

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

The global influence of language has contributed to its widespread use in communication across various fields, including hotel and restaurant signboards. Signboards serve as a medium to convey information and represent the identity of a place. In Bali, particularly in the Jimbaran area, signboards are commonly found in public spaces such as hotels and restaurants. Signboards play a crucial role in tourist destinations like Jimbaran, as it is one of the most popular attractions among both domestic and international visitors.

According to Badan Pusat Statistik Provinsi Bali (2024), a total of 518,819 tourists visited Bali in June 2024. This increasing number of visitors corresponds with the growth of supporting facilities, such as hotels and restaurants, across the island. In 2023, 541 hotels were operating throughout various regions of Bali (Badan Pusat Statistik Provinsi Bali, 2024). The signboards in these establishments often do not use a single language; it is common to find public signs that incorporate multiple languages. This multilingual usage is due to the diverse nationalities of tourists visiting Bali, making it easier for them to locate and access the services they need. All forms of public signage are closely related to the field of linguistics. Research on the linguistic landscape draws upon the work of Landry and Bourhis (1997), who define the linguistic landscape as the use of language on public and commercial signs within a specific area or region.

Several researchers have conducted studies on landscape linguistics. The first study was conducted by Rastitiati (2022), titled "Multilingual Signs: The Linguistic Landscape in Nusa Dua Tourist Area, Bali." The results of this study show that eight language variations are present in the linguistic landscape of the Nusa Dua area. The second study was conducted by Ariani (2022), titled "The Linguistic Landscape of Accommodations in Ubud." This study found that Balinese appeared 266 times in bilingual signs, Indonesian 258 times in bilingual signs, and English 373 times in both monolingual and bilingual signs. The third study on the linguistic

landscape was conducted by Purnawati (2022) conducted a study titled "Linguistic Landscape of Jalan Gajah Mada Heritage Area in Denpasar City." Based on the analysis of 275 photos, the results showed that most signboards on Jalan Gajah Mada in Denpasar used Indonesian. The study also revealed that some signboards used three or four languages, with Indonesian and English being the most frequently used. Another study was conducted by Artawa (2023), titled "Analyzed Language Choice and Multilingualism on Restaurant Signs: A Linguistic Landscape Analysis." From the analysis of 279 data points, it was found that three languages were commonly used for communication: Balinese, Indonesian, and English. Additionally, the study showed that most of the signs combined Balinese and English, as well as Indonesian and English. The final study, "Linguistic Landscape in Malaysia: The Case of Language Choice Used in Signboards," was conducted by Mansoor (2023). The study found that signboards in Malaysia used not only Malay, but also English, Mandarin, and Tamil, with English being the most dominant.

Several studies have been conducted on similar topics. However, this study specifically focuses on the linguistic landscape of hotels and restaurants in the Jimbaran area and analyzes the information displayed on their signboards. This focus was chosen because relatively little research has been conducted on this phenomenon in the Jimbaran area. Therefore, this study aims to determine the distribution of languages and identify the types of information written on hotel and restaurant signboards in Jimbaran.

## **1.2 Problem Identification**

This research examines the role of language in signboards located in the Jimbaran area. Jimbaran is one of Bali's prominent tourist destinations, frequently visited by both domestic and International tourists. The linguistic diversity of visitors to this area creates a demand for multilingual text on many of the signboards found throughout Jimbaran. Given this context, there is a need to analyze how multilingualism is employed on these signs.

Although previous studies have examined multilingualism on signboards, such as “Multilingual Signs: The Linguistic Landscape in the Nusa Dua Tourist Area, Bali” and “Language Choice and Multilingualism on Restaurant Signs: A Linguistic Landscape Analysis”, research specifically focusing on the Jimbaran area remains limited. Therefore, this study aims to analyze both the distribution of languages used and the types of information conveyed on Hotel and Restaurant signboards in Jimbaran, addressing a gap in the existing literature.

### **1.3 The Scope of the Study**

Based on the identified issues, the scope of this study is the analysis of language distribution and the types of information displayed on signboards in the Jimbaran area. This research, conducted in 2024 in the Jimbaran area, specifically examines signboards used in hotels and restaurants by applying the theory proposed by Landry and Bourhis (1997).

### **1.4 Problem Statements**

From the background of this study, this research discussed two problem statements, namely:

1. What is the language distribution on the Hotel and Restaurant signboards in Jimbaran?
2. What information is written on the Hotel and Restaurant signboards in Jimbaran?

### **1.5 Purposes of Study**

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

1. To describe the language distribution on the Hotel and Restaurant signboards in the Jimbaran.
2. To describe the information that is usually written down on the Hotel and Restaurant signboard in Jimbaran.

### **1.6 Significance of the Study**

In this research, the significance of the study is divided into two as presented below:

### **1.6.1 Theoretical Significance**

The results of this study are expected to provide deeper insights into linguistic landscape theory, particularly in the analysis of hotel and restaurant signboards. By analyzing the distribution of languages and the information written on signboards, this study contributes to a better understanding of language use.

### **1.6.2 Empirical Significance**

This research is expected to benefit other researchers conducting similar studies. The results of this study can serve as an empirical reference. Moreover, future researchers may use this study as a guideline for analysing language distribution on signboards. It can also help identify aspects that have not yet been explored and serve as a point of comparison for future research.

### **1.7 Definition 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**

According to Landry and Bourhis (1997), the linguistic landscape refers to the visibility and prominence of language use on public and commercial signboards within a specific area or region. This study focuses on hotel and restaurant signboards in the Jimbaran area. As one of Bali's popular tourist destinations, Jimbaran attracts a large number of both domestic and international visitors, resulting in the widespread use of signboards, particularly in hospitality-related establishments. This research specifically analyzes the distribution of languages and the types of information displayed on hotel and restaurant signboards in the Jimbaran area.

#### **1.7.2 Signboards**

A signboard is a sign that contains information and is commonly found in public places. Establishments that use signboards include hotels and restaurants. Signboards are typically placed in public areas to increase visibility and promote a business or location. They also serve as a promotional medium. According to Setiawan (2022), the use of signboards makes it easier for people to find a specific place. Therefore, many businesses, including restaurants and hotels in Bali,

particularly in the Jimbaran area, make use of signboards. According to Landry and Bourhis (1997), signboards can be classified into two main categories based on their function within the linguistic landscape: official signs and commercial signboards. This research focuses on the commercial signboards of hotels and restaurants in the Jimbaran area.

### **1.7.3 Language Distribution**

According to Fishman (1974), language distribution refers to the language used by different groups in society, both geographically and socially. In the context of the linguistic landscape, language distribution refers to the use of language on hotel and restaurant signboards in the Jimbaran area. The use of language on these signboards is highly diverse, incorporating one language (monolingual), two languages (bilingual), or more than two languages (multilingual). In the Jimbaran area in particular, this linguistic diversity is influenced by the wide variety of tourists visiting the region. Therefore, this research focuses on examining language distribution on hotel and restaurant signboards in the Jimbaran area.

