Ibu mengizinkan mahasiswa di bawah ini:

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Program Studi	: Bahasa Inggris Untuk Komunikasi Bisnis dan Profesional program Sarjana Terapan
Jenjang	: D3
Tahun Akademik	: 2023/2024
Judul	: An Analysis on Tourism Signboards in Munduk Village, North Bali (Analisis pada Tanda Luar Ruang Pariwisata di Desa Munduk, Bali Utara)

untuk mencari data yang diperlukan pada institusi yang Bapak/Ibu pimpin. Atas perhatian dan bantuan Bapak/Ibu, kami ucapkan terima kasih.

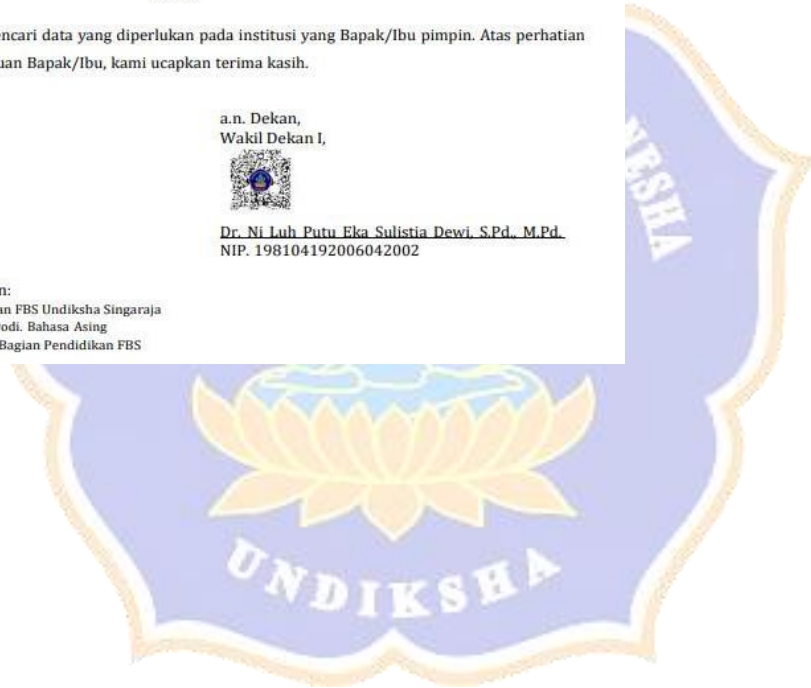
a.n. Dekan,
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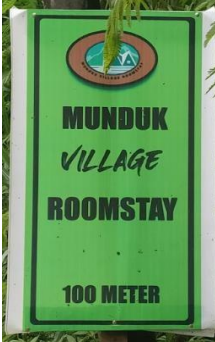


Tembusan:





1. Dekan FBS Undiksha Singaraja
2. Kaprodi. Bahasa Asing
3. Sub Bagian Pendidikan FBS









APPENDIX II THE LINGUISTIC ITEMS


No	Linguistic item	Classification	Meaning
1		Monolingual	<p>The sign is monolingual because it is only written in English. The information provided by the author is intended for foreign tourists visiting. Hence, English is chosen as the language of the message. The words "tourist" and "information" are standard terms for the public. In Indonesia, these two words are absorbed and interpreted as <i>turis</i> and <i>informasi</i> so even though the sign uses English, local tourists will also understand the conveyed message. The sign creator also includes the proper names "Munduk" and "Bali," which do not belong to any specific language.</p>
2		Monolingual	<p>The sign is monolingual in English. It serves as directional guidance to an inn 400 meters to the right of the sign. This sign only displays the business name, which is written in English.</p>
3		Monolingual	<p>The sign is of the monolingual type, using the English language. The creator of the sign used English to promote their business, ensuring that tourists, especially foreign tourists, can understand the message conveyed.</p>
4		Monolingual	<p>The sign is a simple monolingual English directional guide. It uses only one geographic proper name, "Munduk," and one English word. Combining these two words forms the name of the business being promoted.</p>




5		Monolingual	<p>The sign is a simple monolingual English directional guide. It consists of an English phrase used as the name of the business. This directional sign informs readers or potential customers that the company is located 50 meters to the left of the sign's position.</p>
6		Monolingual	<p>The sign is a monolingual English directional guide. It consists of several English words and one proper name, "Munduk." The sign indicates that the promoted business is located 100 meters from the sign's position.</p>
7		Monolingual	<p>The sign is a monolingual English creation designed for promotion and directional guidance (as evident from the sign's form). The business owner employs one proper name, "Munduk", and one English word, "Wilderness," as the business name, along with a phrase, "Green Circuit," to describe the business. Similarly, the next sign utilizes one proper name and one English word, "Heaven," as the business identity and name and includes a phrase, "Luxury Villas," to describe the business.</p>
8		Monolingual	<p>The sign is a monolingual English creation designed for promotion and directional guidance. It utilizes one proper name and one English word, "Heaven", as the business identity and name and includes a phrase, "Luxury Villas", to describe the business.</p>



9		Monolingual	The sign is a monolingual English design intended to promote a tourist attraction by featuring an image of the tourist spot and providing a description in English. The sign creator also includes a proper name in the displayed sign.
10		Monolingual	The sign is monolingual in English and intended to promote a business that is right in the position where the sign is located. The sign owner uses English to promote his business to foreign tourists, a permanent target market in the Munduk area.
11		Monolingual	The sign is in monolingual English and is an advertisement and directions to a business. This sign shows that the company is where visitors can rest and enjoy the coffee served. The reader can find out the distance of the place being advertised by the clue "500 meters", which means that the business is 500 meters away from the position of the sign. The business owner uses English to name and describe his business, meaning the target market is foreign tourists.
12		Monolingual	Before the business, the sign was monolingual and aimed to promote the goods sold by writing them in English. Both foreign and local tourists will quickly understand the business owner's message. The words "food" and "vegetarian" are common English vocabulary words that can be understood even by non-English speakers.
13		Monolingual	The sign is monolingual in



			<p>English and was made by the business for promotion and direction. The sign maker prioritizes English when making the sign. The company's name, which is an identity, is also made in English, and the description made to attract foreign tourists is made using only English. The message contained in the sign also tells the reader that the business is 1.4 kilometers to the left of where the sign is located.</p>
14		Monolingual	<p>The sign is monolingual in English and was made by the business owner for promotion and direction. The business owner conveys the business name, business claim “FROM THE MOUNTAIN OF BALI”, facilities, and services written in English in detail. This shows that the business owner intended the advertisement to be understood by foreign tourists. Other things on this billboard are directions; the business is 3 kilometers to the left of the sign position. Besides that, the business owner also lists contact numbers, websites, and social media.</p>
15		Monolingual	<p>The sign in monolingual English is right in front of the business, so no direction needs to be written. This sign only contains the business's name in English and is one of the signs that use simple language. Foreign and local tourists will understand this sign's message because the simple English word "cafe" can be understood by all tourists as a place to relax or just drink coffee and eat snacks.</p>
16		Monolingual	<p>The sign is a monolingual English</p>

		<p>promotion for a travel package business specializing in camping and hiking. The business owner has combined nature images with people hiking to support the promotion. The business name is also displayed in the top center of the sign, and the complete sentence of the imperative clause, which functions as a tagline, is placed on the bottom right side of the sign, both written in English.</p>
17		<p>Monolingual</p> <p>Before the business, the sign was monolingual and aimed to promote the goods sold by writing them in English. The phrase "wine house" might confuse local tourists or residents because it resembles "rumah anggur" in Indonesia, which may suggest a residence. However, images showing glasses and bottles being poured can assist non-English speakers in understanding the conveyed message: a place where guests can enjoy wine (the alcoholic beverage that originates from the fermentation of grapes).</p>
18		<p>Monolingual</p> <p>The sign is a monolingual English sign in front of the business. The sign conveys that the company provides breakfast, lunch, and dinner services. Indirectly, the message also informs that the business is open and offers services from the morning during breakfast to the evening during dinner. The chosen words for creating this sign are easily understandable by foreign tourists, especially locals, as the words used are prevalent.</p>
19		<p>Monolingual</p> <p>The sign is a monolingual English sign in front of the business.</p>


		<p>Readers will quickly understand the message conveyed by the sign maker, whether they are foreign tourists or locals. The word "coffee" is supported by an image of a steaming cup, indicating that the business serves hot coffee.</p>
20		<p>Monolingual</p> <p>The monolingual English sign is located right in front of the business. The sign maker has written the business name at the top of the sign, followed by the facilities provided, namely, a restaurant and accommodation. This sign is written simply in English so readers can easily understand it.</p>
21		<p>Monolingual</p> <p>The monolingual English sign serves as a promotion for accommodation, facilities, services, and directional information. It is divided into four different information sections. The top left section features a local tourist attraction, a waterfall named Red Coral, while the bottom left section highlights another local attraction, the Golden Valley waterfall. The top right section displays the business's name, providing accommodation and various facilities, including free access to both waterfalls. The bottom right section serves as directional signage, indicating that the company is located 700 meters to the left of the sign's position and can be reached on foot. All the information presented on the sign is written in English.</p>




22		Monolingual	<p>The sign is a monolingual English sign in front of the business. The sign contains only the name of the restaurant being promoted very simply. Whether foreign tourists or locals, readers will quickly understand the message: a restaurant named "The View."</p>
23		Monolingual	<p>The sign is monolingual English, as evident from the language chosen. The business's target market often influences this language selection. English is used to facilitate the understanding of the services provided by the company for foreign tourists. The sign specifies that the business offers taxi services, motorcycle rentals, and tour packages. Accompanying images support the mentioned services: a car for taxis, a motorcycle for motorcycle rentals, and a mountain for tour packages. This makes it easier for non-English speakers to understand the information presented.</p>
24		Bilingual	<p>The sign is a bilingual Balinese and English sign because the words written in Balinese, <i>Bali Rahayu</i>, are displayed first or at the top of the signboard, and the second Balinese language writing is also positioned at the top and written in bold print. The Balinese language is the first to be noticed on the board. The word "Bali" is a proper name, and <i>Rahayu</i> is the equivalent of 'being blessed'. Several phrases and sentences in English are also written on the signboard, serving to describe the facilities provided at the accommodation; "Home</p>

			<p>Stay & Restaurant”, “Stay In Natural Palace”, and “Free Wi-Fi”. This sign was found on the Jalan Munduk-Kayuputih and aims to guide visitors, indicating that the accommodation is located 100 meters to the left of the position of this signboard.</p>
25		Bilingual	<p>The sign is bilingual in English and Bali. The sign maker uses the business tagline in English, written at the top of the sign, followed by the business name, which begins with the Bali language <i>Hyang</i>, which can be interpreted as something big and holy. The bottom of the sign is written with the facilities provided, namely guest activities, followed by the business address written at the bottom.</p>
26		Bilingual	<p>The sign is bilingual in Indonesian and English. The top of the sign contains the overall message conveyed in Indonesian and bold capital letters with a smaller size. This is followed by the function of the person advertising in large-sized letters "MUNDUK TRANSPORT DESK 4". Readers with knowledge of only one language will understand 1 part of this sign only. However, this will not create a misunderstanding because the information conveyed in these two languages has the same meaning. Indonesian <i>KONTER PELAYANAN JASA ANGKUTAN WISATA DESA ADAT MUNDUK</i> and "MUNDUK TRANSPORT DESK 4" contain the same information about transportation services.</p>



27		<p>Bilingual</p> <p>The sign is bilingual English-Bahasa Indonesia. The overall content is written in large-size bold English letters, stating "MUNDUK VILLAGE TOURIST INFORMATION CENTRE," ensuring that tourists or readers with a language background will comprehend the message. Following this, the address on the sign is written in smaller letters, as well as Bahasa Indonesia. The core message of the sign is emphasized in English with a significantly larger font size compared to the information in Bahasa Indonesia, indicating a preference for English in the sign's creation.</p>
28		<p>Bilingual</p> <p>The sign is bilingual Balinese-English, promoting a business with the name <i>Made</i> written in Balinese letters in a large font that surpasses all other information. Below are details about the facilities provided, written in smaller letters. The business name is in Balinese, but readers or potential customers do not necessarily need to understand Balinese because the name is well-known to many people, as evident from the sign and the business website. Readers who are not English speakers might find out the facility, especially "homestay," as "restaurant" is a common term that has also been absorbed into Indonesian as <i>restoran</i>.</p>



<p>29</p>		<p>Bilingual</p> <p>The sign is Indonesian-English. At the top of the sign, the business name is written in Bahasa Indonesia as <i>puri</i>, which is comparable to ‘royal palace’, and in English as "sunset". However, the company name and logo are tiny and almost invisible when viewed from the roadside. Following this, the restaurant's name, written in large-sized bold letters, is presented in Bahasa Indonesia as <i>warung</i>, comparable to a small stall, and in English as "sunset". At the bottom of the sign, the provided services are listed as breakfast, lunch, and dinner. Readers with English language proficiency will understand the type of business being advertised simply by reading the listed services, without needing to know the meaning of the Bahasa Indonesia word "warung". Conversely, readers with Indonesian language proficiency will know, with the help of the word "warung", that the business sells something for eating.</p>
<p>30</p>		<p>Bilingual</p> <p>The sign is bilingual Balinese-English. At the top left corner of the sign, prominently written in large uppercase letters in Balinese, is <i>Ngiring Ngewedang</i>, which translates to ‘Let have some coffee’ in English. They are following with the facilities written in English with slightly smaller font size. The most visible message on this board is a claim from the business "THE NORTHVIEW BALI", written in capital bold letters and highlighted in yellow, making the message stand out. In the bottom-</p>


			<p>left corner of the sign, inside a large arrow serving as a directional indicator, there is the text "MUNDUK BALI" in large black letters and "only 15 minutes from here" in smaller white letters. In the bottom-right corner is information about the advertisement's sponsor written in English in reasonably large font size. Readers without knowledge of the English language may not be able to access information mainly conveyed in English. Still, the selection of photos on the sign can help illustrate that the business claims to have a beautiful landscape.</p>
31		Bilingual	<p>The sign is bilingual Indonesian-English. The top part of the sign displays the business name in Indonesian, <i>ayu</i>, comparable to 'beauty', and in English, "laundry," followed by a description of the services provided in English. In the middle of the sign, a clause in English promises the customer: "100% clean and fragrant." The bottom part of the sign contains additional information that they offer other services, such as delivery, along with contact details. Readers without knowledge of English will not be able to comprehend the conveyed information, including the promises made by the business owner.</p>
32		Bilingual	<p>The sign is bilingual Indonesian-English. Each section of the sign advertises the services provided. The first service name is written in Indonesian as <i>Ayu</i>, which is</p>



		<p>comparable to 'beauty'. The subsequent service is transportation, described in Indonesian, including details about the types of transportation provided, such as "rental scooter" and "taxi service." Readers without knowledge of English will not be able to understand the advertised information, so there is a need for effort to seek out or inquire with the business owner.</p>
33		<p>The sign is a bilingual English-Indonesian sign because a word written in English, "Homestay", is displayed on the top of the sign and followed by a phrase written in Indonesian "Taman Ayu Munduk" which the word <i>Taman</i> comparable to 'garden', <i>Ayu</i> similar to something 'beautiful'. This sign was found in Jalan Munduk-Kayuputih and is a signboard in front of the accommodation itself. So, prospective visitors are informed that the accommodation is named "Taman Ayu Munduk".</p>
34		<p>The sign is bilingual in Balinese and English, where the business name is written in Balinese as <i>PURI</i>, meaning royal house, and in English as "SUNNY," displayed in capital letters and a sufficiently large size on the board. This is followed by listing facilities provided, written in smaller letters. Readers without knowledge of English will not be able to obtain information about the facilities offered, for example, "Guest House," which differs from the word "restaurant" that has been absorbed into Indonesian as "restoran".</p>




35		Bilingual	<p>The sign is bilingual in Balinese and English. The business is advertised using the Balinese phrase <i>BENDESA MAS</i>, referring to a specific community in Bali, and English is called a "homestay." Readers with only English knowledge will quickly understand that the business is promoting a homestay located 20 meters to the left of the sign's position. However, readers without knowledge of English and Balinese culture will not comprehend the message conveyed on the sign.</p>
36		Bilingual	<p>The bilingual sign in Balinese and English provides information about a guest house and cafe. At the top of the sign, there is a small lettering in English indicating the facility type, "GUEST HOUSE," followed by the establishment's name, adopted from Balinese as <i>meme surung</i>, written in bold yellow letters and translating to 'mother surung' in English. Various details are included in the bottom part of the sign, such as the outlet names "Meme Surung Guest House" and <i>Dedalu</i>, in Balinese meaning 'termite' cafe. Both outlet names are written in Balinese and English and presented in bold yellow letters. The entire information is conveyed in English, with the Balinese language reserved solely for naming the outlets.</p>
37		Bilingual	<p>The sign is bilingual in Balinese and English, and the advertisement uses the Balinese term <i>lesong</i>, which refers to a traditional object, a long wooden mortar. The sign maker also</p>



		<p>included the facilities offered, namely a hotel and a restaurant. Readers who are not English speakers will still understand the message conveyed by this sign because the word "hotel" is widely used in Indonesia, and the term "restaurant" has been absorbed into Indonesian as "restoran".</p>
38		<p>Bilingual</p> <p>The sign is bilingual in English and Balinese because the phrase, 'The Best View', is displayed at the top of the sign and written in bold letters. The words written in Balinese are found on the fourth line of the signboard, "Bali Jegeg", and <i>Jegeg</i> is comparable to 'pretty'. This signboard is located on Jalan Munduk-Wanagiri and promotes the business to passing visitors. The sign also includes contact numbers to facilitate communication between potential customers and the business management.</p>
39		<p>Bilingual</p> <p>The sign is bilingual in English and Indonesian because the text displayed on the top side of the sign in English, "Munduk Heaven", is written in bold capital letters, followed by smaller letters, which are also in English ", Luxury Villas". The center of the sign contains text that describes the facilities provided by the business and is conveyed using English "Floating Villa" and Indonesian in naming one outlet, <i>kaki</i> that (comparable to 'foot') and <i>langit</i> (equivalent to the 'sky'). These two Indonesian words refer to the bar and restaurant outlet. The bottom</p>



		<p>section of the sign features other services the business provides, prominently labelled as "Munduk Wilderness" in capital letters, followed by a minor font statement promising the customer "your best day out ever" in a different font style. The business also includes two photos described in English as "haunted valley waterfall" and "dragon breath expedition." Non-English speakers will rely on the provided images as they may not grasp the crucial information conveyed about floating villas, bars, and restaurants, haunted valley waterfall, dragon breath expedition, along with the business's commitment to ensuring a delightful journey when utilizing their services.</p>
40	 <p>Bilingual</p>	<p>The sign is bilingual in English and Bahasa Indonesia. This is because the message and the sign's middle-top section are conveyed in English. The purpose of this sign is to advertise the special offer that the business has in the food sector. The message conveyed in English consists of the company's name, the tagline, the name of the menu, and even the main ingredients in making the menu. The part written in Indonesian is the address listed at the bottom of the sign.</p>
41		<p>Bilingual</p> <p>The sign is bilingual in Indonesian and English because the first phrase, which is the name of a tourist attraction, is written in Bahasa Indonesia, <i>plataran</i> or <i>pelataran</i> (comparable to 'a house yard'), and <i>Menjangan</i>,</p>



		<p>which means ‘deer’—followed by writing this type of tourist spot in English "West Bali National Park" with the same large font as the Indonesian writing. The next thing there is a logo containing English writing. The logo is followed by a sentence describing that this tourist spot was named the best safari-themed place to stay in an online booking application and written in the same large font as the writing above. In the lower-left corner, information in the form of contact numbers can be contacted. They also provide a notice with a sentence in English that is smaller than other writing.</p>
42	 <p>Bilingual</p>	<p>The sign is bilingual, featuring both English and Indonesian, as the title of the activity sold by this business is written in English, "coffee break." It is positioned in the middle of the sign with large and bold letters, making it very easy to see. Below that, it is followed by the advertised activity and service price information, stating "only 50k," which means the coffee break activity is priced at 50,000 Indonesian Rupiah. This sign is equipped with photos of people and views positioned at the top of the sign. There are also several photos of the coffee break menu written in Indonesia because the food is typical Indonesian food <i>pisang goreng</i> (which means ‘fried banana’) and <i>bubur injin</i> which means ‘black sticky rice porridge’. It is written in letters that are much smaller than the signed title. At the bottom of the sign is the same</p>



			<p>menu in Indonesian and a list of drinks in English. The information conveyed at the bottom of the sign is the website address of this business.</p>
43		Bilingual	<p>The sign is bilingual in Indonesian and English. Regarding the title or promotional purpose, it is written in Indonesian as <i>WARUNG</i>, comparable to 'small stall', placed in the middle of the sign using bold capital letters in black. Following that, the English word "Waterfall" is written with capital letters only on the first letter, using a bold blue font with a white outline. The next word is written in big red bold letters, which is the proper name. Other information printed in bold black letters is written in English, "Munduk Village Roomstay". Followed by two different pieces of information written at the very bottom of the sign and printed in small letters. The information is in the form of a telephone number (lower left corner of the sign), and the lower right corner has an Instagram social media username (can be seen from the Instagram logo next to it).</p>
44		Monolingual	<p>The sign is monolingual English because the information on the sign is written in English, "Traditional Balinese Massage", printed in bold black letters just below the proper name (person's name), which is intended as the business's name. Then, continue writing "HOME SERVICE," written in large and bold capital letters in the middle of the sign, indicating the sign maker wants</p>


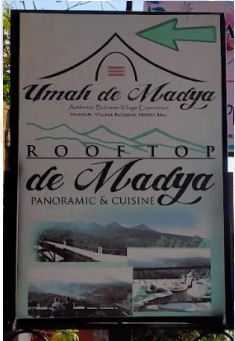
			to highlight this information.
45		Monolingual	The sign is monolingual English because the information on the sign is written simply, only containing the business's name in the form of one proper name and one word in English, "HOMESTAY". This sign is also equipped with direction information indicating that this business is located 1.3 kilometers to the right of the position where the sign is located.
46		Bilingual	The sign is bilingual in Indonesian and English and contains simple directions. The name of the business is in Indonesian, <i>Karang</i> (comparable to 'coral'), and <i>Sari</i> is a proper name, and both words are written in large, bold letters. Under the business's name, the facilities are also written in English, "Guesthouse & Restaurant", in letters slightly smaller than the business title.
47		Bilingual	The sign is bilingual in English and Indonesian and contains contact information for a business. At the top of the sign is written the English word "website", followed by the website address. The second line on the sign is the title of the information written in English, which gives information on asking questions and making reservations. The email address and the business's name are written in Indonesia. The information displayed at the bottom of the sign is the telephone number, and the title of this information is also in English "mobile".

<p>48</p>		<p>Bilingual</p>	<p>The sign is bilingual in Balinese and English. Although Balinese is not located at the top of the sign, the Balinese language is positioned in the middle of the sign between <i>puri</i> (comparable to the royal palace) and <i>lumbung</i> (comparable to storage place). Both words are written in large, bold, and yellow-colored letters. On the upper right of the sign, English is written as "Village Atmosphere Cottages," a message that English speakers can only understand. Following this, the business name is written in a smaller size, accompanied by the business address. This sign is part of a reasonably busy sign, complete with a Balinese script conveying the same meaning as the text below. Similarly, business facilities and services are written in Balinese script, followed by English below. The last four lines contain contact information in the form of two phone numbers, one website address, and one Instagram social media username.</p>
<p>49</p>		<p>Bilingual</p>	<p>The sign is bilingual in Indonesian and English. The first word used in the sign is Indonesian, <i>Warung</i> or 'a small stall' in English, then, followed by English "Heaven", which indicates the identity of this business. The second and third lines contain information from the company in the form of types of food sold: "Balinese Food" and "Indonesian Food". Readers who do not know English will not be able to receive the message conveyed and will only see the name of the business because it is</p>



			well-known among the village community.
50		Bilingual	The sign is bilingual in Indonesian and English, using the proper name as the business's name. It is then explained again using Indonesian <i>WARUNG</i> or 'a small stall' and English "HOMESTAY" written in bold and large letters. At the bottom of the sign is an explanation of the services provided at this business, namely breakfast, lunch, and dinner, written in small capital letters.
51		Bilingual	The sign is bilingual in English and Indonesian because at the top center of the sign is written the name of the business in English, "Feel Camp & Adventure BALI." In contrast, information about the services provided is written in Indonesian. On the left center of the sign, there are several words in Indonesian, including: <i>Menyewakan</i> or in English 'renting' followed by English "camping", Indonesian <i>Peralatan</i> or 'equipment' followed by English "BBQ" (barbeque), and "hiking." On the right side of the center of the sign, there is an exclamation in English, "Let's go outside..!" written in small letters and followed by the writing on a red oval-shaped sign "FREE" (bold capital letters) and explained in Indonesian <i>Pemasangan Tenda di Area Danau Tamblingan</i> or 'tent installation in Tamblingan lake area'. On the bottom right is also included information about the services provided in Indonesian, <i>sewa peralatan</i> or



		<p>‘equipment rental’ "camping" in English, and Indonesian again <i>mendaki</i> or ‘hiking’ and closed with information about the price of service rental in English "Start from 5k". The bottom right side of the sign contains information about social media names and contact numbers. The bottom of the sign is the Indonesian business address. This sign includes two languages that appear alternately, which can cause misunderstanding for readers who only know one language.</p>
52		<p>Bilingual</p> <p>The sign is bilingual in Balinese and English because the first message contained in the sign is the name of the business written in Balinese, <i>Puri</i> comparable to ‘royal palace’ and <i>Lumbung</i> equivalent to ‘storage place’, written in the same font type with a large size. The English word "cottages" is capitalized in a different font from the previous word. The following information about the facility is in English, and the "restaurant & spa" is in bold capital letters. The information at the bottom of the sign is the business address.</p>
53		<p>Bilingual</p> <p>The sign is bilingual in Balinese and English from the very top of the sign in the form of a business name written in Balinese, <i>Manah</i> equivalent to ‘mind’ and <i>Liang</i> equivalent to ‘happy’, written in large yellow letters so that the writing is highlighted. The second line of the sign is written in English, "Bungalow," in a large pink font. The last line of the sign is written in English,</p>



		<p>"Traditional Accommodation", written in a different font and colored green. Readers with only English knowledge will be able to understand the paired advertisement because English is used to convey the message. In contrast, using Balinese to name the business will only be recognized as the business's identity.</p>
54	 <p>Bilingual</p>	<p>The sign is bilingual in English and Balinese because the message located at the top of the sign uses the English "restaurant" (black bold capital) followed by a sentence in English "rooftop the best view" (white capital). The highlighted message on this sign is written in English, "open" (significant, bold capital), and is complemented by information about the time in the form of numbers and time information. At the bottom of the sign is written in smaller letters in English, "by," and in Balinese, <i>Bali Jegeg</i>, which means 'beautiful Bali'. This sign's core of information delivery uses English, so readers who do not know English cannot receive the information conveyed.</p>
55	 <p>Monolingual</p>	<p>The sign is monolingual English because the message is conveyed using English and some proper names that do not belong to any language. The English used are "villas", "restaurant", and "bar", written in bold capital letters and white. This sign only contains the name of the business and the facilities used. Even if readers do not know English, they will learn about this business from its well-</p>



			known name.
56		Monolingual	The sign is monolingual English in the form of directions containing the business's name in the form of a proper name and complemented by the word "resort" in English, written in smaller letters than the business name. Other information that shows the function of this sign is on the lower right side of the sign in the form of a distance indicator that says that this business is at a distance of 6.2 kilometers from the position of the sign.
57		Bilingual	The sign is bilingual in Balinese and English because the business name, positioned at the top center of the sign, is written in Balinese, with <i>umah</i> comparable to 'house' and <i>madya</i> equivalent to 'center'. The words are written in uppercase at the beginning and bolded. On the second line of the sign, there is an English sentence promising to the reader "Authentic Balinese Village Experience," followed by the business address "Munduk Village Buleleng Bali." Next, a description of the business is written in the middle of the sign, with "rooftop" written in a large font size. This is followed by the business name again, written in uppercase and bolded. Another message conveyed is a business description in English with the words "panoramic" and "cuisine." Readers without knowledge of English may find it challenging to understand the messages conveyed.
58		Bilingual	The sign is bilingual in English and Indonesian because the title



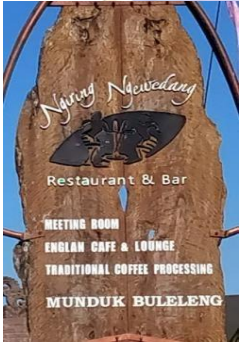
		<p>of the sign consists of a phrase from the Indonesian business, "Home Made & Fresh Food," written in uppercase and bolded. It is followed by a promise in English, "Start from 30k." All titles in this sign are in English, such as the title for the Indonesian food group, "Indonesian Famous" the Balinese food group, "Balinese Spiced Gravy", and the specific business category written in Indonesian, "Ala Madya". The healthy drink group uses English titled "Beauty Corner Bar". Menu names in Indonesian and Balinese food groups are written in Indonesian. In contrast, the menu list in the specific business category and the healthy drink group are written in English. Similarly, other words like "rooftop", "panoramic", and "cuisine" are written in English. As a result, readers with limited English understanding may have difficulty accessing the information provided.</p>
59		<p>Monolingual</p> <p>The sign is monolingual in English, focusing on the second line, which prominently features the word "TRANSPORT" followed by various service descriptions on the subsequent lines: taxi service, rent motor-bike, laundry service, and shuttle. All information is presented in English with capital bold letters, indicating that the target market for this business is likely foreign tourists, as they would greatly benefit from transportation services during their stay at the tourist destination.</p>
60		<p>Bilingual</p> <p>The sign is bilingual in Balinese</p>



		<p>and English because the top lines of the sign were the name of the business advertisement in large-sized capital letters and written in the Balinese language <i>don biyu</i> or ‘banana leaves’ in English. The bottom line is written in smaller letters and English: "coffee, food, and rendezvous." These words mean addressing potential customers about the things the business offers. Readers with only a knowledge of English would not understand the business's name since it is only written in Balinese. However, this is not a problem for the readers because the central message of the advertisement was written in English. So, the readers don't have to be acquainted with specific background knowledge to realize that this sign advertises a place where people can enjoy coffee and food and have gatherings.</p>
61		<p>Bilingual</p> <p>The sign is bilingual in Indonesian and English because the name of the business uses Indonesian <i>Pondok</i>, comparable to ‘cottage’, and <i>asri</i> equivalent to ‘beautiful’. Readers with no knowledge of English. Business facilities are written in two languages: Indonesian <i>warung</i>, which means ‘a small stall’ and English "homestay". Readers who only know English will not get information written in Indonesian unless many people already know the business name.</p>
62		<p>Bilingual</p> <p>The sign is bilingual in Indonesian and English in terms of type and business name written in Indonesian, <i>warung</i> which</p>


	 <p>The sign is a dark brown rectangle. At the top, there is a small white icon of a traditional Balinese offering (banten) on a plate. Below the icon, the word "Warung" is written in small white letters. The main text "Taman Ayu" is in large, bold, yellow letters. Underneath, "• Breakfast" is written in white. At the bottom, "• Lunch • Dinner" is written in white.</p>	<p>means 'a small stall' written with capital letters on the first letter and printed small. On the second line of the sign is the business name in Indonesian, <i>Taman</i> means 'Garden', and <i>Ayu</i> means 'beautiful', written in bold yellow letters, making this writing the most prominent and followed by three other words written in English stating that this business provides breakfast, lunch, and dinner. Readers with only knowledge of English will understand the message conveyed through this sign by simply looking at the provided service, which means this business offers food and beverage services.</p>
63	 <p>The sign is a dark brown rectangle. At the top, there is a circular logo with a stylized orange letter 'R'. Below the logo, the word "Guru" is written in a large, orange, cursive font. Underneath, "Ratna" is written in a smaller, orange, cursive font. Below that, "HOME STAY" is written in white, all-caps, sans-serif font. At the bottom, "MUNDUK" and "BALI" are written in white, all-caps, sans-serif font.</p>	<p>Bilingual</p> <p>The sign is bilingual in Balinese and English in terms of the name of the business, which is written at the very top of the sign in capital letters in the first letter and colored orange <i>Guru</i> in Balinese, which means parents, especially fathers, and followed by the use of English to describe the business facilities "homestay" written in capital letters in orange as well. Readers with English-speaking backgrounds will immediately understand the purpose and facilities provided. In contrast, readers with non-English backgrounds will know the purpose of the business because the business name is already known as an accommodation business.</p>




64		Bilingual	<p>The sign is bilingual in Indonesian and English in terms of the business name written in the upper middle position of the sign using the Indonesian "warung" and English "homestay," both of which use capital letters in bold. At the bottom of the sign, there is one sentence delivered in English, "large parking for motorbikes", written in bold capital letters, which makes this message easily seen by readers. Readers who do not know will not be able to understand the message conveyed by the author that this business has a large parking facility for motor facilities, and the installation of a large parking lot image supports this.</p>
65		Bilingual	<p>The sign is bilingual in Balinese and English. Reviewed from the sign at the top, there is the Balinese word <i>meme</i> comparable to 'mother' and business facilities written in English, and "homestay" written in white bold capital letters. Readers with English-speaking backgrounds will immediately understand the purpose and facilities provided. In contrast, readers with non-English backgrounds will know the purpose of the business because the business name is already known as an accommodation business.</p>
66		Bilingual	<p>The sign is bilingual in English and Indonesian, as observed from the business name and the description of facilities and services, all written in English. Starting with the business name in English, "Plantation Nature</p>



		<p>Resort & Spa," is written in black color with uppercase letters at the beginning of each word. The description of facilities and services provided is written in English with smaller uppercase letters than the business name above. At the bottom of the sign are directional signs indicating that the business is located 3 kilometers to the right from the sign's position. The final message conveyed includes the business website address and the business address written in Indonesian, using <i>desa</i> which comparable to 'village'. The promotional sign shows that English is the primary language to describe the business. This also indicates that the target market is foreign tourists.</p>
67		<p>Bilingual</p> <p>The sign is bilingual in Indonesian and English, as seen from the business name in Indonesian, <i>Ulekan</i> which comparable to 'mortar' and 'pestle', written in capital letters in large font, followed by the business description in English, "Real Indonesian Flavors," written in uppercase letters in a much smaller font than the business name. Readers without knowledge of English would only understand that this place is a restaurant based on its well-known name. However, the business's promise of serving authentic Indonesian-flavored food may not be understood by readers who are not English speakers.</p>



68		Bilingual	<p>The sign is bilingual in Indonesian and English and contains simple directions. The name of the business is in Indonesian, <i>Karang</i> which comparable to ‘coral’, and <i>Sari</i> is a proper name, and both words are written in large, bold letters. Under the business's name, the facilities are also written in English: "Guesthouse" in capital letters that are slightly smaller than the business title.</p>
69		Bilingual	<p>The sign is bilingual in Indonesian and English, as evidenced by the business name, which not only consists of a proper name but also carries the meaning in Indonesian, <i>ayu</i> which means beautiful. It is written in bold yellow letters, followed by bold green writing in English, "beauty salon". Further down, there is a description in English, "sightseeing" in bold red letters. Readers with knowledge of English will understand the conveyed messages. However, readers without knowledge of English may only comprehend the word "salon" since it is commonly used in Indonesia.</p>
70		Bilingual	<p>The sign is bilingual Balinese and English because the top lines of the sign were the name of the business advertisement written in Balinese with large-sized italic letters <i>Ngiring Ngewedang</i>, which means in English ‘come have some coffee’, followed by smaller-sized letters written in English to tell the reader about what kind of place has been advertised. The rest of the lines of the sign are written only in</p>



		<p>English and aim to explain the facilities and services provided by the business. Readers do not need to understand both languages on the board to understand the message or what the company is advertising. Potential customers will quickly know what kind of place it is because it is written in English, and foreign and local guests will understand the standard English vocabulary used on the board. From the perspective of some locals, English writing may still be unfamiliar and not understood. But back to the target market that has been determined by the business, which is foreign tourists</p>
71	 <p>Bilingual</p>	<p>The sign is bilingual in Balinese and English, as observed from the name of the tourist attraction written in Balinese, <i>tanah</i> meaning 'land', and <i>Barak</i> meaning 'red'. This name is adopted from the Balinese language. On the second line is the English word "waterfall," which explains the type of tourist attraction. The tourist attraction's name is written in capital letters in yellow font. Towards the end of the sign, there is an address and directional sign indicating that the tourist attraction is approximately 500 meters to the right of the sign's position.</p>
72	 <p>Bilingual</p>	<p>The sign is bilingual in Indonesian and English. The business's name consists of one proper name and one Indonesian word, <i>bening</i> which means 'clear' written in bold white capital letters that blend with the sign's background, only marked</p>

		<p>with a black outline. The bottom of the sign contains information in the form of business directions in English, "guesthouse & resto", written in bold black capital letters and followed by the name of the area where the business is located in the form of a proper name. On the second line, a business description written in English, "guesthouse & restaurant", written in bold capital letters in black, continued with the name of the area where the business is located in the form of a proper name. The bottom of the sign contains information in the form of directions indicating that this business is located 800 meters to the right of the sign position. Readers with knowledge of English will quickly understand the information to be conveyed because the core of the information is in English.</p>
73		<p>Bilingual</p> <p>The sign is bilingual in Indonesian and English because the first phrase, which is the name of a tourist attraction, is written in Bahasa Indonesia, <i>plataran</i> or <i>pelataran</i> which comparable to 'a house yard' written in bigger-sized letters and a capital on the first letter and <i>Menjangan</i> which means 'deer' and written in smaller-sized letters. Then, the following line is the message the author wants to convey written in English, which means that this advertisement is aimed at the target market, namely foreign tourists.</p>
74		<p>Bilingual</p> <p>The sign is bilingual Indonesian and English, considering the first</p>


		<p>and second lines written in Bahasa Indonesia: "RUMAH INI BUKAN MADE OKA HOMESTAY" is written in capitalized bold black letters. Following the sign's third and fourth lines is the translated result of the above sentence, stating, "THIS HOUSE IS NOT MADE OKA HOMESTAY". Readers with backgrounds in both English and Bahasa Indonesia will comprehend the intended message as each part of the text has been translated, ensuring effective communication in both languages.</p>
75		<p>Bilingual</p> <p>The business name is written in Indonesian as <i>Warung</i> which comparable to ‘a small stall’, <i>GERIYA</i> or <i>GRIYA</i> in capital letters, highlighted in orange comparable to ‘house’. On the second line of the sign, also written in Indonesian, <i>Sedia</i> which comparable to ‘provide’. The description of the provided services is written in English, consisting of breakfast, lunch, and dinner. Readers with knowledge of English will be able to understand the services offered and discern the type of business from the service descriptions.</p>
76		<p>Bilingual</p> <p>The sign is bilingual in English and Bahasa Indonesia, with the business name written in English as 'MANSION' in bold dark blue capital letters, followed by another English line in the second row, "SAUNA AND POOL" in blue capital letters with smaller font. The Indonesian language is incorporated in the sign through address information located at the</p>



			<p>bottom, featuring small-sized letters indicating <i>Jl</i> or <i>Jalan</i> comparable to the ‘road’, <i>kec</i> or <i>kecamatan</i> comparable to ‘District’, and <i>kabupaten</i> comparable to ‘Regency’. Readers with English proficiency will quickly understand the conveyed message. However, those without knowledge of English or who only understand Indonesian will likely comprehend only the word “sauna” as it is commonly used in Indonesia.</p>
77		Bilingual	<p>The sign is bilingual in Indonesian and English, featuring the business name written in Indonesian as <i>GERIYA</i> or <i>GRIYA</i> in bold capital letters, highlighted in orange comparable to ‘house’. In English, it is followed by ‘GUESTHOUSE,’ indicating the accommodation type. The last line on the sign serves as directional information, indicating that the business is located 100 meters to the right from the sign's position."</p>
78		Bilingual	<p>The sign is bilingual in Indonesian and English because the phrase “Panorama Munduk” is displayed on top of the sign and can be first seen on the sign. The word <i>Panorama</i> is comparable to a panoramic view. They were followed by two phrases written in English, “Guest House” and “Stunning View”, that aim to inform the prospective visitors about the information and description of the accommodation.</p>
76		Bilingual	<p>The sign is bilingual in Bahasa Indonesia and English. The</p>




		<p>prominently displayed and large-sized word in Bahasa Indonesia is <i>Panorama</i>, which is comparable to ‘panoramic view’. The first line of the sign features the English words “FOOD BEVERAGES” in bold yellow letters. In contrast, the second line switches back to Bahasa Indonesia with <i>WARUNG</i>, comparable to ‘a small stall’ presented inside a square box for emphasis. At the bottom of the sign is information about the business address and email address in Indonesian. Contact information is provided in English with “HP” for “handphone” and “WA” for ‘WhatsApp’, both commonly used in Bahasa Indonesia. The sign maker also includes images of “VISA” and “MasterCard” cards to inform readers, mainly foreign tourists, that transactions can be made using these two types of cards.</p>
80		<p>Multilingual</p> <p>The sign is multilingual, incorporating English, Bahasa Indonesia, and Balinese. Examining the business name comprises the English word “homestay”, written in capital letters at the beginning, boldly in black. Following this, the term <i>warung</i> in Bahasa Indonesia is similarly presented in bold black. Lastly, <i>made</i> is written in Balinese, a well-known Balinese personal name. The business vocabulary adopts regional and national languages, achieving linguistic parity by utilizing English to describe the type of accommodation offered, thus ensuring equal representation of languages.</p>

81		<p>Multilingual</p> <p>The sign is multilingual in French, English, and Indonesian and is in Jalan Munduk-Wanagiri. It is also a restaurant sign. The phrase “Terrasse Du Lac” consists of 3 words in the French language; <i>Terrasse</i> is comparable to ‘terrace’, <i>Du</i> is a contraction of ‘de’ or a preposition ‘of’ and ‘le’ or an article ‘the’, and the word <i>Lac</i> means ‘lake’ in English. The phrase written in English is “International Restaurant”. The additional information about the restaurant was written in Indonesian; <i>Jalan</i> is comparable to ‘street’, <i>Danau</i> is equivalent to ‘lake’, and <i>desa</i> is equivalent to ‘village’.</p>
82		<p>Multilingual</p> <p>The sign is a multilingual Indonesian, Balinese, and English in Jalan Munduk-Wanagiri, a local eatery sign. The establishment type is in the Indonesian word <i>Warung</i>, comparable to ‘a small stall’. The establishment's name is in Balinese, and <i>Made</i> is the name of the Balinese people. Additional information about this place is written in English: “free Wi-Fi”, “serve lunch & dinner”, “Good Food”, and “A Wonderful View”. All information written in English is intended to inform about the services and describe the place to potential customers, especially foreign tourists.</p>

<p>83</p>		<p>Multilingual</p> <p>The sign is a multilingual Indonesian, English, and Balinese sign found in Jalan Munduk-Wanagiri and a local eatery sign. The establishment's name is in Indonesian <i>Warung</i>, comparable to 'a small stall'. The words in Indonesian, <i>makanan</i> in English 'food' and <i>minuman</i> in English 'drink', are written using larger font sizes, highlighted using different font colors, and placed on a shape that has a contract color so that the writing can be seen clearly by the reader. Most of the menu is written in Indonesian, and there is a phrase in the menu that is written in English, "pop ice". The concluding message of this sign is written in Balinese phrase <i>ngiring simpang</i> in English comparable to 'come by' or 'come visit'. This message aims to invite readers to visit, but this message will only be conveyed to local readers because of the use of the Balinese language. This indicates that the target market of this local restaurant is residents of Munduk village and regional visitors.</p>
<p>84</p>		<p>Multilingual</p> <p>The sign is multilingual in Balinese and English, and from the very top of the sign, in the form of a business name written in Balinese, <i>Manah</i> or 'mind' and <i>Liang</i> or 'happy' written in large orange letters are highlighted. This is followed by the type of accommodation, written in English as "cottages," and the subsequent accommodation description is also in English as "traditional accommodation" (capitalized in blue). Additionally, there is an English</p>

		<p>word used to describe the location, “north” In the following line, the provided facilities are listed in Bahasa Indonesia, with <i>warung</i> or ‘a small stall’, and <i>kuali</i> or ‘a cauldron’, showcasing the use of the Indonesian language to denote local wisdom in naming the dining place. The following information includes the business address, written in English, incorporating the words “village” and “northern”. Contact details are also provided in English, using “tlp” or “telephone” and “fax”, followed by the respective numbers. Similarly, the next information set is presented in English as “web” and “e-mail”, mentioning the website and email address, which includes Balinese language elements due to the business name.</p>
85	 <p>Multilingual</p>	<p>The sign is a multilingual Balinese, English, and Indonesian sign found in Jalan Munduk-Wanagiri, as well as an accommodation and restaurant sign. The restaurant’s name is in Balinese, <i>Bali Jegeg</i>, which is comparable to ‘Beautiful Bali’ and is written on the top of the sign more prominent than others. The restaurant’s name is followed by its translation into Balinese script. The company's facilities are written in English as “Hotel, Bar & Restaurant” and placed in the middle of the signboard. Additional information about this hotel is written in Indonesian, which is the word <i>Alamat</i> or ‘address’, and <i>Jl</i> which stands for <i>Jalan</i>, is comparable to ‘street’. Other additional information was</p>

			written in English, such as “Phone”, “Email”, and “Website”.
86		Multilingual	The sign is multilingual in English, Indonesian, and Balinese, and it is found in Jalan Munduk-Wanagiri, a restaurant sign. The most prominently visible writing on this signboard is in English, “ONLY 50K NETT”. It aims to inform readers about the promotional prices offered by the restaurant by emphasizing the text in bold and using yellow. The sign maker also describes the restaurant in English by writing "The Magic View" and "From Rooftop" in the top left corner of the signboard. The sign maker also includes two other languages, namely Indonesian <i>Nasi Goreng + Es Teh</i> comparable to ‘fried rice and ice tea’ to indicate the menu items and drinks related to the ongoing promotion, and the name of the restaurant is written in Balinese word <i>Mai</i> in which comparable to ‘come here’.
87		Multilingual	The sign is multilingual in Indonesian, Balinese, and English. The top lines of the sign were written in Indonesian, <i>Warung</i> comparable to ‘a small stall’, and in Balinese <i>Kadirasa</i> is equivalent to something to ‘feel’ or ‘taste’. Those words are written in bigger-sized and colorful letters followed by smaller-sized letters written in English that aim to describe a business by writing “international food international taste.” The third lines of the sign were written in bigger-sized letters,

		<p>which aims to clarify something provided by the business by writing "SPECIAL MENU" followed by several pictures and menu names, three in English “, Steak Tuna, Vegetarian, Grilled Ribs” and 2 in local language <i>Sate Plecing</i> that is a Satay with chili sauce and <i>Siyobak</i> that is a regional food made from pork. Readers do not need to understand all the language on the sign in Figure 19. All readers can understand the message the business owner wants to convey with just a few vocabulary words such as “food”, “special menu”, and some dish names.</p>
88		<p>Multilingual</p> <p>The sign is a multilingual Balinese, Indonesian, and English sign found in Jalan Munduk-Kayuputih and a bungalow sign. The word <i>Puri</i> which comparable to ‘a royal house’ was written in Balinese, the phrase <i>Alam</i> equivalent to ‘nature’ was written in Indonesian, and the last word written in English was “bungalows”.</p>
89		<p>Multilingual</p> <p>The sign is multilingual, featuring Balinese, English, and Bahasa Indonesia. It consists of the name <i>MADE</i>, a well-known Balinese personal name, followed by the English word “HOMESTAY”. The business address is written in Bahasa Indonesia.</p>
90		<p>Multilingual</p> <p>The design of this board shows that the board is intended to provide information in three languages, namely English, Indonesian, and Balinese. In the first line, there is a Balinese word,</p>

		<p><i>Om</i>, which is a sacred word in Hinduism, and this word can only be understood by local people or those who adhere to the same beliefs. The definition of overlapping multilingual text, a translation process that occurs in part of the text but has different pragmatic content, appears on the first and second lines of the sign, which translates Indonesian and is followed by English below. On the second line of the sign, there is one Indonesian word, <i>Pesanggrahan</i>, which means more like ‘residence’ or ‘mansion’ and is not translated as ‘guest house’.</p> <p>On the second line, there is also one word that is only written in Balinese, <i>Puri</i> which comparable to ‘a royal house’ and one word that is only written in English “, Sunny”. The combination of these two languages is untranslated and serves the purpose of naming a business. The third line expression <i>Warung</i>, which means ‘a small shop’ and is not translated as "restaurant" in English, and this also happens in the following phrase, namely <i>Taman Dewata</i>, which instead means literally ‘Garden of Gods’ is not translated as "Scenic View Point". The last two lines of this board are written in two languages, Balinese "Munduk" and English "Village" and "North Bali", which indicate where the business is located. Multilingual signs expect proficiency in all languages displayed to understand the information.</p>
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APPENDIX III INTERVIEW

- The interview excerpts have been translated from Indonesian to English.

1. An interview with Ms Dwi as Human Resource Manager

Interviewer : Good morning, ma'am. I am here to gather data for research purposes and conduct interviews. First of all, may I know your name and position?

Interviewee : My name is Dwi as Human Resource Manager of Puri Lumbung

Interviewer : Alright, thank you. What languages are present on Puri Lumbung's signboard?

Interviewee : There's Indonesian, Balinese, and English. We use English to describe our facilities so guests can easily understand, as nearly 100 percent of our guests come from Europe.

Interviewer : Which language do you use for business naming?

Interviewee : "Puri" is from the Balinese language, meaning home, and "lumbung" refers to a type of building. Therefore, we use the Balinese language for business naming to create a distinctive identity, and most of the buildings here are in the form of "lumbung."

Interviewer : In your opinion, which language is most essential to use on the signboard?

Interviewee : First, we must adhere to government regulations regarding using Balinese script below the sign. However, foreign tourists may not understand that writing, so we prioritize using English to describe the business. We do not prioritize a specific language; the most essential thing is conveying the information. Indonesian is also used for other names within the hotel to introduce the national language to foreign tourists.

Interviewer : How do you feel about a sign that displays multiple languages, such as Balinese, Indonesian, and English?

Interviewee : No problem. If English is prominently displayed, that's crucial. If up to three languages can be featured, that would be excellent. The use of the Balinese language can also serve to educate foreign

tourists so that they become acquainted with our culture.

Interviewer : Alright, ma'am. Thank you so much for your time

Interviewee : You are welcome

2. An interview with Mr Putu, a secretary of Munduk Village

Interviewer : Good morning, sir. So, my arrival here aims to interview research data collection. Before that, can I know your full name?

Interviewee : My name is Putu Sukardana as secretary of Munduk Village

Interviewer : Alright. So now I move to the first question. What languages are used to make tourist signage in this village?

Interviewee : From what I see, some use their names, such as Made Oka, which can be characteristic and easily recognizable. Some use the name Panorama, which is based on the creativity of the business owner. Most of the homestay names here can be said to use family names

Interviewer : In your opinion, which language is most essential to use on the signboard?

Interviewee : In my opinion, Indonesian is the most common, especially in our village, especially for old people, unlike young people who might understand other languages. The bad thing is that foreign tourists are difficult to understand, but the sign is inherent, so whatever language is used, if tourists know it, it will be easy to know

Interviewer : Then what do you think about the use of English?

Interviewee : The use of English is excellent. This area has many foreign tourists, so using English will help, while Indonesians can help local tourists, especially people who don't understand. The use of Balinese script can also serve as an identity and might be perceived as a form of art by foreign tourists

Interviewer : Alright, sir. Thank you so much for your time and information

Interviewee : You are welcome

3. An interview with Mr Eka, operational manager

Interviewer : Good morning, sir. Introduce My name is Arysta. My purpose in making an interview appointment with you is to collect data for

my research.

Interviewee : Alright

Interviewer : First, may I know your name and title?

Interviewee : My name is Putu Eka Sutawan and as Operational Manager of Puri Sunny Guesthouse since 2003

Interviewer : Thank you. For the first question, what language is used on your signage?

Interviewee : We only use English on the board, and it is effortless to write only the business name and business address

Interviewer : Why only English is used?

Interviewee : There is no specific reason. We use one language because our target market is foreign tourists, and we also want to make a simple sign design, but the message can be conveyed well to consumers.

Interviewer : In your opinion, which language is most essential to use on the signboard?

Interviewee : In my opinion, I would like to use English because tourists in Munduk village are mainly from Europe and European guests. English is the primary language; there is no need for other languages. Many people across the world recognize English as an international language. It is widely used and understood, so we use English the most.

Interviewer : What do you think about the existence of other languages in signs?

Interviewee : In my opinion, the use of language on the sign is determined by the business's target market. If the target market is foreign tourists, the use of English is essential. The sign may be added in Indonesian or other languages if the target market is local or domestic. Besides that, I appreciate the use of the Balinese language. We must maintain our culture so that it is not easily lost.

Interviewer : That's all I'm asking you. Thank you for your time and

cooperation.

Interviewee : You are welcome

4. An interview with Mr Oka as a homestay owner

Interviewer : Good afternoon. My name is Arysta, a student of Undiksha, and I am here to interview to collect the data for my final project. First, may I know your name and your position, please?

Interviewee : Okay, my name is Oka, and I am the owner of this homestay

Interviewer : What language did you use when creating your business signage?

Interviewee : I used English only

Interviewer : And is the name Made Oka using his name?

Interviewee : No, it's my grandfather's name

Interviewer : What is your reason for using that name, followed by English?

Interviewee : There is no particular reason for the name used; it's just using the family name. Then, use English words so that everyone understands. We only use general English, for example, "restaurant", so everyone will be able to understand

Interviewer : What is the most essential language from an industry perspective?

Interviewee : Because we are in the tourism industry, we prioritize using English.

Interviewer : What do you think about a signboard containing other languages such as Indonesian, Balinese, or other foreign languages?

Interviewee : There is instruction from the governor on how to use the Balinese script, but it depends on each person's reference. I don't use Balinese script because I want to keep it simple, and I also don't want to make potential guests confused when reading information from the sign

Interviewer : Alright, thank you so much for the information, sir.

Interviewee : Ya, you are welcome

5. An interview with Mr Bayu as a business owner

Interviewer : Good afternoon. The purpose of my visit is to interview and collect data for my research. Firstly, may I know your name,

please?

Interviewee : Alright, my name is Bayu

Interviewer : Alright, so what are you in the village for? Are you a native or a visitor?

Interviewee : I am a resident and also a souvenir business owner

Interviewer : The first question is, what language do you use on your business signage?

Interviewee : I use two languages, Indonesian and English.

Interviewer : What is your reason for using those two languages?

Interviewee : First, the name is "Komang Tri Munduk Souvenir", so from that, I use my parents' name, followed by English because visitors in this village are mostly foreign tourists, so I use English to be more easily understood. Another reason is that as a business identity, it is easier to search on the internet.

Interviewer : What is the most necessary language for signage from an industry perspective?

Interviewee : I believe English facilitates understanding for foreign tourists, and other languages are used for identity and ease of online searches. The use of various languages is adapted to the tourist location. If most foreign tourists can use English, and if the focus is on cultural aspects, local languages can be added.

Interviewer : What do you think about a sign with various languages such as Balinese, Indonesian, and international?

Interviewee : That's very good. The more languages used, the more diversity is seen. So from that diversity, it also attracts tourists who can learn many languages.

Interviewer : Alright, thank you so much for your time and information

Interviewee : You are most welcome

6. An interview with Mrs Sri as a homestay and restaurant owner

Interviewer : Good afternoon; my name is Arysta from Undiksha, and I'm here to interview the business owner to collect data for my research. First, can I get your name, ma'am?

Interviewee : My name is Ni Made Sri Pridayanti

Interviewer : What are the languages you use on your business sign?

Interviewee : I use Indonesian and English

Interviewer : What are your reasons for using that?

Interviewee : Using two languages ensures everyone understands the content, including locals and foreign tourists.

Interviewer : What is the most essential language when making a business sign, such as a restaurant or accommodation?

Interviewee : In my opinion, it is English because in modern times, like now, English can be learned since elementary school. English vocabulary is widely understood and can be used for descriptions. However, Indonesian can be used for specific names, such as the company's name, to reflect the local context. For example, when the word "warung" is used, local guests will immediately understand that it is a place to eat, but foreign tourists do not know what it means. So, we use English to help describe the word "warung" by writing breakfast, lunch, and dinner.

Interviewer : Alright, I also agree that there are a lot of businesses that use the word "warung."

Interviewee : Because we serve Indonesian food, not Western food

Interviewer : I see. So, what is your opinion about signs that use several languages?

Interviewee : It's good yet complicated. The sign symbolizes identity, so we can't make it difficult for the reader to understand. We can put the other information about the restaurant on the menu. We can also simplify the sign using images.

Interviewer : Alright, that's all the things I asked in this interview session. Thank you for your time and cooperation

Interviewee : You are welcome, thank you for visiting my business

RIWAYAT HIDUP



Kadek Arysta Aswarina putri kedua dari pasangan suami istri Bapak Ketut Arnayasa dan Ibu Ni Luh Sari Dewi Adnyani. Lahir di Bengkel, 28 Maret 2002, berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Bengkel, Kecamatan Busungbiu, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 3 Bengkel pada tahun 2014. Penulis kemudian melanjutkan

pendidikan sekolah menengah pertama (SMP) di SMP Negeri 1 Busungbiu dan lulus pada tahun 2017. Pada tahun 2020, penulis menyelesaikan pendidikan sekolah menengah atas (SMA) di SMA Negeri 1 Busungbiu. Selanjutnya, mulai tahun 2020 sampai dengan penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Program Studi D4 Bahasa Inggris Untuk Komunikasi Bisnis dan Profesional

