PROCEEDINGS
INTERNATIONAL SEMINAR
LITERATES
LINGUISTICS, LITERATURE, CULTURE, AND ARTS
e-ISSN : 3025-9002

UNMAS DENPASAR

THE LINGUISTIC LANDSCAPE OF DESA KUTUH: MULTILINGUAL PUBLIC SIGNAGE FOR SUSTAINABLE TOURISM

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Abstract

The specific objectives of this research are twofold: firstly, to delineate the syntactic scope of the public signage discovered in the tourism area of Desa Kutuh; and secondly, to scrutinize the role of the multilingual linguistic landscape at Desa Kutuh in enhancing the tourist experience and promoting sustainable tourism. The research methodology employed herein is qualitative in nature, involving the descriptive analysis of both the syntactic scope and the role of public signage around Desa Kutuh. The analytical framework draws from linguistic landscape theory as advanced by Yendra and Artawa (2020), supplemented by select micro-linguistic theories, including: 1) syntactic scope theory by Noortyani (2017), 2) linguistic landscape functions by Shohamy (2015) supported by Landry & Bourhis (1997). The research outcome shows that multilingual linguistic landscape in Desa Kutuh tourism area is formed in two different syntactic scopes, phrase and sentence. They have served purposes related to conveying information and representing symbols. These roles contribute to the discourse surrounding multilingual communication, cultural preservation, and sustainable tourism in the region.

Keywords – Desa Kutuh, linguistic landscape, multilingual, public signage, tourism

Introduction

In the realm of tourism, public signage plays a pivotal role in shaping the visitor experience, influencing perceptions, and fostering sustainable practices within a community. In particular, a public space sign is a set of symbolic and graphic visual representations that aim to be a means of interaction between humans and public spaces (Andrijanto, 2018: 225). Public signage is related to landscape linguistics. Landscape linguistics (LL) is the language used in public spaces such as public road signs, billboards, street names, place names, commercial signs on shops, and public information boards displayed on government buildings that are combined to form the linguistic landscape of a particular region, area or urban agglomeration (Landry and Bourhis, 1997: 25). This field of study is categorized into sociolinguistics and applied linguistics. In this study we can observe the existence of language symptoms and social symptoms in people from various ethnicities that appear in society. Sociolinguistic behavior that usually appears in LL studies is a comparison of language use at the official and unofficial levels of space. The study of LL at the official level is also called the Top-Down concept where the texts found in the public space are produced by the government. Meanwhile, the unofficial level is also called the Bottom-Up concept where the texts found in the public space are produced by private parties or individuals (Gorter, 2006).

The landscape linguistic study conducted in this research is at both the official and unofficial levels. Public space signboards in Kutuh Village area are produced by the local village government and also private companies or individuals. Private companies or individuals

who produce the signs are those who build accommodations, restaurants around the tourism area of Kutuh Village. Currently, tourism in Kutuh Village can be said to be developing. Kutuh Village has four beach zones which are the leading tourism areas in the village. The four beaches include Pandawa Beach, Gunung Payung Beach, Timbis Beach and Tanah Barak Beach. However, there are two tourist attraction zones that have only been opened since the covid-19 pandemic has begun to subside. The two zones are Timbis Beach and Tanah Barak Beach. Timbis Beach is developed as a luxury area and Tanah Barak Beach offers the beauty of marine tourism with the beauty of coral reefs, camping tours and wedding chapel facilities (Bumda Desa Adat Kutuh, 2022).

Figure 1. The Location of Tanah Barak Beach – (source: https://Tribun-bali.com)

As a new and developing tourism area, multilingual public space signage is needed by the local village. However, the translations presented in these signs also need to be measured in order to provide quality translations. This reminds us of the importance of the function of a public space sign. As described by Audia (2021), some of the functions of the board in public spaces are as follows; as an information provider; as a visitor circulation controller; as an identity shaper; and as a warning sign. These functions are needed by tourists who are visiting a tourist spot. Tourists who come to Kutuh Village tourism area are domestic and foreign tourists. Therefore, the signboard needed is a signboard in the form of multilingual.

Considering the urgency in the background of the tourism conditions described earlier, this study is intended for the application of research results in the field of sustainable tourism. Further research on landscape linguistics, focusing on the syntactic scope of public information boards in the Kutuh Village tourism area, and secondly, the function of multilingual boards in the area.

Methods

This research employs a phenomenological qualitative approach to study the experiences of individuals or groups related to specific concepts or phenomena. The researcher aims to impartially convey these experiences without any influence from their own background or the informants'. One category of qualitative phenomenological research is the Post-Modern Phenomenon, which involves studying various issues using a set of common theories (Creswell, 2013). In this study, the researcher applies the post-modern phenomenon approach

to examine the scope of signs in public spaces and the translation strategies used for multilingual public space sign forms.

The data sources in this research are public space signs scattered in the tourism area of Kutuh Village, namely four beach zones (Pandawa Beach, Gunung Payung Beach, Timbis Beach and Tanah Barak Beach). The information boards used are multilingual information boards, which are translations from Indonesian to English.
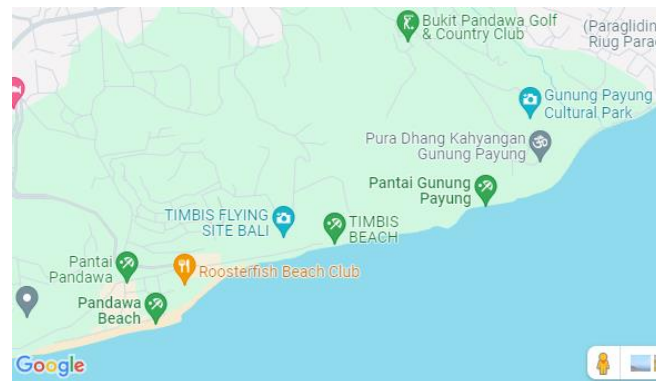

Figure 2. Map of Kutuh Village Tourism Area

The data collection in this study applied a qualitative method, namely by making direct observations on information boards that was in Indonesian and translated into English. There are several stages carried out in collecting lingual data, including; taking pictures of information boards located in the tourism area of Kutuh Village; transcribing the text contained in the signs into the Source Language (SL) table (Indonesian) and the Target Language (TL) table (English), giving code (coding) as a syntactic scope marker on the SL and TL texts. After the data is collected, then the data is analyzed.

The method used to analyze the data is qualitative data analysis method, which presents the data, interprets it, and verifies the data descriptively in the form of sentences in paragraphs. Qualitative data analysis in this study goes through several stages as follows; determining the syntactic scope of text translation on public signages by applying the theory presented by Noortyani (2017) on syntactic scope, comparing the use of syntactic scope in the data obtained so as to determine which scope is dominant, analyzing the function of public space boards by applying Shohamy's theory (2015) and supported by the theory of Landry & Bourhis (1997), then comparing them so as to obtain the dominant function on public space boards in the tourism area of Kutuh village.

Finding and Discussion

The results of the study demonstrate that the linguistic landscape in the tourism area of Desa Kutuh encompasses two distinct syntactic scopes: phrases and sentences. These linguistic elements have been utilized for purposes such as disseminating information, symbolizing cultural representations, and facilitating educational activities. The subsequent discussion will delve into these two aspects in detail, examining the specific syntactic scopes identified.

Phrases Syntactic Scopes

The syntactic scope of phrases refers to the grammatical and structural characteristics of groups of words that form meaningful units within a sentence or discourse. In linguistic terms, a phrase is a sequence of words that functions as a single unit and typically includes a head (the main word) and other words that modify or complement it. Understanding the syntactic scope of phrases involves examining how these linguistic units are constructed, the relationships between the words within them, and their role in conveying specific meanings. It delves into the grammatical rules and structures governing the arrangement of words within a phrase, contributing to the overall coherence and clarity of communication.

In the context of public signage in a tourism area, the syntactic scope of phrases becomes crucial in conveying essential information to a diverse audience. The analysis may include studying the arrangement of words, the use of modifiers, and the syntactic structures employed to create concise and effective messages. Examining the syntactic scope of phrases provides insights into how language is utilized to communicate information, represent cultural symbols, and support educational objectives in a specific linguistic landscape.

Figure 3. Public Signage of Evacuation Route at Pandawa Beach

SL: *Jalur   evakuasi*
    route evacuation
TL: "Evacuation route"

(Pandawa Beach, 2023)

Figure 4. Public Signage of Information Centre at Tanah Barak Beach

SL: *Pusat   informasi*
   centre   information
TL: "Information centre"

(Tanah Barak Beach, 2023)

The signage in public spaces depicted in figures 3 and 4 is designed bilingually, with the Indonesian language positioned at the top to signify its status as the source language, while English is situated at the bottom as the target language. The translated text falls under the category of phrases, aligning with the concept proposed by Noortyani (2017:12), which defines phrases as grammatical units comprising two or more words, occupying functions such as subject (S), predicate (P), object (O), complement (Pel), and modifier (Ket) within a clause. This particular phrase falls within the realm of nominal phrases, characterized by a noun as its core element. In the Indonesian language, the phrase "jalur evakuasi" (evacuation route) features the noun "jalur" as its core. Furthermore, it can be categorized as a modificative nominal phrase, given that the noun "jalur" (N1/Nomina1) is elucidated by the noun "evakuasi" (N2/Nomina2). In English, "jalur evakuasi" is translated as "evacuation route," also constituting a nominal phrase with the core noun "route" modified by the term "evacuation." The same thing also happened to the translation of "pusat informasi" into "information centre". In the source language "pusat" is the head and modified by "informasi". In the target language, the head is "centre" which also modified by "information.

These signs serve as informative displays, crafted to provide specific information to visitors. The informational function of public signs is integral to their role as communicative tools within various environments. Public signs serve the primary purpose of conveying specific information to individuals within a given space. Along with the explanation, Figure 3 conveyed information pertains to evacuation routes to be followed in emergency situations. Then, figure 4 has shown the direction to the information centre.

Sentences Syntactic Scopes

The syntactic scope of sentences involves a detailed exploration of the grammatical and structural characteristics of complete linguistic units within the linguistic landscape. Sentences, as fundamental components of language, serve as comprehensive expressions that convey meaningful ideas and messages. The examination of syntactic scope at the sentence level entails a nuanced analysis of the arrangement and relationships among words, phrases, and clauses within a given sentence.

In the context of public signage within Desa Kutuh's tourism area, sentences play a crucial role in presenting information, directives, and narratives. These linguistic constructs contribute to the overall coherence and clarity of the conveyed messages. The syntactic scope of sentences involves scrutinizing elements such as subject-verb-object relationships, subordinate and coordinate clauses, and the overall grammatical structure that ensures effective communication.

Figure 5. Warning Sign at Gunung Payung Beach

SL: *Perhatian mandilah selalu diantara dua bendera merah kuning*
    attention bath   always between   two flag   red   yellow
TL: "Notice always swim between two red yellow flags"

(Gunung Payung Beach, 2023)

Figure 6. Prohibition Sign at Pandawa Beach

SL: *Perhatian dilarang duduk di sini*
    attention prohibited   sit   in   here
TL: "Attention please do not sit here"

(Pandawa Beach, 2023)

In a more in-depth analysis of the signage in figure 5 and 6, are identified that both serve as information function, one of them categorized as warning sign and the other one is prohibition sign. The primary function of warning sign in figure 5 is to caution visitors to exercise caution and adhere to specific rules when swimming in certain areas in Desa Kutuh. Warning signs of this nature are an integral part of efforts to ensure safety and a positive experience for tourists. They play a role in imparting essential information about specific conditions or risks in the tourist area. In this case, the translated warning message pertains to the dangers of swimming in certain locations, which may be associated with ocean currents or varying water depths. However in figure 6, the signage prohibited the visitors to sit in certain area, since it is a sacred area of a temple close to the beach. Instead of information function, they also carry a symbolic function by symbolizing and enforcing cultural norms and practices,

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emphasizing the respect of not sitting in a certain area of the temple which is considered as sacred area. The dual linguistic presentation enhances accessibility, catering to both local and non-local visitors.

When we examine the translation of the text on figure 5 and 6, it can be identified that the translations fall within the realm of sentences. Figure 5, for instance, exemplifies a sentence structure that encompasses a Subject, Predicate, Adverb and Prepositional Phrase, rendering it a complete and clear sentence in the target language. On the other hand, figure 6 features a sentence structure involving Subject, Predicate, and Preposition, which also maintains clarity and informativeness in the target language.

Conclusion

In conclusion, the findings of this research illuminate the intricate nature of the multilingual linguistic landscape within the tourism area of Desa Kutuh, delineating its syntactic scopes into phrases and sentences. The identified linguistic elements play pivotal roles in conveying information and representing cultural symbols, contributing significantly to the broader discourse on multilingual communication, cultural preservation, and sustainable tourism in the region.

The presence of both phrases and sentences in the linguistic landscape underscores the diversity of communicative strategies employed in public signage. Phrases, characterized by their brevity and focused meaning, efficiently convey essential information, while sentences, with their comprehensive structures, contribute to the nuanced representation of cultural symbols. Together, they form a dynamic linguistic environment that serves the dual purpose of guiding tourists and preserving the rich cultural tapestry of Desa Kutuh. As the multilingual linguistic landscape continues to evolve, this research provides valuable insights into the symbiotic relationship between language, culture, and sustainable tourism in this vibrant region.

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