Beauty and Identity: A Comparative Study of Linguistic Landscape of Beauty Salon in Indonesia and India

Chusni Hadiati[1], Ely Triasih Rahayu[2], Lakshmi Priya[3]

[1,2] Universitas Jenderal Soedirman, Banyumas, Jawa Tengah 53122 Indonesia
[1] chusni.hadiati@unsoed.ac.id, [2] ely.rahayu@unsoed.ac.id

[3] Pachyderm Tales Literary Consultancy, Chennai, Tamil Nadu, India
pachydermtales@gmail.com

Abstract. The advancement of beauty industry has surprisingly caught our eyes due to its massive and rapid transformation. The beauty industry includes a varied range of personal products, beauty appliances, services, and other related function. People develop and make various manoeuver to reach and maintain beauty and thus it becomes easier to find beauty salon around us as they can help people achieve their ideal beauty. Those salons need to advertise their service to attract customer as many as possible. They will place several billboards in public place to attract potential customers. Those billboards are the object of linguistic landscape study as the documentation of the description and analysis of the language situation in a certain location or area has become the major focus of linguistic study. It is highlighted that linguistic landscape investigated language in its written form in the public sphere, particularly in the sense related to commercial signage and place name. In addition, beauty consumption serves two opposing functions in identity construction: social membership and distinction. How people identify themselves as the member of society and as an individual is an intriguing question. This study aims at finding out the similarities and differences among Indonesia and India beauty salon in terms of their identity as they are reflected in the linguistic landscape of their billboard advertisement. This study describes how social context constitute identity in two different areas.

Keywords: Beauty; Identity, Context, Linguistic Landscape, Sociolinguistics

1 Introduction

We live side by side in the world that full of signs and each sign may mean different thing to different people. An information billboard that we can easily find along the street is rich of meaning depend on the context. Signs we find in certain space does not happen randomly in fact they are placed there for something. This means that the space we live in is constructed. Spaces are created not only by the objects and things around us and the daily activity we daily do to comprehend them but also by considering the interaction with other functional system in the space. It is in line with some scholars

who highlight the importance of other operating system in the space we live in [1]. In a simpler way, we can say that the information billboard or even the advertisement billboard we see along the street does not only carry their own meaning but they also cooperate with other signs and the people live around them. Please note that the first paragraph of a section or subsection is not indented. The first paragraphs that follows a table, figure, equation etc. does not have an indent, either.

Billboard salon advertisement does not only contain the information about the services but also it also contains the concept of beauty. Beauty is generally described as the property of an object that makes it pleasing to the eye. These objects include landscapes, sunsets, people, and works of art. Beauty is a major subject of aesthetics, one of the major branches of philosophy, alongside art and taste. Ugly as a positive aesthetic value is contrasted with a negative value. Judgments of beauty seem to occupy the area between objective and subjective [2]. Beauty cannot be separated from identity since identity is described as the qualities, personality traits, beliefs, and the looks that characterize an individual or group. An individual's identity is shaped by social and cultural factors and how other people perceive and value that person's attributes. We can highlight here that persons' identity is highly influenced by the social and cultural factors that surround them [3]. The need to be beautiful has become a part of personal identity in some areas including Purwokerto and Trichy. More people want to be considered charming and attractive so that they feel they need to go to beauty salon to make them more charming and attractive. The demand of beauty salon is perceived by capitalist as a way to make more and more profit thus they open beauty salon to fulfil people's desire. No wonder that nowadays more and more beauty salon billboards are easily found in those two towns.

People can easily spot the signs along the road every day since those signs convey specific information and therefore represent different things. In linguistics, the study of these symbols and their meanings are classified as linguistic landscapes. Linguistic landscape studies generally document the description and analysis of the linguistic situation in a particular site area [4]. They said the linguistic landscape explores language in written form in public spaces, particularly with respect to commercial signs and place names. The linguistic landscape is viewed as the scene of symbolic construction of public space [5]. Languages used in public signage indicate which languages are locally relevant or give clues as to which languages are becoming relevant [6]. One way is to analyse the language in context, focusing on the available written information about the linguistic symbols of a particular domain [7]. In a nutshell, the linguistic landscape is the study of signs from a linguistic point of view.

Linguistic landscape examines the information reflected by the linguistic evidence provided by the signs we can easily find along the street. Several studies on language environments have been piloted nowadays. A comparison of mixed and homogenous districts in East Jerusalem and Israeli cities has been investigated. The focus was on the level of legibility of private and public signage in the three main languages. They examined Arabic, English and Ibrani and summed up that Ibrani is the prevailing language in Israeli cities and East Jerusalem [8]. A study conducted by a scholar investigated a comparison of official and informal multilingual signs in Tokyo [9]. He summarized that formal signs are constructed to strengthen the balance of power between society

and the government, while informal signs help in communication within society. Another scholar analysed the content and characteristics of the company names and company signboards in the Siam Square area [10]. He emphasized that when it comes to company names and company signage, he has three most popular contents: the owner's name, product name, and company characteristics. Budiarsa and Kristianto considered linguistic capital as a foreign dominance in the tourism sector in Seminyak-Bali [11]. A research has been conducted to investigated the use of linguistic landscape in gastronomic and beauty industry in Korea which highlighted the importance of English used in beauty industry compared to the former [12]

The previous research on linguistic landscape led to the idea of this study. This preliminary study on comparing the beauty salon in Purwokerto and Trichy focuses on two main questions, i.e., to find out the information carried by the beauty salon as well as the reflected identity. A deeper and further research is highly needed to have a fuller description of beauty salon in those two towns which may bring benefits for the two parties.

2   Method

Linguist and other scholar in many fields were tempted to present systematic explanations of language profiles of today's cities. It should be mentioned that it was a so-called zone of cooperation between a wider range of specialists. They were participating in research on interdependence of all kinds of social and linguistic phenomena that public space was not neutral, in fact, it was characterized by linguistically formulated symbols related to many social, economic, political, and cultural causes. In a simple way, the study of linguistic landscape was very contextual.

We need to highlight here that one definition of the linguistic landscape was that linguistic objects mark public spaces with tokens include "any written sign outside a private home, from road signs to street, shop, and school names". Linguistic landscape focused on analyzing these elements according to the language used, their relative importance, syntactic or semantic aspects [13]. It went without saying that the further development of the language environment depends on the contribution of these social factors.

We have collected around forty signage both in Purwokerto and Trichy. After clustering information from the signage, we figured out three basic information carried by the signage in both places. Having made several interviews with owner and customer of those beauty salon, we also figured out interesting phenomena relate to the identity issue. However, deeper research on multidisciplinary studies on these issues was worth investigating.

3   Result

This part elaborates two main things in accordance to the research objectives, the first is to find out the information on the beauty salon signage and the second one is to grasp the preliminary explanation about the identity reflected by the signage. There are at least three major information carried by the beauty salon signage or billboards as we presented below.

3.1   The information carried by the beauty salon signage

We found out that in both places, beauty salon signage relatively shares similar information about the information on the services provided, the address, and the language use. We showed the detail by providing evidences.

3.2   Information about the name and services provided by the beauty salon

Purwokerto	Trichy

We can see from the signage that the name of the salon emerges because name serves as a unique characteristic that differentiate one salon from the other. The signage above indicates that in both places, beauty salon is used by the owner to show the services they provide. In Purwokerto, beauty salons mainly give services such as for hair wash, hair mask, cream-bath, hair colour, bleaching, highlight, manicure, pedicure, nail art, nail gel, hair extension, hairdo, and make up. Beauty parlour in Trichy also provide similar services such as make up for pre-bride, bridal, party, HD (High Definition) make up, pre-wedding and make up for shooting. This happens because the signage is meant as a tool to give information about the services provided by the beauty salon which means those beauty salon signage has successfully show their function. It is in line with Hadiati who has demonstrated the function of tourism signage as a tool to give information about the tourism services [14].

3.3   The address

Purwokerto	**Trichy**

These two billboards also show similar thing, that is the address of the beauty salon. Both signage explicitly stated the address of the beauty salon. The first billboard showed the address of Dyah Salon & WO which is located in Jl. Jatiwinangun No. 45, Purwokerto. Meanwhile the second billboard in Trichy displayed the information of Ruby beauty Parlour & hair, Dressing Saloon in Mullai Nagar, Wireless Road, Airport Trichy-07. The address needs to be stated explicitly as it can navigate the potential clients or customers. Thus, information about the address is commonly found in beauty salon billboards which is in line with [10].

3.4   The Language Usage

| Purwokerto | Trichy |

As we can see from these signage, we can conclude that in Trichy, English is more properly used. In Purwokerto, the beauty salon signage use broken English for the word 'smoothing' instead of 'smoothening' as it is showed in Trichy. We know that beauty salon can provide services to make customers' hair smooth thus the correct word is 'smoothening'. 'smooth' is and adjective not verb, hence it cannot be form into gerund simply by adding –ing form. In addition, beauty salon in Indonesia still mix the language between English and Bahasa Indonesia. Instead of using 'etc', it is used *DLL (Dan Lain-Lain)* which means 'and the other'. It goes without saying that as a British commonwealth country, India uses English better than Indonesia which is a former Dutch colony. In Trichy the word parlour is more common to be used instead of salon. On the contrary, in Purwokerto, the word salon is very common. Parlour by definition is a shop or business providing specified goods or services and salon is an establishment where hairdresser, beautician, or couturier conducts their trade. Linguistically, the word salon is more specific compare to parlour.

3.5   Identity Construction

| Purwokerto |

In Purwokerto, we can easily find a salon that is particularly meant for ladies and for men. However, there is also some salons which are available for men and woman in one place. Tabita salon, for example, is only for women, on the other hand, Frans Salon is meant for men and women. The fact in Trichy shows the different thing. There we can find that parlours for men and women are separated. Identity is described as the qualities, personality traits, beliefs, and appearances that characterize an individual or group. An individual's identity is shaped by social and cultural factors and how others perceive and value their qualities. What can be emphasized here is that people's identities are strongly influenced by the social and cultural factors that surround them. Our hypothesis why beauty parlour in Trichy has a strict line between men and women is due to their belief.

4   Conclusion

This study has described the condition of beauty salon signage in Purwokerto, Indonesia, and Trichy, India. The linguistic landscape of those towns shows that the signage contains specific information about the beauty salon that is beneficial for the customer starting from the name and services provided by the salon, the address of the salon, the language usage, and the identity issue. Related to identity issue, a deeper and interdisciplinary study needs to be taken into account.

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