



Linguistic Landscape and Multilingualism in the Tourism Industry of West Anyer Coast: Language Strategies for Promotion and Global Competitiveness

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Abstract. Linguistic landscapes mirror the multilingual character of a society and play a significant role in shaping cultural identity and enhancing the appeal of tourism. This study investigates the forms of linguistic landscapes found in the multilingual communities of Javanese, Sundanese, and Lampung in Anyer, Banten. It explores how language is strategically utilized to promote local tourism. Using a qualitative approach, data were collected directly at 85 tourism sites, including natural attractions, artificial landmarks, religious and historical sites, hotels, restaurants, and souvenir centers. The signs were analyzed based on part writing, code preference, and multimodal to reveal patterns of promotional strategies. The findings show a predominance of monophonic part writing, equally distributed between Indonesian and English. However, polyphonic forms indicate the presence of local languages, which is evident in signage for natural tourism sites and restaurants. The overall linguistic landscape tends towards multilingualism, featuring Indonesian, English, Javanese, Sundanese, Lampung, and even foreign languages such as Italian, Dutch, and regional Indonesian. Language choice in signage serves a technical purpose and a branding strategy that shapes visitor experiences. These insights highlight the need to balance global, national, and local languages to create culturally rich, inclusive tourism destinations. The research contributes empirical insight into the linguistic landscape of a multilingual tourism area in Indonesia, highlighting how language use reflects and shapes cultural identity. Methodologically, it introduces a multimodal and code-preference analysis approach to signage in tourism contexts. Practically, it offers strategic considerations for tourism development, recommending fostering culturally rich and inclusive tourist destinations.

Keywords: Linguistic landscape, Multilingualism, Cultural identity, Tourism promotion, Multimodal analysis

1 Introduction

Banten Province, Indonesia, is an area that has many tourist areas, such as religious tourism, historical tourism, cultural tourism, and natural tourism. One of the famous natural and religious tourism in Banten Province is the tourist attractions located on the West Coast of Anyer, Serang Regency, which is very easy to access because it is located on Jalan Raya Anyer. Information about the tourism industry in the Anyer area can be

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easily found at the location of tourist attractions which can be in the form of signage and visual information, such as signboards, information boards, tourist maps; digital media, such as LED displays, official tourist websites; brochures and guidebooks; and social media tourist attractions. All of this information is a form of linguistic landscape in tourist areas.

In addition to the many tourist destinations, along Jalan Raya Anyer there is also a multilingual community, consisting of Javanese, Sundanese and Lampungese. They live side by side, especially in the Anyer sub-district area. The Javanese majority reside in Anyar Village, Mekarsari Village and Tanjung Manis Village; the Sundanese majority in Tambang Ayam Village and Sindangkarya Village; and the Lampungese in Cikoneng Village. The Lampung tribe is a migrant community originating from Lampung Province that has lived and settled since the 1500s [24]. They are known as the Lampung Cikoneng community. The existence of the Lampung Cikoneng community also left traces of history between Lampung and Banten which are now also historical and religious tourist destinations, such as Sumur Agung, Cikoneng Great Mosque, Buyut Kuning Tomb, Minak Sengaji Tomb, and Zero Point Lighthouse. Therefore, research on the linguistic landscape of the tourism industry and the impact of multilingualism with the presence of Javanese, Sundanese, and Lampungese Cikoneng tribes is interesting to study. Through the linguistic landscape, it is expected to get an overview of language interaction, language existence, and the existence of cultural and linguistic identity of multilingual communities in the Anyer tourism industry area.

Landscape linguistics is the study of language use in public spaces, highlighting the embodiment of language in various contexts [10]. Linguistic landscapes play an important role in shaping the identity of multilingual communities, reflecting the coexistence of different languages and cultures [18]. The linguistic landscape includes elements, such as signs, advertisements, and graffiti to reveal the interplay of language and society in a community. Linguistic landscapes can be classified based on Spolsky and Cooper's taxonomy [22]. Cenoz and Gorter mentioned that landscape linguistics provides information related to sociolinguistics in the use of various languages [7], especially in the aspect of multilingualism [13]. In this regard, there is a theory of part writing to see signs of multilingualism in linguistic landscapes [3, 20]. In landscape linguistics, signs that are multilingual can show the hierarchy or dominance of one language over another. Backhaus named the analysis as code preference, which is the analysis of language signs using visual aspects to see the hierarchy or language primacy between the languages used [4].

Research on linguistic landscapes in tourism sites has been conducted in Indonesia, such as research on linguistic landscapes in Bali as multilingual signs in public signage [24], research on linguistic landscapes in the Lembang and Tangkuban Perahu National Tourism Areas as aspects of multilingualism [1], research on linguistic landscapes of hotel naming in Magelang City and Regency [25], and research on linguistic landscapes in food stalls at Melasti Beach, Bali [21]. The similarity of the four studies is that they both examine the linguistic landscape in tourism places, both in the beach area, mountains, hotels, and restaurants. In summary, the similarity across these studies lies in their focus on tourism landscapes, although the research contexts remain limited to predominantly monolingual societies. Then, in the research of tourist attractions, the aspects discussed can find the existence of multilingual forms on signboards and public

information. The multilingualism found in these studies is in the forms of linguistic landscape, while the research location remains in the area of monolingual society. By contrast, the present study is situated in a multilingual community—Anyer, Banten—where Javanese, Sundanese, and Lampung languages coexist with Indonesian and English. This setting allows the study to examine how multilingual practices are embedded in tourism signage and how language choice reflects both cultural identity and tourism promotion strategies.

Meanwhile, in this study, the research location is already in the location of a multilingual community and no one has studied the problem of linguistic landscape in the tourism industry in the Anyer Beach area. The study of the linguistic landscape in a multilingual society in this study is supported by the perspective of linguistic economics to find out the strategy of using language as a medium of tourism promotion that has been carried out by tourism industry players in attracting the attention of local, national, and foreign tourists, both in terms of natural, religious, and historical tourism, as well as accommodation in the location area around Jalan Raya Anyer, specifically, Anyer Village, Cikoneng Village, and Tambang Ayam Village. Based on linguistic economics, linguistic landscapes can reflect economic factors, such as tourism and commerce, influencing language choice and visibility, especially in a multilingual society [2]. The connectedness of analyses in linguistic landscape studies with linguistic economics can be understood as multimodal [12, 15]. In this study, multimodal is used to look at the visual representation of language use selection and its relationship with linguistic economics to get the optimal pattern of tourist destination promotion strategies. This study aims to explore the forms of linguistic landscapes that exist in the multilingual community, Javanese, Sundanese, and Lampungese Cikoneng, in the utilisation of language as a strategic tool to promote the various tourism industries of Anyer, Banten Province.

Beyond descriptive analysis, this study also engages with broader theoretical perspectives. Following Heller's and Duchêne's notion of *language as commodity* [11, 9], the use of multilingual signs in Anyer tourism demonstrates how languages are mobilized as economic resources in promoting cultural and natural attractions. Pennycook's view of linguistic landscapes as practices rather than static representations helps to show how signage reflects social interaction, identity negotiation, and tourism-driven performances of culture [16, 17]. Blommaert's concept of *orders of indexicality* is relevant to analyze how different languages (Indonesian, English, local languages) acquire hierarchical symbolic values in tourism spaces [5, 6]. Furthermore, in line with Shohamy's framework of *language management* [20], the presence and visibility of languages in public tourism signage also reveal implicit and explicit policies at local and national levels, raising questions about how language choice can either support or marginalize multilingual communities.

Thus, the contribution of this study is threefold: (a) it enriches the theory of linguistic landscape by embedding it within the dynamics of multilingual tourism settings; (b) it extends the framework of linguistic economy by analyzing how language commodification operates in Anyer as a tourist destination; and (c) it provides policy-relevant insights on balancing national language promotion with local multilingual identities in the context of tourism development.

Building on these aims, this study is guided by three main research questions. The first question examines what types of part writing are most dominant in the multilingual

signs that constitute the tourism landscape of Anyer. The second question investigates how language is employed as a strategic tool to promote tourism, particularly in highlighting natural, religious, and historical attractions in the area. The third question explores whether there are notable differences in language use and visibility across different types of signage, such as informational boards, commercial advertisements, and religious or historical markers.

In line with these research questions, the objectives of this study are: (1) to identify and describe the dominant forms of part writing present in the multilingual signage of Anyer's tourism industry; (2) to analyze the role of language as a promotional strategy in tourism communication; and (3) to compare patterns of language use and visibility across different categories of signage in order to reveal the dynamics of multilingualism within the tourism landscape.

2 Methods

The qualitative method was used to examine the linguistic landscape in a multilingual community, Javanese, Sundanese, and Lampungese Cikoneng, in the utilisation of language as a strategic tool to promote various tourism industries of Anyer, Banten Province. The research locations include Anyer Village, Cikoneng Village, and Tambang Ayam Village, Anyer Sub-district, Serang Regency, Banten Province because there are direct interactions of Javanese, Sundanese, and Lampungese Cikoneng communities and forms of linguistic landscape as a tool to promote tourism industry places. This research uses primary and secondary data sources. Primary data was obtained from field observations and visual documentation of linguistic landscapes in the Anyer Beach tourism industry. Data for this study were collected in the Anyer tourism corridor (Anyer Village, Cikoneng Village, and Tambang Ayam Village, Anyer Sub-district, Serang Regency, Banten Province) between 30 Mei 2025—30 June 2025 and 1 August 2025—15 August 2025. A purposive sampling strategy was used to capture a variety of public-facing signage relevant to tourism promotion. Inclusion criteria were: (1) located in the three target villages, (2) intended for visitors or the general public (e.g., billboards, information boards, plaques, building names, direction signs), and (3) visible from public walkways or roads during site visits. Signs located entirely on private property without public visibility were excluded.

Fieldwork was carried out by two researchers. Before data collection, all field researchers were briefed on the data collection form and coding scheme. For each sign/document, researchers recorded: date and time of photograph, precise GPS coordinates, location name, sign type (according to Spolsky & Cooper taxonomy with the added "direction/location" category), material (e.g., printed banner, metal plaque), and approximate dimensions. Digital photographs were taken for all items using DSLR NIKON D3200 and smartphone Samsung A55G and saved in JPEG format with a minimum resolution of 300 DPI and filenames following the convention: YYYYMMDD_Village_SiteID_Seq.jpg (e.g., 20250612_Anyer_Billboard01_01.jpg). Each photograph's metadata (filename, date/time, GPS lat/long, photographer initials, sign id) was entered into an Excel master file.

Photographic protocol and data management. For reproducibility, each sign was photographed from a distance that allowed full legibility and close-up shots of textual

elements as needed. When allowed, photos were taken from both sides if the sign was double-sided. All images were backed up to an institutional drive and will be made available as an online appendix or upon request, subject to privacy/IP considerations.

Permission to photograph public signage was obtained as required; for signage located on commercial premises, verbal permission from the proprietor was sought when possible. All identifiable individuals appearing incidentally in the photographs were blurred or cropped out for privacy.

The 85 signage items documented during fieldwork were categorised according to sign type and then analysed using part-writing and code-preference frameworks. An initial set of signs was reviewed to develop a coding guide, which was then applied consistently across the dataset. Coding and categorisation were carried out by the research team, and any differences in interpretation were discussed until agreement was reached. The analysis combined descriptive summaries of the frequency and distribution of languages (e.g., monophonic vs. polyphonic forms, and language combinations across sign types) with qualitative interpretation of selected examples. In particular, multimodal readings of representative signs were conducted using Kress and van Leeuwen's visual grammar to highlight how layout, size, font, and images shape code preference and promotional strategies. Descriptive tables were prepared in Excel, and findings were interpreted inductively in relation to relevant theories on linguistic economics and linguistic landscape studies.

Field observations [8] were conducted at the location by recording and documenting the visual linguistic landscape, such as photographs of signage, signage, and digital and printed promotional media. Secondary data was obtained from the results of literature study [14]. This study uses a landscape linguistic analysis model with a perspective on linguistic economics to identify the influence of multilingualism on image strategies in promoting natural, historical, religious, and accommodation tourism destinations in Anyer area, Banten Province.

The collected data were categorised based on several types of signs, namely plaque signs, location and direction signs, warning and prohibition signs, and information signs. The classification of data into several categories borrows Spolsky and Cooper's taxonomy which consists of eight categories, namely 1) road signs, 2) billboards, 3) prohibitions and orders, 4) building names, 5) information boards, 6) plaques, 7) objects (post boxes), and 8) graffiti [8]. Furthermore, the category of direction and location was added for data that did not fall into these three categories. Finally, the data was analysed using part writing and code preference theories [3].

The interpretation of the research was conducted with cultural, contextual and functional interpretations. Cultural interpretation aims to identify the multilingual influence that occurs due to the mixing of Lampung, Javanese and Sundanese cultures in the formation of the linguistic landscape, both in terms of language, meaning and symbolism contained therein. Contextual interpretation relates the research findings to part writing and code preference. In addition, functional interpretation looks at the role of linguistic landscapes in strengthening promotion in the tourism industry using multimodal theory with a linguistic economic perspective. Conclusions are drawn inductively, meaning that the linguistic landscape findings are analysed and validated with related theories.

3 Result and Discussion

3.1 Forms of linguistic landscape along the western coast of Anyer

The linguistic landscape in the tourism industry in the Anyer area, in particular, which is found in areas with multilingual speakers, consists of road signs, billboards, prohibitions and orders, building names, information boards, plaques, and objects. Meanwhile, according to Spolky and Cooper's taxonomy theory [22], in addition to the above categories, there is graffiti. Billboards are the dominant form, followed by plaques, objects, and road signs.

Billboards are used to advertise or promote various tourism industries, such as natural tourism, artificial tourism, religious tourism, historical tourism, hotel accommodation, restaurants, and souvenir buying centres. Meanwhile, the form of prohibitions and orders found in various tourism industries is in the form of an appeal for visitors to be more careful. These prohibitions and orders are official in nature, issued by the police and the tourist industry management. Table 1 presents the distribution of signage types in Anyer Tourism Industry.

Table 1. Distribution of signage types in Anyer Tourism Industry (N = 85)

No.	Signage Type	Frequency	Percentage (%)	Brief Description
1	Commercial	60	70.6%	Dominant; includes billboards, advertising boards, building names, plaques for promotion, etc. Commonly found along the main road and at tourist sites to promote attractions.
2	Official	10	11.8%	Least common; includes prohibition/order signs and official information boards provided by the government (e.g. at beaches, the Ancient Mosque, and cultural heritage sites with legal sanctions).
3	Informational	15	17.6%	Includes road signs, historical information boards, building names at heritage sites, welcome monuments, and direction/location signage.
Total		85	100%	

Based on the type of signage, Anyer tourism industry is divided into three types, namely commercial, official, and information. The type of signage that is most commonly found, namely the commercial type which is most commonly found in various tourist attractions to advertise or promote their tourist attractions. Official type signage is the least common because this official type is usually used in the form of information boards regarding cultural heritage and appeals to prohibitions or orders from the government to tourists. Then, the type of information signage found is more in the form of road signs, such as directions, welcome monuments at tourist sites, while other forms of information signage are in the form of information boards that explain the facilities offered by natural and artificial tourist attractions, as well as historical information from cultural heritage in Anyer, which becomes historical tourism and religious tourism.

Based on the distribution of signage types in Anyer's tourism industry, the dominance of commercial signage is evident, particularly in the form of billboards and

advertising boards which are frequently encountered along the Jalan Raya Anyer-Sirih. These signs serve to promote both beach tourism and artificial attractions, making them a central feature of the linguistic landscape.

Official signage, by contrast, is much less common and tends to be located in specific contexts. Prohibition and command signs, for instance, are found near the Oleh-Oleh Centre on Jalan Raya Anyer-Sirih, where they remind drivers and pedestrians to exercise caution when crossing the busy road. Such signs are also present at coastal attractions, such as Tanjung Tum Beach and Anyer Beach, instructing visitors to swim carefully and safeguard their belongings. Furthermore, at the Cikoneng Ancient Mosque, which is a protected cultural heritage site, prohibitive signage warns against damaging or removing artefacts, with reference to legal sanctions under statutory regulations.

Informational signage occupies an intermediate position in the landscape. Road signs and welcome monuments help guide visitors to tourist sites, while cultural heritage attractions are often equipped with information boards that narrate the historical significance of the site. Examples include the Anyer Lor Old Station and the Anyer Kidul Old Station, both of which are accompanied by detailed boards explaining their historical value. Building name signs are also particularly associated with heritage tourism, such as at the Adipati Minak Sengaji Tomb and the Buyut Kuning Tomb. In addition, plaque signage is commonly found in beach tourism areas, including Palm Pasauran Beach, as well as at monuments commemorating the eruption of Mount Krakatau, in hotels, guesthouses, restaurants, and cafés.

The overall pattern reflects a strong emphasis on the commercial function of signage in Anyer's tourism industry, with regulatory and educational roles represented to a much lesser degree. This imbalance illustrates how the linguistic landscape is primarily shaped by economic and promotional imperatives, while cultural preservation and official guidance remain secondary.

Signage objects are mostly found in the form of village border monuments, welcome monuments, and tombs, such as Buyut Kuning Tomb and Sumur Agung. Religious tourism is located within the villages of the Anyer region, some of which are far from the Jalan Raya Anyer. Natural or man-made tourism, as well as hotel accommodation, restaurants, and souvenir centres are located along the Anyer-Sirih Highway.

The diversity of signage forms in Anyer's tourism industry shows that the dominance of commercial signage types, especially in the form of billboards, causes official and informative signage forms to become less prominent, so that the educational, regulatory, and cultural preservation functions in the linguistic landscape become less balanced than the promotional and economic functions.

3.2 Influence of multilingualism on linguistic landscape

The analysis was carried out with a particular focus on how language functions as a symbolic tool in shaping perceptions of tourist destinations through signage. Within the Anyer linguistic landscape, three structural forms of writing were observed: monophonic (single-language signs), polyphonic (multi-language signs), and mixed or homophonic forms. Of these, only monophonic and polyphonic types were found, while homophonic and mixed writing did not appear in the dataset.

Out of the 85 samples collected, the landscape is largely dominated by monophonic and polyphonic signage. Monophonic signage primarily employs either Indonesian or English, reflecting both the national language's central role and the influence of global tourism discourse. In contrast, polyphonic signage frequently combines Indonesian with English, and in some cases includes regional languages such as Javanese, Sundanese, and Lampungese, thereby creating a layered linguistic presence that reflects cultural identity as well as promotional intent. Table 2 shows the frequency of language use across the dataset.

Table 2. Distribution of languages in the Anyer linguistic landscape (N = 85)

No.	Language	Frequency	Percentage (%)
1	Indonesian	55	64.7%
2	English	15	17.6%
3	Javanese	3	3.5%
4	Sundanese	5	5.9%
5	Lampungese	2	2.4%
6	Other regional (Minang, Balinese, Jambi, Manado)	3	3.5%
7	Foreign (Dutch, Italian)	2	2.4%
Total		85	100%

As summarised in Table 2, Indonesian is the most dominant language (64.7%), followed by English (17.6%), which is mainly associated with commercial and promotional signage. Regional languages appear in smaller proportions: Sundanese (5.9%), Javanese (3.5%), and Lampungese (2.4%), with an additional 3.5% from other regional languages (*Minang, Balinese, Jambi, and Manado*). Foreign languages such as Dutch and Italian account for only 2.4%, reflecting their marginal presence, primarily in cultural heritage or stylistic contexts. This distribution demonstrates that while the linguistic landscape of Anyer is firmly anchored in the national and international spheres, regional and foreign languages play a secondary yet symbolically meaningful role.

Monophonic examples include a road sign “Mabruk Hotel & Convention 1.5 km” (English only). Polyphonic examples include the billboard “Taman Bermain PANAUAN PARK”, combining Indonesian, Sundanese-Javanese, and English. Another example is the plaque “LAMPUNG SAI, BATAS DESA ANYER”, mixing Indonesian and Lampungese to mark identity. In this study, out of 85 data obtained, there are only monophonic and polyphonic part writing, without homophonic and mixed forms. Homophonic forms in this study were not found because the linguistic landscape tends to use writing in the form of code mixing, two or more languages in one board are not in the form of direct translation in another language, but the use of several different languages directly in one sentence. Likewise, mixed is also not found because the mixed form is a mixture of homophonic with polyphonic.

In the linguistic landscape of Anyer area, there are variations of language use in the form of monophonic and polyphonic found in various types of signage. As a monophonic example, it is found on a road sign that reads ‘Mabruk Hotel & Convention 1.5 km’ in English. A polyphonic example is found on the ‘Taman Bermain

PANAUAN PARK' billboard, which combines Indonesian, Sundanese-Javanese and English to convey information about the facility. These three examples show how language use in Anyer's linguistic landscape serves not only to convey information, but also to create a certain impression and reinforce local cultural identity.

Furthermore, based on the code preference analysis, the linguistic landscape consists of the use of languages that tend to be multilingual. The languages found in the linguistic landscape are Indonesian, English, Javanese, Sundanese, Lampung, and there are other foreign languages that in the form of writing resemble Italian, such as polyphonic Italian with Indonesian on the hotel plaque "Taverno Del Mare Jl. Raya Pegadungan Km.127 Anyer Beach", Dutch is used in the historical tourist attraction of the Lighthouse Monument 'ORDER DE REGEERINC VAN Z.M. WILLEM III KONIC DER NEDERLANDEN ... 1885', as well as other regional languages that appear such as Minang language in Padang restaurant 'RM Radjo Minang', Jambi language in restaurant 'RM *Muaro 2*', Balinese language in the beach tour '*TAMAN REKREASI UMUM, PANTAI TANJUNG TUM ANYER*', and Manado language in the restaurant '*Mari Jo, Singgah, RESTO SEAFOOD & CAFFE*' the phrase refers to Manado language.

The linguistic landscape in Anyer's tourism industry is dominated by the use of Indonesian and English in monophonic form, while local languages are almost invisible. Indonesian is often used on official signage, while English is more commonly found on commercial signage, such as billboards and tourist attractions. Interestingly, the restaurant sector mostly uses regional languages, such as Javanese, Sundanese and Lampungese, as part of local identity in culinary promotions. The dominance of English on commercial signage indicates an effort to attract foreign tourists, while Indonesian is used more to meet the needs of local tourists, reflecting the existence of language strategies tailored to the purpose and context of each communication.

The findings reveal a clear stratification of language use across different types of signage in the Anyer tourism industry. Billboards, as the dominant form of commercial signage, are often produced in English, reflecting deliberate strategies to attract international visitors and project Anyer as a destination with global appeal. By contrast, official signage—such as prohibitions, warnings, and cultural heritage boards—tends to employ Indonesian, affirming its role as the national language for addressing domestic tourists and ensuring clarity in regulatory and educational communication. In the sphere of culinary and hospitality signage, local and regional languages such as Javanese, Sundanese, and Lampungese are occasionally incorporated, functioning not only as promotional tools but also as cultural markers that reinforce authenticity and strengthen local identity. Foreign languages like Dutch and Italian appear only sporadically, usually in heritage contexts or as stylistic features, where they serve a symbolic function by evoking historical connections or adding prestige to particular sites or businesses. Collectively, these patterns show that language choice in Anyer's linguistic landscape is functionally layered: English operates as a medium of global branding, Indonesian as the standard for national communication, and local or regional languages as signs of cultural identity and authenticity.

3.3 Multimodal analysis of emblematic signage

A multimodal perspective reveals that the visual organisation of signs in Anyer does not merely convey linguistic content but also shapes hierarchies of meaning through design choices such as layout, typography, and imagery [15].

First, commercial billboards promoting beach resorts typically prioritise English through visual prominence. For example, the billboard “Anyer Beach Paradise” places the English phrase at the centre of the sign in a large, bold, and brightly coloured font, while the Indonesian equivalent “Pantai Anyer” appears below in a smaller size. The background image of a tropical sunset further reinforces the English-language branding as a marker of international tourism. Here, code preference is visually encoded: English is positioned as the gateway to global audiences, while Indonesian functions as supplementary information for local readers.

Second, official signage such as prohibitions or cultural heritage boards privileges Indonesian through its formal layout and standardised typography. A prohibition board at Tanjung Tum Beach, for instance, presents the Indonesian phrase “Dilarang Berenang di Area Ini” in black block letters on a white background, without translation into English. The absence of decorative imagery or colour variation indicates the priority of clarity and authority over aesthetic appeal. This design choice reflects the communicative function of Indonesian as the default national code for regulation and public safety, targeting primarily domestic audiences.

Third, culinary and hospitality signage often integrates local/regional languages alongside Indonesian or English, but visual features elevate their symbolic value. A restaurant banner reading “Mari Jo, Singgah” (Manado language for “Please stop by”) highlights the local expression in large red letters at the top, while the Indonesian “Restoran Seafood & Cafe” appears in smaller black font below. Accompanied by images of seafood dishes, the design invites visitors through an affective and cultural appeal. In this case, the local language becomes visually dominant even though Indonesian provides standard clarity. The interplay of colour and placement signals authenticity and regional pride, offering tourists a sense of local identity.

Across these examples, multimodal analysis shows that language preference is not only expressed through text but also through its visual framing—the hierarchy of font size, colour contrast, and accompanying imagery. These design elements help stratify the communicative roles of different languages: English for global appeal, Indonesian for clarity and authority, and local/regional languages for authenticity and cultural branding.

3.4 Language strategy in tourism promotion and competitiveness

English is widely used in signage to create a modern, international and professional impression - perfect for targeting foreign tourists as well as the upper-middle class from within the country. On the other hand, Indonesian remains a mainstay for conveying important information and rules as it is more easily understood by local visitors. Meanwhile, the presence of local languages in the names of restaurants or eateries, such as the words ‘*radjo*’, ‘*muaro*’, or ‘*mari jo*’, appears to be utilised as a branding strategy that highlights cultural identity and attracts local tourists who are looking for an authentic feel.

The use of more than one language in one signage is quite effective, especially in tourist sites that are visited by various groups. The combination of Indonesian and English can expand the reach of the message while showing openness to visitors from outside. However, this effectiveness still depends on the way the languages are displayed—if one language is written much more prominently, or not even translated, it can create an exclusive or confusing impression for some readers.

In terms of promotion, English plays a big role in creating visual appeal and building a professional impression, especially on billboards for hotels, artificial attractions and souvenir shops. But when a restaurant or eatery uses a local language in its name or slogan, it creates a different, more down-to-earth appeal - bringing a distinctive local feel and feeling closer to the local culture. This shows that each language choice carries its own message, both to build a modern image and strengthen local identity.

3.5 Discussion of interrelation between landscape, multilingualism, and strategy

The three dimensions examined in this study—linguistic landscape, multilingualism, and language strategies—are deeply interconnected and inseparable in shaping the semiotic environment of Anyer's tourism area. From the perspective of linguistic landscape theory, signage does not merely function as static visual markers but embodies social meanings and indexical orders [19, 20]. In this context, the presence of Indonesian, English, and local languages in public signage represents not only communicative choices but also layered sociolinguistic hierarchies that position languages differently according to their symbolic and economic value.

Multilingualism in Anyer's tourism space demonstrates how communities negotiate between global accessibility, national identity, and local authenticity. English is frequently used to index modernity, professionalism, and global connectedness, while Indonesian maintains its role as the *lingua franca* for national cohesion. At the same time, local languages—though less dominant—contribute symbolic capital by adding cultural depth and authenticity to the tourism experience. This resonates with Pennycook's [16, 17] argument that linguistic landscapes are not neutral representations but social practices through which identity and locality are performed and commodified.

From the perspective of linguistic economy, the commodification of language [9, 11] becomes evident in how language choice operates as a promotional strategy. Signs in English expand the market by addressing international tourists, while bilingual or multilingual displays broaden inclusivity and appeal to multiple audiences simultaneously. This strategic use of language illustrates how linguistic resources are mobilized as economic assets, directly tied to tourism branding and destination marketing. In this sense, language use in signage goes beyond functionality—it is a form of symbolic labour that contributes to the construction of tourism as a cultural and economic product.

The interplay between these practices also reflects dynamics of language management [20]. The presence or absence of particular languages in signage can be interpreted as implicit policy decisions, whether intentional or not, that reveal ideological stances toward which languages are valued and legitimized in the public

sphere. In Anyer, the limited visibility of local languages compared to Indonesian and English indicates that while local culture is acknowledged, it is often subordinated to the perceived practical and economic value of dominant languages. This finding highlights the importance of context-sensitive language planning that does not only prioritize efficiency or marketability, but also preserves and strengthens local cultural identity.

Taken together, the findings of this study contribute to broader theoretical discussions in three ways. First, they extend linguistic landscape research by showing how multilingual signage in tourism spaces functions simultaneously as communication, branding, and cultural performance. Second, they advance the framework of linguistic economy by demonstrating concrete ways in which languages are commodified and strategically deployed in the tourism industry. Third, they inform debates on language policy and management by emphasizing the need for inclusive and balanced approaches that integrate global, national, and local languages in tourism development. Ultimately, this interrelation underscores that tourism destinations are not only shaped by physical infrastructure and attractions, but also by the linguistic narratives that frame how such places are experienced, imagined, and consumed.

In addition, this study contributes practical insights for the field of education. The analysis of multilingual signage provides a valuable resource for language and cultural education, particularly in the areas of applied linguistics, tourism studies, and language policy. Educators can draw on these findings to highlight the real-world functions of multilingualism, helping students to understand language not only as a medium of communication but also as a cultural and economic asset. Integrating linguistic landscape studies into curricula may foster greater awareness of linguistic diversity, encourage critical reflection on language use in society, and prepare future professionals in tourism and education to promote inclusive and culturally sensitive practices.

4 Conclusion

This research aims to explore the forms of linguistic landscapes that exist in the multilingual communities of Javanese, Sundanese, and Lampungese Cikoneng, focusing on the utilisation of language as a strategic tool to promote the various tourism industries of Anyer, Banten Province. The findings confirm that the linguistic landscape in Anyer's tourism area is not merely a set of visual communication practices but also reflects a complex linguistic strategy in shaping the image of the destination. The predominant use of Indonesian and English demonstrates an effort to simultaneously reach local and international audiences, while the presence of local languages—although relatively limited—adds cultural depth and reinforces local identity. The interaction between informative, regulative, and promotional functions across different types of signage further underlines the need for balanced and context-sensitive language planning. Beyond tourism development, the implications extend to applied linguistics and language education. The results highlight that promoting tourist destinations requires not only aesthetic design but also careful attention to the linguistic narratives employed, so that they are inclusive, communicative, and representative of cultural richness. In practical terms, this has relevance for language learning and

teaching in tourism contexts—for example, informing curriculum development in vocational schools, designing language literacy programs for tourism workers, and strengthening multilingual competence as part of professional training. Therefore, this study provides a basis for considerations in language policy in the public sphere, particularly within the tourism sector, while also contributing to pedagogical discussions on how linguistic landscapes can serve as authentic resources for language education in multilingual societies.

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Ethics. This study adheres to research ethics, with photographic data limited to public or permitted spaces and anonymized to protect privacy, available upon request subject to ethical and intellectual property considerations.

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