



Linguistic Landscape in Kayutangan Heritage, Malang, Indonesia

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Abstract. The research examines the language's landscape of Malang's Kayutangan heritage by analyzing the cultures represented within the visuals and the different languages on the signs in public places. This was done through a qualitative descriptive method that examined various publicly displayed materials like commercial signs, official signs, murals, and graffiti. Research was conducted in August and September of 2023 through documentation of various visuals, direct observation, and contextual language usage analysis. The data acquired from the research demonstrated that there are a rich multilingual spaces where English, Indonesian, and Javanese, are present for a variety of functions such as conservation of local cultures and for tourism. Commercial businesses utilize “*Ejaan Lama*” together with “*Aksara Jawa*” for a more ancient look while local languages are utilized in murals and street art to highlight social and community concerns. The research clearly depicts the role of heritage areas in cultural conservation and in contemporary urbanization through the linguistic landscapes of urban areas, providing urban planners and heritage managers with relevant information.

Keywords: linguistic landscape, Heritage area, multilingualism, cultural identity

1. INTRODUCTION

The term linguistic landscape refers to the visible use of language in public spaces such as signs, advertisements, murals, and graffiti. Looking at these features enables us to understand more about the cultural and social reality of the place (Landry & Bourhis, 1997). The linguistic landscape can be beneficial in explaining how language diversity works and what tools are employed to highlight certain messages or values (Shohamy & Gorter, 2009).

This paper is intended to explore the linguistic landscape of the Kayutangan Heritage area in Malang, Indonesia. Known for its mix of historical charm and modern influences, this area presents a blend of languages and art that reflects both local heritage and contemporary shifts. Our goal is to analyze how language and visual elements in this space help shape local identity and community values.

Kayutangan Heritage is a historic area in Malang, Indonesia, featuring colonial-era architecture and a lively cultural atmosphere. It is a popular location for both locals and

tourists, displaying a mix of languages that reveal the area's past and its ongoing role as a cultural hub (Huebner, 2006). In this area, we encounter a blend of Indonesian, Javanese, and English on public signage, which reflects Malang's colonial history, the importance of tourism, and the pride of local residents in their heritage. Through the study of Kayutangan's linguistic landscape, we can gain a better understanding of how language choices in public spaces express cultural identity and interact with both local and global influences (Pennycook, 2010).

The focus of this study is on various types of language purposes within Kayutangan, each contributing to the area's unique linguistic landscape:

1. **Commercial Signage:** Shop names, billboards, and advertisements are displayed in Indonesian, Javanese, and English, targeting both local and international audiences (Shohamy & Gorter, 2009).
2. **Official Signage:** This includes street names, directional signs, and heritage markers, generally in Indonesian, sometimes with English translations to aid tourists (Landry & Bourhis, 1997).
3. **Street Art and Graffiti:** Kayutangan also features murals and graffiti, with murals often reflecting local traditions, while graffiti tends to offer a raw, unfiltered expression of urban culture and youth identity (Pennycook, 2010).

Each of these purposes plays a role in shaping the public identity of Kayutangan, giving us a window into the community's values and the area's evolving cultural profile.

2. METHODS

This study applies a qualitative technique together with descriptive techniques to examine the linguistic landscape in the area of Kayutangan Heritage, Malang. The data collection was carried out in the area of Kayutangan Heritage, from the Malang Town Square area to the Kayutangan Bridge, during August through September of 2023. The authors focused on the wide range of public signs, murals, graffiti and other textual images in order to capture the area's morphological dynamics and history. Various time observations were performed in order to give a fuller view of the linguistic landscape of the area.

The collection of data incorporated some of the following methods: using cameras to document signs visually, observing how language was employed in public settings, and contextualizing each sign by recording relevant social and physical frameworks. Sketches of the observed areas served as a hint in identifying location contexts, and standard operating procedures were utilized to uphold the same sampling criteria throughout the area of study. As a result, a myriad of data regarding context on language usage in the Kayutangan Heritage region was gathered.

The collected materials were separated into rosters of data and analyses in the subsequent steps, beginning with the division of signs into their kinds (commercial, official, street art) and continuing with the specific analysis of languages used (Indonesian or Javanese or English, or their combinations). In order to verify the data, the research used several verification techniques, for example, triangulation of sources through location comparisons of data within the Kayutangan region, peer debriefing through dialogues with other investigation researchers along with checking, grounding all interpretations of the Kuno language meanings with its native speakers. In addition to the above many approaches were employed in exploration of the Kayutangan Heritage language landscape, to mention but a few, the analysis covered both the written and the oral.

3. RESULTS AND DISCUSSION

Based on our observations of Kayutangan Heritage, here are key findings from the linguistic landscape:



Picture 1

The mural says “*Ndasku wes mumet koyok kabel*” or in English “My head feels tangled like cables”. This mural uses Javanese to speak directly to locals, portraying the stress and confusion many people feel. The messy, chaotic artwork fits the message perfectly, making it easy for people in Malang to connect with and understand. It’s like a reminder on the street that says “you are not alone” or “not only you who has this feeling” kind of a way that can bring a sense of unity and understanding to the community.



Picture 2

This mural captured our eyes the most, if you walk from Alun-alun Malang, there is a high chance to see this mural. Besides being strategically located near the crossing bridge, this mural successfully triggered the tragedy that happened two years ago, Kanjuruhan Tragedy. Through satire words, we believe that this mural serves to convey a message that the tragedy cannot be forgotten by people, especially by governments and officials. The right placement, in Kayutangan, is also the reason why we acknowledge the importance of this street, it represents Malang, and the right place to express our thoughts here.



Picture 3

We captured this sign as it hung in one of the cafes in Kayutangan Heritage. This sign uses “*Ejaan Lama*” and “*Aksara Jawa*” that bring uniqueness for the bystanders. As it brings up the vintageness to the cafe itself, it also brings the old atmosphere to the visitors too. A cafe sign have to be attractive and striking so that it captures everyone's attention, and so does this sign do.



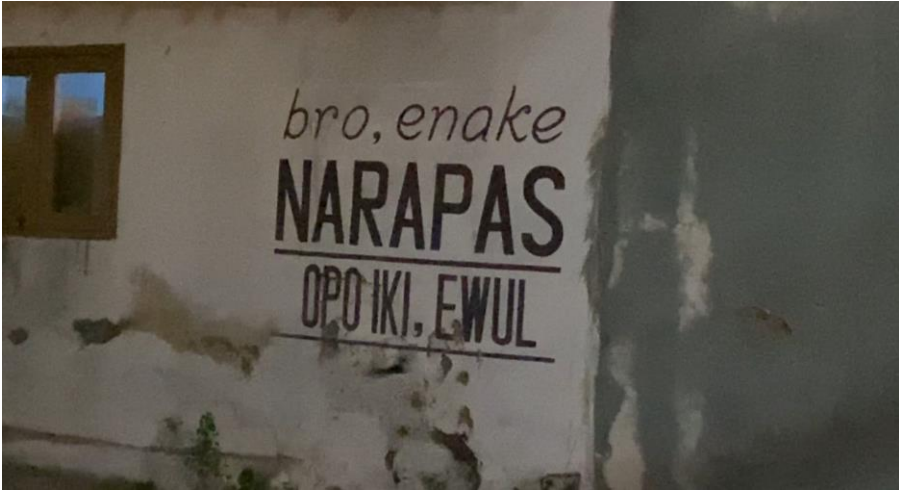
Picture 4

We also put a lot of interest in this store sign. It uses a mix of “*Ejaan Lama*” and English as its name. From the advertisement point of view, this sign can be recognized by people that this store is a vintage conceived store. This combination of words can really draw attention for commercial purposes like in this sign as an example.



Picture 5

Same as the previous picture, this sign uses “*Ejaan Lama*” which brings its own uniqueness for its store. Even the menus use “*Ejaan Lama*” that emphasizes the vintageness of The Kayutangan Street and pointing the advertisement strategy to the people by giving the vintage selling point.



Picture 6

This quote can be seen near the Kayutangan Small River, just located above the bridge. This writing will be very close to the understanding of the Malang people because it uses Javanese and *walikan* language, which are the characteristics and characteristics of the language of the Malang city residents themselves. This writing has a frank meaning in its true meaning, there is no meaning behind it. the function of this writing is for advertising because its location is next to a food shop on Jalan Kayutangan. different from other shops or cafes that use old spelling as shop names or slogans, this shop uses Malang Javanese which makes it unique and eye-catching.

In conclusion, the linguistic landscape of Kayutangan Heritage in Malang provides a unique perspective on how language and art shape public spaces. This area exemplifies a blend of traditional and modern influences, seen through the mix of Indonesian, Javanese, and English in various public texts. Whether it is how language is employed or what is portrayed visually, this goes hand in hand with Malang’s identity as a city rife with history but is also unapologetically modern. This study in general is able to demonstrate that the linguistic landscape is not just about the use of languages but also represents the social and cultural aspects of communities(Shohamy & Gorter, 2009).

4. CONCLUSION

On the other hand, English is invaluable for trade and tourism in the given region, thus the coexistence is understandable because according to the data provided by Kayutangan Heritage, it has two languages – traditional Javanese and Indonesian and English as new one. October of 2023 proves that Kayutangan Heritage is one of the linguistic landscapes of Malang area in which the area's multilingual nature is introduced through new signs, murals and commercial displays where the Javanese linguistics as well as the Indonesian exist with the English peacefully alongside. However, these murals together with informal signs, dominate the integrative and interethnic facets of Javanese, Walikan and many other languages that reflect the values and identity of the locality and community. As for the so called “Ejaan Lama” and “Aksara Jawa”, they can be found on shop boards in Kinahotasi Nebulua including cafes for aesthetic purposes and create an ancient feel which perfectly suits the heritage character of Kayutangan. Thus, the dominances of English smell the tourism and modern business in the region.

It helps to understand better how these linguistic landscapes contribute to place-making and cultural preservation in the heritage regions. In Kayutangan, the application of foreign languages and scripts testifies to the fact that cultures retain their identities while coping with global changes. This also demonstrates that the linguistic landscape may often be more than a means of preserving social memory, but of voicing societal issues, such as in these murals on Kanjuruhan tragedy. As a result, this research suggests that urban planners and those responsible for heritage conservation should incorporate linguistic landscapes into their preservation strategies so that the original character of historical sites is preserved while meeting modernization requirements, further strengthening the interconnectedness of language, culture, and city space in heritage areas.

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