AN ANALYSIS OF TOURIST SIGNBOARDS IN MUNDUK VILLAGE, NORTH BALI

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Abstract: This research examines the language landscape of Munduk village as tourism village. This study aims to determine the language distribution on the signboards in Munduk village. The theoretical framework used in this study is Landry and Bourhis's theory, which defines the linguistic landscape and analyses the language used in the signs. This research used qualitative methods. The subject of the study is 90 photos of tourist signs that are monolingual, bilingual, and multilingual. This research also reveal four languages used in tourist signs: Balinese, Indonesian, English, and French. The dominant language used in every classification was English, 25 signs in monolingual group, 54 signs in bilingual group, and 11 signs in multilingual group.

Kata Kunci : tourist signboard; language distribution; Munduk Village.

1. INTRODUCTION

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.

Several studies on the linguistic landscape have been conducted in various regions (Purnami, 2018) 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. Purnawati et al. (2022) conducted a study. 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. A study by Paramarta, (2022) was also conducted. In this work, this research used descriptive qualitataive method to 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.

This study examined the language contribution on the signboards in Munduk village as a tourism village using the theory of Landry and Bourhis (1997). The diversity of tourists visiting causes the need for multilingual text on signboards across the village area. On the contrary, several studies already investigate the multilingualism on the signboard and linguistic landscape in the heritage and tourism area in the city such as a study conducted by Purnawati et al. (2022) in Jalan Gajah Mada heritage area in Denpasar city, a study conducted by Hamadiyah (2019) in Surabaya and Mojokerto's heritage area, a study by Purnami (2018) conducted in Yogyakarta, and a study conducted by Danuwijaya and Abdullah (2021) in North Bandung. 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.

2. METHOD

This research used qualitative methods. Data collection in this study used the data collection method for languange landscape from Backhaus (2006).Researchers recorded data images with a handphone camera to obtain data in the form of a photo or picture. In this method, there were three main steps to collect the data. The three main steps are: 1) determining the boundaries of the data collection area, 2) determining the criteria of outdoor signs used as the subject, and 3) determining the distinguishing criteria for the classification of outdoor signs (Backhaus, 2006). The data acquired by researchers comprises observations documented in the form of photographs of signage. Additionally, researchers engaged in interviews with several stakeholders situated at the research site. This multi-faceted approach to data collection facilitates a comprehensive understanding of the signage landscape and incorporates valuable insights from key individuals directly involved in the environment under study.

 After gathering the data, the researcher proceeded to analyze it. The number of photographed language signs in the data was tallied and compiled into a table to answer the first question. The data was then categorized into three groups: bilingual, monolingual, and multilingual.

Table 1. Type of the signs

Sign Types	Number
Monolingual	
Bilingual	
Multilingual	
Total	

Table 2. Language used on the signs

Sign Types	Languages	Number	Percentage
Monolingual	English-only		
Bilingual	Balinese + English		
	English + Balinese		
	English + Indonesian		
	Indonesian + English		
Multilingual	Balinese + Indonesian + English		
	Balinese + English + Indonesian		
	English + Indonesian + Balinese		
	France + English + Indonesian		
	Indonesian + Balinese + English		
	Indonesian + English + Balinese		
	Total		

The researcher classified the signs according to the visibility and salience aspects of the language used using Table 3.1, which was adopted from the research conducted by Paramarta (2022). The result was placed into the table to help the researcher formulate the answer to research question number one. Then, the data was taken from the interview, and the researcher transcribed the data, which was then analyzed and used to support the answer to the first research question.

3. RESULT AND DISCUSSION

This study aims to examine the language distribution on the tourist signboards in Munduk tourist area. The language distribution on the signboards is asnswered by displaying the number of languages found on the signboards in Munduk village. Signs that contain only one language are classified as monolingual, signs that contain two languages are classified as bilingual, and signs that contain more than two languages are classified as multilingual.

Tabel 4. Total of Signboards in Munduk village

Sign Types	Number
Monolingual	28
Bilingual	51
Multilingual	11
Total	90

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The data shows that bilingual signs are the dominant ones in Munduk village. Monolinguals ranked second, which is less dominant than bilinguals. Meanwhile, multilingual signs are slightly fewer than monolingual and bilingual signs.

Table 5. language used on the signs

Sign Types	Languages	Number	Percentage
Monolingual	English-only	28	31%
Bilingual	Balinese + English	15	17%
	English + Balinese	4	4%
	English + Indonesian	11	12%
	Indonesian + English	21	23%
Multilingual	Balinese + English + Indonesian	5	6%
	Balinese + Indonesian + English	1	1%
	English + Indonesian + Balinese	1	1%
	France + English + Indonesian	1	1%
	Indonesian + Balinese + English	1	1%
	Indonesian + English + Balinese	2	2%
	Total	90	100%

Table 5, adapted from the research conducted by Paramarta (2022), presents the data divided into monolingual, bilingual, and multilingual groups. In the monolingual group, only 31% of the population is English. The bilingual signs were classified into four groups according to the most prominent use of language on the signs: (1) Balinese and English (17%), (2) English and Balinese (4%), (3) English and Indonesian (12%), and (4) Indonesian and English (24%). After the researcher classified the multilingual signs according the visibility and salience language, there were six groups of multilingual signs: (1) Balinese, English, and Indonesian (6%), (2) Balinese, Indonesian, and English (1%), (3) English, Indonesian, and Balinese (1%), (4) France, English, and Indonesian (1%), (5) Indonesian, Balinese, and English (1%), and (6) Indonesia, English, and Balinese (2%). Thus, it can be seen that the distribution of languages that occupy the highest position is a combination of national languages (Indonesian) and English, with a percentage of 23%, and only English, with a rate of 31%.

There were 28 signs in monolingual group and all in English. The prevalence of monolingual English is most commonly encountered in Munduk village, surpassing both Indonesian and local languages. The results of the interviews revealed three main reasons for the use of monolingual English on signs: (1) basaed on the economic point of view, language selection is based on the company's target market, (2) the business practitioners' perception of language usage. They consider English to be an international language commonly used by many people. Furthermore, the English language used in signboard creation consists of common vocabulary that can be easily understood. (3) based on the political standpoint, the government has issued regulations regarding the use of only the local language. In contrast to the findings of Purnawati et al. (2022), which analyzed the use of language on signboards in the Jalan Gajah Mada heritage area in Denpasar City, this study found four languages used on each monolingual signboard: English, Indonesian, Mandarin, and Arabic.

Furthermore, in the bilingual group there are three languages: Indonesian, Balinese, and English. The language combinations that occupy a dominant position are Indonesian and English. The interview reveals that the use of bilingual signs is driven by business needs to assist potential guests in obtaining information. Sign makers and business owners claim that everyone, including elementary school children, already knows English vocabulary. They also mention that a simple signage design appeals more to potential visitors. A sign only needs to contain the name of a business as an identity written in Indonesian or the local language and the facilities provided in the international language, which is English. Similar to research conducted by Paramarta (2022), who examines language contestation on outdoor signs in the Candidasa tourism area. This study found that combining Indonesian and English is the most dominating combination in the bottom-up sign type. In the current study's language combinations, English is the language found most in this group of signs, followed by Indonesian and Balinese at the least.

Finally, in multilingual group, consisted of four languages: Indonesian, Balinese, English, and French. Language distribution in multilingual groups shows that two languages dominate the signs found in Munduk Village: Indonesian and English. In contrast to the findings of a study conducted by Purnawati et al. (2022) on Jalan Gajah Mada, which identified four langauges displayed on a single outdoor sign namely Indonesian, English, mandarin, and Japanese. The current study reveals a unique linguistic composition. This recent investigation hightlights distinct outdoor signboard featuring a multilingual array of Indonesian, Balinese, English, and French.

4. CONCLUSION

This study investigated the linguistic landscape in Munduk Village. Ninety tourist signs are found across the main street of Munduk and are classified into monolingual, bilingual, and multilingual. There are four language distribution on the signboards such as, Balinese, Indonesian, Englsih, and French. The dominant language used in every classification was English, with as many as 25 monolingual signs appearing in every language combination in the bilingual group with as many as 54 signs and in every multilingual group with as many as 11 signs. Business owners prefer using English over other languages to communicate with foreign tourists easily.

For future researchers, investigation of different indicators compared to the current study is highly suggested. This research analyses tourist signs in Munduk village; in other words, these signs are created by private business owners. Signs made by the government have not been discussed in the current study. Hence, it's suggested that future researchers concentrate on collecting data related to warning signs or government-made signage. This approach could provide a more comprehensive understanding of the signage environment for further study. The researcher recommends that future studies expand their data sources by exploring these smaller roads and intersections could provide a more extensive collection of photos offering a deeper understanding of signage in Munduk Village, capturing signboards within tourist attractions as well. The subsequent researchers also endeavor to identify and engage with a more diverse array of sources to enrich their studies further. Finally, the researcher recommends a thorough exploration of this aspect, particularly focusing on details such as text size and font styles employed on these signboards

5. ACKNOWLEDGE

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