



The Linguistic Landscape of Pentingsari Tourism Village in Yogyakarta: Code Switching and Multilingualism

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ABSTRACT

The linguistic landscape, defined as the visibility and representation of languages in public spaces, serves as a mirror reflecting societal multilingualism and cultural dynamics. This study delves into the intricate interplay of language and society within a tourism village landscape of Pentingsari in Yogyakarta. It employed qualitative methods including ethnographic observation, document analysis, and interviews to decipher the layers of meaning embedded in the linguistic landscape. Ethnographic observation involved systematic documentation of linguistic elements encountered in public spaces, including signs, advertisements, and graffiti. Document analysis further scrutinized the textual and visual features of these linguistic artifacts, identifying patterns and themes within the linguistic landscape of the village. It found out that the linguistic landscape of Pentingsari Tourism Village was characterized by multilingual and codeswitching phenomena, which were evidenced by the utilization of various languages, including Indonesian, Javanese, Arabic, and English. In addition, it also showed that the phenomena were not primarily due to its status as a tourism village, but rather, it served the needs of the local community.

Keywords: linguistic landscape, multilingualism, village tourism

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1. INTRODUCTION

Pentingsari tourism village in Yogyakarta has experienced a significant rise in tourist numbers of visit, leading to a growing importance of signage and name boards, advertisements and the like within the village. In other words, this increase in number of visitors has prompted changes in the linguistic landscape as well. Street signs, shop names, advertisements, and graffiti have become more prevalent around Pentingsari tourism village, reflecting the evolving socio-cultural environment. Interestingly, public spaces now bear linguistic markers that resonate with the community's social fabric, a transformation that was initially unforeseen by the villagers.

The linguistic landscape within the context of tourism represents a rich and multifaceted field of study that intersects linguistics, tourism studies, and cultural geography. The existing literature on the linguistic landscape in tourism, focuses on its conceptualizations, methodologies, and implications for destination branding, cultural representation, and visitor experiences.

The concept of the linguistic landscape in tourism refers to the visible and audible manifestations of language within tourist destinations, encompassing signage, advertising, placenames, and linguistic interactions encountered by visitors (Shohamy & Gorter, 2009). From multilingual street signs in urban tourist hubs to indigenous language displays in cultural heritage sites, the linguistic landscape shapes tourists' perceptions of place and contributes to the construction of destination identity (Blackwood & Lanza, 2018). Moreover, the linguistic landscape serves as a reflection of the sociolinguistic complexity and cultural diversity of tourist destinations, offering insights into language contact, language policy, and intercultural communication dynamics (Landry & Bourhis, 1997).

The linguistic landscape of tourism villages is indeed a fascinating and multifaceted reflection of the local dynamics encompassing culture, history, and politics. Sholikhah, Kholifah, & Wardani, (2020) and Lu (2020) shed light on this complexity, emphasizing the multilingual nature of these landscapes. Various languages are employed for diverse purposes, ranging from expressing cultural identity to facilitating information dissemination. However, Azyyati (2023) and Savitri, Nuswantara, & Ratu (2022) bring attention to the impact of top-down tourism strategies, which can sometimes result in the dominance of specific languages like Indonesian and English within these landscapes. Language dominance and variety also shown in tourism facilities name of a tourism village (Rastitiati, Suprastayasa, & Susianti, 2023)

Despite these challenges, Savitri, Nuswantara, & Ratu (2022) argues that incorporating local languages in signage and building names remains crucial. Such practices not only preserve the authentic values and culture of the community but also contribute to a more inclusive and representative linguistic landscape. By acknowledging and embracing linguistic diversity, tourism villages can enhance their appeal to visitors while maintaining their unique cultural heritage.

The linguistic landscape plays a crucial role in destination branding and cultural representation, influencing tourists' perceptions of authenticity, hospitality, and inclusivity. Language choice in signage, advertising, and promotional materials shapes the image of a destination and communicates cultural meanings to visitors (Coulmas, 2009). Moreover, the representation of minority languages and indigenous dialects in the linguistic landscape contributes to the recognition and valorization of linguistic diversity, fostering intercultural dialogue and respect for local heritage (Pietikäinen & Kelly-Holmes, 2013). Conversely, mismatches between tourists' language expectations and linguistic provision may lead to feelings of alienation, frustration, and cultural misunderstanding, highlighting the importance of aligning linguistic practices with visitor preferences (Cenoz & Gorter, 2011).

Tourists' interactions with the linguistic landscape shape their experiences and perceptions of destination authenticity, sociability, and linguistic hospitality. Multilingual signage and linguistic accommodation strategies enhance tourists'

sense of belonging and facilitate communication in unfamiliar environments (Carr, 2019). Additionally, linguistic encounters with local residents, service providers, and fellow travelers contribute to intercultural learning and the negotiation of cultural meanings (Stroud & Mpendukana, 2020). However, language barriers and communication breakdowns may also pose challenges to tourist satisfaction and cultural immersion, underscoring the need for linguistic support services and intercultural training initiatives (Piller, 2016). This study therefore aims to construct a nuanced understanding of the linguistic landscape in Pentingsari Tourism Village.

2. METHOD

Research methodologies employed in the study was qualitative approach. Ethnographic observation, photo elicitation, and textual analysis are commonly used methods to document and analyze linguistic elements encountered by tourists during their journeys (Ben-Rafael et al., 2006). Furthermore, multimodal analysis has emerged as a fruitful methodological approach, allowing researchers to examine not only linguistic texts but also the visual, spatial, and sensory dimensions of the tourist experience (Jaworski & Thurlow, 2010).

This research adopts a qualitative approach, combining ethnographic observation, document analysis, and interviews to investigate the linguistic landscape of Pentingsari Tourist Village. Ethnographic observation involve systematic documentation of linguistic elements encountered in public spaces, including signs, advertisements, and graffiti. Document analysis further scrutinize the textual and visual features of these linguistic artifacts, identifying patterns and themes within the linguistic landscape. Additionally, semi-structured interviews with visitors provide insights into their perceptions and experiences of the linguistic landscape. Through triangulation of these data sources, this study aims to construct a nuanced understanding of the linguistic landscape in Pentingsari Tourist Village.

3. RESULT AND DISCUSSION

3.1 Results

In order to comprehensively analyze the linguistic landscape of Pentingsari tourism village and to gain insights into the distribution of languages across the research sites, we first conducted an analysis of 28 linguistic signs that were photographed. This analysis focused on identifying the number and types of languages present on each sign, providing a foundational understanding of the multilingual dynamics within the village's environment. By examining these linguistic markers, we aimed to uncover patterns of language use and representation, contributing to a broader understanding of the sociolinguistic context of the area.

The collected data consist of 28 signs in Pentingsari tourism village which can be catagorized into nine types of language used. These signs encompass a variety of communication purposes, ranging from conveying essential information like assembly points to promoting homestay names and serving as appeals or advertisements. The following table delineates the different language types employed across these signs.

Table1
Types of Language Used in Pentingsari Tourism Village

No	Types of Language	Total	Percentage
1.	Indonesian	9	32.1
2.	Javanese	3	10.7
3.	English	1	3.6
5.	Indonesian-Arabic	7	25
6.	Indonesian-English	3	10.7
7.	English-Java	1	3.6
8.	Indonesian-Arabic-Java	1	3.6
9.	Indonesian-Arabic-English	2	7.1
Total		28	100

Source: Author

The provided table offers a comprehensive view of the linguistic landscape within Pentingsari Tourist Village, detailing the types and frequency of languages used in signage. Indonesian emerges as the predominant language, with nine instances, likely serving as the primary mode of communication within the village. It is because Indonesian is a national language that must be used in all regions of Indonesia. Javanese follows with three signs, indicating its significance as a secondary language. English appears sparingly, featured only once, possibly to accommodate tourists or facilitate international communication. Bilingual signage is prevalent, with seven signs displaying both Indonesian and Arabic, reflecting a cultural and linguistic diversity within the village. Additionally, trilingual signs are observed, such as those incorporating Indonesian, Arabic, and English, suggesting an effort to cater to a broad audience. This linguistic diversity underscores the village's inclusive approach to communication, catering to both local residents and visitors from diverse cultural backgrounds. Overall, the table paints a picture of Pentingsari as a vibrant and multicultural community, where signage reflects the richness of its linguistic heritage.

3.2 Discussion

3.2.1 Multilingualism

The linguistic choices in Pentingsari Tourism Village reflect a nuanced blend of cultural, geographical, and practical considerations. The utilization of local Javanese stems from the village's geographical location within the heart of Java, where the Javanese language holds sway. Indonesian, the national language of Indonesia, finds its place in Pentingsari as a means of communication within the broader Indonesian context. Arabic emerges as a significant language due to its intimate connection with the religious beliefs prevalent among the community in Pentingsari. Lastly, English serves as a tool for precision and clarity in describing various situations and objects, emphasizing its functional role within this diverse linguistic tapestry.

The multilingual phenomenon is evident in the Linguistic Landscape of Pentingsari Tourism Village, showcasing the utilization of various languages on signage. Among these languages are Javanese, Indonesian, Arabic, and English, which are employed in various modes, including monolingually, bilingually, or multilingually. The figures below illustrate the diverse modes of the languages.



A sign in Javanese



A sign in Indonesian and Arabian



Signs in Indonesia, English and Javanese



A sign in English and Indonesian

Figure 3.1 Signs in Pentingsari

Source: Author's Pictures

3.2.2 Code Switching

Different from internationally visited tourism village like Pantai Melasti (Suprastayasa & Rastitiati 2023) the multilingual environment in Pentingsari isn't solely attributable to its status as a tourism village; rather, it's deeply rooted within the local community. This linguistic diversity is exemplified by the sporadic use of English. Table 3.1 illustrates that English usage is infrequent. Furthermore, the English terms employed, such as "welcome," "camp," and "camping ground," resonate more with the village's inhabitants and local Indonesian visitors, underscoring the community-centric nature of this multilingualism. The other foreign language, Arabic, is also used, not because Pentingsari is a tourism village that receive tourists visit from Arab but it is more likely because of the community religious belief in which Arabic is the language of their holy scripture. Arabic words such as "Ramadhan," "shalat," "iti'kap," "adzan," and "magrib" are incorporated not with the intention of providing information to tourists from the Middle East or Arabic-speaking visitors, but rather due to their significant association with the religious beliefs of the villagers, who predominantly adhere to Islam.

In Linguistic Landscape, the phenomenon of "code-switching" may occur, a term coined by Sebba (2010) to describe the alternation between two or more linguistic varieties within a single stretch of discourse. In Pentingsari Tourism Village, this phenomenon has also been noted, albeit infrequently. For instance, phrases such as "**base camp/sewa atv**" (English to Indonesia) and "**menyimak kajian Islam online**" (Indonesia to English), "**Ramadhan ora muno**" (Arabic to Javanese) demonstrate instances of code-switching, as depicted in the aforementioned figure. The primary objective behind employing code-switching in

this context is to enhance the comprehensibility of the message, leveraging familiarity with visitors

In addition to code-switching, another intriguing phenomenon commonly observed in the linguistic landscape involves the implementation of "top-down or bottom-up" approaches or policies (Rafael et al., 2006). In the top-down approach, signage is determined by governmental or public institutions, whereas in the bottom-up approach, signage is provided by individuals or private sectors. In Pentingsari, this phenomenon is evident as the signs, particularly those indicating homestays, are mandated by the village authority (figure below). The phenomenon of top-down support aligns with the research findings highlighted by Azyyati (2023) regarding tourism villages in Cisaat, Indonesia.



Figure 3.2

Signs of homestay which is in uniformity

Figure 3.2 illustrates homestay signage in uniformity. It seems that the design as well as the signages themselves are supplied by the authority whether the village leader or the Village Tourism Awareness Group and supported by a bank, evident in similar design and the consistent headings such as "Desa Wisata Pentingsari" and uniform font for "Homestay." The only difference lies in the names of the homestay owners. This uniformity not only enhances visual appeal but also signifies that the homestays fall under the control of Pentingsari Tourist Village, portraying a sense of organization and authority. Based on Azyyati (2023) investigation at Cisaat tourism village, such uniformity in linguistic landscape indicates the top-down tourism approach.

Upon observing the Linguistic Landscape of Pentingsari, it becomes evident that this tourist village could benefit from enhancing its signage to cater more effectively to visitors. This includes providing directional information, labeling buildings, indicating meeting venues, and other pertinent details. Given its status as a tourism destination, it is imperative that all signage is presented in English, following the national language of Indonesian or the local Javanese, to accommodate international visitors.

4. CONCLUSION

The linguistic landscape of Pentingsari Tourism Village is characterized by a multilingual phenomenon, which is evidenced by the utilization of various languages, including Indonesian, Javanese, Arabic, and English. It is not primarily due to its status as a tourism site; but it is also to serve the needs of the local

community. Intriguing occurrences such as "code-switching" is observed within the village. The use of homestay signages that are similar shows the "top-down" approach in some ways - at least in homestay signage design - of the development of village tourism. Being a tourism village visited by many people, it seems that there is a notable need for more signage to reinforce Pentingsari's identity and to adequately address the information requirements of both local and international visitors. This case study only analyzes the linguistic landscape of one tourism village with limited number of data, more studies need to be done to investigate varieties of cases of linguistic landscape in different villages.

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