

# The Public Sign on Teras Cihampelas as a Form of Increasing the Happiness Index of Bandung Residents

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**Abstract**—Former mayor of Bandung Ridwan Kamil always mention the phrase "happiness index" when he inaugurated the park, and other programs in the city Bandung. Since 2013 Bandung already has approximately 24 public open spaces (parks). In the Beginning 2017 Teras Cihampelas has been inaugurated as the newest open public space. To maintain the preservation of Teras Cihampelas, Bandung city government put some public sign. This article will discuss the posts in the public sign associated with the preservation of Teras Cihampelas and the happiness of the citizens of Bandung who visited the park. The purpose of this study is to know pragmatically whether the speech on the public sign to help residents of Bandung to stay "happy" when enjoying Teras Cihampelas. This research data is taken from the public sign placed on Teras Cihampelas and 19 people who have visited the Teras Cihampelas to get their response to the ejected call. The results of this study can be additional information about the speech in the notice that can improve the "happiness" that read it.

**Keywords**—public sign; pragmatic; happiness

## I. INTRODUCTION

Bandung now days has many public open spaces (parks). Former Mayor of Bandung build the park to make people of Bandung much happier and they can freely use park to have relaxation and recreation. Nice city must have 30 % of green public space. Since 2013 Bandung has approximately 24 public open space (parks). Bandung have Jomblo park, Movie park, Lansia Park, Pet Park, Teras Cikapundung park, and the newest one is Teras Cihampelas. In the beginning 2017, Teras Cihampelas has been inaugurated as the newest public open space.

To maintain all the parks, Bandung government through Bandung governmental office for gardening and plantation put some public sign in the parks. This public sign indirectly makes the people who read it act in accordance with what is written in it.

Hidayatullah, Haedar and Moat they are discuss about public sign Bahasa Indonesia as part of speech act for the reader or visitors [1-3]. Also, Ge categorize some public sign in China, he said that public sign public signs present different linguistic and pragmatic traits in different historical periods [4]. The language of public signs is a window to understand the

beliefs and values, cultural and historical traditions, and the aesthetic taste of the entire Chinese society.

Public sign is one form of speech. which is written and put in the public spaces. On the public sign there are sentences such as declarative, suggestions, advice, orders, restrictions, and so on. Those sentences on the public sign, it can be a speech act which made with strategy and politeness. This statement is supported by what Leech said that speech acts consider the five aspects of speech situations that include 1) addressers or addressees; 2) the context of an utterance; 3) the goal(s) of an utterance 4) the utterance as a form of act or activity: a speech act; 5) the utterance as a product of a verbal act [5].

The one who write this public sign is Bandung governmental office for gardening and plantation as speaker/addressers and the one who read is hearer/addressee. Every sentence which is written on the public sign is an utterance. Every utterance has a specifics purpose and take place in a context binds and underlies the utterance itself.

Speeches in public signs posted in public places have certain functions and intentions to generate influence on the reader and audience. The responses and perceptions of various societies at the time of reading the appeal will be very different, ranging from positive or negative responses. This reaction is influenced by the background of everyone who reads. In order for its influence can be delivered maximally, good strategy is needed in the writing of speech and language politeness so that readers do not feel depressed or uncomfortable to be in that place.

This research focus is how the public sign will help "happiness" for the citizen who came and enjoy Teras Cihampelas as relaxation and recreation. Does the strategies and politeness on the public sign which put on Teras Cihampelas is appropriate for the "happiness"?

## II. THEORETICAL REVIEW

According to Webster's Third New International Dictionary public sign is the letter board or other public display placed before a building, room, shop or office to advertise business there transacted or the name of person or firm conducting it [6]. In Longman Dictionary of Contemporary English, the public sign is defined as a piece of paper, metal

etc. in public place, with words or drawings on it that gives people information, warns them not to do something (such as road signs or no-smoking signs). Public signs include land post, advertising board, shop and slogans in tourist attractions and the other public places [7].

Zongxian in Ge said public signs are signs that are shown publicly, offering a kind of warning, direction, notification and other closely related literal or graphical information. He adds that public signs are actually a very important component to the language environment of a city, especially an international tourist city [4].

Ge said there are three characteristics on public sign, first as a mode communication, it is kind of one-way communication between the writer of public sign and the audience [4]. Second, simple brief in form, to attract public attention the designer needs to convey the message in the most direct and prominent. Third, the main communicative purpose of public signs in essence to persuade, forbid, or warn the public to enact/prohibit the intended action of the speaker in the interest of public welfare. With their illocutionary force of directives, public signs often impose some face threat on the public; therefore, the speaker often endeavors to alleviate the face threat through strategic use of language.

Public space make urban happiness Sepe said one of the characters on the public space which make happiness is put some sculptures, games, or other elements and amenities that can bring a smile to a person's face promotes a state of happiness [8]. The typical cases in this sense are the installations and sculpture which to be seen require movements. The possibility to use urban sculpture in its value for socialization, favors the atmosphere of happiness of the place.

Yuyun also said that to measure happiness, beyond economic GDP, there are 10 aspect of live essentials for happiness one of the aspects is environment situation. This environment situation which is made by Bandung government are public space, such as Teras Cihampelas [9].

Politeness on public sign actually help to maintain the public space (here is Teras Cihampelas) and also happiness the audience who read and visit the place. Since most public signs are directives with face threat to the audience, the speaker will employ many linguistic and pragmatic strategies to reduce the face threat.

Brown and Levinson are also concerned with the notion of face. They developed their politeness strategy from Goffman's. Face according to Brown and Levinson is something that is emotionally invested, and that can be lost, maintained, or enhanced, and must be constantly attended to in interaction [10]. This notion of face may illustrate politeness in a broad sense.

Face consists of two aspects: positive and negative face. According to Brown and Levinson positive face is defined as the wants to have attributes, achievements, ideas, possessions, goals, and so on admitted or admired by at least certain others, whereas negative face is the want not to be imposed upon or impeded by others [10]. Not asking help of an appropriate

person when you need help can make the person who is willing to help lose positive face.

Brown and Levinson offered four different linguistic strategies to mitigate the degree of the face threatening acts (FTAs) [10].

#### A. *Bald On-record Strategies*

Mostly the formula used is "Do X!" and this strategy is used when the acts are least threatening to the hearer, e.g. between intimate friends or when the speaker is powerful.

#### B. *Positive Politeness Strategies*

This strategy is used when the acts are less threatening to the hearer or when speaker (S) decides to show hearer (H) that his/her (H's) wants, actions, possessions, values are appreciated e.g. among friends.

#### C. *Negative Politeness Strategies*

This strategy is used when the act is more threatening to the hearer e.g. for a transaction with a stranger.

#### D. *Off-record Strategies*

This strategy is mostly indirect and used for the acts that are most threatening to the hearer.

Base on that theory of politeness, the public sign on teras cihampelas analysed.

### III. METHODS

This study employed method of qualitative research in order to address the purpose study which is intended to explore the public sign can they preserve the happiness of the audience who read and visit teras cihampelas. Since this study investigates response from the audience happiness who visit teras cihampelas, questionnaire was made. 18 people who had visit teras cihampelas were fill the questionnaires which is make in google form and spread that to WhatsApp group and social media.

Questionnaire was made from 13 public sign picture on teras cihampelas. Then ask the audience about the response interesting, not comfortable, so-so and other answer they can write what they really felt about the public sign. Those questions are meant to find response if the public sign make happy or no.

### IV. FINDING AND DISCUSSION

There were 13 public signs on the teras cihampelas. in the public sign there are 2 warning, 2 caution and 9 notice. Politeness strategy that the public sign used are bald on record strategies, positive politeness strategies, and negative politeness strategies.

#### A. *Bald on Record Strategies*

There are four public sign include to bald on record strategies. One warning, one caution and two notice.

This are following public sign.



Fig. 1. Don't lean on railing.



Fig. 2. Do not lean or push railing.

On figure 1 and 2 the notice uses this kind strategies. This notice wants the people who read and see this do not lean on the railing or push the railing. Because it is dangerous. Response for these two notices from the audience is half said interesting and the other half feeling not comfortable.



Fig. 3. Beware for the one who throws garbage anywhere you will be arrested.

On this caution, Bandung Government will give hard punishment for them who throw garbage carelessly. And warn them not to throw garbage carelessly. With these two-women picture had response from audience the audience was said on the questioner 56% interesting unique different from the other public sign.



Fig. 4. They will not go to heave if they did not keeping clean.

Figure 4 use caption from hadith, are the record of the words, actions, and the silent approval of the Islamic prophet Muhammad SAW. Most of the people in Bandung City are Muslims, so Bandung Government ask the people together to keep teras cihampelas and Bandung clean. This is not usual warning, so response for this warning is very interesting, 76% respondent said that. After we see each response for this bald on record strategies, not quite make the audience happy.

*B. Positive Politeness Strategies*

Positive politeness strategies used when the acts are less threatening to the hearer or when speaker (S) decides to show hearer (H) that his/her (H's) wants, actions, possessions, values are appreciated. As this public sign on teras cihampelas there are five notice. This is the following notice:



Fig. 5. Keep calm and keep clean.

This kind of notice actually adapt from keep calm and carry on, which made by British people on 1936. Because at that time England was air attack and ask people do not panic. Here in Bandung this kind of notice was made with humor to make the audience smile because on Bahasa Indonesia "jagalah" is this is elephant, but the right one is "Jagalah" the one who made this one was make play with the word "jagalah". This mean not only for humor but also the government of Bandung make the audience same position with them. On the questioner answer was quite interesting this notice.



Fig. 6. Love Bandung like you love your mother.

Figure 6, involved audience and Bandung government to love the city like they love their mother. On this notice the government want to ask audience to join love the city together. The picture is former mayor of Bandung hug his mother to show his love to his mother. This is making most of the respondent said this one makes them happy.



Fig. 7. Throw away cigarette butts on the trash can, so you will get place in my heart.



Fig. 8. Throw garbage into trash can, and give you ex to her/his parents.

In Bahasa Indonesia figure 7 and 8 used suffix -lah which shown order to throw cigarette butts into trash can, the following sentences “so you will get place in my heart” and “give you ex to her/his parents” is a humor. This kind of humor make order not really harsh. Beside that the response from respondent said that half of them are feels interesting. Which mean they are happy also.



Fig. 9. Careful bro, your good looking will be reduce if you throw the garbage anywhere.

Bro! is kind of now days greetings and shown if the speaker uses this kind pronoun, so they feel really close friend. So, this kind of notice make Bandung government much closer like friend to the audience. Respondent said it is interesting almost of them said that.

C. Positive Politeness Strategies

This strategies used when the act is more threatening to the hearer. On this study there are one warning, one caution and two notice. This is the following public sign on Teras Cihampelas.



Fig. 10. Dear God, Please them bless for those who keep this place clean.



Fig. 11. Sorry, for our comfortable please do not eat es pelangi on this area.

Actually this caution made by the merchant area because it will make this are dirty and sticky. The word “maaf” is the one of the speech that show this one is negative politeness because we have treat the audience face. Seeing this kind of notice the respondent said quite doesn’t feel comfortable.

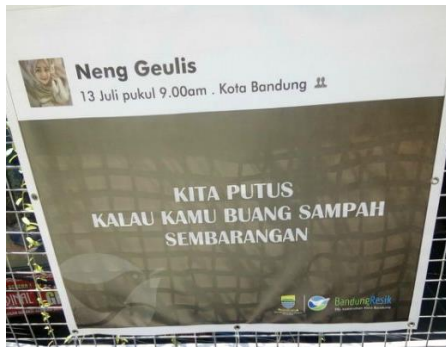


Fig. 12. We break up if you throw garbage anywhere.

This kind of warning is treat the one who throws garbage anywhere punish with break up by neng geulis. Here neng geulis is bandung government speaking. Even it like humour but the government want the audience really not to throw the garbage anywhere. Half of respondent said that this one is interesting to see.



Fig. 13. For all the Bandung citizen, Thank You for keeping Bandung clean.

This notice, display with former mayor bandung city and former vice mayor. As represented the bandung government they say thank you for keeping bandung clean. Word “thank you” is shown that this notice is negative politeness.

As for the responses for four public sign in using negative strategies interesting, so the audience feels happy as they are visiting teras cihampelas.

V. CONCLUSIONS

Bandung government has made public sign on teras Cihampelas which had considered that kind of public sign can preserve the happiness of the visitor who visit teras cihampelas. as politeness strategy they used 4 public signs on bald on record strategies, 5 positive politeness strategies and 4 negative strategies. Also, there are some 9 notice, 2 warning and 2 notice.

The public sign not only to preserve the cleanness and beautiful of teras cihampelas, but also to ask people of Bandung keep Bandung beautiful euy!

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