A LINGUISTIC LANDSCAPE OF TOURISM AT PENGLIPURAN VILLAGE

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Abstract: This research focuses on the touristm linguistic landscape of Penglipuran village, specifically anayzing the use of languge in outdorr signs, including Balinese, Indonesian, English and other foreign languages. The problem formulation of this study identifies how language contribution to public signage (monolingual, bilingual, and multiingual) in Penglipuran Village. The research employs a qualitative design using a descriptive method, with two data collections instruments: conducting observations assisted by a camera to photograph various types of signs such as direction boards, name boards, information boards, and billboards in Penglipuran village, and conducting interviews with residents regarding the role and significance of language used in public signage within the Penglipuran Village area. The findings indicate that Indonesian displays a dominant role, which is typical as it is the national language symbolizing a sense of nationalism. Additionally, the use of English, as an Iternational language, serves organizational development, while Balinese is used to reflect regional culture characteristics.

Key words : Linguistic Lanscape, Linguistic Distribution, Penglipuran Village.

1. INTRODUCTION

Bali is one of the Island that is famous for its natural beauty and diverse culture. The island of Bali has many interesting and unique tourist destinations. One of the famous tourist attractions in Bali is the Penglipuran Village tourism object, which is located in Bangli Regency, Bali. Penglipuran Village is a tourist attraction that is famous for unique buildings, craft and cleanliness. The various signs and information boards available in Penglipuran Village have their own functions and meanings in each of the information boards and signs. And in general, signage and information boards are generally written in Indonesian because in accordance with the Law of the Republic of Indonesia Number 24 of 2009, Article 38 states that "Indonesian language must be used in public signs, road signs, public facilities, banners and tools, other information which is a public service" (Language Development and Development Agency, 2011). And then it will be balanced with Balinese (Aksara Bali). However, there are several information boards that are also equipped with foreign languages, such as English. According to (Halim, 1980) mentioning the political line of this national languages clearly describes that Indonesian is the first language, then the regional language and in third place are foreign languages, especially English. This makes the position of the function of language very important, especially in tourism promotion. Based on research from (Erikha and Multamia, 2020) *Lanskap Linguistik Sebagai Peranti Mempromosikan Pariwisata di Kota Bandung Selama Pelaksanaan Kebiasaan Baru*) which examines the linguistic landscape as a tool for tourism promotion in Bandung City, where LL has a role to promote tourism to improve the community's economy. Conducted by (Wafa and Wijayanti, 2018) about analyzing tourist attractions in Surabaya, where information board, signboards and others also use various languages, namely the main language, Indonesian, regional languages and the foreign languages. This is expressed by a phrase contained in the context of the language. According (Puzey, 2016) LL describes it as an interdisciplinary study of the presence of various language issues that interact with other language in the public space.The study of research on language in outdoor signs began to develop and was widely studied since the research and theory published by (Landry and Bourhis, 1997), which was also the beginning of the use of the term linguistic landscape which is usually abbreviated as

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LL. LL has got to reveal the clarity of language and the meaning of the language used in the public area. LL studies are seen as applied sociolinguistics which have the realm of language in written form in public spaces (Cenoz and Gorter, 2006) especially in multilingual contexts and LL study itself very useful in helping communications that exist outside of space. Where this field examines the visibility and prioritization of a language on outdoor signs in a place or area which includes road signs, billboards, commercial space signs and place or area names (Landry and Bourhis, 1997). According to (Martinet, 1987) "Linguistics is a science that takes language as an object of study". In this study, of course, one must be able to master various types of languages that exist as a means of communication between regions and nations, especially for tourism actors. And people who have skills in mastering various types of languages are called multilingual. In this paper, linguistic landscape will focus on the distribution of language used outdoor signs/name board, billboard and other sign in Penglipuran Village.

This research was conducted to find out the language rules contained in public signs such as information/announcement boards, billboards, regulations, shop signboards in the Penglipuran Village, start from the appearance of the language (monolingual, bilingual and multilingual). Based on the problems identified, this research focuses on 1 main topics, namely the analyzes the language distribution on public signs in Penglipuran Tourism Village. And this research using theoretical studies from (Landry and Bourhis, 1997) regarding the distribution of language LL and the function of language as communication and symbols. Based on the background of study, this research discusses 2 problems statement namely what is the language distribution on the public signs in Penglipuran Village. Based on the problems statement above, this study is intended find out the language's distribution on public signs in Penglipuran Village. It is hoped this research can provide benefits related to the use of language in public signs, such as billboards, starting from expression, linguistic, function, symbols, and the variety of languages used in Penglipuran Village tourism attraction in Bali and This research is expected to be useful for students or tourism practitioners, so that they can understand the importance of the language use in public sign.

2. METHOD

The design used in this study is qualitative design and the method is descriptive, such as described by (Meleong, 2014), which explains that qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivation, actions and others holistically and with way of description in the form of words and language in a special natural context by utilizing various natural methods. This study used 2 types of observation sheets as instruments for data collection. The first is the data collection sheet which contain classify the types of outdoor signs in the research area. The second, data collection sheet contain the display of language distribution (monolingual, bilingual and multilingual) starting from the use of Balinese, Indonesian, English which are dominan used. In collecting data, there were 2 ways, namely the first by making observation throughout the Penglipuran Village area.

This observation was assisted by a camera and the second research was carried out using an interview guide. This study used 2 types of observation sheets as data collection instruments. The first is the first data collection sheet which contain the type of sign and the percentage of number of signs that are monolingual, bilingual and multilingual. The second display language such us Indonesian Language, regional language, foreign language, and other languages or mix language in accordance with the language used in the signboard/billboard in the Penglipuran Village. For the research data obtained to be accurate, the author uses data triangulation to obtain saturated (valid) data and the author also used qualitative method which was carried out by documenting LL objects using a digital camera. This research is done to obtain valid and appropriate data several methods are used in this study, namely the first make observations in the research area, then document or photograph using a camera tool to take pictures of public signs, signboards, billboards, and others and the second is classify and calculate the data according to type.

3. RESULT AND DISCUSSION

This research focuses on linguistic items as linguistic landscape in Penglipuran Village, which is one of the tourist attractions in Bali. Data collection is used by observing the place and taking photos of signboards, billboards, signs, and information boards that are outside or inside the research area. And about 104 linguistic items were used as research subjects with the classification of monolingual, bilingual, multilingual information and interviews were also conducted with 3 people who ae village resident.

The research data in this classification is divided into 3 parts, namely signs that read monolingual language, bilingual language and multilingual language. Monolingual Sign is divided into 3 groups: (1) Indonesian Language, (2) English Language and (3) Balinese Language. Bilingual divided into 2 groups Indonesian + English and Balinese + Indonesian and multilingual sign divided into 2 groups: (1) Indonesian + English + Japan and (2)

Indonesian + English + Balinese. When viewed from the use of the dominant language, of course Indonesian has a lot of roles in every language used in public signs in Penglipuran Village.

Table 1. Language of linguistic item in Penglipuran Village:

Groups	Language	Number	Percentage %
Monolingua	Indonesian	31	30%
	English	7	6,8%
43	Balinese	5	4,8%
Bilingual	Indonesian + English	34	33%
48	Indonesian + Balinese	14	13%
Multilingual	Indonesian + English + Japan + Balinese	1	0,9%
13	Indonesian + English + Balinese	13	12,6%

A. Monolingual

In the results of this study, 42 monolingual signs were obtained, with Indonesian 30%, English 6.8% and Balinese 4.8%. With these results, the use of Indonesian is most dominant both outside the village environment and in people's home areas. Monolingual signs only present 1 type of language which is used as a display for public signs.

Figure 1. Example of a monolingual sign in Penglipuran Village

B. Bilingual

Bilingual sign is a category that uses more than 1 language display (has 2 languages). This research obtained 49 public sign items that were displayed in two languages. In this study, the use of Indonesian + English was 33%, while the use of Indonesian + Balinese in public signs was 13%.

Figure 2. Example of a bilingual sign in Penglipuran Village

C. Multilingual

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Multilingualism is a skill that can master several types of languages. In this research, the author examines the multilingual languages found on public signs in Penglipuran Village. This research obtained 13 public signs that used multilingual displays, including 0.9% signboards in Indonesian + English + Japanese + Balinese and 12.6% signboards in Indonesian + English + Balinese.

Figure 3. Example of a multilingual sign in Penglipuran Village

This research was carried out with the aim of identifying the linguistic landscape in Penglipuran Village. This research obtained 104 Image of public signs around the village area. The first problem formulation is language context in public signs, starting from the type of language used (monolingual, bilingual and multilingual) and the language most frequently used. Based on classification, this research obtained 31 signs (30%) monolingual Indonesian, 7 signs (6.8%) monolingual English and 5 signs (4.8%) monolingual Balinese. Classification based on Bilingual got 34 (33%) signs with Indonesian + English displays. Bilingual Balinese + Indonesian 14 (14%). Meanwhile, classification based on trilingual got 14 pictures, including multilingual Indonesian + English + Balinese + Japanese got 1 (0.9%) and Indonesian English got 13 (12.6%). The dominant language found on public signs in Penglipuran village is the second element analyzed in this research. Based on the research results, Indonesian is the most widely used in public sign displays, followed by English Balinese, and Japanese. Almost public signs and billboards use Indonesian, because Indonesian is a national language that is commonly understood.

4. CONCLUSION

This research analysis was conducted in one of the tourist attractions in Bali, namely Penglipuran Village. In this study, 104 sign boards were found in the outer and inner areas of the village. The sign board has a variety of linguistic displays, some of which use monolingual, bilingual and multilingual displays. In this study it was determined that the dominant language used on sign boards in the Penglipuran village area is Indonesian 51%. The use of foreign languages is about 30% and the use of Balinese is about 18%. The findings indicate that Indonesian displays a dominant role, which is typical as it is the national language symbolizing a sense of nationalism.

For readers, please continue to practice and gain insight into what linguistic landscape is from the definition, uses, and theories that underlie linguistic landscape. For students, it is hoped that this research can be a reference for research related to linguistic landscape topics in places/tourist attractions using the same methods or using new research methods and elements. For future researchers, hopefully they can develop research related to linguistic landscape in general areas or certain areas with new and different research indicators, in order to develop a new research.

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