



The Linguistic Landscape of Tourism Destination Signage in Banyumas Regency

Chusni Hadiati^(✉)

Universitas Jenderal Soedirman, Jawa Tengah, Purwokerto 53122, Banyumas, Indonesia
chusni.hadiati@unsoed.ac.id

Abstract. Linguistic landscape is the realization of language in public space which serves two basic function as an informational function and a symbolic function because it gives relevant information to the public and it also shows the social and cultural status of those who use the language. It is the language of public road signs, advertising billboards, street names, place names, commercial shop signs, public signs on government buildings, and tourism destination signage. As a result of its location in Mount Slamet slope, Banyumas regency is blessed with natural tourism destination and thus tourism destination signage is relatively easily found. This qualitative research tries to portray the linguistic landscape of the tourism destination signage found in Banyumas regency. It has three objectives, namely, (i) to grasp the information in tourism destination signage, (ii) to figure out the language use in tourism destination signage, and (iii) to find out the structure of phrases in tourism destination signage.

Keywords: linguistic landscape · language in public space · tourism destination signage · language use · language structure

1 Introduction

On daily basis, we can easily find sign along the street. They stand for something else as they convey certain information. In linguistics, the study of those signs and their meaning is categorized as linguistic landscape. The study of linguistic landscape is generally the documentation of the description and analysis of the language situation in a certain location area [1]. They stated that linguistic landscape investigated language in its written form in the public sphere, particularly in the sense related to commercial signage and place name. Linguistic landscape is seen as the scene where the public space is symbolically constructed [2]. The language used in public signs indicate what language are locally relevant, or give evidence of what language are becoming locally relevant [3, 4]. One of the possibilities is to analyze languages in context by focusing on the written information that is available on language signs in a specific area [5]. In short, linguistic landscape is the analysis of sign from linguistic points of view.

Several research on linguistic landscape have been conducted so far. The comparison between homogeneous and mixed neighborhood in an Israeli cities and East Jerusalem. It focused on the degree of visibility of personal sign and public signs from three major

languages; Ibrani, Arabic, and English and concluded that Ibrani is the dominant language used in Israeli cities and East Jerusalem [1]. Research conducted by Backhaus studied the comparison between official and non-official multilingual signs in Tokyo [6]. He summed up that official signs were engineered to strengthen the power relation between the government and the society, on the other hand, non-official signs were used to communicate within the society. Wangpusit analyzed the content and the features of business names and business signboard in the area of Siam square [7]. He highlighted that there were three most popular content from business names and signboards, namely, the owner's name, the product names, and the outstanding features of the business. Budiarsa and Kristianto investigated the linguistic capital as foreign dominations in tourism domain: a case in Seminyak-Bali [8].

This paper reveals the linguistic landscape analysis of tourism destination signage found in Banyumas regency and it has three basic aims, such as, (i) to grasp the information in tourism destination signage, (ii) to figure out the language use in tourism destination signage, and (iii) to find out the structure of phrases in tourism destination signage.

2 Method

I collected forty tourism destination signage in Banyumas regency by visiting those places and taking photos of those places. I used total sampling for the research which meant I used all these forty data. Out of these forty tourism destination signage, I classified and analyzed them to answer the research question.

To answer the first research question, I collected data and grasped the information from each datum. I observed the signage to obtain comprehensive information on the tourism objects. For the second research question, I classified data based on the type of language and the structure of phrase in tourism destination signage. I utilized three types of phrase structure including the phrase structure of Indonesian language, English, and Javanese. The last part is displaying the result of analysis. In displaying the result of the research, I used context to give a deeper elaboration.

3 Result

This part contains the analysis of each research question. This research has three research question as follows: (i) the information in tourism destination signage, (ii) the language used in tourism destination signage and (iii) the phrase structure of the signage. Thus, there are three major parts of this section.

3.1 The Information in Tourism Destination Signage

I display the following data to show the information that can be found in tourism destination signage in Banyumas regency.



The information that can be found in tourism destination signage are presented in the following parts.

3.1.1 The Name of Tourism Destination

The signage shows the name of tourism destination to guide visitors. The name of tourism destination that can be found, for examples, are Baturraden Adventure Forest, New Small World, Taman Meruni, Curug Pinang, Grojogan Ratu, and The Forest Island. Those several name indicate the name of tourism destination available in Banyumas regency.

3.1.2 The Attraction of Tourism Destination

The attraction of tourism destination show the interesting object tourist can find on the site. Those objects, to mention a few, are camp area, waterfall, playing ground, water sport area, hot water spring, forest, and flower garden. These are some of the attraction of tourism destination.

3.1.3 The Facilities of Tourism Destination

These are not the main attraction in tourism object, however, their existences are important to sustain the main tourism object. The facilities are praying room, toilets with clean water, hotel and homestay with reasonable price, and food stall that serve traditional food and snacks.

3.1.4 The Price Admission

This information is also important for visitors as they may come from various economic background who have to calculate the price before visiting certain area. Moreover, when they bring a huge member of their family. The price of admission on several tourism destinations in Banyumas regency are around ten thousand until thirty thousand rupiahs for adult tourist which also means that children will have different rate.

3.1.5 The Direction of Tourism Destination


The information about the direction of tourism destination is usually marked by an arrow sign and the distance between the tourism signage and the object which is marked by number of kilometers. For example, when we find an arrow directing to the left sign for 2 km it means that the object is two kilometers far from us in the left direction.


3.1.6 The Information on How to Find the Tourism Destination


There are several ways that are used by tourism management to spread the information about their tourism object. One of the commonest way is through social media such as:

website 

(curugpinang-baturraden.blogspot.com),

Instagram  (tamanmerunibaturraden, new.smallworld),

facebook  (Taman Meruni Baturraden), and.

WhatsApp  (0858-7768-8816 Taman Meruni).

3.1.7 The Visiting Hours of Tourism Destination

The next information provided by the tourism destination signage is the visiting hours. It is very crucial as it gives evidence when tourist can come and enjoy the vibes. For instance, in New Small World tourism destination signage, we can find the information that the place is available from Monday until Friday starting from 8 A.M up to 4 P.M while from Saturday and Monday, it is available from 7 A.M up to 5 P.M.

3.1.8 The Tagline of Tourism Destination

It is usually the short image that the management want to be installed in the tourists' brain and mind whenever they come to the destination. By installing the image, the tourism destination will be remembered when they want to recap the ambiance. The tagline of *Taman Langit*, for instance, is good mood, good food, and good ambiance as this place provide a place with beautiful scenery, fresh air, and delicious food.

3.1.9 The Address of the Tourism Destination

The information about the address of the tourism destination is also available in the tourism destination signage as we can see in data of The Forest Island in which it informs that the address is Jl. Raya Baturraden Km. 6, Pandak-Purwokerto. This address is the location of the tourism destination.

3.2 The Language Use in Tourism Destination Signage

Relate to the use of language in tourism destination signage, I find three languages as it is shown in the following chart.



3.2.1 Indonesian Language

Out of 111 words used in the tourism destination signage, I find 78 Indonesian words (70,35%). Some of them are *bukit, gua, hutan, kebun, menara, museum, rumah, pondok, puncak, pemadian, taman, telaga, batu, wisata, and agung* It shows that Indonesian words are very productive in the tourism destination signage in Banyumas regency as most of the tourists are domestic tourists.

3.2.2 English

There are 19 English words (17,1%) used in tourism destination signage, such as, adventure, forest, camp, area, green, stone, waterfall, ranch, mount of fun, small, world, hexagon, island, and water boom. This number indicates that there is a tendency from tourism management to increase their market by supplying information in English. They hope the use of English can facilitate foreign visitors to get the information about the tourism object.

Table 1. Indonesian phrase with Indonesian structure

Tourism destination signage	Noun	Adjective	Adverb
Bukit Bintang Baturraden	Bukit	Bintang	Baturraden
Gua Surabadak	Gua	Surabadak	
Telaga Sunyi	Telaga	Sunyi	
Taman Langit Purwokerto	Taman	Langit	Purwokerto

The word *bukit*, *gua*, *telaga*, and *taman* are classified as noun which are followed by adjective (*Bintang*, *Surabadak*, *Sunyi*, and *Langit*). Adverb (*Baturraden* and *Purwokerto*) are optional in those contraction as they are only found in two out of four data.

3.2.3 Javanese

Fourteen Javanese words (12,6%) are used in tourism destination signage. Words like *curug*, *jungkir*, *pitu*, *walik*, *sendang*, *pancuran*, *telu*, *bale*, *kemambang*, *watu*, *grojogan* are the examples of Javanese words. The use of these words does not mean that there are no suitable words in Indonesia as for the word *grojogan* has the similar meaning as *air terjun*. However, the tourism management still maintain the use of Javanese word to strengthen the bounding between them and the visitor as most the visitors are Javanese.

3.3 The Structure of Phrases in Tourism Destination Signage

Based on the analysis, I find that there are four possible combinations of structure and phrase in tourism destination signage, i.e. Indonesian phrase with Indonesian structure, English phrase with English structure, English phrase with Indonesian structure, and Javanese phrase with Javanese structure.

3.3.1 Indonesian Phrase with Indonesian Structure

There are 19 (47,5%) tourism destination signage that have the form of Indonesian phrase with Indonesian structure. Some examples of this type are *Bukit Bintang Baturraden*, *Gua Surabadak*, *Telaga Sunyi*, and *Taman Langit Purwokerto*. Those names are classified as noun phrase in Bahasa Indonesia. Noun phrase in Bahasa Indonesia is constructed from noun, adjective and adverb [9]. Table 1 shows the construction of each tourism destination signage of this type.

3.3.2 English Phrase with English Structure

I find 3 (7,5%) constructions of tourism destination signage that belong to this type, i.e., *Baturraden Adventure Forest*, *Green Stone Waterfall*, and *The Forest Island*. Noun phrase in English can be formed by combining determiner, modifier and head word [10]. Modifier can be filled by one adjective or more. Table 2 displays the construction of each tourism destination signage of this group.

Table 2. English phrase with English structure

Tourism destination signage	Determiner	Adjective	Noun
The forest island	The	forest	island
Green Stone Waterfall	Green	stone	waterfall
Baturraden Adventure Forest		Baturraden	Adventure Forest

Table 3. English phrase with Indonesian structure

Tourism destination signage	Noun	Adjective	Adverb
Camp area Baturraden	Camp area		Baturraden
Caping park Baturraden	Caping park		Baturraden
New Small World Baturraden	New Small World		Baturraden
The Village Purwokerto	The village		Purwokerto

Table 4. Javanese phrase with Javanese structure

Tourism destination signage	Noun	Adjective	Adverb
Grojogan Ratu	Grojogan	Ratu	
Curug Nangga	Curug	Nangga	
Pancuran Telu	Pancuran	Telu	
Taman Bale Kemambang	Taman	Bale	Kemambang

3.3.3 English Phrase with Indonesian Structure

There are 9 (22,5%) construction of tourism destination signage that are classified into this type, i.e., Camp area Baturraden, Caping park Baturraden, New Small Word Baturraden, and The Village Purwokerto. Table 3 shows the constructions of this type.

Those constructions, Camp area Baturraden, Caping park Baturraden, New Small Word Baturraden, The Village Purwokerto, are all English phrases however they follow Indonesian noun phrase structure [9]. If they follow English structure, their construction will be Baturraden Camp Area, Baturraden *Caping* Park, Baturraden New Small World, and Purwokerto the Village.

3.3.4 Javanese Phrase with Javanese Structure

There are 9 (22,5%) construction of tourism destination signage that are classified into this type, i.e., Curug Telu, Curug Nangga, Pancuran Pitu, Taman Bale Kemambang. Table 4 shows the constructions of this type.

The constructions Curug Telu, Curug Nangga, Pancuran Pitu, Taman Bale Kemambang belong to Javanese phrase with Javanese structure. The words such as curug, telu,

nangga, pancuran, pitu, taman, bale, and kemambang are all Javanese words and their construction comply with Javanese noun phrase rule [9].

From the analysis of the structure of phrases in tourism destination signage, it can be seen that the signage is formed mostly by using three languages, Bahasa Indonesia, English, and Javanese. It reflects that tourism destinations in Banyumas regency target domestic and foreign tourists simultaneously and they also maintain to construct their identity as a part of Javanese culture.

4 Conclusion

This paper on the linguistic landscape of tourism destination signage in Banyumas regency has reveal the information about tourism in the local area of Banyumas regency. Each tourism destination signage is made to facilitate visitors in their vacation. The language used in the signage enable visitors to grasp the information. In addition, there is a tendency of the tourism management to use English in the tourism destination signage as they try to broaden the market share for foreigners. However, the use of English and other foreign language may result a new challenge relate to the identity of Banyumas people. This can trigger the next researcher to conduct a research on the issue.

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