SPATIAL PATTERNS OF
LINGUISTIC LANDSCAPES IN TOURISM AREA

CEP UBAD ABDULLAH*, SHANDRA RAMA PANJI WULUNG

Universitas Pendidikan Indonesia
Jl. Dr. Setiabudhi no 229, Bandung 40154, Indonesia
*Corresponding Author: cepubad@upi.edu

Abstract

Linguistic landscapes in tourism areas are able to educate tourists and spread signs according to tourist activities, both in monolingualism and multilingualism. This study aims to determine multilingualism in the spatial landscape in tourism areas. In addition, spatial patterns are also designed as a reference for the development of linguistic landscape function policies. This study was conducted for eight months in the strategic area of Tangkubanparahu national tourism, Indonesia. This study employs qualitative methods with primary data obtained through observation, interviews, and documentation. In the meantime, data are obtained through secondary documents sourced from previous research and government policies related to tourism. The analysis used is content analysis, descriptive analysis, content analysis, and map analysis. The findings of this study are expected to be able to identify the character, function, and purpose of the linguistic landscape in the Bandung-Ciwidey National Prioritized Tourism Destination. Therefore, a spatial pattern of the distribution of linguistic landscape signs can be designed as a reference for the development of national tourism destinations in Bandung-Ciwidey and in Indonesia.

Keywords: Destination spatial pattern, Linguistic landscape, Multilingualism.

1. Introduction

The government has set the direction of Indonesia's tourism development through the National Medium-Term Plan for the period of 2020-2025 [1]. The election of the National Priorities of Tourism Destinations (DPN) Bandung – Ciwidey and its surroundings is based on the integration of transportation infrastructure development, which is currently underway, namely the Jakarta-Bandung high-speed train. The National Tourism Strategic Area (KSPN) of Tangkubanparahu and its surroundings is one of the priority areas for tourism in DPN Bandung–Ciwidey and its surroundings. Various scientific or multidisciplinary aspects are needed in supporting tourism development [2, 3], one of which is through multilingualism, especially in the study of linguistic landscapes in tourism destinations [4, 5]. Multilingualism as the capacity of communities, groups, institutions, and individuals to operate in more than one language [6].

Multilingualism is the use of three languages preferably separately in varying degrees of code mixing [7]. Multilinguals can use a number of languages for various social, cultural, and economic reasons. Different languages are used for different purposes and competencies for each language. Multilingualism refers exclusively to the presence of several languages in a given space, regardless of those who use them [8].

Landscape means a piece of scenery that can be seen at one time from one place or an image that represents a natural landscape, both meanings are used in linguistic landscape studies [4]. Linguistic landscape is a language combined with the linguistic environment of an administrative area or region which includes road signs, billboards, street names, place names, shop signs, and signs in government buildings [9]. Linguistic landscape includes the study of written language that is displayed in a public place and can be seen by everyone which is a manifestation of language as a multidisciplinary study in a spatial and place setting [10-12].

The framework of the linguistic landscape concept has a very close relationship with the situation between minority and majority languages as well as its relationship to local languages that can affect issues in local communities [13]. There are four functions of the linguistic landscape, including informational, symbolic, mythological, and commercial [9, 10]. The informational function aims to provide information that the dominance of one language on signs in an area can be an indicator of the availability of services in that language. The symbolic function is connected to identify language users and residents, while the mythological function serves as an identity for cultural heritage in the past. The last function is the commercial function which means the use of language exclusively for the promotion of products and tourist areas intended for tourists.

Efforts to attract tourist visits, tourism destination managers should develop facilities and services for tourists through signs in helping tourists during their tourist trips [14-16]. The use of multilingualism in tourism destinations has a positive impact on tourists, such as creating a travel experience and creating a sense of security for tourists [17]. It is very important to create and design the distribution of multilingual signs in tourism destinations while considering the needs of tourists [18, 19].

Previous research on the use of multilingualism in the linguistic landscape in tourism destinations explained that the function of the linguistic landscape carried

out in the Chiang Mai tourism destination has a role in the development of education and business [20]; spatial linguistic landscapes or spatial planning of tourism destinations can form a positive image on the socio-cultural community of the local community [21]. Meanwhile, previous studies related to linguistic landscapes have been carried out in several cities in Indonesia, including Solo [22], Yogyakarta [23], and Bali [24, 25].

This study analyses the construction of linguistic landscapes in tourism areas which were very limited in previous studies. Additionally, this study examines the implementation of multilingualism in the linguistic landscape aspect and maps it through spatial patterns in tourism areas.

2. Methods

2.1. Research site

The study employs a qualitative approach which aims to explore and understand the meaning of individuals or groups that are considered as a social or human problem with a research process that involves several questions and procedures. In this study, the phenomena discussed are multilingualism and the linguistic landscape in tourism areas. The research was conducted during January - July 2021 and was carried out in the Tangkubanparahu tourism area, Indonesia.

2.2. Unit of data analysis

The unit of data analysis refers to the research objective, namely multilingualism in the linguistic landscape and designing its spatial patterns. The linguistic landscape analysis unit covers the function of the linguistic landscape based on eight signs or signs which include (direction signs, billboards, warnings or prohibitions, names of buildings/places, information/interpretation boards, commemorative plaques award plaques, labelling signs / object brand, and graffiti) [9, 26]. Furthermore, linguistic landscape functions are classified into four types, namely informational, symbolic, mythological, and commercial [9, 10]. The next unit of data analysis is a spatial pattern that functions to project images from several areas by making certain themes according to the attractiveness of the area [27]. The spatial pattern of tourism explains the relationship between tourism and geography through the elements of space and time, which are classified into enroute patterns, base camp patterns, regional tour patterns, and chain travel patterns [28, 29].

2.3. Data collection

This study uses primary and secondary data collection methods that are related to the linguistic landscape and spatial patterns of tourism destinations. The primary data collection method aims to collect data and information aimed at obtaining an objective general description of the existing conditions of the Tangkubanparahu tourism area. This method is carried out through field observations in providing documenting several signs at tourist attraction as well as semi-structured interviews with relevant parties within the management of the tourism area. In addition, the positioning of satellite-based spatial elements using Global Positioning System (GPS) technology is also carried out in determining the coordinates of the linguistic landscape sign. Secondary data collection is in the form of studies of multilingualism in the linguistic landscape and spatial patterns of tourism destinations which is carried

out by means of desk studies to obtain data and information from various policy documents, literature, and previous research on multilingualism in the linguistic landscape and spatial patterns of tourism destinations.

2.4. Data analysis

Qualitative analytical methods were used to analyse multilingualism programs in the linguistic landscape. There are three stages of analysis to answer the research objectives, which include one (1) content analysis through data coding to categorize signs/symbols which are further classified into monolingual, multilingual, and mixed, monolingual signs refer to the language displayed on the sign in Indonesian or English script. while multilingual sign refers to a sign that contains Indonesian as one of its languages; two (2) after the content analysis is done, the data are grouped based on their function into four types, namely informational, symbolic, mythological, and commercial; and three (3) geographic positioning of the multilingualism media in the study area was carried out. In designing the spatial pattern of tourism destinations, the data and spatial information obtained are then processed for data input, data management, as well as plotting and data conversion using geographic information system software (Esri ArcGIS and Google My Maps) and graphic design software (Adobe Illustrator).

3. Results and Discussion

3.1. Tangkubanparahu linguistic landscape

Signs at Tangkubanparahu are placed outside which generally contain three main languages, including Indonesian, English, and Latin. Identification of signs/signs (signposts) in the Tangkubanparahu tourism area shows that signposts can be divided into two main classifications based on language use (Table 1). The use of language on signs in Tangkubanparahu is dominated by multilingualism, namely Indonesian and English which appear together (Fig. 1). There are two signposts of multilingualism in Indonesian - Latin (Fig. 1(d)) and Sundanese - English (Fig. 1(b)). Latin identifies the scientific name of the endemic animal of Java, namely the Javanese Eagle, while Sundanese identifies that the location of Tangkubanparahu is in an area where the majority of the Sundanese dwells. The use of the second language (monolingualism) mostly comprises Indonesian (Fig. 2(a)), although some of them contain English (Fig. 2(b)).

Table 1. Language use on signposts in Tangkubanparahu.

Use of Language/signposts	Number of Signs	%
Monolingual		
Indonesian	9	34
English	2	7
Multilingual		
Language – English	13	50
Language – Latin	1	3
Sundanese – English	1	3
Total	26	100

(a) Indonesian captions on maps.

(b) Bilingual (English and Sundanese) caption on a gate.

(c) Indonesian – Latin signpost.

(d) Sundanese – English signpost.

Fig. 1. Multilingual signs in Tangkubanparahu.

(a) Signs in Indonesia.

(b) Sign in English.

Fig. 2. Monolingual signs.

Most signs are Indonesian and English characters (50%) which are clearly separated from each other. The first line contains Indonesian scripts and the other contains English scripts. The local language is always on the first line, while foreign languages (which are usually English) are on the second line [17]. In addition, the size and thickness of the font also affect the use of multilingualism, which tends to be the main language or local language that is always large and prominent [5, 20]. In Tangkubanparahu, the use of English is targeted at foreign tourists. As one of the national strategic tourism areas, Tangkubanparahu has become the main destination for foreign tourists to Indonesia, especially countries that do not have volcanoes. Tangkubanparahu has become a world-class tourism destination since it was first introduced by the Dutch in the early 1900s [30, 31]. The interesting thing is that there is a monolingual use of English (7%), which shows that English as an international language has a significant influence on the use of language in Tangkubanparahu.

The linguistic landscape function is dominated by informational functions, while the remaining 27% functions as mythological, commercial, and symbolic functions. Of the signs identified, three percent (3%) have a symbolic function by highlighting the Sundanese script accompanied by English in the second line. This indirectly shows the existence of Sundanese language education for foreign tourists and domestic tourists from outside the West Java region. Each 12% has a mythological and commercial function. The mythological function introduces the identity of cultural heritage in Sundanese land through scripts and symbols, namely the Sangkuriang Legend script and the Javanese Eagle along with the Kujang and Tiger icons (Fig. 3). Sangkuriang is a myth / folklore of West Java which is closely related to Mount Tangkubanparahu. The legend of Sangkuriang is a local wisdom of the people of West Java (especially Bandung) and has a very close relationship with the shape of Mount Tangkubanparahu [30]. Meanwhile, the deer is a typical weapon of West Java, and the tiger has a close relationship with the King of Padjadjaran, namely Prabu Siliwangi. Be it the legends of Sangkuriang, Kujang, and Tigers, they become a mythological thing that is appointed to the sign at Tangkubanparahu. The commercial functions found in the Tangkubanparahu tourism area are generally persuasive which means inviting tourists to always maintain their safety and preserve the nature around Tangkubanparahu. In addition, the commercial function also educates tourists that the Tangkubanparahu tourism area is a volcanic disaster-prone area. Disaster literacy through signs is useful in addition to inviting tourists to protect the environment but also plays a role in educating it [24, 32].

Fig. 3. Mythological function through the Sangkuriang Legend script.

The informational function, as the first rank in the linguistic landscape in Tangkubanparahu (Table 2), mostly informs about directions to tourist facilities, calls for adhering to health protocols, to information about tourist attractions and tourist activities in Tangkubanparahu. The informational function is dominated by the use of multilingualism, especially Indonesian and English. This reinforces that the use of multilingualism can trigger the values of international competitiveness, sophistication, and adaptability [20, 21].

Table 2. The function of landscape linguistics in Tangkubanparahu.

Function	Number of Signs	%
Informational	19	73
Symbolic	1	3
Mythological	3	12
Commercial	3	12
Total	26	100

3.2. The spatial pattern of the linguistic landscape in Tangkubanparahu

The process of designing the spatial pattern in the linguistic landscape of Tangkubanparahu refers to the location of signs based on three predetermined areas, including the front area, parking area, and core area (Table 3). There are 9 signposts in the front area, most of which function as Informational with the use of multilingualism. In the parking area there are 5 signposts and only informational functions are used. Meanwhile, most of the core areas have an informational function.

Table 3. The distribution of landscape linguistics in Tangkubanparahu.

Area	Code	Number of Signs
Front	A1-A9	9
Parking	A10-A14	5
Core	A15-A26	12
Total		26

After determining the area along with the coordinates of the signs to design the spatial pattern of the linguistic landscape in Tangkubanparahu, then the mapping process is carried out using a geographic information system using an online ArcGIS application and digitizing using Adobe Illustrator software. Spatial pattern design aims to provide cognitive insight based on linguistic landscape elements and geographical elements, in addition to having an involvement in identifying tourist travel patterns and placing signs in reducing the impact of tourism [33-35]. The results of the process of mapping spatial patterns in the linguistic landscape in the Tangkubanparahu tourism area can be seen in Figs. 4 and 5.

The linguistic use of the spatial pattern in the linguistic landscape in the Tangkubanparahu tourism area is to facilitate managers in determining the policy direction for the placement of the sign system according to its function based on the central points of tourist activity. In addition, the use of multilingualism can make it easier for tourists to get education according to the objectives of the predetermined linguistic landscape function. In addition, the spatial approach can spread tourist activities in tourism areas, thus triggering the spread of tourist

activities that are concentrated at one point [36] as studies show that spatial linguistic patterns play an important role in tourism [37-39].
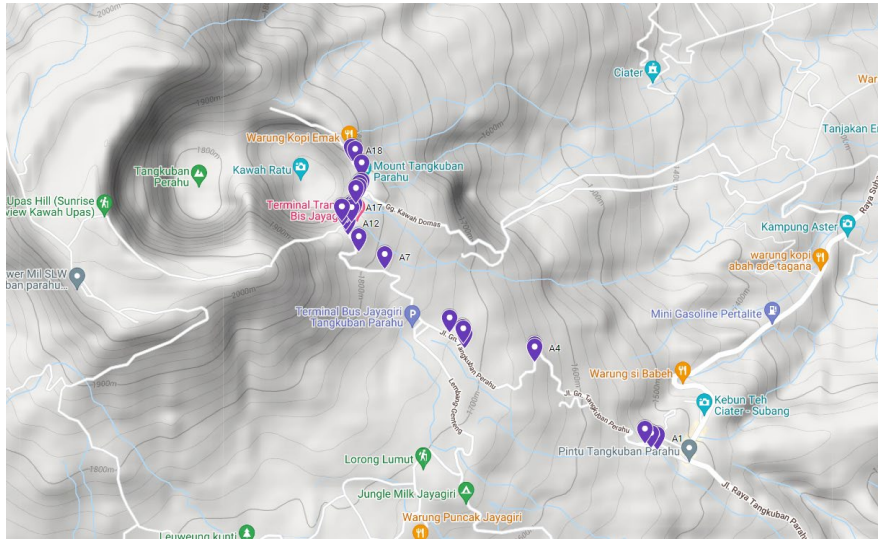

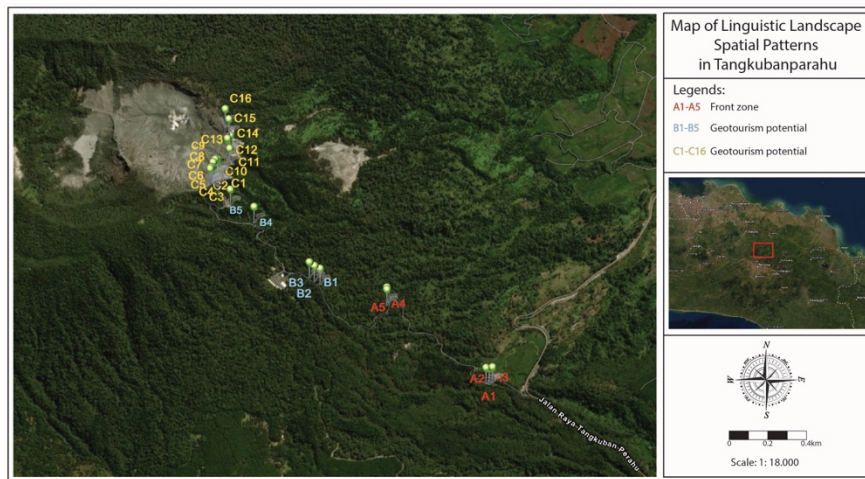**Fig. 4. Map of the spatial pattern of landscape in Tangkubanparahu.**

Fig. 5. Map of linguistic landscape spatial patterns in Tangkubanparahu

4. Conclusions

This study has proven that multilingual signs at a tourist destination in Indonesia are crucial as they are helpful for international visitors as well as tour guides. In addition, the spatial linguistic landscape of either monolingualism or multilingualism is believed to play a crucial role within the tourism industry. The mapping of such a landscape employing an online ArcGIS application as well as Adobe Illustrator software has been successfully showing a relatively accurate

result in order for stakeholders and practitioners of the tourist destination to be able to have more sustainable development of the area.

References

1. Rhama, B. (2020). The human resource policy of tourism in Indonesia. *Opción*, 36(26), 3142-3162.

2. Lee, I.S.; Arcodia, C.; and Lee, T.J. (2012). Multicultural festivals: A niche tourism product in South Korea. *Tourism Review*, 67(1), 34–41.

3. Dredge, D.; and Jamal, T. (2015). Progress in tourism planning and policy: A post-structural perspective on knowledge production. *Tourism Management*, 51, 285-297.

4. Gorter, D. (2006). *Linguistic landscape: A new approach to multilingualism*. Bristol: Multilingual Matters.

5. Yan, X. (2019). A study of language choices in the linguistic landscape of Macao's heritage and gaming tourism. *Journal of Multilingual and Multicultural Development*, 40(3), 198-217.

6. Aronin, L.; and Hufeisen, B. (Eds.). (2009). *The exploration of multilingualism: Development of research on L3, multilingualism and multiple language acquisition* (Vol. 6). Amsterdam: John Benjamis Publishing Company.

7. McArthur, T.; Lam-McArthur, J.; and Fontaine, L. (Eds.). (2018). *The Oxford companion to the English language*. Oxford: Oxford University Press.

8. Cummins, J. (2007). Rethinking monolingual instructional strategies in multilingual classrooms. *Canadian Journal of Applied Linguistics*, 10(2), 221-240.

9. Landry, R.; and Bourhis, R.Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23-49.

10. Puzey, G. (2011). New research directions in toponomastics and linguistic landscapes. *Journal of the International Council of Onomastic Sciences*, 46, 211-226.

11. Gorter, D.; Marten, H.F.; and Van Mensel, L. (2011). *Minority languages in the linguistic landscape* (1st ed.). Berlin: Springer.

12. Shohamy, E.; and Gorter, D. (2008). *Linguistic landscape: Expanding the scenery*. London: Routledge.

13. Kostanski, L. (2009). *'What's in a name?': Place and toponymic attachment, identity and dependence: A case study of the Grampians (Gariwerd) National Park name restoration process.* Doctoral dissertation, University of Ballarat.

14. Pratiwi, D.P.E.; Sulatra, I.K.; and Candra, K.D.P. (2019). Bali tourism advertisements: A linguistic analysis. *International Journal of Linguistics, Literature and Culture*, 5(1), 43-53.

15. Sholikhah, I. M.; Kholifah, A. N.; and Wardani, E. (2020). Multilingualism through linguistic landscapes in Baturraden tourism resorts. *Proceedings of the 4th International Conference on Language, Literature, Culture, and Education*, Bandung, Indonesia, 321-326.

16. Wu, X.; Guan, H.; Han, Y.; and Ma, J. (2017). A tour route planning model for tourism experience utility maximization. *Advances in Mechanical Engineering*, 9(10), 1-8.

17. Shohamy, E.; and Gorter, D. (2008). *Linguistic landscape: Expanding the scenery*. New York: Routledge.

18. Lee, Y.; Pennington-Gray, L.; and Kim, J. (2019). Does location matter? Exploring the spatial patterns of food safety in a tourism destination. *Tourism Management*, 71, 18-33.

19. Lu, S.; Li, G.; and Xu, M. (2020). The linguistic landscape in rural destinations: A case study of Hongcun Village in China. *Tourism Management*, 77, 1-9.

20. Yanhong, M.; and Rungrung, A. (2013). Chiang Mai's linguistic landscape in the tourist attraction areas: A study on the English language use on signs. *Journal of Humanities and Social Sciences. Khampeangphet Rajabhat University*, 19(2), 59-70.

21. Thongtong, T. (2016). A linguistic landscape study of signage on Nimmanhemin road, a Lanna Chiang Mai chill-out street. *Journal of Humanities*, 19(3), 72-87.

22. Widiyanto, G. (2019). Lanskap linguistik di Museum Radya Pustaka Surakarta. *Proceedings of Seminar Nasional Linguistik dan Sastra*. Surakarta, Indonesia, 255-262.

23. Erikha, F. (2018). Konsep lanskap linguistik pada papan nama jalan kerajaan (Râjamârga): Studi kasus di Kota Yogyakarta. *Paradigma: Jurnal Kajian Budaya*, 8(1), 38-52.

24. Ardhian, D.; and Soemarlam, S. (2018). Mengenal kajian lanskap linguistik dn upaya penataannya dalam ruang-ruang publik di Indonesia. *Jurnal Akrab Juara*, 3(3), 170-181.

25. Wulansari, D.W. (2020). Linguistik lanskap di Bali: Tanda multilingual dalam papan nama ruang publik. *Jurnal Ilmiah Bahasa dan Sastra*, 3(2), 420-429.

26. Spolsky, B.; and Cooper, R. L. (1991). *The languages of Jerusalem*. Oxford: Clarendon Press.

27. Lourens, M. (2007). Route tourism: A roadmap for successful destinations and local economic development. *Development Southern Africa*, 24(3), 475-490.

28. Lew, A.; and McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of Tourism Research*, 33(2), 403-423.

29. Lue, C.C.; Crompton, J.L.; and Fesenmaier, D.R. (1993). Conceptualization of multi-destination pleasure trips. *Annals of Tourism Research*, 20, 289-301.

30. Wulung, S. R. P.; and Brahmantyo, B. (2019). Geotourism reinterpretation towards natural tourist attractions in Bandung Basin, West Java, Indonesia. *Proceeding of the Third International Seminar on Tourism*. Bandung, Indonesia, 278-282.

31. Kunto, H. (1986). *Semerbak bunga di Bandung Raya*. Bandung: PT. Granesia.

32. Novianti, E.; Endayana, C.; Lusiana, E.; Wulung, S.R.P.; and Desiana, R. (2021). Persuasive communication: Disaster literacy in tourism areas. *Review of International Geographical Education*, 11(4), 1203-1210.

33. Wulung, S.R.P.; Adriani, Y.; Brahmantyo, B.; and Rosydie, A. (2021). Spatial model planning for geotourism destinations. *Journal of Engineering Science and Technology*, 16(3), 1883-1897.

34. Bahaire, T.; and Elliott-White, M. (1999). The application of geographical information systems (GIS) in sustainable tourism planning: A review. *Journal of Sustainable Tourism*, 7(2), 159-174.

35. Risteskia, M.; Kocevskia, J.; and Arnaudov, K. (2012). Spatial planning and sustainable tourism as basis for developing competitive tourist destinations. *Procedia-Social and Behavioral Sciences*, 44, 375-386.

36. Meyer, D. (2004). *Tourism routes and getaways: Key issues for the development of tourism routes and gateways and their potential for pro-poor tourism*. Oversea Development Institute, United Kingdom.

37. Xiao, R.; and Lee, C. (2019). English in the linguistic landscape of the Palace Museum: A field-based sociolinguistic approach. *Social Semiotics*, 1-20.

38. Bruyèl-Olmedo, A.; and Juan-Garau, M. (2015). Minority languages in the linguistic landscape of tourism: The case of Catalan in Mallorca. *Journal of Multilingual and Multicultural Development*, 36(6), 598-619.

39. Ruzaitė, J. (2017). The linguistic landscape of tourism: Multilingual signs in Lithuanian and Polish resorts. *Journal of Estonian and Finno-Ugric Linguistics.* 8(1), 197-220.