



## The Pattern and Representation of Linguistic Landscape in Multilingual Context in Selong



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### Abstract

Linguistic Landscape (LL) is the display of languages in public spaces, including signs, billboards, advertisements, and graffiti. The paper reports on the findings of a qualitative study on the pattern and representation of linguistic landscape in multilingual context in Selong. The investigation focuses on sign patterns of linguistic landscape and what they represent in terms of language situation in a multilingual context. Landry and Bourhis's theory on the definition and the functions of LL, Reh's theory on the type of multilingual signs and Spolky and Cooper's theory on the signs categories are used as the theoretical lense in this study. The data were collected from signs in some public spaces and along the main roads in Selong by using observation and documentation. The collected data are then classified, analyzed and interpreted. The findings of this study reveal three lingual patterns; monolingual, bilingual, and multilingual sign, written in English, Indonesian and Sasak language. The study also shows that language in the Linguistic landscape has informative and symbolic functions. The sign categories in Selong cover building name signs, prohibition signs, and informative signs.

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## 1 Introduction

Language is a marker of social change occurring in society. There are attitudes of people who are considered to glorify language which is considered more modern. The linguistic landscape views cities as text. The meaning is because language is widely used in public spaces in urban areas. Linguistic landscape is the presence of language between space and place. It is an interdisciplinary study of the presence of various language issues that interact with other languages in the public space (Gorter, 2018; Dailey et al., 2005). Wherever we are today, both in the private and public sphere, the use of a language is always displayed. The language is used in the naming of stalls or stalls, products in supermarkets, buildings, menus, graffiti, airports, public transportation, shopping centers, announcements, advertising posters, and billboards (Piantadosi et al., 2012; Ariel, 1991).

The use of language in this public domain is the focus of linguistic landscape studies (LL), a relatively new discipline that is a combination of the academic disciplines of applied linguistics, sociolinguistics, anthropology, sociology, psychology, and cultural geography. The term linguistic landscape was first used by Landry & Bourhis (1997), who defined it as the language for public road signs, billboards, street and place names, shop names, names of government buildings in a group of regions, regions, or cities.

Furthermore Shohamy & Gorter (2009), extends the scope of this LL to the language in the environment, words and images that are displayed in public spaces and become the center of attention in a region that is rapidly growing. In another study, Dagenais et al., (2008), introduced LL's idea with the word environmental print, namely urban as a text. This means that language is widely used in urban public spaces because this area is considered a text that is full of frenetic language usage.

The urban phenomenon in Selong City continues to increase every year. Several factors occur in the city of Selong, including continuing education, looking for work, opening new businesses. The last factor is what seems to make the use of language in the public space of Selong City lively. When opening a business, they show their multilingual skills. This can be seen from the text that is displayed in front of their business, which mostly displays foreign language text, although sometimes there are grammar and spelling errors.

Foreign languages, especially English, appear mainly in the naming of products that are considered modern. The names of cafes and slang places tend to appear in English. Shops selling goods for upper middle class consumption predominantly use English. Each advertising poster for various types of products also contains at least one or two phrases in English. Interestingly, there is a trend to name new housing complexes in English. This phenomenon seems to show that the people of Selong City are very literate about globalization and modernization. However, actually English is used to increase the prestige of the product offered or the message conveyed. The use of different languages for a sign also reflects the power, status, and economic importance of the existing language in Selong City. The use of English in the business realm aims to increase sales and generate economic motivation among consumers. One of the causes of the spread of English is the globalization factor.

According to Landry & Bourhis (1997), LL has two functions: an informational function and a symbolic function. In the informational function, the meaning of the marker distinguishes the geographic area of the population that gives the place name the language. In other words, language serves as a marker of the area of the speaking community and a differentiator from other areas of the population with a different language. In a symbolic function, the presence or absence of a group's language on the street sign — for example, has an impact on feelings of belonging to the group. The symbolic function is also closely related to the representation of an ethnic identity.

In linguistic landscape research, sign is the vital object. Sign is a piece of written text which portrays the information or the instruction at the certain place. Spolsky & Cooper (1991), also classify the signs into the different criteria to build the sign languages taxonomies. They provides three possible taxonomies, they are a). The signs taxonomies based on the function and the use of the signs (such as street signs, advertising signs, warning notices, building names, informative signs, commemorative plaques, signs labeling object, and graffiti), b). The signs taxonomies based on the materials used in the signs or based on the physical form of the signs (such as metal, tile, poster, wood, stone), and c). The signs taxonomies based on the languages used and the number of languages in the signs (such as monolingual sign, bilingual sign, and multilingual sign (Pakarinen & Björklund, 2018).

Based on the number of languages used in the signs, there are three types of the signs. They are monolingual, bilingual, and multilingual. Monolingual defined as the condition of being able to speak only one language (Baranova & Fedorova, 2019). While, bilingual defines as the ability to use two languages, and multilingual defined as the ability or the competence to use more than two languages. Based on Reh (2004), there are four types of multilingual information. They are complementary, duplicating, fragmentary, and overlapping. In the complementary

type, the different information is written in the different language. In this type, the reader should master the languages in the text to comprehend it. Duplicating type, the same text and the same information are written in the different languages. In the fragmentary type, the information are written in one language but there are some parts of the information is in the other language. While, in overlapping type, there is a part of information is repeated in the other language (Extra & Yağmur, 2011; Lundberg, 2019). All of the types of multilingual information use partially translation in the way of written. The objectives of this paper are to identify the sign patterns, describe the use of various languages in those patterns, and explain what language situation is represented by the LL signs in Selong.

## 2 Materials and Methods

The study is a qualitative study on the pattern and representation of linguistic landscape in multilingual context in Selong. The data were collected from signs in some public spaces and along the main roads in Selong by using observation and documentation. During the data collection, photos of the signs in and outside the buildings in the Selong areas were taken. The use of photos is very significant in LL research because they can capture language issues that exist in spaces, and are very easy to use through a pocket camera connected to a mobile phone (Puzey, 2016).

## 3 Results and Discussions

This section presents the findings and discussion of sign patterns and represented in Selong City. This study conducts an observation to know linguistic landscape in Selong city. The data were collected from signs in some public spaces and along the main roads in Selong. There are 216 signs are photographed. The signs categorized into three sign patterns: monolingual, bilingual, and multilingual. This study result that there are some languages displayed in Selong LL, they are English, Indonesia, and Sasak language. The detail discussion is presented in the following table 1.

Table 1  
The language displayed in Selong LL

Total	Groups	Languages	Number
216	Monolingual 118	English only	34
		Indonesia only	82
		Sasak only	2
	Bilingual 88	English – Indonesia	73
		English – Sasak	3
		Indonesia – Sasak	12
	Multilingual 10	English – Indonesia – Sasak	10

The table above indicates that Indonesia languages are dominant, English is ranked second, and Sasak language is third.

### *Monolingual sign*

Monolingual signs show information in one language only. In this study there are three languages is indicated, English only, Indonesia only, and Sasak languages only. The prevalent use of Indonesia language in the selong city is understandable since it is the official. Indonesia language, communications through signs in LL can be relatively effective because everyone understands the language (Blommaert et al., 2005). The use of official Indonesian is still found in public facilities such as names of government agencies and names of school buildings. Examples of the use of formal Indonesian in monolingual signs:



Figure 1. Monolingual Sign of Indonesia language in government building name

The use of English was also found in Selong LL. English is the second language that is often used in the LL range. English symbol representation is intended to influence people's thinking patterns. This is based on the psychological aspects of Indonesian consumers who believe more in the quality and quality of foreign products. The use of English is sometimes considered a modern language, which functions as an official international language of instruction that can provide a new identity for its users. By using English, someone can present a broader and more advanced symbol of intellectuality and is able to adapt to the era of globalization. In addition, it is able to answer the challenges of modern industry. English has become the belle of urban society. Global pressures and demands on urban communities which are dominated by the middle class have led to a worship of the English language. The promotion of the use of English among the people in Selong is a global demand. English is considered a language capable of penetrating the world's interactions (Harris et al., 1997).

The data findings in this study are about the use of English in the names of business entities in Selong. The use of English indicates that the name of the business entity in English is preferred by the owner because of the strong influence of the meaning of the English language association which is considered more prestigious than other languages. The use of English in urban communities in Selong has a more economic bargaining position and prestige than other languages. Following are examples of signs in English.



Figure 2. Monolingual Sign using English language

Other monolingual signs in Sasak were found in Selong LL. The status of the Sasak people as unimportant subjects can be considered as the cause of their marginalization. The rare use of the Sasak language is evidence that regional languages have very limited space in public space. This is evidenced by the data found that the use of monolingual sign in Sasak is very little. Following are examples of signs in Sasak.



Figure 3. Monolingual Sign using Sasak language

### *Bilingual sign*

From the data obtained, there are a number of forms of language use in landscapes, namely translation. It means that the sign has similar text and meaning but it is written in two languages. To be specific, see Figure 4 as the example.



Figure 4. Bilingual Sign using Indonesia and English language

From the viewpoint of the majority of readers who are Indonesian, the use of Indonesian that is placed above English can make it easier to understand the contents of the landscape. The use of Indonesian and English together in a landscape indicates that both languages play an important role in the information message.

### *Multilingual sign*

There are some multilingual sign in Selong LL. The sign also includes as the type of duplicating sign and Code Switching. Duplicating sign carries the same information which is written in different languages (Bazimaziki, 2022). Through this sign, the researcher concludes that English, Indonesia and Sasak languages have the same value and the same position in Selong. The other example of the multilingual sign is in following Figure.



Figure 5. Multilingual Sign using English, Indonesia, and Sasak language (duplicating sign)

Code switching is also an interesting phenomenon because in landscapes this type of general information transfers. Code switching is also an interesting phenomenon because the language used has no translation in the landscape. Code switching in a landscape is the use of two or more languages in one landscape. The use of code switching with multilingual using English, Indonesian and Sasak was found in the data of this study. The following is a sample code switching as can be seen from the following data.



Figure 6. Multilingual Sign using English, Indonesia, and Sasak language (Code Switching)

### *Signs categories in Selong LL*

In this analysis, the researcher categorizes the signs by using Spolsky and Cooper's signs taxonomies based on the function and the use of the signs. After analyzing the data, the researcher finds that the categories of the signs which match with all of the data include building name, prohibition sign, and informative sign.

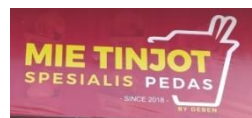


Figure 7. Building name using English, Indonesia, and Sasak Language



Figure 8. Prohibition sign Using Sasak and Indonesia language



Figure 9. Informative sign Using Indonesia language

From the three data above, it is an example of a landscape building name, prohibition and informative sign. For data in figure 7 and figure 8 the data uses code switching. Figure 7 is an example of a building name in the form of a multilingual sign using English, Indonesia, and Sasak language, while figure 8 is an example of a bilingual sign using Sasak and Indonesian language. In the landscape in figure 9 is the informative sign. As informative signs, it indicates that the main function is for information. The high of availability of Indonesian language in informative signs implies that those signs are purposed to public. Thus, the informative signs are made by using Indonesian language as the official language of Republic Indonesia and all of Indonesian people can understand it.

## 4 Conclusion

After analyzing the data, the researcher concludes the research findings. The first is languages displayed in Selong LL. This study encounters English, Indonesia and Sasak languages which are presented in monolingual, bilingual, and multilingual signs. The multilingual signs in Selong LL are designed by using duplicating type and Code switching. Thus, the languages used in multilingual signs have similar information and a similar value. The second is the categories of signs discovered in Selong LL are the building names, prohibition, and the information. The researcher categorizes the signs based on the function of signs. Besides that, all of the signs categories have the function as the pedagogical tool of language learning for the people in Selong.

### *Conflict of interest statement*

The authors declared that they have no competing interest.

### *Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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