



Multilingual Signs: The Linguistic Landscape in Nusa Dua Tourist Area, Bali

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ABSTRACT

This research aimed at finding out and describing the profile of linguistic landscape, namely the language used in the informational signs in Nusa Dua, Bali tourist destination. This research was a qualitative in nature through describing the language used in Nusa Dua, Bali tourist destination. The data was obtained by means of a handphone camera, and 116 visual pictures (signs) were collected. The data of the informational signs were grouped into 13 types; the most signs (33,62%) was the signs of maps or traffic and the least sign was the signs of warning (0,86%). In terms of language used on the signs, the results showed that there were 8 (eight) variations in the linguistic landscape in Nusa Dua, Bali tourist destination. The eight variations were: 1) Indonesian (12,93%), 2) English (41,37%), 3) bilingual Indonesian and English (12,06%), 4) bilingual English and Indonesian (18,10%), 5) bilingual Balinese and English (12,93%), 6) multilingual Balinese, Indonesian, and English (0,86%), 7) multilingual Japanese, English, Chinese, and Korean (0,86%), and 8) multilingual Balinese, English, Japanese, Chinese, Russian, Hindi, Jerman, Korean, Indonesia and French (0,86%). The results indicated that multilingual signs were the marker of the linguistic landscape in Nusa Dua, Bali tourist destination.

Keywords: *linguistic landscape, language use, tourist destination, multilingual signs*

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1. INTRODUCTION

Nusa Dua tourist area in Bali has been famous among both domestic and international tourists. The destination which is managed by PT ITDC (Indonesia Tourism Development Corporation) has a number of natural tourist attractions such as golden sandy beaches, water blow, and two small islands called Peninsula. Other than the natural attractions, it has also artificial tourist attractions such as Devdan (dance performance) and Nusa Dua Festival which is held annually.

This tourist area is also known for its luxurious tourist site because it is home to a number of five-star hotels and villas with premium facilities. In addition to hotels, there are also international public facilities, such as hospital, shopping centers, food courts and restaurants, and world-class meeting venues, namely Bali International Convention Centre (BICC) and Nusa Dua Bali Convention Centre (BNDCC).

Being a tourist destination, Nusa Dua, Bali is a public zone which can be accessed by anyone (Carmona, 2003). People, in this case tourists are free to go in and doing various activities, like staying in hotels, dining in restaurants, having treatment at BIMC hospitals, enjoying water sports, jogging in the Peninsula area, sight-seeing or making transactions in shopping centers. As a public space, of course, there are various information written on the signs, such as the signs of accommodations, signs of restaurants, signs of museum, and signs of offices, and signs of shopping centers. Beside those signs, there are also various information which can be categorized as the signs of appeals, warnings and prohibitions.

Information on the signs are conveyed through language text (written language). For the territory of Indonesia, the use of language in public spaces has been stipulated in the Law of the Republic of Indonesia number 24 of 2009 (articles 36-38) concerning the flag, language and national emblem as well as the national anthem). In the articles it is explained that Indonesian language must be used, and can be accompanied by regional (local) languages and foreign languages, as needed. For the Province of Bali, the use of language in public spaces should also refer to Governor Regulation No. 80 of 2018, concerning the Protection and Use of Balinese Language, Characters and Literature and the Implementation of The Balinese Language Month. In article 6 it is stated that Balinese characters must be placed above Latin letters in the writing of names: a). places of worship of Hindus, b). customary institutions, c). building inauguration inscription, d). building, e). government institutions, f). private institutions, g). road, h). tourism facilities, and g). other public facilities (Rastitiati, 2021)

As a tourist destination located in the territory of Indonesia, the management and the private parties must have used Indonesian as the state language in the Nusa Dua tourist destination. Beside Indonesian, English as an international language is absolutely used to accommodate the information needs of tourists from various countries. In addition to English, other foreign languages can also be used. Furthermore, if we refer to the Governor's regulation mentioned above, Balinese characters must also be used in order to preserve Bali's cultural heritage which can also be a special attraction for tourists.

The phenomenon of the language used in public spaces such as in the Nusa Dua tourist destination is named Linguistic Landscape (LL). The term of LL was first stated by Landry and Bourhis to refer to the study of any public signs (Huebner, 2016; Mulyawan, 2019). They also stated that LL is the visibility and salience of languages on public and commercial signs in a given territory. This statement implies that the LL refers to the public road signs, advertising billboards, street names, place names and commercial shop signs. (Landry and Bourhis, in Gorter and Cenoz, 2007). The study of LL has been developed both intensively and extensively by many experts, as to explore deeply about it, especially its relationship to other aspects, such as culture, social psychology, semiotic, language policy and education (Puzey, 2016).

A number of studies on LL have been conducted in Bali with different research locus, but there has been no research in Nusa Dua tourist area. Three studies were conducted by Mulyawan (2019) which were in the tourist destinations of Kuta and Ubud. First, the research entitled "Linguistic Landscape: Commercial Outdoor sign in Kuta Bali" in 2017. Second, a study entitled "Glocalization of Balinese Language as outdoor sign in Kuta Customary Village, Bali" in 2017. Third, is a study entitled "Impact of Tourism on Vernacular Outdoor Signs in Ubud, Bali, Indonesia, in 2019. Wulansari (2020) studied the multilingual signs on signboards in public space. She used wide range of data such as: shopping centers, tourist destinations, restaurants and places of worship.

Referring to information about researches on LL that have been conducted in Bali, and especially in the tourist destinations of Kuta and Ubud, it is also interesting to investigate LL in the Nusa Dua tourist area, to enrich the horizon of information about LL profiles in tourist destinations. The study, therefore, seek to understand the Linguistic

Landscape in this internationally visited tourist area focusing on the language used in the informational signs in Nusa Dua tourist destination.

2. METHOD

This study is a qualitative in nature by describing the languages used in Nusa Dua tourist destination, which is managed by ITDC. The study was conducted from September to October 2021. The data of the study were in the form of languages used which were written on the informational signs. The data collection was done by capturing images (signs) by a handphone camera. The data collected were then grouped based on the kinds of languages used on each of the sign. Lastly, the data were described based on the LL theory.

3. RESULT AND DISCUSSION

3.1 Data Description

Based on the data collected, there are 116 images (signs) on which the language is written. The signs can be categorized into 13 types as shown in the table below:

Table 1: Type of Informational Signs

No.	Types	Total	Percentage (%)
1.	Signs of Maps and Traffics	39	33,62
2.	Signs of Accommodations (Hotels,Villas)	17	14,65
3.	Signs of Restaurants, Cafe, and Food Courts	29	26,72
4.	Signs of Shopping Centers and Stores	10	8,62
5.	Signs of Hospital	2	1,72
6.	Sgns of Offices	2	1,72
7.	Signs of Art Venues	2	1,72
8.	Signs of Meeting Venues	2	1,72
9.	Signs of Museum	2	1,72
10.	Signs of Spa	2	1,72
11.	Signs of Appeals	5	4,31
12.	Signs of Warning	1	0,86
13.	Signs of Prohibitions	3	2,59
Total		116	100

Table 1 shows that the signs of maps and traffics are the most signs, with the total of 39 (33.62 %), while the least is the sign of warning which is only 1 (0,86 %). The most signs of maps and traffics are managed by the ITDC as the management of Nusa Dua, Bali tourist destination. This data indicates that management provides effort to meet public needs of information.

In terms of the language used on the signs, there are 8 variations found as shown in the following table.

Table 2: The Language Used in The Informational Signs

No	Language of the signs	Total	Percentage
1.	Indonesian	15	12,93
2.	English	48	41,38
3.	Indonesian-English	14	12,07
4.	English-Indonesian	21	18,10
5.	Balinese-English	15	12,93
6.	Balinese-Indonesian-English	1	0,86
7.	Javanese-English-Chinese-Korean	1	0,86

8.	Balinese, Indonesian, English, Chinese, Russian, Japanese, Korea, Hindi, Ducth, and French	1	0,86
Total		116	100

3.2 Discussion

As shown in table 2, in terms of language used, there are 8 variations found in LL in Nusa Dua tourist destination, which are described as the following.

1) Indonesian

The use of monolingual Indonesian on the LL in the Nusa Dua tourist destination is quite few, that is only on 15 signs (12,53 %). Indonesian only found on information board about *Sapta Pesona* (Seven Charms), maps/traffic signs and appeals. This small percentage of Indonesian is logically acceptable. This is the case, because Nusa Dua is an international tourist area, visited by guests from various countries, who most likely do not understand about Indonesian. The use of monolingual Indonesian in this tourist destination should be equipped with English as a tool to provide information (communication tools) for guests from abroad.



Picture 1. Indonesian in the sign of Appeal

2) English

In addition to Indonesian used monolingually, there is also the use of English monolingually. English is used dominantly in Nusa Dua tourist destination, that is 41,37 %. The use of English is found on the name plates of shopping centers, namely "Sogo" and "Bali Collection", hospital's sign and traffic signs. The dominant use of English is certainly based on the reason that Nusa Dua is a tourist destination that is frequently visited by foreign guests. However, if we refer to the Indonesian Law Number 24 of 2009 concerning the use of language in public spaces, the use of English alone is a violation of the Law. Eventhough in the international tourism area, the use of Indonesian should be put on priority, that is written on the top of other languages.



Picture 2. English in sign of Office

3) Indonesian and English

The use of bilingual Indonesian and English where English is the translation of the Indonesian, is also found the Nusa Dua tourist destination. There are 14 signs (12,06 %) which use this variation, such as the sign about assembly points, signs of maps and traffics, signs of appeal, and sign of warning. In term of positional configuration, Indonesia is written on English which is in accordance with the Indonesian Law that regulates the use of languages in public spaces within the territory of Indonesia. This sign is the right model for using language in public space in Indonesia.



Picture 3. Bilingual Indonesian-English in the sign of maps

4) English and Indonesian

The variety of English and Indonesian means that English was placed or written on Indonesian in terms of positional configuration. There are 21 (18,10 %) signs use this variety. The bilingual of English and Indonesian can be a translation between the two languages or not a translation of the two, as shown in the figures below. The use of English and Indonesian is found on the signs of prohibition and sign of appeal. As outlined earlier, writing English above Indonesian certainly violates the applicable Law. However, based on the interview with the restaurant staff, it is found out that they were lack of information about the use of languages on public space which has been stipulated by The Indonesian Law. They used the combination of English and Indonesian just to fulfil information needs of both the international and domestic tourists/ visitors.



Picture 4&5 Bilingual English and Indonesian on the sign of prohibition

5) Balinese and English

The phenomenon of using bilingual Balinese (Balinese characters) and English which is a translation between the two languages is also found in the tourist destination of Nusa Dua. The number of signs using this variety is 15 (12,93 %) signs which include the signs of accommodations, the signs of hospital, the signs of art venue, and the signs of spa. Balinese characters are written on Indonesian, which certainly violates the Indonesian Law that apply in this country regarding the use of language in public spaces. Based on interview to the hotel and hospital staff, the use of Balinese on the signs is because of the Bali Governor Regulation No. 80 Of 2018 which determines the use of Balinese characters on the name of buildings.



Picture 5. Bilingual Balinese-English on the sign of hotel

6) Balinese, Indonesian and English.

In addition to bilingual phenomena, multilingualism was also found in the linguistic landscape in this tourist area. This multilingual use consists of Balinese (Balinese characters), Indonesian and English. The use of the three languages is found only 1 (0,86 %), namely on sign of map (the information board where to wash hands). On this sign Balinese characters are written on the top, Indonesian below it, and English is at the bottom. The writing of Balinese characters on the top is an implementation of the Bali Governor's Regulation on the use of the Balinese language on signage in public spaces. If associated with Indonesian Law No. 24 of 2009, the writing of the Balinese language on the top of this order certainly violates the provisions of the legislation.



Picture 6. Multilingual of three languages on the sign of map

7) Japanese, English, Chinese and Korean.

The phenomenon of multilingual use in the Nusa Dua tourist area also includes Japanese, English, Chinese and Korean which is found only 1 (0,86 %). The use of Japanese, Chinese and Korean languages is based on the phenomenon that guests from Japan, China and Korea visit the Nusa Dua area a lot, exceeding the number of guests from other countries. The languages are written in one line, of which Japanese is written first, followed with English, Chinese and Korean. Writing like this certainly violates the provisions of the applicable Law because no Indonesian language is written on the sign. The reason of not writing Indonesian is because of lack knowledge of information of the “must-used” languages in public space.



Picture 7. Multilingual of four languages on the sign of food court (welcoming board)

8) Balinese, Indonesian, English, Chinese, Russian, Japanese, Korea, Hindi, Dutch and French

Another multilingual phenomenon is the use of Balinese, Indonesian, English, Chinese, Russian, Japanese, Korea, Hindi, Dutch and French. This phenomenon is quite unique for ten languages are used on the sign. It is found only 1 (0,86 %), namely the sign of the food court “The BAY” as the previous four languages is found. The BAY uses two signs of welcoming. One uses four languages as shown above, and the rest uses ten languages. The sign with ten languages is to address and respect the visitors of the ten countries. It was explained that visitors from the ten countries quite often visit Nusa Dua area. However, the use of these languages is a violation of the provisions of the Indonesian Law, because Indonesian was written at bottom row with other foreign languages.



Picture 8. Multilingual of ten languages on the sign of food court (The Bay)

It is obvious that LL in Nusa Dua tourist destination is rich with multilingual signs and English is used dominantly. This research findings has strengthen the previous research on LL in Bali (as a tourist destination) done by Wulansari (2020), and LL in Ubud (Mulyawan, 2019). LL in tourist destination is indeed characterised by multilingual signs, so as to fulfill the information needs from visitors. Besides, the existence of multilingual signs can be the wise ways to honor our culture and to respect other nations.

4. CONCLUSION

LL in Nusa Dua tourist destination is marked with the multilingual signs. There are 8 (eight) language variations written in the informational signs which are grouped into 13 types. The eight variations are: 1) Indonesian, 2) English, 3). bilingual Indonesian and English, 4). bilingual English and Indonesian, 5).bilingual Balinese (characters) and English, , 6) multilingual Balinese (character), Indonesian and English, 7) multilingual Japanese, English, Chinese and Korean, 8). multilingual Balinese, English, Japanese, Chinese, Russian, Hindi, Jerman, Korean, Indonesia and French.

The use of foreign languages in LL in Nusa Dua, Bali tourist destination is a natural phenomenon, because a tourist destination is certainly visited by tourists from abroad. The use of foreign languages, especially English which is an international language is to fulfill information need, of tourists from various countries quickly.

However, the use of foreign and regional/local languages must meet the provisions of the prevailing laws and regulations in Indonesia, namely The Republic of Indonesia Law number 24 of 2009. Foreign languages should be written after or under the Indonesian and regional languages. In accordance with this provision, it is recommended that the management of the Nusa Dua tourist destination to order the use of language in LL in Nusa Dua tourist destination accordingly to the Indonesian Law and regulation.

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