



Describing The Language Used and Multilingual Texts on Tourist Signboards in Sambangan Village, North Bali

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Abstrak

Dunia pariwisata, khususnya di Bali, berkembang pesat baik di kota maupun desa. Berkaitan dengan hal itu, wisatawan yang datang, terutama wisatawan mancanegara di Desa Wisata Sambangan, membutuhkan arahan informatif, direksional, maupun regulatif. Kebutuhan tersebut memunculkan signboards untuk mendukung kegiatan wisata mereka. Penelitian ini menggunakan pendekatan kualitatif yang mengkaji what languages are used, language function, dan multilingual text type dalam signboards tersebut menggunakan kerangka Landry and Bourhis serta teori Jakobson dan Reh. Hasil penelitian menunjukkan bahwa bahasa Inggris adalah bahasa dominan yang digunakan pada signboards di Desa Wisata Sambangan agar dapat menjangkau wisatawan secara luas, dengan fungsi yang dominan yaitu referensial karena signboards di desa wisata umumnya memberikan informasi yang jelas mengenai fasilitas yang ditawarkan. Sementara itu, tipe teks multilingual yang paling sering digunakan yaitu complementary untuk menyampaikan komunikasi yang saling melengkapi dari dua bahasa yang berbeda sehingga memberikan informasi yang utuh. Berdasarkan hasil tersebut, penelitian ini diharapkan dapat memberikan manfaat terutama bagi pihak yang terlibat dalam pariwisata dalam menciptakan signboards yang lebih baik.

Keywords: Desa Wisata Sambangan, papan tanda, lanskap linguistik, fungsi bahasa, tipe teks multibahasa

Abstract

The tourism industry in Bali has developed in both urban and rural areas, including Sambangan Tourism Village. The presence of tourists, especially international tourists, requires signboards that provide information, directions, and other guidance. This study aims to describe the languages used on tourist signboards, their communicative functions, and the types of multilingual texts found in Sambangan Village, North Bali. This study used a qualitative descriptive method. The data consisted of 20 tourist signboards collected through observation and documentation. The analysis used the linguistic landscape framework proposed by Landry and Bourhis, Jakobson's language functions, and Reh's typology of multilingual texts. The findings showed that 16 signboards were monolingual and 4 were bilingual. English was the dominant language used on the signboards, while Indonesian was used to provide information for local and domestic tourists and Balinese appeared in limited quantities as a marker of local identity. The referential function was the most dominant language function, followed by the conative and poetic functions. In addition, complementary was the dominant multilingual text type found on the signboards. The findings show that the use of English, Indonesian, and Balinese on tourist signboards reflects the communication needs of tourists while also showing elements of local identity in Sambangan Village.

Keywords: Sambangan Tourism Village, signboards, linguistic landscape, language function, multilingual text type

A. Introduction

According to the UNWTO (United Nations World Tourism Organization), tourism is travel from one place to another, carried out by a person outside the environment where they live, for a temporary period of time, for recreational, business, or other purposes. With the increasing development of the world of tourism, the application of language has also developed, judging from the internationalization of international languages because language is a very important part of the scope of tourism (Luo, 2022). Language is a very essential tool for bridging visitors with the places or destinations they visit (Pahrudin, P., Liu, L.-W., & Li, 2022). The marketing and management of tourist destinations are very important for the sustainability of tourism. One of the practices used is the application of language that can attract tourists, which can be in the form of the use of multilingualism, symbols and icons, fonts, and colors. This is in accordance with the concept of the linguistic landscape, namely the use of language as a reflection of identity, accessibility, and a means of information for tourists.

Language is one of the tools used in communicating with various functions. These functions can be studied from different perspectives based on the purpose of the person who performs them. Roman Jakobson, in his seminal work *Linguistics and Poetics* (Jakobson, 1960), put forward a framework for this theory. According to Jakobson, in every communication, there are interrelated components.

According to Jakobson, the functions of language include The referential function as a link to information that is appropriate to the context of the conversation; it can be in the form of a situation, fact, or object. The conative function, which aims to create a direct influence or command for the interlocutor to follow the speaker's command. The poetic function focuses on the beauty of language through style, structure, rhyme, rhythm, or wordplay so that a message can attract the attention of the listener or speaker and is easy to remember because it has a unique structure.

In the context of linguistic landscape research, the functions that correspond to Jakobson's theory are the poetic, referential, and conative functions. The poetic function is used where the signboard sometimes uses beautiful language, such as the sentence "an indulgent beauty and wellness treatment," so that the promotion of the service becomes more attractive to the reader. The referential function is where the language function contained on the signboard is expected to be a link between the owner of the signboard and its readers in the form of the information provided on the signboard. In addition, the conative function also functions to influence people who see or read the signboard to act in accordance with the message on the signboard, either in the form of information or promotion.

Reh's typology explains how the variation and structure of language on signboards affect the communicative function and accessibility of readers from different language backgrounds.

Reh said that multilingual texts can be divided into four types, however the examiner only found two of them including:

Duplicating is a type of text that repeats or duplicates the meaning of a language, such as the phrases "welcome" and "selamat datang." Complementary is a type in which there are different languages and meanings, but they complement each other so that the sentences become whole. In this study, this typology will be used to identify the multilingual types of text contained on signboards. Reh's theory is a theory that is relevant to this study because research on multilingual signboards can contribute to the communication and accessibility of guests, especially guests from different groups. In addition, this study will show how the application of language reflects local identity, especially in the Sambangan tourism village area .

B. Methodology

This research was conducted in the tourist area of Sambangan Village, Sukasada District, Buleleng Regency, Bali. This research employed a qualitative descriptive approach to describe the language use and multilingual texts found on tourist signboards in the tourist area. The data consisted of 20 tourist signboards found in the Sambangan tourist area. The data were collected through observation and documentation of the signboards found at the research location. The data were then analyzed based on the theory of linguistic landscape by (Landry, R., & Bourhis, 1997), language functions by (Jakobson, 1960), and the typology of multilingual texts by Reh. The analysis was conducted by identifying the types of languages used on the tourist signboards, analyzing the language functions found, and identifying the types of multilingual texts found on the signboards. The results of the analysis were then described qualitatively to provide an overview of language use on tourist signboards in the Sambangan tourist area.

C. Results and Discussion

1. Language Distribution on Signboards

From the data collected, 20 signs were selected for in-depth analysis after data saturation had been achieved. The signs consisted of 16 monolingual signs and 4 bilingual signs. Thus, monolingual signs were the dominant category found on tourist signboards in Sambangan Village. The dominance of monolingual signs indicates that most signboards conveyed information using a single language that was considered appropriate for the intended audience and communicative purpose. Among the languages identified, English was the dominant language, particularly on monolingual signs, reflecting the international orientation of tourism activities in Sambangan Village.

The use of different languages on tourist signboards also reflected the diverse linguistic functions and identities present in Sambangan Village. English was primarily used to provide information and attract international tourists as the target customers or audience. Indonesian was used to provide information for local tourists and functioned as a national language that represented broader Indonesian identity. Meanwhile, Balinese appeared in limited quantities, mainly in the form of script symbols that emphasized local identity and cultural characteristics. The presence of Balinese on signboards was also related to government regulations concerning the preservation and use of the Balinese language. Therefore, the linguistic landscape of Sambangan Village demonstrated an interaction between international communication, national identity, and local cultural identity.

The dominance of English in Sambangan Village is in line with the findings of (Artawa et al., 2023), who found that monolingual English signs dominated commercial signs in tourist areas of Bali. Similarly, (Astawati et al., 2024) found that Indonesian was dominant in Penglipuran Tourist Village, while English was used as a medium of information for foreign tourists and Balinese represented the characteristics and cultural identity of the region. (Mulyawan et al., 2022) also showed the importance of Roman and Balinese scripts in representing local identity at Batukau Temple. These findings indicate that the use of languages and scripts in tourist spaces is not merely a means of communication but also reflects the relationship between tourism, audience orientation, national identity, and the preservation of local cultural identity.



Figure 1. Monolingual English Sign

The use of Balinese in Sambangan is also related to the use of Balinese script in public spaces. (Paramarta, 2022) found that Governor Regulation Number 80 of 2018 influenced the use of Balinese script on street signs in Singaraja Town, although Indonesian remained dominant. This is relevant to the present finding that Balinese appears in limited quantities and mainly functions as a marker of local identity. (Paramarta et al., 2022) similarly found that Indonesian was dominant on the Bali Provincial Government website, while Balinese functioned to convey local identity and English provided information for foreign viewers.

Bilingual signs in Sambangan commonly combine Indonesian and English. For example, the sign "Rosa Weaving Bamboo" uses the Indonesian expression "jual sokasi" followed by the English expression "weaving bamboo." The two languages provide related information, allowing the local product to remain recognizable while also being accessible to foreign visitors.



Figure 2. Bilingual Sign "Rosa Weaving Bamboo"

The bilingual signs also show different patterns of language order and appearance. A hierarchical or sequential pattern occurs when one language functions as the main text and another language serves as a translation or explanation. A simultaneous pattern occurs when the languages function independently and do not directly translate one another. Of the four bilingual signs, three showed a hierarchical/sequential pattern and one showed a simultaneous pattern.

(Dewi et al., 2024) also found bilingual signage to be dominant in several tourist destinations in Banjar, Bali, where the signs served informational, commercial, and mythological functions. This supports the finding that the use of more than one language on tourist signboards can facilitate communication for both local and international communities. Overall, English is used as a global communication tool, Indonesian as a means of national accessibility, and Balinese serves to preserve local identity.

The use of different languages on the signboards is related to the target readers of the signs. English is used to provide information for international tourists, while Indonesian is used so that the information can also be understood by local and domestic tourists. Although Balinese is found in limited quantities, its use, especially in Balinese script, still shows the local identity of Sambangan Village. Therefore, the use of English, Indonesian, and Balinese on the signboards reflects the different communication needs in the tourism area.

2. Functions of the Languages Used on Signboards

Jakobson's language function theory identifies several functions of language, including the referential, conative, and poetic functions. In the present study, these three functions were identified on tourist signboards in Sambangan Village. The referential function was the most dominant, followed by the conative function, while the poetic function was the least dominant. The distribution of these functions indicates that the signboards primarily served practical communicative purposes, while some signs were also designed to influence visitors or create an attractive impression. Thus, the linguistic choices found on the signboards were closely related to the communicative purposes of tourism activities in the village.

The dominance of the referential function shows that most signboards were intended to provide clear and practical information to readers. This function was reflected in signs containing information such as brand names, facilities, services, and locations. Such information

is important in a tourist area because visitors need to identify particular places, understand the facilities available, and obtain information about tourism services. The referential function therefore supports the basic communicative needs of tourists by presenting information that can be directly understood without requiring complex interpretation. The frequent use of this function also indicates that tourist signboards primarily operate as sources of information within the tourism environment.

The conative function was the second most frequently identified function. Unlike the referential function, which mainly provides information, the conative function is directed toward influencing or encouraging readers to take a particular action. In Sambangan Village, this function appeared in promotional signs and regional regulation signs. Promotional signs encouraged visitors to use particular services or participate in tourism activities, whereas regulatory signs attempted to guide visitors to follow specific rules. For example, the sign “Why n’t Canyoning!” represents a conative function because it invites readers to participate in a canyoning activity. The use of an interrogative and inviting expression creates a direct appeal to potential visitors and encourages them to engage with the activity being promoted.

The poetic function was the least dominant function identified in the tourist signboards. This function emphasizes the form and aesthetic quality of the message and can be used to attract readers’ attention through stylistic or creative expressions. One example is the phrase “An Indulgent Beauty and Wellness Treatments,” which represents the poetic function because its stylistic expression is intended to create an appealing impression of the spa service. Rather than simply stating the type of service provided, the expression uses attractive wording to construct a particular image and encourage readers to become interested in the service. The relatively limited occurrence of the poetic function suggests that aesthetic and stylistic language was not the primary requirement for most signboards, as their main purpose was to communicate practical information.

These findings are related to (Dewi et al., 2024), who found that tourist signboards in Banjar served informational and commercial functions, among others. The present study similarly demonstrates that tourist signboards primarily function to communicate information to visitors, while promotional and regulatory expressions serve additional communicative purposes. The dominance of the referential function can also be associated with tourists’ practical needs when visiting the area, particularly their need for information about places, facilities, services, and activities. Meanwhile, the conative function enables signboards to encourage visitors to participate in activities or comply with regulations, while the poetic function provides an additional aesthetic dimension to selected commercial signs. Overall, the findings demonstrate that the language functions of tourist signboards in Sambangan Village are closely connected to the practical, promotional, regulatory, and aesthetic needs of the tourism environment.

3. Multilingual Text on Signboards

The multilingual texts found on signboards in Sambangan Village were classified based on Reh’s typology, particularly the duplicating and complementary types. This classification focuses on the relationship between the linguistic elements presented on a signboard and the extent to which the information in different languages is repeated or added to. A complementary sign presents different pieces of information that complement one another, while a duplicating sign repeats the same information in another linguistic form. These two types demonstrate that multilingual signs may serve different communicative purposes depending on how the languages are arranged and how the information is conveyed to readers.

The complementary type was identified when different linguistic elements provided information that supported or completed one another. One example is the “Rosa Weaving Bamboo” sign. The Indonesian expression “jual sokasi” is complemented by the English expression “weaving bamboo.” The two expressions do not convey exactly the same information. Instead, they provide related information about the product and activity offered by the business. The Indonesian expression identifies the type of product being sold, while the English expression provides information that can be more easily understood by foreign customers. Therefore, the combination of Indonesian and English creates a complementary message that accommodates both local and international audiences.

In addition to the linguistic elements, the “Rosa Weaving Bamboo” sign also contains a directional symbol that provides further information about the location of the business. The symbol does not repeat the verbal information but instead complements the written message by helping readers identify the direction or location of the business. This combination demonstrates that multilingual communication on tourist signboards may involve not only

more than one language but also other semiotic resources. In this case, the use of Indonesian, English, and a directional symbol creates a more comprehensive message for potential customers, particularly in a tourism environment where visitors may have different linguistic backgrounds.

Meanwhile, the “Shanti” hotel sign is categorized as a duplicating sign because the information “Natural Panorama View Hotel, Bar & Restaurant” is repeated using Balinese script. Unlike the complementary type, the two linguistic forms present essentially the same information, although they differ in script and linguistic representation. The use of Balinese script therefore does not introduce new information about the hotel, bar, or restaurant, but it adds a local cultural dimension to the sign. This finding demonstrates that duplicating multilingual signs can serve not only an informational purpose but also an identity-related purpose by presenting the same message through a local linguistic or script form. Thus, the use of different languages and scripts on signboards in Sambangan Village reflects both communicative needs and efforts to represent the cultural identity of the local community.



Figure 3. Duplicating Multilingual Sign “Shanti”

The use of Balinese script in the present study is consistent with (Mulyawan et al., 2022) and (Paramarta, 2022) who discussed the role of Balinese script in representing local identity and its increasing visibility in public signage. (Halim, S. W., & Sukamto, 2023) similarly found that Indonesian and English dominated public spaces in Tana Toraja and North Toraja, while the local language had a more limited presence. These findings support the present observation that local languages or scripts may have a more limited visibility while still maintaining a role in representing local identity.

The examples of Rosa Weaving Bamboo and Shanti also show the different ways in which multilingual information is presented. In the Rosa Weaving Bamboo sign, the information in Indonesian and English has different parts that support the meaning of the signboard. In contrast, the Shanti sign presents information again using Balinese script. Therefore, the two types have different ways of presenting information, although both use more than one linguistic form. These examples show that multilingual texts can be used to provide information while also giving the signboards a local or tourism-related character.

Overall, the multilingual texts found in Sambangan show that different languages can provide complementary information or repeat information in another linguistic form. The use of these languages and scripts demonstrates the communicative needs of tourism while also maintaining elements of local identity.

The use of multilingual texts on the signboards also shows that different languages can be used together to provide information to the readers. In complementary texts, each language provides different information that supports the meaning of the signboard. In duplicating texts, the same information is presented again using another language or script. In this study, the use of Indonesian, English, and Balinese script shows that the signboards can provide information for tourists while also showing the local identity of Sambangan Village.

The findings of this study also show that the use of more than one language on a signboard can help the information reach different groups of readers. Indonesian and English can be used together to make the information understandable to both local and international tourists. At the same time, the use of Balinese script can give a local impression to the signboard. Therefore, multilingual texts in Sambangan are not only related to the number of languages used, but also to the way the information is presented to the readers.

D. Conclusion

This study investigated the linguistic landscape in Sambangan Village based on 20 tourist signboards. The signs consisted of 16 monolingual signs and 4 bilingual signs combining Indonesian and English. English was the most dominant language used to reach both local and international tourists, while Indonesian appeared less frequently and Balinese was used as a marker of local identity.

The study also found that the communicative functions of signboards mainly provide information about the services offered to target consumers, with conative functions appearing in imperative and persuasive expressions. In bilingual signboards, the dominant multilingual text type was complementary, as the information on the signboards had different communicative roles but complemented one another.

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