

Linguistic Landscape in Palangka Raya City: Patterns, Roles, and Functions

M. Alpian Sari¹, Maria Arina Luardini², Indra Perdana³

University of Palangka Raya, Indonesia

¹ malpiansari2000@gmail.com, ² mariaarinaluardini@gmail.com, ³ indraperdana86@gmail.com

Abstract

The linguistic landscape refers to the visibility and presence of languages in public spaces. The use of linguistic landscape in public spaces has patterns, roles, and functions. Language plays a vital role in human life because language is a means of communication in everyday life. This study aimed to describe the linguistic landscapes that appeared in public spaces qualitatively. The researcher collected the data through observations and photo documentation. The research data and information obtained showed that the linguistic landscape in Palangka Raya plays a crucial role. The use of English in Palangka Raya can be easily found in public spaces, whether in the form of words, phrases, and sentences, monolingual (English), bilingual (English-Indonesian), or multilingual. This research also reported that the roles of the linguistic landscape found in Palangka Raya are identity representation and social representation. As well as the function of the linguistic landscape itself, the result of this study showed that the function of the linguistic landscape in the public space of Palangka Raya is informative uses and interactive uses. The use of English in Palangka Raya occurs because English is associated with globalization, language and cultural transformation towards modernity, high fashion, and personal freedom.

Keywords: Linguistic Landscape; Patterns of Linguistic Landscape; Roles of Linguistic Landscape; Functions of Linguistic Landscape

INTRODUCTION

Language is a communication system that transfers and informs something (Addler & Rodman, 2009, p. 110). Humans can interact with each other in various places, such as public spaces. Public space refers to places open and accessible to the general public, such as museums, airports, parks, hospitals, schools, stadiums, markets, mosques, and churches. According to Cruz., et al. (2018), the public space can also be used to foster interaction and cooperation among various social or ethnic groups, to foster mutual tolerance and understanding, to allow groups to penetrate and become acquainted with 'other' cultures, and to foster acculturation. Humans can interact using language in various places using both spoken and written language. It is nearly identical to the city of Palangka Raya, where languages are found written in public spaces, specifically English. The language written in public space refers to the Linguistic Landscape. The English language is used in various public spaces in Palangka Raya. Language plays various roles in everyday life, whether for the identity of the places, cultural, social, and religious representation, public control, as a marker, as meaningful information, or as a revitalization of forgotten languages (Cook, 2013). This research focused on the use of English in the linguistics landscape in Palangka Raya City, Central Kalimantan. The linguistic landscape (hereafter LL) is ordinary sight in the public space of Palangka Raya. LL is a written form that is visible in public space. The study of LL (linguistic landscape) focuses on the use of language in public spaces. LL is synonymous with language ecology, diversity, and linguistic situation (Gorter, 2006). Based on Landry and Bourhis (1997), LL refers to the visibility and importance of language in public space through written text, refers to 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 the place. According to Gorter (2006), “linguistic landscape is a collection of texts in public spaces: tourist attractions, parks, mosques, churches, urban areas, etc.” Landscape linguistic (LL) is the study of texts that appear in different or diverse languages. (Backhaus, 2007; Gorter, 2006; Huebner, 2016; Huebner, 2020; Tan, 2014; Yavari, 2012). This research aims to examine English written text that appears in public spaces. Because linguistic landscape reflects the dynamics of various important aspects such as social, culture, and religion (Backhaus, 2006; Huebner, 2006), linguistic landscape studies are important for revealing language heterogeneity and its sociolinguistic context: language use, patterns, roles, and functions. It reflects the desired social, cultural, or religious identity in certain contexts and certain transformations (Dines, 2018). Thus, the linguistic landscape is shaped by social, religious, and cultural associations (Ben-Rafael, 2008; Jaworski & Thurlow, 2012). Linguistic landscape analysis is necessary because what happens in public areas must be explained against its background (Juffermans, 2012). Linguistic landscape in public spaces plays various roles in everyday life, as a physical meeting place of cultural, political, economic, social, and individual trajectories; a place of interaction and cooperation between public spaces and different social/ethnic groups; a space for mutual tolerance and understanding; a place of acculturation; a place for groups to enter and get acquainted with the “other” culture (Cruz et al., 2018).

The linguistic landscape has been extensively studied and is becoming more significant in the field of sociolinguistics. Since the publication of the scholarly work by Landry & Bourhis in 1997, the linguistic landscape has gained popularity among researchers. For example, linguistic landscape research that previous researchers have studied; in schools and universities, linguistic landscapes in mosques, linguistic landscapes in markets, parks, airports, tourist attractions, and cities (Akindele, 2011; Bogatto & Hélot, 2010; Chesnut & Schulte, 2013; Dixson, 2015; Gaiser & Matras, 2016; Gorter, 2007; Haynes, 2012; Koskinen, 2012; Moriarty, 2013; Sutthinaraphan, 2016; Takhtarova et al., 2015; Thongtong, 2016; Tan, 2012; Yavari, 2014).

In addition, a similar study was also conducted in Palangka Raya City (Sisilda et al., 2022). Sisilda et al. (2022), conducted their research in Palangka Raya city in order to describe the practical use of the language and limited on main roads in Palangka Raya. Hence, to cover those holes, the research will be carried out with a broader scope in various public spaces and describe LL texts’ patterns, roles, and functions. In this research, the researcher studied the linguistic landscape in public spaces in Palangka Raya; Matahari Department Store Lippo Plaza Palangka Raya, MAN Kota Palangka Raya, and Streets; Temanggung Tilung and Rajawali. The researcher took these locations as places where this research was conducted because they were considered representative places because they had English texts and also places that were familiar to Palangka Raya residents, so the researcher felt that these places could represent public spaces in Palangka Raya. Additionally, those places pop up on the Google search engine if the entered keywords are mall, school, and streets in Palangka Raya. People nowadays rely on Google search engines to guide them to somewhere using the map feature, especially when they have not been there before. Therefore, this research aims to understand how language changes, policy implementation, navigation and contestation, and language ideology in the public sphere by analyzing and describing its patterns, roles, and functions.

METHOD

This research used descriptive qualitative. The researcher implemented the qualitative descriptive method in this research and analyzed the data that has been obtained qualitatively. The data in this research are words, phrases, or sentences used in public spaces in Palangka Raya. The data was obtained from photographs taken during the research. According to Berg

(2001), qualitative research uses several methods, such as observation, photographic techniques, historical investigations, interviews, ethnographic studies, and others.

RESULTS AND DISCUSSION

Results

The Patterns of Linguistic Landscape in Public Space of Palangka Raya

In presenting this research, the researcher provides 3 points of the results of this study; the patterns, the roles, and the functions of linguistic landscape in the public space of Palangka Raya city. In this first section, the researcher describe the linguistic landscape based on the patterns of linguistic landscape that are found in the public space of Palangka Raya City. The researcher found 102 total linguistic landscape texts and 15 of them were in the form of words, 79 of them were in the form of phrase, and 8 of them were in the form of sentence from several research locations; Matahari Department Store Lippo Plaza Palangka Raya, Streets (Temanggung Tilung and Rajawali street), and MAN Kota Palangka Raya.

The Roles of Linguistic Landscape in Public Space of Palangka Raya

In this second section, the researcher describe the linguistic landscape based on the roles of linguistic landscape that are found in public space of Palangka Raya City. From the observation and data of this research, linguistic landscape in the public space of Palangka Raya acts as identity representation and social representation. Researchers did not find other roles such as cultural and religious representation.

The Functions of Linguistic Landscape in Public Space of Palangka Raya

In this section, the researcher describe the linguistic landscape based on the functions of linguistic landscape that are found in public space of Palangka Raya City. Based on the research results obtained, the researcher found 2 out of 3 functions of linguistic landscape. The researcher found two functions of linguistic landscape, namely informative uses and interactive uses. The researcher did not find the third function of linguistic landscape, namely imaginative uses, due to the limited research area and linguistic landscape available.

Visible Languages in Public Space of Palangka Raya City

The linguistic landscape in Palangka Raya is not something new. Language displayed with various patterns, functions, roles, and can be easily found in public spaces in Palangka Raya, whether written in Indonesian, English, or other languages, monolingual, bilingual or multilingual. In this study, the researcher focused on linguistic landscapes written in English, English-Indonesian, and English mixed with other languages. From the research, the researcher found 98 linguistic landscape texts from several research locations; Matahari Department Store Lippo Plaza Palangka Raya, Streets (Temanggung Tilung and Rajawali street), and MAN Kota Palangka Raya. This 102 total linguistic landscape texts consist of monolingual (English), bilingual (English-Indonesian), and multilingual (English-Indonesian-Arabic-Japanese) formed by 15 words, 79 phrases and 8 sentences.

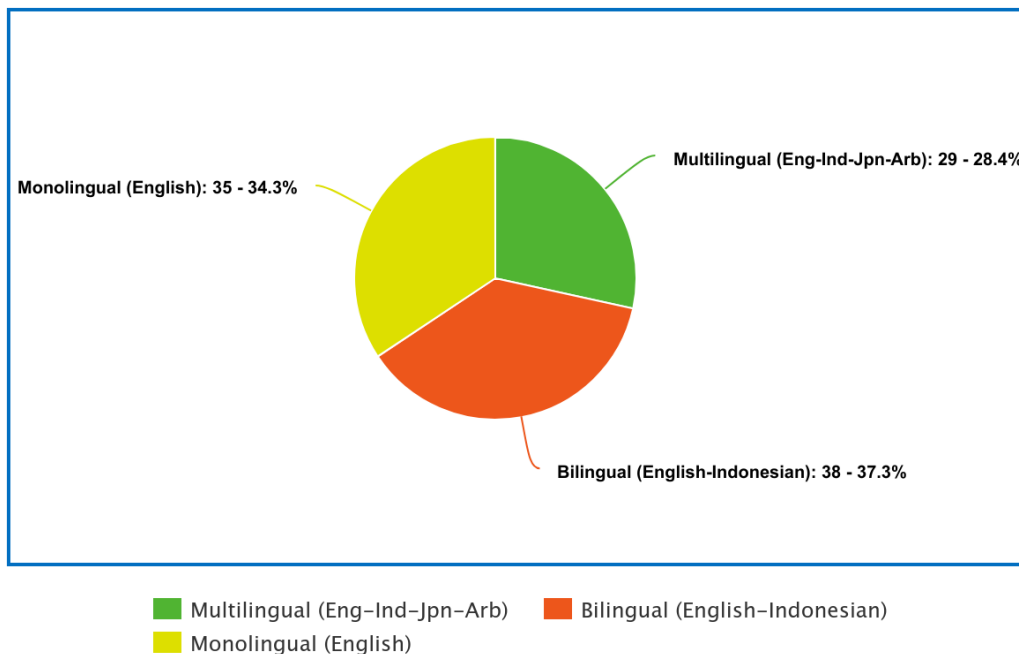


Figure 1. The use of Monolingual (English), Bilingual (English – Indonesian), and Multilingual (English-Indonesian-Arabic-Japanese) in Palangka Raya City.

The pie chart above indicates that the Bilingual (English-Indonesian) language constitutes the biggest element of LL in the Public Space of Palangka Raya City. It is unsurprising since English and Indonesian play crucial roles, specifically Indonesian. Indonesian is the national language of the Republic of Indonesia. Then English, Language as an international language. However, the combination of Indonesian and English in a sign has a bigger amount (38,8%). At the same time, Monolingual (English) has a smaller amount (31,6%) and Multilingual (29,6%).

Discussion

English as an international language has influenced various aspects of people’s lives in Palangka Raya City. The use of English in Palangka Raya can be found easily in public areas. This happens because English is associated with modernity, future, affluence, high fashion, and personal freedom (Piller, 2003; Sisilda et al., 2022). Therefore, LL can be found extensively in public areas of Palangka Raya. In the research, the researcher has visited and observed the locations of linguistic landscape in English that exist in the public area of Palangka Raya. From the research that has been developed, 98 text linguistic landscape in public space of Palangka Raya city has been found. The linguistic landscape that found are in the form of signboard, banner and poster in line with Cook (2015) and Gorter (2013). Linguistic Landscape found in public areas in Palangka Raya varies, written in English, English – Indonesian, and English combined with Indonesian, Arabic, and Japanese. These linguistic landscapes are found in the form of word, phrase and sentence.

The linguistic landscape in public space of Palangka Raya city served as information about products, offices, rooms and others. The use of English in the linguistic landscape in the public space of Palangka Raya city is very massive to aim as information and economic support. Piller (2001, 2003) finds that the use of English in commercial advertising is symbolical to success or international, future, and fun orientation. In this research, linguistic landscape was found in several public spaces, specifically in Matahari Department Store Lippo Plaza Palangka Raya,

Streets (Temanggung Tilung and Rajawali street), and MAN Kota Palangka Raya. In Sisilda et al., (2022), stated that, languages written in public spaces have the potential to be read by viewers, these languages written in public spaces can attract viewers' attention by providing information or messages related to what they want to convey.



Picture 1

From the picture 1 above, it can be seen that this linguistic landscape's pattern is in form of word "EXIT", The text in English (monolingual), displayed in signboard, placed on top. This LL try to give the information to the readers, the function is for informative uses, This LL indicated the direction of exit from this Building. The use of monolingual here was related to the identity of this MALL, which aims to represent an international MALL, in line with Sisilda et al., (2022), English is associated with modernity, affluence, high fashion, and personal freedom. This LL found in Matahari Department Store Lippo Plaza Palangka Raya.



Picture 2

From the picture 2 above, the text in the image above used syntactic units (phrases) "FEMALE TOILET – TOILET PEREMPUAN", Multilingualism language (Arabic, English, Japanese, and Indonesian), displayed in signboard, placed on top. This LL try to give the information to the readers, the function is for informative uses. This LL tries to play a role in representing the identity of MAN Kota Palangka Raya, it can be seen that Arabic is used in this LL. The use of Arabic here also for developing Arabic skill that relevant to the needs of the students in MAN Kota Palangka Raya, which are Islamic School. In line with Kasanga (2012) that stated "the languages in LL indicate which languages are still relevant locally or are developing to be relevant to the needs of speakers surrounding the LL". This LL found in MAN Kota Palangka Raya. Overall, the use of multilingualism serves not only as a variety of communication tools, but also as a foundation for students' personal development, cultural understanding, and global

career readiness. In line with Sisilda et al., (2022) “English is a sign of a higher level of education”.



Picture 3

From the picture 3 above, the text in the image above used sentence “DILARANG BERDIRI DI GARIS KUNING – DON’T STEP TO THE YELLOW LINE”, This LL is Bilingual (Indonesian - English). This LL try to control the readers, the function is for interactive uses. This LL tries to tell and forbid the reader. This LL found in Matahari Department Store Lippo Plaza Palangka Raya.



Picture 4

From the picture 4 above, the text in the image above used Phrase “COMITTE ROOM – RUANG KOMITE”. This LL is bilingual (English - Indonesian). This LL try to give the readers information, the function is for informative uses. This LL displayed in signboard, placed on top. There is a grammar error in this LL. The word ‘COMITTE’ should be ‘COMMITTEE’. This LL found in MAN Kota Palangka Raya.



Picture 5

This picture showed word which present two languages. This language a signboard was used for informative LL. It indicated where the cashier was. Therefore, the customers wanted to pay their stuffs by seeing that signboard. It was put on the top of cashier or place on top. This was bilingual (Dutch-Indonesian). However, this signboard was at Hypermart in Palangka Raya which meant it was in Indonesia. Most of the customers were Indonesian, even there were some foreigners. At least, the store used English. Indonesian did not have” Kassa”. It could not be found on the newest KBBI. The researcher also checked on Google Translate, “Kassa” was Dutch based on the language description on Google Translate. The mall utilized two languages because sometimes the customers were foreigner, it could be said the mall wanted to their mall well known as international mall based on Sisilda et al., (2022), English is associated with modernity, affluence, high fashion, and personal freedom.



Picture 6

From the picture 6 above, the text in the image above used word. This LL is monolingual (English). This LL try to give the readers information, the function is for informative uses. This LL wants to represent its identity, the use of monolingual English here aims to give the impression of a classy brand, in accordance with Sisilda et al., (2022), English is associated with modernity, affluence, high fashion, and personal freedom. But there is an error in this LL word. This LL reads ‘EXPORT IMPOR’, which should be ‘EXPORT IMPORT’. This happens because the word IMPORT is similar to its Indonesian version, namely IMPOR. This LL found in Temanggung Tilung street, Palangka Raya.



Picture 7

From the picture 7 above, it can be seen that this linguistic landscape functions as informative uses. This linguistic landscape functions as information for buyers, that their shop provides

mobile phones, laptops and accessories. The signboard is placed at the top outside the building. This signboard signifies the name of their shop. In this linguistic landscape, there is an error in mentioning. The word “acesories” here should be “accessories”.

CONCLUSION

Based on the research result showed what the patterns, roles, and functions of English linguistic landscape in public spaces of Palangka Raya. The use of English in Palangka Raya can be easily found in public spaces. Both in the patterns of word, phrase, and sentence, as well as in monolingual (English), bilingual (English-Indonesian), or multilingual patterns. In this research, the use of English in the linguistic landscape aimed to show modernization, future, and globalization. The use of English in the linguistic landscape may affect the economy in advertising. This research also reported on the role of linguistic landscapes found in Palangka Raya, they are as identity and social representation. As well as the function of the linguistic landscape itself, from the results of this study it was found that the function of linguistic landscape in Palangka Raya's public space are as informative uses and interactive uses. The use of English in Palangka Raya occurs because English is associated with globalization, modernization, language and cultural transformation towards modernity, high fashion, and personal freedom. Landscape linguistics becomes a medium to represent identity and social.

ACKNOWLEDGMENTS

Praise be to Allah SWT who has given me the opportunity, strength and health to study and complete this article. The researcher would like to thank the supervisors for their help and guidance in planning and preparing this research. The researcher would also like to thank all the people who took part in this research. Through this research, I hope to encourage more research on linguistic landscape.

REFERENCES

- Addler, R. B. & Rodman, G. (2009). *Understanding Human Communication*. New York: Oxford University Press.
- Akindele, D. O. (2011). Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Batswana. *International Journal of Linguistics*, 3(1), 1-11.
- Backhaus, P. (2006). Multilingualism in Tokyo: A look into the linguistic landscape. *International journal of multilingualism*, 3(1), 52-66.
- Backhaus, P. (2007). *Linguistic Landscapes: A Comparative Study of Urban Multilingualism in Tokyo*. Clevedon–Buffalo–Toronto: Multilingual Matters.
- BEN-RAFAEL, L. L. E. (2008). A sociological approach to the study of linguistic landscapes. In *Linguistic Landscape* (pp. 48-62). Routledge.
- Berg. B. L. (2001). *Qualitative Research Methods for the Social Sciences*. Boston: Allyn and Bacon.
- Bogatto, F. and Christine, H. (2010) Linguistic Landscape and Language Diversity in Strasbourg: The Quartier Gare. *Linguistic Landscape in the City*, 15, 275-291.
- Chesnut, M. L., Schulte, J. V. (2013). The Language Lessons around Us: Undergraduate English Pedagogy and Linguistic Landscape Research. *English Teaching: Practice and Critique*, 12(2), 102-120.
- Cook, V. (2013). The language of the street. *Applied Linguistics Review*, 4(1), 43-81.

- Cruz, S. S., Roskamm, N., & Charalambous, N. (2018). Inquiries into public space practices, meanings and values. *Journal of Urban Design*, 23(6), 797–802. <https://doi.org/10.1080/13574809.2018.1525289>.
- Dines, N. (2018). What's in a word? Contextual diversity, urban ethnography and the linguistic limits of the street. *The Sociological Review*, 66(5), 952–967.
- Dixson, A. E. (2015). *Analyzing the Multilingual Linguistic Landscape of Buffalo, New York*. State University of New York, Fredonia, New York.
- Gaiser, L. and Matras, Y. (2016). The Spatial Construction of Civic Identities: A Study of Manchester's Linguistic Landscapes. *University of Manchester: Manchester*.
- Gorter, D. & Cenoz, J. (2007). Knowledge about Language and Linguistic Landscape. *Encyclopedia of Language and Education*, 2nd revised edition, (pp. 1-13). Berlin: Springer Science.
- Gorter, D. (2006). Further possibilities for linguistic landscape research. *Linguistic landscape: A new approach to multilingualism*, 81-89.
- Gorter, D. (2013). Linguistic landscapes in a multilingual world. *Annual Review of Applied Linguistics*, 13(1), 190-212. doi: 10.1017/S0267190513000020.
- Haynes, P. (2012). Welsh Language Policy: A Study of the Linguistic Landscape at Cardiff University. The University of Birmingham.
- Huebner, T. (2016). Linguistics Landscape: History, Trajectory and Pedagogy. MANUSYA: *Journal of Humanities*, Special Issue No. 22.
- Huebner, T. (2020). Language in the Public Space: An Introduction to the Linguistic Landscape, written by Holger Schmitt. *Manusya: Journal of Humanities*, 23.
- Huebner, T. 2006. "Bangkok's linguistic landscapes; Environmental print, codemixing, and language change", in: Durk Gorter (ed.), *Linguistic landscape; A new approach to multilingualism*, pp. 31-51. Clevedon: Multilingual Matters.
- Jaworski, A. & Thurlow, (2012). Semiotic landscapes: *Language, image, space. Language in Society*, 41(1), 130-133.
- Juffermans, K. (2012). Multimodality and audiences: Local languaging in the Gambian linguistic landscape. *Sociolinguistics Studies*, 6(2), 259–284.
- Koskinen, K. (2012). Linguistic Landscape as a Translational Space: The Case of Hervanta, Tampere. *Collegium: Studies across Disciplines in the Humanities and Social Sciences*, 13, 73–92.
- Landry, R. & Bourhis, R. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(1), 23-49.
- Moriarty, M. (2014). Contesting Language Ideologies in the Linguistic Landscape of an Irish Tourist Town. *International Journal of Bilingualism*, 18(5), 464-477.
- Piller, I. (2001). Identity construction in multilingual advertising. *Language in Society*, 30(2), 153-186. doi: 10.1017/S0047404501002019.
- Piller, I. (2003). Advertising as a site of language contact. *Annual Review of Applied Linguistics*, 23(1), 170-183. doi:10.1017/S0267190503000254.
- Sisilda, R., Luardini, M. A., Asi, N., & Eliza, I. (2022). The Use of English Linguistic Landscape in Palangka Raya City (Penggunaan Bahasa Inggris Dalam Lanskap Linguistik di Kota Palangka Raya). *Jurnal Gramatika: Jurnal Penelitian Pendidikan Bahasa dan Sastra Indonesia*, 8(1), 65-77.
- Sutthinaraphan, K. (2016). A Linguistic Landscape Study of Advertising Signage on Skytrain. MANUSYA: *Journal of Humanities*, Special Issue, 22, 53-71.
- Takhtarovaa, S. S., Kalegina, T. E., and Yarullinac, F. I. (2015). The Role of English in Shaping The Linguistic Landscape of Paris, Berlin and Kazan. *Procedia - Social and Behavioral Sciences*, 199, 453 – 458.

- Tan, P.K.W. (2014). Singapore's Balancing Act, from the Perspective of the Linguistic Landscape. *Journal of Social Issues in Southeast Asia*, 29(2), 438-66.
- Thongtong, T. (2016). A Linguistic Landscape Study of Signage on Nimmanhemmin Road, A Lanna Chiang Mai Chill-Out Street. *MANUSYA: Journal of Humanities*, Special Issue, 22, 72-87.
- Yavari, S. (2012). Linguistic Landscape and Language Policies: A Comparative Study of Linköping University and ETH Zürich. Linköping University.