LINGUISTIC LANDSCAPE OF OUTDOOR SIGNS IN KUTA MANDALIKA LOMBOK

Sartika Hijriati
Universitas Teknologi Mataram
sartika.hijriati@gmail.com

Abstract

The aims of this study is to identify what types of outdoor signs and the language used that are found in Kuta Mandalika and their percentage based on their types. The focus of this paper is on the linguistic landscapes of Kuta Mandalika as an international tourism destination where the MotoGP 2021 will be held in Lombok. This study comprises a quantitative-qualitative analysis of linguistic landscape in Kuta Mandalika as the research location, particularly Jalan Raya Kuta, Jalan Pariwisata, Jalan Pariwisata Pantai Kuta, Jalan Sawe-Baturiti, Jalan Sengkol, Jalan Beach Walk, and Jalan Mandalika Resort Pantai Putri Nyale. The result shows that Kuta Mandalika as a tourist destination almost has a complete tourism support facilities where most facilities are the 364 hotel/ accommodation (51.27%). The study also found that there are six languages make up the linguistic landscape of Kuta mandalika, as following: 1) English, 2) Indonesian, 3) Sasaknese, 4) Italian, 5) Arabic, and 6) Japanese.

***Keywords**: linguistic landscape, outdoor signs, kuta mandalika*

INTRODUCTION

Kuta Mandalika in Central Lombok, West Nusa Tenggara Province, has become a leading sport tourism destination in Indonesia after numerous international sports activities were centered in the area. Kuta Mandalika is chosen to be research locations because in the past few years, Mandalika has become a venue for various international championships. The events was aimed at introducing the Indonesian island of Lombok as an excellent tourist destination and being boosting its tourism industry in the aftermath of the recent deadly earthquakes that rocked the resort island.

The MotoGP world racing event in 2021 will be held in Mandalika, Lombok, West Nusa Tenggata (NTB). A number of preparations were made by the government and related parties, welcoming this international event. Mandalika MotoGP circuit is

claimed the most beautiful landmark in the world as the construction project of MotoGP Mandalika International Circuit is almost complete. Moreover, Kuta Mandalika is also included in the list of new tourist destinations which are the focus of the government to be developed to the maximum. The Mandalika Circuit is claimed to be the first highway circuit in the world for the MotoGP event.

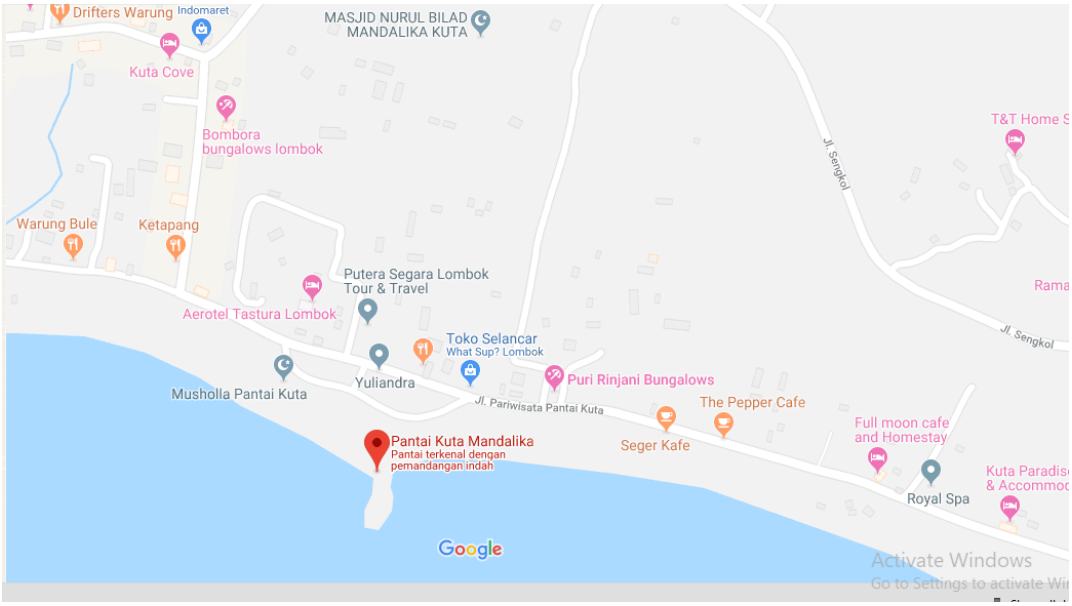


Figure 1. Map of Kuta Mandalika Lombok

Kuta Mandalika needs language to live as tourist destinations. Language is a key instrument to human interaction as a social being. Language is not only spoken but also written; it is not only uttered but it can also be found through gestures and signs as they are written in public places. Kuta Mandalika is getting the impact of current globalization as one of the market and the center of tourist destinations. Therefore, Sasaknese, people of Lombok, are also required to master in foreign languages to control the development of the current era.

Lombok is somewhat similar in size and density, and shares some cultural heritage with the neighboring island of Bali to the west. Lombok is famous of tourist destinations and its culture which is still closely held by the Sasaknese. Thus, many tourists all over the world visit Lombok Island. The increasing number of tourists coming to Lombok has caused many signs, street names, billboards, posters and information boards to be used in various languages in Lombok.

In the process of tourism development, Lombok traditional culture has become a cultural resource economically for both the province of West Nusa Tenggara and Indonesian state government. Tourism was seen as an important source of foreign currency earnings for Indonesia, and Lombok was designated as one of the most important international tourism destinations in Indonesia. Language is a part of culture and it is important to study language as a cultural resource to understand the role of language in one culture and society and the relevance of cultural phenomena in understanding the language.

The problem becomes interesting in terms of language that will be examined using the Linguistic Landscape theory. The study of language in the public space, or what is known as Linguistic Landscape (LL). The focus of this paper is on the linguistic landscape of Kuta Mandalika as one of tourist destination in Lombok. The research location is in Kuta Mandalika, which is located in Kuta sub-district, and the focus is to elicit and identified the presence outdoor signs.

The study of Linguistic Landscape (LL), has become a dynamic area of research in the past decade. According to Ben-Rafael et al (2006:7-30), linguistic landscape is "any sign or announcement located outside or inside a public institution or a private business in a given geographical location". Backhaus (2007) broadly defines a sign as "any piece of written text within a spatially definable frame".

Probably the most popular definition of linguistic landscape is found in the work of Landry and Bourhis (1997:25) who define linguistic landscape as "the language of public road signs, advertising billboards, street names, places names, commercial shop signs, and public sign on government buildings combines to form the LL of a given territory, region, or urban agglomeration".

Ben-Rafael (2009:40–54) also claimed that research on LL is grounded therefore in multiple theories and varied disciplines, such as applied linguistics, sociolinguistics, language policy, literacy studies, sociology, political science, education, art, semiotics, architecture, tourism, critical geography, urban planning and economics. Consequently, research in the field employs methodology grounded in these disciplines using qualitative, quantitative and mixed methods approaches. In the past few years, there has been growing interest in broader definitions of the notion of LL.

It has been argued that LL research should go beyond the varied text types displayed in public spaces of written languages on signs, and include also images, sounds, drawings and movement, in line with current theories about multimodality.

Outdoor signs have two main functions; they are Non-Commercial sign and Commercial sign. Mulyawan defines Non-commercial sign as a charitable organization and government, which mainly aims to provide information or motivate people to react as a respond to the information served without any profit orientation. On the other hand, Commercial sign is used by producers to promote their product to gain profit. He also explained that outdoor sign is considered to be the most effective ways to communicate something to the public (2016:4). So it refers to the languages that are visible in a specified area, more precisely, the language that can be found in cities, indoor markets, shops, schools, offices of government and big corporations, moving buses, campuses, beaches, and so on.

This research is carried out to see the development of Kuta Mandalika as a tourist destination seen from the outdoor signs used. The results of this implication are needed to find out whether Kuta Mandalika has become one of the popular destinations among tourists by knowing the number of outdoor signs and the language being used make up the linguistic landscape in the Kuta Mandalika Lombok.

This research framework discusses outdoor signs in the Kuta Mandalika Lombok. The difference between this research and the previous research is that this research only focuses on the Kuta Mandalika Region as one of the representations of tourist destinations in Indonesia. It has renewed from similar research studies that contributed to LL which were never done in the Kuta Mandalika area.

RESEARCH METHOD

This study used a mixed method approach (quantitative-qualitative approach). Data source of this study is the Linguistic Landscape of outdoor signs in Kuta Mandalika village of Lombok. These outdoor signs include street names, traffic signs, place names, billboards and many more. The location of these signs includes all prime and

main streets of Kuta Mandalika, namely Jalan Raya Kuta, Jalan Pariwisata, Jalan Pariwisata Pantai Kuta, Jalan Sawe-Baturiti, Jalan Sengkol, Jalan Beach Walk, and Jalan Mandalika Resort Pantai Putri Nyale.

This study is a field research, so the data was collected through direct photo documentation from streets of Kuta Mandalika as the research location. After all the outdoor signs have been documented in the forms of photo shots, the next process was classification process. The collected data was divided into groups.

The analysis of this study used quantitative method of analysis. It is means that the analysis of this study was focus on the occurance of outdoor signs in Kuta Mandalika Lombok. The method and technique of analyzing data was done descriptively. The method applied was qualitative method. The data were analyzed by the applying the Linguistic Landscape approach.

FINDINGS AND DISCUSSION

This study was start by collecting photo shot of all outdoor signs at main streets of Kuta Mandalika, namely Jalan Raya Kuta, Jalan Pariwisata, Jalan Pariwisata Pantai Kuta, Jalan Sawe-Baturiti, Jalan Sengkol, Jalan Beach Walk, and Jalan Mandalika Resort Pantai Putri Nyale. The findings shows that there are 710 outdoor signs. The data shows that Kuta Mandalika as a tourist destination almost has a complete tourism support facilities. The most facilities are the 364 hotel/ accommodation (51.27%) and the least are the building material shop with 4 signs (0.56%).

NO	Data Group LL	Amount	Percentage
1.	Art gallery, exhibition & performance	7	0.99%
2.	Art shop & souvenir shop	13	1.83%
3.	Health care service, pharmacy & doctor	7	0.99%
4.	Hotel/ accommodation	364	51.27%
5.	Mini market, electronics & phone shop	24	3.38%
6.	Restaurant/ food court & coffee shop	183	25.77%

7.	Spa, salon, massage & tattoo studio	21	2.96%
8.	Tailor & laundry	13	1.83%
9.	Tourist center, transport and repair shop	36	5.07%
10.	Traffic sign & street names	26	3.66%
11.	Bank, ATM & money changer	12	1.69%
12.	Building material shop	4	0.56%
TOTAL		**710**	**100%**



Figure 2. Sample of Commercial Service Signs



Figure 3. Sample of Commercial Product Signs



Figure 4. Sample of Non-Commercial Signs

As stated by Torkington (2009) the texts which make up the linguistic landscape can be monolingual, bilingual, or multilingual, reflecting the diversity of the language groups present in a given territory, or region. In this study, six languages are identified as used in the LL of Kuta Mandalika; 1) English 2) Indonesian 3) Sasaknese 4) Italian 5) Arabic 6) Japanese. Therefore, the linguistic landscape of Kuta Mandalika showed significance fact that English is dominant among others.





Figure 5. Sample of multi-languages of outdoor signs in Kuta Mandalika

The findings show that even though there are many languages present in Kuta Mandalika, English is a predominant used in the linguistic landscape found in Kuta Mandalika. Most of outdoor signs, both commercial and non-commercial signs, in Kuta Mandalika are using English. Many of infrastructural signs use English, including Hotels, Restaurants, Salons, Art & Souvenir Shops, such as *'Hideaway Bungalows'*, *'The Heritage Homestay'*, *'Palm Garden Villa'*, *'Blue Island Apotek'*, *'What Sup?'*, *'Bamboo Tattoo'*, *'The Fisherman Café and Restaurant'*, and many more.

Indonesian language is also found in many monolingual texts, bilingual texts, and even multilingual texts. Monolingual Indonesian seen on *'Dilarang Berjualan di Sekitar Wilayah Kuta Beach Park'*. Indonesia-English as seen on sample picture above, *'Jaga Barang Bawaan Anda', 'Dilarang Berjualan Tanpa Izin', 'Dilarang merusak, mengambil, atau*

memindahkan property kawasan' translated into English *'Keep your belongings safe', 'Unauthorized sellers are strictly prohibited', 'Removing and/or damaging property in this area is strictly prohibited'*.

The number of linguistic landscape using Sasaknese language is very limited. As seen on sample picture above, *'Side Bedoe Tanak Sak Tejual/Sewa?! Silaq Betelah Te Ngeraos'* which means land for sale. Sasaknese is using mostly in commercial outdoor signs for example, *'Bau Nyale 2020'*, *'Warung Dulang Lombok'*, *'Warung Amak Menasih'*, *'Brayen Bar& Resto'*, *'Beruga Mandalika'*, etc.

Some Restaurant/Bar & Coffee Shops signs are using Italian, for instance *'La Cabana Lombok'*, *'El Bazar Café and Resto'*, *'Pepino Café and Resto'*, *'Milk Espresso'*, *'Sapori Italian'*, *'La Mande Café and Resto'*, ect. Only a few signs are are written in Arabic, and fewer in Japanese. Arabic languages found in the traffic sign and street name as seen on the sample picture above and some in commercial outdoor signs such as *Alfahza Homestay*, *Alfatih Cell*, ect.

CONCLUSION

Based on the result of the study, outdoor sign is very crucial as a means of global communications in an international tourism destination such as Kuta Madalika where The MotoGP world racing event in 2021will be held. As it is shown by the data all the commercial outdoor signs are part of facilities that support the development of Kuta Mandalika as an international tourist destination. The data shows that Kuta Mandalika as a tourist destination almost has a complete tourism support facilities.

The study shows that there are six languages make up the linguistic landscape in Kuta mandalika. The six languages are 1) English, 2) Indonesian, 3) Sasaknese, 4) Italian, 5) Arabic, and 6) Japanese. English dominates the linguistic landscape of Kuta Mandalika whereas Indonesian is used predominantly. Furthermore, the use of Indonesian by the government or Sasaknese by the local society of Kuta Mandalika, serves informational function or as an identity marker, whereas, the foreign languages used in commercial discourses functions.

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