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Bottom-Up Construction In Sanur Tourism Area: Linguistic Landscape Approach

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Abstract: his study aims to describe the construction of a bottom-up sign in the linguistic landscape of the Sanur tourism area. The data were collected using observation, and interview methods along with (Landry and Bourhis (1997) and Ben-Rafael et al. (2006) theories to analyze the study. theories to analyze the study. The result showed that a total of 419 bottom-up signs were found in the Sanur tourism area, and English as the dominant language appear inside the bottom-up sign. The construction of bottom-up signs by individuals specifically the use of the English language inside the bottom-up signs has a similar purpose that is English as a medium of language for marketing tools for these individuals.

INTRODUCTION

A phenomenon of language use in a specific community in a particular area recently emerged, the societies have produced more signs in years due to globalization. The phenomenon revealed how individuals communicate with their surroundings through a medium of language, specifical language in public places. As a matter of globalization, the use of the English language has grown among its speaker and is more utilized in public areas. This phenomenon could be seen in form of mass communication between people and their surrounding environment. In other words, this phenomenon is referred to as linguistic landscape, the scope of the sociolinguistic study.

Mulyawan and Erawati (2019) stated that linguistic landscape is a sub-field of sociolinguistic study which focuses on the examination of written information on language signs in a particular region. Therefore, individuals are surrounded by this phenomenon in everyday life. Gorter (2006) stated that language encompasses humans in textual structure, as linguistic landscape displayed such as store displays, commercial signs, billboards, government notifications, and traffic signs. Thus, the linguistic landscape is a new sub-field study in sociolinguistics that attract many researchers throughout the world. There are two concepts of linguistic landscape in general (Yendra and Artawa, 2020: 2). Spolsky and Cooper (1991) stated that the linguistic landscape is the utilization of language in public space which refers to an operational word or lexical in sociolinguistic studies. Furthermore, Landry and Bourhis (1997) define linguistic landscape as the visible written language in a certain public area or specific area

which is part of development studies in sociolinguistic or ethnolinguistic fields. The linguistic landscape has been studied from various points of view, for instance in language service (Lu *et al.*, 2021). Lu and colleagues analyzed the linguistic landscape at Da Li, an ancient city in China which focused on what type of language service is offered in the linguistic landscape. The result showed that Chinese is the most dominant, while English appear as the second language in the linguistic landscape of Da Li. It can be inferred that the use of English as a language service in the linguistic landscape of Da Li was utilized less than the Chinese language, despite the English having a language role of lingua franca of globalization or international language.

The focus of this study is English utilization in the linguistic landscape specifically bottom-up signs in the Sanur tourism area. Sanur was chosen as the object of this study since it is classified as a tourism area. Where the utilization of the English language is dominantly found in bottom-up sign and tourism settings. Sanur is defined as a representation of Bali tourism and was recognised by international communities before Indonesia's independence (Nusantini, 2016). Thus, making it easier to analyze the English language in the tourism area, since English is utilized by many individuals. Therefore, this study formulated one research question that is how is the bottom-up linguistic landscape constructed in the Sanur tourism area?

By studying the linguistic landscape, the purpose of English utilization as written information inside the bottom-up sign, the reason for the bottom-up sign constructed, and the target of the bottom-up sign can be known.

THEORETICAL FRAMEWORK

Sociolinguistic

Sociolinguistics consists of sociology which studies the social and linguistics explored the language, which means that sociolinguistics is a study of language from the aspect of a society that is conceived as a combination of linguistics, and sociology. Eastman (1975: 113) defined sociolinguistics as the study that is concerned with the interaction of language and setting. Furthermore, Hudson (1996: 4) stated that sociolinguistics is the study of language about society, recognizing that sociolinguistics is a part of language study. Thus, sociolinguistics can be defined as the study which investigates the connection between language and society, it also defined the use of language in public spaces specifically linguistic landscape, for example, the English language utilized inside the bottom-up sign in the Sanur tourism area.

Linguistic Landscape

The main theory of linguistic landscape was firstly proposed by Landry and Bourhis (1997) which was applied by many researchers interested in linguistic landscape study. Landry and Bourhis, (1997: 25) defined linguistic landscape as the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. Meanwhile, Gorter and Cenoz (2007: 2) added that the study of linguistic landscape focuses on the analysis of written information available on language signs in a specific area.

Moreover, (Gorter, 2006) defined linguistic landscape as the exact study of language as they appear on the signage, and from the other side of the language portrayal which is extremely important, since it connects to identity, cultural globalization, the growth of the English language, and the revitalization of minority languages. Thus, the linguistic landscape can affect many insights, and perceptions of language understanding, such as language attitude, language awareness, language policy, and many more.

Sign in Linguistic Landscape

Sign is an essential object in linguistic landscape study. Backhaus (2007: 66) argues sign is any piece of the written text within a spatially definable frame. The underlining definition is physical, not semantic. It is rather broad, including anything from the small handwritten sticker attached to a lamp post to huge commercial billboards outside a department store. Items such as push, and pull stickers at entrance doors, lettered foot mats, or botanic explanation plates on trees are also considered signs. Regardless of the size, little or large these are acknowledged to be one linguistic landscape sign. Moreover, the function of the sign is to convey the meaning of public interest, namely topographic, information, directions, warning, and instruction (Backhaus, 2007: 5).

Top-down vs Bottom-up Category in Linguistic Landscape

The top-down sign in the linguistic landscape is the sign issued by public authorities, namely national agencies, and states administrative such as signage in public spaces, public announcements, and street names. On one hand, the bottom-up sign is issued by individuals, members of the organization, and shop owners, such as company signs, billboards, advertisements, and personal announcements. Ben-Rafael *et al.* (2006: 10) defined the primary distinction between the two categories as that the top-down is considered to signify a general commitment to the dominant culture, for example, the local language. Whereas, the bottom-up is more flexible since it is produced by individuals to follow recent phenomena. Thus, it can be said that the main difference between top-down, and bottom-up is the actors who issued the sign.

Furthermore, the category of linguistic landscape namely top-down, and bottom-up can be distinguished according to (Ben-Rafael *et al.*, 2006: 14). The top-down is distinguished into four types of items namely public institutions which consist of religious, governmental, municipal-cultural, educational, and medical. Public signs of general interest, public announcements, and signs of street names. These top-down sign items are generally issued by the government, such as Bali Transportation Office, and Bali Authorities. Whereas, the bottom-up sign differentiate into three types of items namely; Shop sign, private announcement, and private business. In general, these top-down signs are issued by individuals, such as restaurants, shops, hotel owners, and companies.

RESEARCH METHOD

This study applied a mixed approach between quantitative, and qualitative to analyse the linguistic landscape in the Sanur tourism area. The quantitative utilized to count or quantify

language parameters inside the linguistic landscape for example examine numerical data of English words utilized in bottom-up sign. Whereas, the qualitative analysis is used since the data analysis involves interpreting the interview data regarding the construction of bottom-up signs in Sanur's linguistic landscape.

The data was collected from all written information in the form of bottom-up signs such as advertisement signs, shop signs, and company signs. The data of this study are photos, and recordings of the interview. All of the data was gathered from the bottom-up sign in the linguistic landscape of the Sanur tourism area.

The procedures for collecting the data divides into two ways, namely observation, and interview. The observation is the gathered information through the researcher's direct observation in the field rather than questioning the interviewees. In this study, the data were collected using a digital camera to gather the data. The purpose of taking the photo is to confirm the findings of the observation. Moreover, the interview method was applied in this study since the data were collected by interviewing the informants. During the interview process, the informant is required to write any significant information regarding the research question. There are three informants of the bottom-up category in the linguistic landscape, namely the worker of a company, café and hotel. The informants consist of one male, and two women which educational backgrounds and high school diplomas.

First, the quantitative method is conducted by counting the bottom-up sign, and English utilization inside the bottom-up sign. Then, is followed by the qualitative method by analysing the construction of bottom-up signs from the interview data. Regarding the research question of how linguistic landscape namely bottom-up signs constructed in Sanur tourism area, analyzed the result of data interview was conducted, namely bottom-up sign as interviewee the informant of Besakih Beach Hotel, PT. Azzahra Maulana, and Speedway Café. Vivo-coding is applied in this analysing of data to emphasize and appreciate the informant's voice. Thus, the informant's audio is transcribed and put in a quotation mark to emphasize important information regarding the research question. Then, follows by transcribing the result and confirming between the recording of interview data, and field notes. The last step is to describe the result of the interview data.

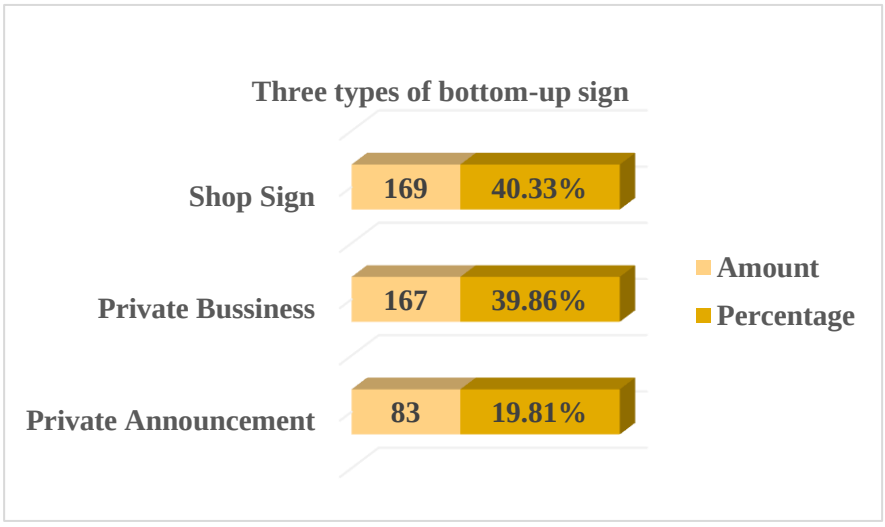
The data was later presented in a formal, and informal approach. The formal approach presented to support the bottom-up sign in the graphic bar, and describe the frequency of the English language inside the bottom-up sign. Whereas, the informal approach is presented by describing the construction of bottom-up signs in a descriptive way.

RESULT AND DISCUSSION

This part presents the result of the study in form of a graphic bar. The result consists of the bottom-up sign numerical data and the frequency of English language utilized in the bottom-up sign of the Sanur tourism linguistic landscape. The result showed that there are a total of 419 bottom-up signs found in the Sanur tourism area. Below is presented the quantity of each type of bottom-up sign where encountered shop sign is 169 (40,33%), private business encountered 167 sign (39,86%) and 83 (19,81%) private announcement sign in figure 1. Bottom-up sign at Sanur

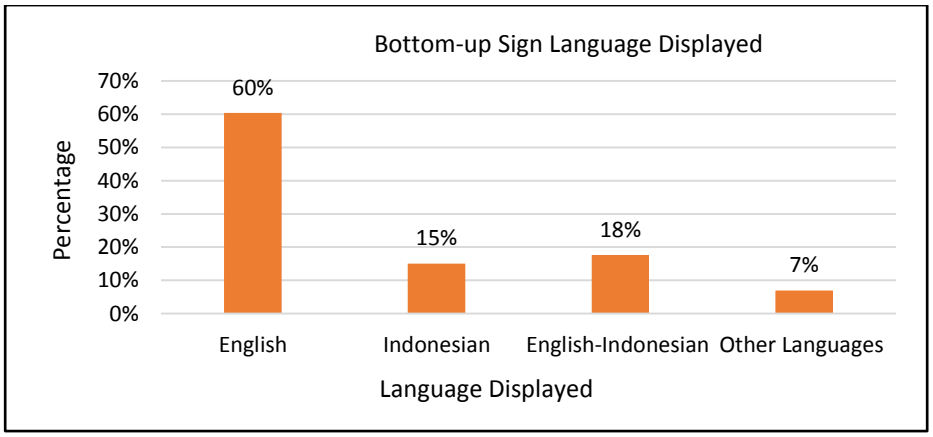
tourism area.

Figure 1. Bottom-up sign at Sanur Tourism Area



Regarding the bottom-up sign found in the Sanur tourism area, the bottom-up sign consists of three types of items as proposed by Ben-Rafael *et al.* (2006: 14). Bottom-up signs in the linguistic landscape category are distinguished as private announcements, private business, and shop signs. Based on the graphic bar of bottom-up signs found in the Sanur tourism area. The private announcement type has the lowest visibility in the linguistic landscape of the Sanur tourism area which has a total of 83 bottom-up signs with only 19,81%. Whereas Shop signs are the highest type of bottom-up sign in the linguistic landscape found in the Sanur tourism area with a total of 169 signs or 40,33%. Thus, it can be inferred the existence of bottom-up signs specifically shop signs in Sanur has a significant purpose in tourism settings.

Figure 2. Language Displayed in Bottom-up Sign



The figure above revealed the visibility of languages inside the bottom-up sign of the linguistic landscape in the Sanur tourism area. The English language is the most dominant language utilised in the bottom-up sign of linguistic landscape as appears in 253 bottom-up signs

or 60% visibility. Meanwhile, other languages including Balinese, French, and Mandarin have the lowest visibility in the bottom-up sign of the linguistic landscape of Sanur as only encountered in 29 (7%) of bottom-up signs.

Furthermore, it can be inferred that the highest frequency of the English language utilized in bottom-up signs found in tourism settings which are issued by individuals correlates with the position of English as an international language. The role of English as an international language is found in the bottom-up sign, where the bottom-up sign mostly utilized English as their language as written information provided for tourists or foreigners in tourism settings.

Discussion

The linguistic landscape specifically the bottom-up sign constructed in the Sanur tourism area is discussed in this part. A total of 419 photograph data of bottom-up signs namely private announcements, private business, and shop signs are analyzed in this section. These types item of bottom-up signs were acquired from three individuals who issued the bottom-up sign such as Besakih Beach Hotel which issued the private announcement, PT Azzahra Maulana which issued the private business, and Speedway Café which issued the shop sign. Each bottom-up sign type, namely private announcement, private business, and shop sign is discussed in the following;

1) **Private Announcement**

Figure 3. Besakih Beach Hotel's Private Announcement



Figure 3 above is an example of a private announcement type in the bottom-up sign of the linguistic landscape category. A private announcement is an information sign issued by individuals. In this case, the private announcement sign was issued by Besakih Beach Hotel. Based on figure 1 Bottom-up Sign in the Sanur Tourism area, a private announcement has the lowest visibility type of bottom-up encountered in the Sanur linguistic landscape. Private announcement only encountered 83 signs (19,81%). Furthermore, the private announcement

provides information about the discount offered to foreigners specifically tourists who visit Sanur. The utilization of the English language as a medium of written information inside the private announcement conducted by Besakih Beach Hotel attracts tourists to visit the hotel. Choosing the words "WELCOMING YOU BACK" in the English language indicate that the Besakih Beach Hotel inferred marketing tools as inviting or attracting tourist to stay in the hotel.

To know why English was utilized by these individuals specifically Besakih Beach Hotel, the interview was conducted with the officer from the hotel itself. Mr Kresna as the reservation officer of the hotel was interviewed. The establishment of the private announcement is targeting foreigners specifically tourists since Besakih Beach Hotel offered various options for tourists to stay in Sanur. Then, the reason for English utilization inside the private announcement as Mr Kresna stated is for it easier to foreigners to comprehend the discount offered inside the sign and more attractive to tourists instead of using the Indonesian language.

On one hand, the purpose of the private announcement provided by Besakih Beach Hotel is mainly to provide information for tourists about what discounts are offered inside the hotel at the moment. Mr Kresna claimed that by providing information as figure 3 presented, the hotel can maximize the sales and the revenue.

2) **Private Bussines**

Figure 4. PT Azzahra Maulana Private Bussiness Sign



Figure 4 is an example of a private business issued by PT Azzahra Maulana. Private business means that the bottom-up sign contains information about a business, in this case, the sign, the business is a money changer by PT Azzahra Maulana, PT means perseroan terbatas refers as legal entity type followed for establishing a business in Indonesia. Moreover, the private business encountered in the Sanur tourism area is 167 signs (39,86%) as presented in figure 1. The utilization of the English language indicates the tools of marketing which attract tourists to use its service as a money changer. The words "DELIVERY SERVICE" provide inside the private business sign indicate that the business providing delivery service about money changer to their

consumers, this could define as an advertising style to fulfil the needs of its consumers specifically acquiring the best services from the money changer business.

On one hand, regarding the construction of private business, the interview was conducted to find out the reason behind the establishment of this bottom-up type. Ms Wulan as the worker of PT Azzahra Maulana claimed that the use of the English language as a medium of written information inside the private business is mostly because the locals around the Sanur tourism area understand the English language as well as the foreigners. The target market of the establishment of private business is not merely for foreigners only but also for the locals themselves who need the service of money exchange.

3) **Shop Sign**

Figure. 5 Speedway Café Shop Sign



The shop sign is a type of bottom-up sign in the linguistic landscape category, as its name, the shop sign is a sign issued by the shop owner. In this bottom-up sign, the shop sign was issued by the Speedway Café in the Sanur tourism area. As figure 1 presented, the shop sign is the highest sign encountered in the Sanur tourism area with 169 signs (40,33%). This could happen since Sanur is categorized as a tourism area, where the majority of tourism areas mostly provide shops for tourists to visit as having breakfast, lunch, and dinner.

The utilization of the English language is reflected inside the shop sign, where all of the café's menus are written in the English language. For example, the use of the words "EVERY DAY" indicates that the shop is always open even on the weekends, this perhaps function as their marketing strategy to provide the tourist with the best service in providing breakfast. On the other hand, the use of the English language inside the sign could indicate international preferences of the menus offered, since all of the menus written in English signify international food taste such

as big country, breakfast burrito, sandwiches, soup and salad.

Regarding the establishment of the shop sign or the construction, the interview method was conducted with the informant, Ms Wilda from the Speedway Café. The reason behind the English utilization inside the bottom-up sign is functioning as the aesthetic value of the food itself, and reflecting international taste to attract the foreigners specifically tourists to visit and have breakfast. Whereas, the purpose of the stop sign is to provide information for the tourist about what type of food the café offer.

CONCLUSION

The construction of linguistic landscape specifically bottom-up signs that utilized the English language issued by some companies, hotels, and café impressively has a slightly similar purpose, for example, using the English language as a tool for advertising, promoting, and marketing. However, the reason behind the construction choosing English as the medium language inside the linguistic landscape is mainly because the market is for foreigners.

Moreover, the English utilization utilized by these individuals defined as English does have economical values, since the use of the English language inside the bottom-up sign can hypnotize the tourist or attract the foreigners to visit these cafés, hotels and businesses. Besides, the English language serving as a high economical value in the tourism area, the English language also symbolizes international preferences, which are reflected in the menus offered by the café.

Based on the research findings, there are some suggestions for future studies if the researchers are interested in researching sociolinguistics specifically linguistic landscape. Future research will be more interesting to investigate the language perception or attitudes of the visitors or tourists towards the bottom-up sign of linguistic landscape in the tourism area.

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