LINGUISTICS LANSCAPE IN BERINGKIT PUBLIC MARKET

I Gusti Bagus Wahyu Nugraha Putra[1], I Dewa Ayu Devi Maharani Santika[2]
Universitas Mahasaraswati Denpasar, Jalan Kamboja no 11A, Denpasar
Correspondence Email : wahyunugraha@unmas.ac.id

Abstract
This research discusses about the presence of Linguistic Landscape in Beringkit Public Market. Linguistic Landscape concerned with the use of textual language displayed in public spaces. Formatted languages include the use of language on various signs and the focus of Linguistic Landscape studies does not focus on just one language, but bilingualism or multilingualism. Beringkit Public Market is one of the traditional market located at Kebo Iwa Street, Mengwi subdistrict, Badung Regency, Bali Province. Descriptive Qualitative method was applied in this research in other to analyze the data. The data were collected through direct observation with photographic technique. As the result, it was found that 39 signs consider as the representation of advertising signs based on the function and usefulness. In term of the language use 39 signs (65%) are in Indonesian.

Keywords*: sign, landscape, beringkit market*

Abstrak
Penelitian ini membahas tentang keberadaan Lanskap Linguistik di Pasar Umum Beringkit. Lanskap Linguistik berkaitan dengan penggunaan bahasa tekstual yang ditampilkan di ruang publik. Bahasa yang diformat meliputi penggunaan bahasa pada berbagai tanda dan fokus studi Lanskap Linguistik tidak berfokus hanya pada satu bahasa, tetapi bilingualism atau multilingualisme. Pasar Umum Beringkit adalah salah satu pasar tradisional yang terletak di Jalan Kebo Iwa, Kecamatan Mengwi, Kabupaten Badung, Provinsi Bali. Metode diskriptif kualitatif diterapkan dalam penelitian ini dalam menganalisis data. Data dikumpulkan melalui pengamatan langsung dengan teknik fotografi. Hasilnya, ditemukan bahwa 39 tanda dianggap sebagai representasi tanda iklan berdasarkan fungsi dan kegunaannya. Dalam hal penggunaan bahasa 39 tanda (65%) dalam bahasa Indonesia.

Kata kunci*:tanda, lanskap, pasar beringkit*

Introduction

Linguistic landscape is a representation of the use of language (in images) in the public sphere (Widiyanto, 2019: 255). Signs that appear in public spaces can be analyzed in the field of Linguistic landscape research. This is in line with Gorter and Cenoz (2006:2), that mention LL studies are seen as a subfield of sociolinguistics and applied linguistics concerned with written forms of language in the public sphere, especially in multilingual contexts (Coulmas, 2009:14). The importance of this research is to know the function and usefulness of outdoor signs in Beringkit Public Market. Nevertheless, the language used the visitors can be recognized.

Beringkit Public Market is a public market located at Kebo Iwa Street, Mengwi subdistrict, Badung Regency, Bali Province. This market was originally an animal market that was originally only opened twice a week, every Wednesday and Sunday. However, along with the development of time some other needs are also provided such as food stalls, clothing stores, banks and plant sales. Since 2019 this market is open 4 times a week, namely on Tuesdays, Wednesdays, Saturdays and Sundays from 04.00 AM - 04.00 PM local time. (www.tribunnews.com). Based on the observation, the visitors ware faced by the gate required electric parking system when entering this market (figure 1). At the north side, it is the location for cow sale. This area completes with scale in other to weight the livestock. Food stall, clothing and Bank are located at the main building of this market.

Figure 1. Beringkit Public Place
Source: https://bali.tribunnews.com

The aims of this research are to identify the presence of Linguistic Landscape in term of the function and usefulness, and language use in outdoor signs. Many researches related to this field have been conducted by the previous researcher and used as the reverence of this study, namely Jayanti (2019) who conducted research about Indonesian language use of Linguistic Landscape in Yogyakarta International Airport. She found that English is dominant in public place. Widianto (2019: 255-262) who conducted research in Radya Pustaka Museum found monolingual, bilingual and multilingual used to share the information about the historical relics in the museum. Moreover, Mulyawan (2019) stated that the presence of outdoor signs of every place, region or territory are highly depends on the status or development of the place. The presence of outdoors signs indicates the characteristic of the place as well.

As one of the traditional markets, Beringkit Public Market certainly has attractive outdoor signs since its characteristic as public market which can attract many people to visit this place. Therefore, it is interested to analyse the outdoor signs of this market especially from these two fields such as the function and usefulness, and the language use of the outdoor signs contained in the area. In other to gain deeply information of these fields, the study of Linguistics Landscape is needed to reveal the phenomenon and gain the answers from studies that want to be analysed in depth. Linguistic Landscape is a relatively new study that deals with the contents and written linguistics facts that exist in an area, place, or social space.

Method

In this research, qualitative descriptive methods were applied. Data were in the form of photographic evidence (photos) of outdoor signs found in the area of Beringkit Public Market, Badung Regency, Bali which was taken on Saturday, October 04, 2021 by using a mobile phone camera. Each sign was taken as much as one shot. If the image was not good (blurred), the shooting was repeated until getting a clear picture. The results of the picture shots were then collected for analysis. The analysis stage began by grouping the data that has been collected, then filtering and sorting data based on function and usability, and language usage in accordance with the theory

Result and Discussion

Linguistic landscape study was first introduced by Landry and Bourhis. As stated by Landry and Bourhis (1997: 25) that languages in public places, street names, buildings, shopping malls and other linguistic data can be done by using linguistic landscape. They limit linguistic landscape in its short version as the seismicity and visibility of language to commercial and public signs in certain regions. Gorter (2006) also states that the Linguistic Landscape is concerned with the use of textual language displayed in public spaces. Formatted languages include the use of language on various signs. he also stated that the focus of Linguistic Landscape studies does not focus on just one language, but bilingualism or multilingualism. Pavlenco (2010: 15) states that the research of Linguistic Landscape investigated the written language use in Public area. Furthermore, Spolsky and Cooper (1991) stated that there are eight taxonomy to be used as Linguistic Landscape research data based on function and usefulness, namely 1) street signs, 2) advertising signs, 3) warnings and prohibitions, 4) building names, 5) information signs, 6) commemorative plaques, 7) graffiti objects, and 8) graffiti.

Result

In this part, the finding of outdoor signs found in Beringkit Public Market is discussed in term of the function and usefulness, and language use. 60 data samples of outdoor signs were found in this market. Based on the taxonomy proposed by Spolsky and Cooper (1991), the function and usefulness of outdoor signs were identified as 1) street signs, 2) advertising signs, 3) warnings and prohibitions, 4) building names, and 5) information signs (instructions, opening hours). The following is a tabulation of the function and usefulness of outdoor sign found.

Table 1. The Function and Usefulness in Outdoor Signs

No	Function and Usefulness	Frequency	%
1	Street signs	5	8%
2	Advertising signs	39	65%
3	Warning and Prohibitions	3	5%

4	Building names	1	2%
5	Information signs	13	22%
	Total	**60**	**100%**

Based on the table above, it can be explained that 5 outdoor signs or 8% identified as Street signs, 39 or 65% as advertising signs, this type is the most found in this research, then followed by warnings and prohibitions with 3 or 5%, building names was only 1 or 2%, this type is the least found. The last sign is the information sign with13 or 22% found. Based on the findings, advertising signs are the most dominant found in this market because the place is considered as a public market where the outdoor signs functioned as advertisements is needed to attract the customer. The examples of outdoor signs in term of the function and usefulness can be seen below.

Figure 3. The examples of advertising signs

It can be seen clearly that on figure 3 representing an advertisement sign. On the left, the advertisement describes about how the costumer will get the loan form one famous bank in Bali (Bank BPD Bali). It also appears the website where the costumer will get more information and several number of contact persons that they can call if they are interested in this offer. On the right side, it is offering a personal therapy for the visitors. It shows the type of therapy and the price as well. This will help the visitors get more information about the offering. The advertisement also fills with the contact

person like in the previous one and both of them has function to attract the visitors to take the offering. Moreover, in this public market, it did not only find advertising signs, the others sing found as well and it can be explained below.

Figure 4. The Examples of Information Signs

Based on figure 4 above, It can be seen clearly both signs express the information about something. On the left sign, it gives information about how visitors can get the ticket to enter the market. The its information, the price and due date appear on the sign as well. Meanwhile, the sign on the left inform about the owner of the area/land in the market. In contrast with figure 5 below.

Figure 5. The examples of street signs

Based on the signs above, it can be seen clearly both are expressing the street sign. On the left sign, it directed the vehicle where it should enter the Beringkit Public Market. Meanwhile, the right sign directed the way where the vehicle should go when it takes out.

On the analysis of language use, there are three languages used in outdoor signs in Beringkit Public Market, such as Indonesian, Balinese and English. Besides monolingual, the outdoor signs also appeared in bilingual, such as Indonesian-English, Indonesian-Balinese and multilingual, such as Indonesian-Balinese-English The tabulation of language use can be described below.

Table 2. Language Use in Outdoor Signs

No	Language Use	Frequency	%
1	Monolingual-Indonesian	39	65%
2	Monolingual-Balinese	1	2%
3	Monolingual-English	3	5%
4	Bilingual-Indonesian and English	14	23%
5	Bilingual-Indonesian and Balinese	2	3%
6	Multilingual-Indonesian, Balinese and English	1	2%
	Total	**60**	**100%**

Based on the data above, there are six types of language use of outdoor signs found in Beringkit Public Market. There are 36 outdoor signs or 65% found using Indonesian (monolingual), only 1 or 2% using Balinese as well as mixed Indonesian, Balinese and English (multilingual), 3 or 5% using English, 14 or 23% using mixed Indonesian and English and lastly, there are 2 outdoor signs or 3% using a mixed Indonesian and Balinese. From the explanation of the data, it can be seen that the use of Indonesian is the most dominance rather than other language. These facts indicate that the use of local and international language is not represented as the host of language in Beringkit Public Market. The representation of 65% Indonesian indicate that the visitor or society is not multilingual. So that, the use of national languages (Indonesian) is very appropriate to be used in outdoor signs in this area. Moreover, the example data of language use can be seen in figure 5,6,7 below.

Figure 6. The Examples of monolingual signs

In term of the language, the advertainments in figure 6. used monolingual signs. It can be seen clearly that the text is written in Indonesian language on the left advertainment, then in Balinese in the middle and the last on the right side, it is in English. The sign with Indonesian language aims to inform public or people that come to Beringkit Market. The visitors that come are not just local, Balinese people, but also, other people that do not speak Balinese. Meanwhile, in the middle sign, the Balinese word '*sukla*' is used with the aim the information received by the local, Balinese people. Signs that are using Balinese often seen in this market, because specifically the signs are trying to announce those who come to Beringkit market that this area is in Bali. Despite the local visitors, other visitors might find the signs in Balinese are interesting and unique. This is also found by Mauliddian, Nurhayani, Hamamah (2022) when investigated the signs in public area in Probolinggo that are using Kawi language. One of the reason using Kawi language is because it is interesting and unique. Thus, each of the advertisement is written in one language. The last signs above are in English. This is because the first one is a tagline of a company that provides internet service and the other one is one of colloquial about technology special terms spoken by people nowdays.

Those signs above are different from figure 7, both are written in different language. The data can be seen below.

Figure 7. The Examples of Bilingual Signs

On the left sign, English is used as well as Bahasa. It can be seen from the name of the shop, the word "TOYS" represents the English Language and the words "*Mainan anak* (kid toy), *boneka* (doll)" represent Indonesian Language (Bahasa). It is similar to the left one, however, the language used is Indonesian language (Bahasa) and Balinese, the word *Margi* is originally Balinese and it mixes with Indonesian language (Bahasa) as in "*Pengerajin…besi* (iron craftman) & *membuat …* (make)". Thus, the advertisements in figure 7 contain Bilingual signs and they are different with figure 8, where all of them contain multilingual signs. The data can be seen below.
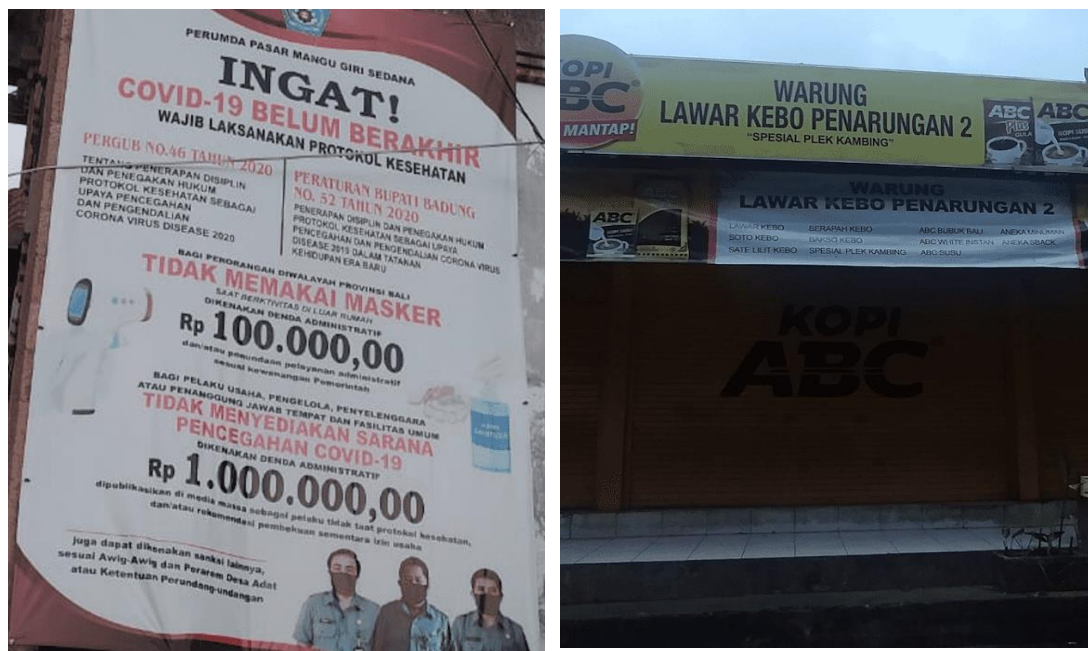

Figure 8. The Examples of Multilingual Signs

It is clear that both advertainments in figure 8 contain English, Indonesian Language (Bahasa), and Balinese. The words "Corona Virus Disease (on the left) and White Instant (on the right)" represent English, then the words "*awig-awig, perarem*

(on the left) and *lawar, kebo* (on the right)" represent Balinese, and the rest is written in Bahasa. Thus, the advertisements in figure 8 can be identified as multilingual Sign due to containing more than 2 languages. This shows that there is an interest in providing information targeting various levels of society, local, domestic and foreign tourists visiting this place. The visit will help increasing the economy of people in Beringkit Market. This is in line with what have found by Sahril, Harahap, dan Hermanto (2019) on their research about linguistics landscape in Medan. They found different usage of language for a sign can reflect the authority, status and economic importance from the language in Medan City. Multilingual-based signs tend to embed English as one of the languages used, not only in big cities and provincial capitals but even to villages (Kusumaningsih, Sudiatmi, dan Muryati, 2013).

Conclusion

Based on the discussion, it can be concluded that only five types of outdoor signs found in Beringkit Public Market based on the function and usefulness, namely 1) street signs, 2) advertising signs, 3) warnings and prohibitions, 4) building names, and 5) information signs (instructions, opening hours). Advertising signs are the dominance due to the characteristic of the place as public market. As for the language use, the representation of 65% Indonesian show that the national language as the host of language in this area. So that, the society who visit this market is not in multilingual.

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