LINGUISTIC LANDSCAPE STUDY ON THE TOURISM PLACE IN MALANG REGENCY

THESIS

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DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
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THESIS

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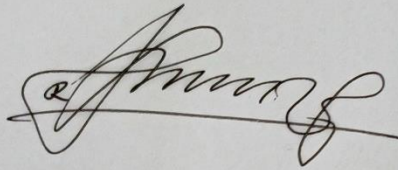IBRAHIM MALANG
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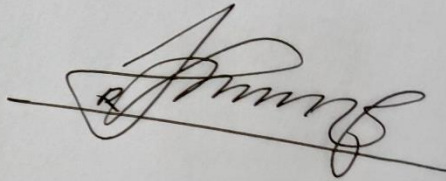
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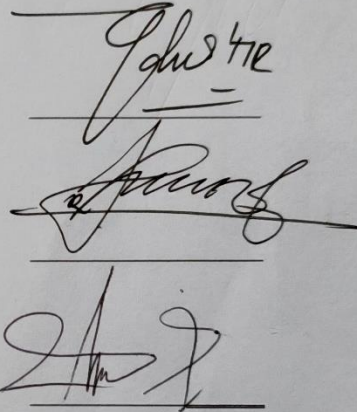
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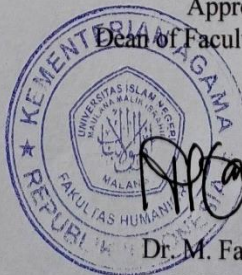
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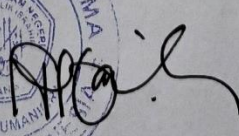
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MOTTO

If you're envy for something so you have to struggle getting what they have

DEDICATION

This thesis is dedicated to my loved mom who give me endlessly support, patient, and trust for all the process that I have been through to this point. For my love one and all my closest friends who always cheer me up for me. Then, for my self. Thanks for not giving up. My later me is proud on you.
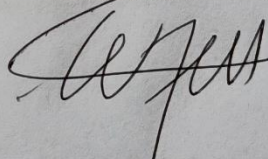
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ABSTRACT

Khoruddin, Muhammad Annas (2025) Linguistic Landscape Study On The Tourism Places In Malang Regency. Undergaduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik ibrahim Malang. Advisor: Ribut Wahyudi, M.Ed., Ph.D.

Keywords: Linguistic landscape, public signage, tourism, Malang Regency

This research explores the linguistic landscape in two tourism places in Malang Regency: Sengkaling UMM Recreation Park and Balekambang Beach. This research aims to analyze the functions and patterns of public signs, as well as the effect of economy, power, and status on language use in tourism signage. Qualitative method was used, data were collected with observations, photographs, and interviews. The analysis employed the frameworks of Spolsky & Cooper (1991), Spolsky (2009), and Landry & Bourhis (1997). Findings show that most signs function as informative and advertising, with monolingual patterns (Indonesia) dominating, followed by bilingual signs (Indonesia-English and Indonesia-Arabic), and no multilingual signs were found. The result also shows that language choices are affected by the intended reader, institutional identity, and marketing purposes. In addition, different management (government vs. private) influences the implementation of linguistic landscapes, for private management tends to focus on commercial while government management emphasizes the delivery of information to the public. This research contributes to the understanding of how language, space, and tourism intersect, emphasizing the role of language policy and symbolic representation on public signages.

ABSTRAK

Khoruddin, Muhammad Annas (2025) Penelitian Linguistik Lanskap Pada Tempat Wisata Di Kabupaten Malang. Skripsi. Prodi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Ribut Wahyudi, M.Ed., Ph.D.

Kata kunci: lanskap linguistik, tanda publik, pariwsata, kabupaten Malang

Penelitian ini meneliti lanskap linguistik di dua tempat wisata di Kabupten Malang: Taman Rekreasi Sengkaling UMM dan Pantai Balekambang. Tujuan dari penelitian ini untuk menganalisa fungsi dan pola bahasa yang ada di tempat umum juga faktor yang mempengaruhinya seperti, faktor ekonomi, status, dan kekuatan pada penggunanan bahasa di tempat wisata. Menggunakan metode kualitatif, pengumpulan data dilakukan dengan cara observasi, mengambil foto, dan wawancara. Analisis temuan dalam penelitian ini menggunakan teori dari Spolsky & Cooper (1991), Spolsky (2009), dan Landry & Bourhis (1997). Penemuan mengungkapkan bahwa mayoritas tanda berfungsi sebagai pemberi informasi dan papan iklan, dengan mayoritas pola monolingual (Indonesia), diikuti dengan pola dwibahasa (Indonesia-Inggris dan Indonesia-Arab) dan tidak ditemukan pola multibahasa. Hasil penelitian juga menunjukkan pilihan bahasa pada papan tanda dipengaruhi oleh pembaca yang dituju, identitas institusi, dan tujuan pemasaran. Sebagai tambahan perbedaan pengelola (pemerintah vs swasta) mempengaruhi penerapan lanskap linguistik, pengelola swasta lebih fokus pada komersial sementara, pengelola pemerintah lebih menekankan pada penyampaian informasi pada publik. Penelitian ini berkontribusi pada pemahaman bagaimana bahasa, ruang, dan pariwisata bersinggungan, dengan menekankan pentingnya peran kebijakan bahasa dan representsi simbolis dalam papan tanda publik.

الملخص

خور الدين، محمد أنس (٢٠٢٥) دراسة المنظر اللغوي في الأماكن السياحية في محافظة مالانج. بحث التخرج. برنامج الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: ريبوت واحيو دي، ماجستير في التربية، دكتوراه.

الكلمات المفتاحية: المشهد اللغوي، العلامات العامة، السياحة، محافظة مالانج

تناول هذه الدراسة المشهد اللغوي في موقعين سياحيين في محافظة مالانج: حديقة سينجكالينغ الترفيهية التابعة لجامعة المحمدية وشاطئ باليكامبانغ. تهدف الدراسة إلى تحليل وظائف وأنماط اللغة المستخدمة في الأماكن العامة بالإضافة إلى العوامل المؤثرة مثل العوامل الاقتصادية، الوضع الاجتماعي، والقوة في استخدام اللغة في المواقع السياحية. اعتمدت هذه الدراسة على المنهج النوعي، وتم جمع البيانات من خلال الملاحظة، والتصوير الفوتوغرافي، والمقابلات. اعتمد تحليل النتائج ع لى نظريات سبولسكي وكوبر (١٩٩١)، سبولسكي (٢٠٠٩)، ولاندري وبورهيس (١٩٩٧). كشفت النتائج أن الغالبية العظمى من العلامات تؤدي وظيفة إعلامية وإعلانية، مع سيطرة النمط الأحادي اللغة (الإندونيسية)، يليه النمط الثنائي اللغة (الإندونيسية–الإنجليزية والإندونيسية–العربية)، ولم يتم العثور على أي نمط متعدد اللغات. أظهرت النتائج أن اختيار اللغة في العلامات يتأثر بالقارئ المستهدف، والهوية المؤسسية، وأهداف التسويق. بالإضافة إلى ذلك، فإن اختلاف الجهة المديرة (الحكومة مقابل القطاع الخاص) يؤثر على تطبيق المشهد اللغوي, بينما يركز مديرو القطاع الخاص على الجانب التجاري، يركز المديرون الحكوميون على تقديم المعلومات للجمهور.تسهم هذه الدراسة في فهم كيفية تداخل اللغة والمكان والسياحة، من خلال التأكيد على أهمية دور سياسة اللغة والتمثيل الرمزي في العلامات العامة.

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CHAPTER I

INTRODUCTION

A. Background of the Study

When we leave the house or travel somewhere, we can see many writings plastered on billboards, banners, street names, place names, and others. Then, when we are sitting relaxing on the side of the road, we can also see writings running on a car or bus, stickers, and unique writings on official cars, private cars, or the back of a truck that sometimes contain motivation. Only by being in a public place like this can we find various linguistic elements. These linguistic elements in public places are landscape linguistics (Ben-Rafael, Shohamy, et al., 2006). Therefore, wherever we are, we can undoubtedly find linguistic elements even if it is only one word, phrase, or even one or more sentences. These writings certainly are to provide information on place names, market the product, and so on.

The previous paragraph is a description of the current phenomenon. Viewed from the perspective of linguistic landscape (LL), we will be able to reveal the role of these signs quickly. Here, what is meant by "LL" in this context is the importance of and visibility of language in local public spaces. Judging from the current developments, visual signs that provide information are straightforward to find, such as in shops, streets, cities, and other places. This is where the role of LL is to reveal the role of how language is used and represented in the public sphere. Some theories about LL are LL from Landry and Bourhis (1997), who describe LL as "the language used for public street signs, billboards, street and place names, shop names, government building names in a group of regions, regions, or cities. ."

(Landry & Bourhis, 1997, p.25), then more generally LL is a linguistic object that marks the public sphere (Ben-Rafael et al., 2006, p. 7). Therefore, LL is indeed built and formed around public places, such as roads, parks, city corners, and buildings where community life takes place. This means that LL can represent the shape of public places (Sakhiyya & Martin-Anatias, 2020).

Tourism place is one of the public places that has a high variety of language displays. This is because there are many visitors from various languages and cultural backgrounds. Therefore, in tourism places, it is often easy to find various signs such as directional signs, building names, and billboards with various languages. For example, a no swimming sign written in two languages, Indonesian and English, shows the target audience and linguistic accommodation.

A place where social and cultural identity representations can be seen. Tourism places certainly have many signs displayed, and with the language used in these signs. Thus, a particular language can reflect local identity and cultural values. For example, a tourist spot in an area has a sign-in for the use of the Javanese language. Then, it can be seen that the area is inhabited by people who can speak Javanese, and they want to show visitors that they are proud to use Javanese.

The linguistic landscape signs in tourism places can be used to look at language ideology. In this case, linguistic landscapes can show the dominance, marginalization, or resistance of a language in tourism places. Dominance means that a language is often used in the sign. While marginalization, a language becomes a minority in the area. Resistance is how effort to preserve or maintain a language

with one of the efforts through landscape linguistics. For example, Javanese, as a minority language, is still used on signs to add cultural value (attractiveness) to a tourist spot.

This research took two locations of tourism places in Malang Regency, namely Sengkaling UMM Recreation Park and Balekambang Beach. These two places were chosen based on differences in management status. Sengkaling UMM Recreation Park is managed by the private sector (University of Muhammadiyah Malang), while Balekambang Beach is managed by the local government (Jasa Yasa regional public company). This difference allows us to see how different ideologies and policies affect language use in public places (Shohamy & Gorter, 2009).

Sengkaling UMM Recreation Park is a park that uses the concept of recreational and educational tourism. This creates a distinctive linguistic landscape impression, especially with the presence of signs in Indonesian, English, and mixed languages. The signs can appear in various forms, such as information signs, billboards, prohibition signs, object names, etc., which are certainly aimed at visitors from various backgrounds. According to Backhaus (2007), the use of language in public places is not only for communication but also "symbolic construction of the public sphere." In this case, the choice of language on the sign reflects the diverse characters of visitors in terms of education, age, and the values of modernity and freedom promoted by their educational institutions.

Meanwhile, Balekambang Beach is managed by the local government. This tourism place displays various official signs that function as public services, directions, prohibition signs, and facility information. In Landry & Bourhis' (1997) research, it is mentioned that linguistic landscapes provide information about the relationship between language power and status in an area. Indonesian language signs at Balekambang Beach reflect the status of Indonesian as the national language and English as a form of effort to serve foreign tourists and form an international image.

There have been many previous studies on linguistic landscapes. The research covered various fields, such as education, economy, tourism, public signs, linguistics, health, and many others. Starting from research conducted by Fakhiroh & Rohmah (2018), who examined the implementation of LL in Sidoarjo City, East Java, Indonesia. This research used quantitative methods and visual analysis with data collection techniques using photography. The results showed the many varieties of language that existed in LL in Sidoarjo which showed readiness to welcome international tourists and to invite more customers in the business fields. This was exemplified by the use of more than one language in a sign at public facilities such as train stations, central parks, and even restaurants. Asmaul Husna symbols in both languages (Arabic and Indonesian) also adorn the highways in Sidoarjo.

This remained in LL research in the field. Winahyu & Ibrahim (2018) researched LL in the city of Jakarta, Indonesia. This research employed a qualitative

method. The result of this research was that the regulation in Indonesia Law no.24 of 2009 did not involve or require foreign investors to use Indonesian in their business, which should cover the whole and not only apply to Indonesian people. An example in this case study was the names of malls in Indonesia and how mall managers also displayed their products which were not in accordance with law no.24 of 2009, such as the name of the Transmart mall owned by CT Corp, which used foreign languages as the name of the mall.

Research from Przymus & Kohler (2018) conducted LL research to prove that LL could implicitly affect ideology or opportunities to get an education. This research was conducted in Tucson, Arizona, Southwest of the US. The theory used in this research was the Semiotic Index of Gains in Nature and Society (SIGNS). The results of this study showed that it was implicitly true that LL could influence people's ideology which indicated that the rich people who lived there were more likely to have common signs speaking Spanish than English and support bilingual education. The wealthier, whiter people in Tucson, although they speak primarily Spanish and are surrounded by English sign policies (street signs), could have the freedom and choice to enroll their children in schools that supported bilingual programs. However, on the contrary, the poorer people could even lose their home language.

Continuing in 2019 there were several linguistic landscape studies. Starting from Andriyanti (2019) in the field of education conducted in five high schools in Yogyakarta, Indonesia, with the aim of this study to discover the linguistic

landscape patterns that existed and also the representation of the language in a multilingual context. This study used quantitative methods. The results showed three language patterns, namely, monolingual, bilingual, and multilingual. While the representation of Indonesian remained dominant, English tended to show a lack of ability in sign making. Arabic was identified with the Islamic school form, while Javanese was marginalized and only used as a cultural symbol. With this, multilingualism must be maintained, but with consideration of positional balance so that there is no excessive tendency towards other languages, especially other than Indonesian and Javanese.

In addition, Auliasari (2019) also conducted research in the field of education in the city of Surabaya, Indonesia, with the aim of knowing that differences in school status affected the use of linguistic landscapes. A combination of qualitative and quantitative methods (mixing) was used in this study. The result was that the linguistic landscape in schools could be used as motivation, a form of expectation from schools for students, communication media, information, creating culture, and socialization. In addition, although multilingualism was found in schools, the form of the school also influenced the use of language in landscape linguistics. For example, the public school SMPN 6 Surabaya used Indonesian, English, and Arabic. In contrast, Logos Christian Junior High School used Indonesian, English, and Greek.

Similarly, Lee (2019), in the same year also conducted linguistic landscape research. However, in a different field, specifically in the economic field. This

research was conducted in the two districts of Myeongdong and Insadong, Seoul, Korea. The purpose of this research was to analyze the language that was often used and its role in the sign. Qualitative method was the method used in this research. While the results showed that the type of business and target marketing affect the language of choice of business owners, which in the beauty industry in general, the majority used English, the power of "Hallyu" (Korean Wave) also made Chinese and Japanese used in their signs. Furthermore, the Insadong displayed a dominance of Korean language use over Myeongdong due to its focus on heritage and culture.

Furthermore, Bernardo-Hinesley (2020) conducted research in the field of education. This research aimed to introduce the concept of the linguistic landscape and its relationship to language education in public schools reviewed previous landscape studies researched to find out how language ideologies were perpetuated or challenged in the school environment, and explored the impact of language and signs used in bilingual education. The results of this study revealed three things. First, multilingualism had a positive impact on students' literacy and intercultural competence. Second, the signs used can support or hinder the development of mother tongue skills. Then, the linguistic diversity of the signs promoted a more inclusive environment, encouraged community involvement, and shaped students' identities. An example of this was the implementation of directional signage in schools in multiple languages, including English, Spanish and Arabic, which served to facilitate the navigation of students with diverse language backgrounds and thus promoted an inclusive and welcoming environment.

Then, research in the field of linguistic landscape in Kuala Lumpur, Malaysia which examined language use on commercial signage and official sign policies conducted by Manan, David, Dumanig, & Naqeebullah (2015). The purpose of this study was to understand the ideological and political dimensions of sign policies, linguistic varieties, and economic and ethnolinguistic factors that influenced language choices in various environments. The method used in this study is a mixed approach with data collection through photography and interviews. The results of this study showed that Malay and English were most commonly found on multilingual signs. Meanwhile, Mandarin and Tamil only appeared in certain areas. In short, socio-political, economic, and ethnolinguistic dimensions influenced language choice in the linguistics landscape in Kuala Lumpur. For example, the use of Mandarin on signs could only be found in certain neighborhoods with Chinese communities and shop owners. Besides that, they also added other languages, such as Malay as a national language that must be present, as well as having been regulated by the government and English as a marketing tool.

Then Yao & Gruba (2020) also conducted LL research with the aim of knowing characteristics and linguistic landscape patterns in Box Hill, focusing on Chinese language use. The method used in this study was mixed method by counting the number of languages and language combinations on signs in the Chinese community, coding the signs according to a developed coding scheme, and conducting a social semiotic analysis to examine language use, images, and spatial arrangements. The results showed that English dominates monolingual signs, while

Mandarin and English bilingual signs were the most commonly found, reflecting the literacy of both the sign owner and the reader.

Additionally, Mandarin became the preferred language as a code choice for both monolingual and multilingual signs, indicating the resilience of the ethnic Chinese community in Box Hill. One example from this research was the use of traditional characters and simplified Chinese characters on signage, which reflected different allegiances and identities within the Chinese community. For example, traditional characters might be used by businesses catering to Hong Kong and Taiwanese customers, while simplified characters were prevalent by businesses targeting Mainland Chinese consumers. These variations in character usage illustrated the complex social and identity dynamics within Box Hill's seemingly homogenous ethnic community.

Meanwhile, Seals (2021) also conducted LL research in the field of education with the aim of revealing how LL in Early Childhood Education (ECE) could accelerate the acceptance and practice of translanguaging in the classroom at a very young age. The research was conducted in Aotearoa, New Zealand, using qualitative methods with a microethnography approach technique involving audio and recording, focusing on the social and cultural organization interactions. Here, the linguistics landscape illustrates how language is displayed and used in the environment. The results showed that LL could provide support to the translanguaging process because, as mentioned earlier, linguistic landscapes in translanguaging practices provide a context for meaningful interactions and the

implementation of inclusive language practices. For example, this research highlighted the bilingual signage at A'oga Amata, which used two languages simultaneously, Samoan and English. This signage not only provided important information but also demonstrated cultural identity and allowed students to engage with both languages in a meaningful context.

Furthermore, Ardhian, Sumarlam, Purnanto, & Yustanto (2021) conducted LL research in Malang City, East Java, Indonesia, in the field of worship. The objective of this research was to analyze linguistic landscapes in Malang City by focusing on the frequency and patterns of language use in signs of worship in various places of worship and understanding how these signs reflected the multilingual, multireligious, and multicultural environment in the region. This study collected data through photography focusing on places of worship, which were then classified into monolingual, bilingual, and multilingual patterns. It applied information and symbolic function analysis to investigate the factors that influenced text construction and language choice. The results showed how the presence and frequency of language in worship signs reflect sociolinguistic dynamics. For example, signs of worship in mosques, where Arabic was prominently featured, reflected the importance of Arabic in Islamic practice and communication. The study noted that Arabic appears in 87.8% of the signs collected from mosques, highlighting its role in conveying religious messages. This case illustrated how the linguistic landscape in a worship setting could signify cultural and religious identity in society.

Furthermore, this research also indicated that Indonesia had a higher level of social as well as language policy, power, and prestige. Not to be outdone by LL's previous study, Handini, Nashihah, Al Khumairo, & Yusuf (2021) examined LL in the Tiban mosque, Malang, East Java, Indonesia. The purpose of this research was more specifically to find out the language patterns used in the mosque and explain the function of the language used, with descriptive qualitative methods, including on-the-spot observation and photographing of linguistic landscapes. The results of this study showed that the most common linguistic landscape patterns found were monolingual and bilingual patterns. In addition, this study showed that the use of language could facilitate visitors and enhance the mosque's role as a religious tourism area. Bilingual signage at the Tiban Mosque, including Indonesian and English. These signs served to inform and guide local visitors and international tourists, enhancing their experience at the mosque as a religious tourism site.

Moving on to LL research in the culinary field conducted by Iwana & Sudarwati (2021). This research aimed to analyze the use and function of the linguistic landscape storefront culinary around the campus area in Malang. The method used in this study was qualitative, collecting data through photography. The results of this study showed that Indonesian, English, and Javanese are the most frequently used languages, as well as other foreign languages (Japanese, Korean, Arabic, Malay) and local languages (Sundanese, Banjar, Minang). The linguistic landscape of the place also reflected how the taste and service of the store were. Based on these findings, language choice also showed language choice as a marketing strategy to attract customers. At the same time, the use of Javanese was

used as a symbol to maintain culture. In this study, an example was a shop using a sign that says "kedai" in Indonesian followed by the word "Assalamualaikum" in Arabic, which showed a bilingual illustration.

Then, it was followed by LL research conducted by Yusuf, Mukhrozah, Jannah, Jauharoh, & Adi (2022). The purpose of this research was to learn more about the use of LL in an Islamic school environment. The method used was mixed (qualitative and quantitative) with observational and photographic data collection techniques, which were then counted and classified based on the amount of language used in a sign. The results showed that language use was dominated by Indonesia which became the main function as an information provider, while English or Arabic was only used in certain places with the function to symbolize areas that communicate mainly in English or Arabic. In addition, through this research, the linguistic landscape not only functions as a tool for understanding language but could also support the delivery of educational values, which helped provide students with a deeper understanding of language use in the context of forming the identity and culture of the Islamic education community. For example, in the linguistic landscape with the writing "How to Understand not to be Understood" in the Latee area. This writing only used English with the aim of motivating readers, and this writing could only be found in the room because it was only for students who were interested in developing English.

Furthermore, LL research was conducted by Hussain, Iqbal, & Saleem (2022) in the field of practice in Peshawar, Pakistan. The aim of the research was

to find out that LL can be used as a marker of socio-economic status. The method used is mixed with visual and interview data collection. The results of the study showed that the higher the status of a person, the less the person uses their home language because they thought English had higher selling power based on status, prestige as the language of the social elite of national and international politics, science, technology, education, media and entertainment industry, business, and advertising. Meanwhile, lower social classes had limited access to English, which affected their social mobility and reinforced the existence of existing hierarchies. Furthermore, this has also led to the localization of English with Urdu being used to communicate for those with limited proficiency in basic English.

Moreover, LL's previous research was in education, health, worship, field, information and service, etc. This made the need for LL research expansion in the tourism business sector which also had considerable potential in East Java (Sanaubar & Kusuma, 2017), specifically Malang Regency. Therefore, this research added LL data, especially in Malang Regency, and seen how LL production is in the tourism sector as to linguistic landscape research from Lu, Li, & Xu (2020). The objective of this study was to explore the linguistic landscape in the tourist destination of Hongcun Village, China. The method used in this research was mixed-method, utilizing questionnaires, in-depth interviews, and image recording.

The results showed that Hongcun was a multilingual area where tourists showed satisfaction with the common signs displayed that succeeded in conveying information. Meanwhile, the use of official language on signs was standardized on

language policy and private signs were influenced by commercial profit factors. The example in this study was the analysis of linguistic signs in Hongchun Village, a tourist village where a wide variety of public and private signs were displayed, including those in Mandarin, English, and other languages, as well as commercial signs on shops and restaurants that cater to tourists, which served handicrafts and elements of local culture.

The novelty of this research examined how different structures (managed by government or private) in tourism places affected the formation of linguistic landscapes. In particular, it exposed how the management status of tourism places was different when managed by the government or independent parties, starting from the language policy used and the purpose of using the linguistic landscape. Overall, this research revealed how differences in terms of governance status, regulations, and the purpose of using linguistic landscape in tourism places could have an influence on the formation of the linguistic landscape itself.

From a linguistic point of view, the linguistic landscape had some uniqueness. The understanding depends on the context in which the linguistic landscape is placed. The first uniqueness is that landscape linguistics studies language diversity. Where in this case the geographical location in one region with other regions has a variety of unique languages. Starting from accents, vocabulary, grammar and phrases. Here, Linguistics landscape studies how the language changes, adapts, and survives with existing developments. Linguistics landscape research in Tokyo (Backhaus, 2006) explained how in Tokyo, 80% used Japanese

as the main language in the distribution of signs in public spaces, but on the other hand, the use of English, Chinese, and Korean with multilingual formed on public signs as a form of solidarity and created an indirect impression of Japan connecting with the world.

The second uniqueness is that linguistics landscape studies language based on geographical location (Benu, Artawa, Satyawati, & Widya, 2023). In this case how a language in a region is affected by geographical conditions, such as mountains, rivers, seas, etc. This shows that in a region that is still in one community, there can be differences in language use, grammar, dialects, or phrases. This shows that in an area that is still in one community, there can be differences in language use, grammar, dialects, or phrases. Differences in the use of Dawan language in NTT. In Kupang, Dawan is often used in public transportation and the names of stalls or restaurants. Meanwhile, in the city of Soei the use of Dawan can easily be found in hospitals, farming communities, place names on signposts, restaurants, and expressions of blessing on gates and churches.

Moving on to the third uniqueness of landscape linguistics, namely the degradation of a language. Languages in a region can be endangered or already extinct. Learning about how the language became extinct, and efforts to preserve it are included in the study of linguistics landscape. The use of the Toraja language in Tanah Toraja and North Toraja is declining due to the limitation of the use of the Toraja language in family conversations and rituals (Halim & Sukamto, 2023)

which with this kind of culture will make the Toraja language threatened to the edge of extinction.

How a language adapts is also included in linguistics landscape studies. It can be seen that linguistic landscape can track changes based on factors that affect language change (Akoli, Toni, & Kabelen, 2022); for example, cultural development, the development of time, and even the dominance of colonization of a people can also affect the language in a region. Research conducted in Kupang shows the glocalization between English and Kupang, which can be easily seen from the number of LL on public transportation. Colonization in the past led to the mixing of languages between English and Kupang, which continues to be used by the local community to this day.

Language variations in LL that exist in public places can be easily recognized. This is further reviewed by Ardian & Soemarlam (2018), who stated that usually, the signs in public places use a variety of languages, ranging from Indonesian to English, or monolingual languages such as regional/traditional languages, and bilingual or multilingual. In addition, in the use of language combinations, LL can also be influenced by factors of power, status, and economic interests (Sahril, Harahap, & Hermanto, 2019). This can be seen from the choice of language used in place names and street signs that use foreign languages, showing the influence of the government and social norms that prioritize languages that are considered more modern and global. This can be related to the study of sociolinguistics which discusses the relationship between language use and the

existing social structures in which language users live (Spolsky, 1998). Furthermore, based on the previous explanation, LL can be an indicator of the language used by the local community (Gorter and Cenoz, 2008). Thus, the content of LL that becomes signs in public places cannot be separated from the influence of the power, status, and economic interests of the language users themselves.

In addition to looking at the patterns of LL, this research also looks at what is the function of these signs as it is generally known that these signs contain the intent to convey written or illustrated information. In any case, in this consideration, the study is centered on the function, pattern, and the language use by these signs. Therefore, the basic theory of Spolsky and Cooper (1991) will be used, which explains that LL can be divided based on three taxonomies. The first is according to its function and use (direction signs, advertising signs, warning notices and prohibitions, building names, informative signs (directions), commemorative plaques, signs labeling objects, and graffiti). Then, based on the material used or its physical form (metal, tile, poster, wood, and stone), and also based on the language used in the sign and the number of languages (monolingual signs, bilingual signs, and multilingual signs).

Therefore, this study focuses on analyzing the linguistic landscape in tourism areas by identifying the communicative functions of signs and the language patterns chosen in public signs. Using Spolsky & Cooper's (1991) taxonomy, this study examines how these signs are produced, by whom, for whom, and for what purpose. In addition, this research also explores how LL in tourism places reflects

sociolinguistic factors such as economic influence, political policy (regulation), and social status in the context of Malang Regency.

This research only focuses on LL itself. Especially on how the production of LL in tourism places. As in the previous explanations, signs in public places contain words, phrases, or sentences using one, two, or even more languages. This is what then underlies this research to be carried out, namely to see LL in public places, especially in tourism places which is certainly also influenced by some factors.

B. Research questions

1. What are the communicative functions and the pattern of the linguistic landscape signs found in the field of tourism place in Malang Regency?

2. How are language choice and sign producers in tourism places related to economy, power (policy), and status in Malang Regency?

C. Significance of the study

In this study, the researcher tries to reveal the practice of LL implementation in public places, especially in tourism places in Malang Regency, which can make people learn how the language environment can affect their language skills. For other researchers, this research can provide benefits in the form of a new view in the field of linguistics, especially in tourism language which can still be further explored. Hence, in the most practical form, this research can provide benefits which can be seen in the application of language in the scope of public spaces in tourism places.

D. Scope and Limitation of the Study

Based on the previous explanations, linguistics landscape is a branch of science that is still continuous with other branches of science. This allows the linguistic landscape to be linked with other disciplines, such as sociolinguistics, psycholinguistics, applied linguistics, etc. Therefore, the LL can be combined with other linguistic disciplines.

This study looks how the production of LL in the tourism sector. This is because the production of LL itself in the tourism sector cannot be separated from the influence of many factors. Then, this study also looks further at the data based on the taxonomies (Spolsky and Cooper, 1991). Furthermore, it also describes how the LL patterns are in the tourism sector.

Furthermore, the limitation of this study is limited to the number of tourism places that can be visited by the researcher. Due to the large number of tourism places, this research is only conducted in one Regency, which, of course, has considerable tourism potential, such as Malang Regency. Also, this study examines all signs in tourism places, with a note that the main language is English or mixed with Indonesian/local.

E. Definition of key terms

    a. Linguistic landscape

        Linguistic landscape refers to all written signs in public areas that show how languages are used and represented in a particular area.

It reflects both practical use and symbolic meaning behind its presence.

b. Sign

A sign is a symbol of something, either in the form of pictures, words, phrases, and writing.

c. Tourism place

A tourism place is a place where people come or visit the place because of the attractiveness of the existing tourist attraction.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter gives a few of the fundamental hypotheses related to this research. The reason for this chapter is to assist in fulfilling the system of this inquiry as well as give a foundation for the past chapters.

The linguistic landscape is a part of sociolinguistics because it explores how language is selected and used in social contexts in public spaces. This research observes language forms in visual forms such as signs, directional signs, billboards, and other signs that can be found in public spaces. In line with Landry & Bourhis' (1997) theory, language use in public spaces reflects not only informative functions but also symbolically relates to group identity, language status, and power dynamics in society. Therefore, the linguistic landscape here can be placed in the sociolinguistic approach that focuses on the relationship between language, society, and space.

A.   Linguistic landscape

Linguistic landscape, as explained by Spolsky and Cooper (1991), was written signs in public spaces that were used to communicate information and symbols to society. These signs included street signs, advertisements, shop names, traffic signs, information signs and also graffiti.

Considering the rapid development and widespread linguistic landscape which is very easy to find in various fields, such as in the field of tourism, for example. Then, conducting LL research at tourism places is highly relevant where there can also be easily found many public signs, which is in line with the theory of

Spolsky and Cooper (1991). However, based on the theory of LL by Spolsky and Cooper in the book "Languages of Jerusalem" linguistic landscape can be divided into three taxonomies, namely:

(i) according to the function and use of the signs (street signs, advertising signs, warning notices, building names, informative signs, commemorative plaques, signs labelling objects and graffiti); (ii) according to the materials from which the sign is made or its physical form (metal, tile, poster, wood and stone) and (iii) according to the language used in the sign and the number of languages (monolingual signs, bilingual signs and multilingual signs) (Spolsky and Cooper, 1991).

This taxonomy is used in this research as the main theoretical framework to classify and analyze the signs found in tourism places, especially focusing on sign types and language choices as proposed by Spolsky & Cooper.

Due to the practical limitation in data collection and analysis. In this paper, the researcher focuses on two aspects of the theory above. It is because the researcher find it difficult to find the meaning behind every material that is used on the signs. Therefore, here are two aspects of the theory that would be used by the researcher. First, it is about the use and function of the signs. Then, it is according tp the language used on the signs.

In addition to the taxonomy proposed by Spolsky & Cooper (1991), Spolsky (2009), later in the book "Management Language" elaborates on the main principles of language selection in public spaces.

1. The sign writer's rules. In this case, the owner writes/chooses the language in the mark that they know and understand.

2. The intended reader's rule. The main target in sign-making is the potential readers of the sign. Therefore, the sign is made using a language that will be understood by the intended readers of the sign.

3. The symbolic value condition. Sign owner uses language that reflects their identity.

With these three rules in this study to interpret how the language choices made by the sign maker reflect the target audience, communicative intent, and symbolic expression in the context of tourism.

If Spolsky & Cooper's (1991) and Spolsky's (2009) theories of linguistic landscape focus on categorization and function, then Landry & Bourhis' (1997) theory can provide an additional perspective from sociolinguistics. According to Landry and Bourhis (1997), linguistic landscape has two main functions:

1. Information function: The presence of language in public spaces indicates the language that is generally used to communicate in the area; it also reveals the dominant and minority languages. For example, a shop in the Malang area has a sign that reads "Pusat oleh-oleh khas Malang" and then underneath it says "Souvenir Center of Malang" in English. This serves to show practical information to local visitors, but with the use of English, it also shows an effort to convey information to foreign tourists.

2. Symbolic function: Indicates the sociopolitical status and identity of a community that forms the cultural representation and vitality of a language. For example, If there is a billboard in the beach area of Malang that says "Welcome to Balekambang beach" in English, this shows the exclusivity of the English language itself. Meanwhile, why not use Indonesian? The use of English here can also be interpreted as international orientation, the effects of globalization, and the weak value of Indonesian.

Landry and Bourhis' framework is used in this study not as the main analytical tool but to support the interpretation of the vitality of language and symbolic meaning contained in signboards, especially in the discussion of visibility and language representation. Therefore, at the end of the analysis of a tourism place, the researcher provides results related to the meaning of the availability and vitality of a language in a tourism place.

It is important to note that by using the theory of Landry and Bourhis (1997) in this research, the researcher use the theory to outline how the availability and vitality of the language in the tourism place. Therefore, at the end of the analysis of a tourism place, the researcher provide results related to the meaning of the availability and vitality of a language in a tourism place.

By integrating Spolsky & Cooper's (1991) taxonomic theory and Spolsky (2009) principles with Landry & Bourhis (1997) sociolinguistic perspective, this study can provide a comprehensive framework that can analyze the functions,

patterns, and factors influencing the linguistic landscape production flexibly in the tourism field by considering its function and sociocultural dimensions.

B.   Language policy

Language policy in the linguistic landscape's sight can be seen as a constitution that can be used to change the semiotic structure of a certain area by using the application of institutional policies (State or other types of government, or through regulations and laws) which usually contain linguistic elements where certain spaces are targeted for their application, for example, road signs, traffic codes, and symbols in other public spaces (Savski, 2021).

While in the State of Indonesia, the use of Indonesia is regulated in Law no. 29 of 2009 concerning Flags, Languages, and State Emblems, as well as National Anthems which specifically apply the use of Indonesian in public places is regulated in Article 38, which states "Indonesian must be used in public signs, road signs, public facilities, banners, and other information instruments that are public services." This proves that in terms of language policy, the appearance of the language used in public spaces has been regulated in such a way that it is in line with the opinion (Savski, 2021) that it is possible to regulate the use of language in a particular area.

C.   Tourism place

This is clarified by Sari (2015), who described tourism places as places that had attractions in the form of artificial or natural attractions with the aim of visitors

coming solely to satisfy themselves and have fun enjoying tourist attractions. Regions/cities that have considerable tourism potential include:

1. Malang Regency
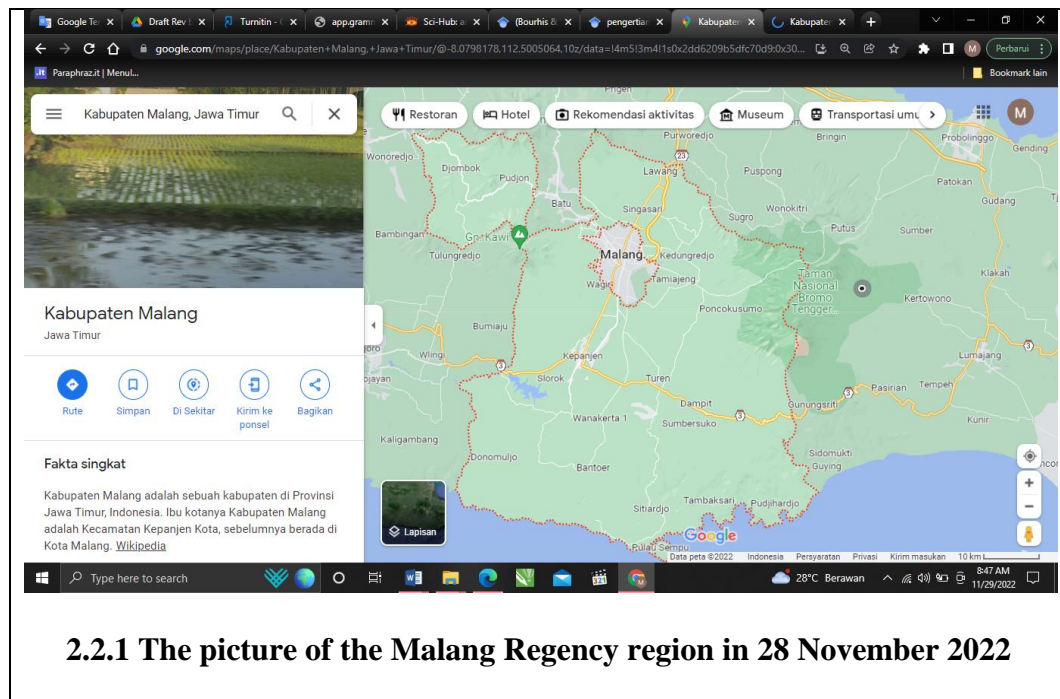
2.2.1 The picture of the Malang Regency region in 28 November 2022

Malang Regency (timur, Jatim BPK, 2022), one of the regencies in Indonesia, is located in East Java Province and is the second largest regency in the area after Banyuwangi Regency out of 38 regencies/cities in East Java. This is supported by an area of 3,534.86 km², or equal to 353,486 ha, and a population of 2,446,218 people (in 2010). Malang Regency is located at 112o17`10.90" to 112o57`00" East Longitude, 7o44`55.11" to 8o26`35.45" South Latitude.

Most of the Malang Regency area is in the form of mountains. The western and northwestern parts are mountainous, with the peaks of Mount Arjuno (3,339 m) and Mount Kawi (2,651 m). In these mountains, there is a spring of the Brantas River, the longest river in East Java. The eastern part is the Bromo-Tengger-Semeru

Mountains complex, with the peaks of Mount Bromo (2,392 m) and Mount Semeru (3,676 m). The boundaries of the area include:

1. In the north: Pasuruan Regency and Mojokerto Regency.

2. In the west: Blitar Regency and Kediri Regency.

3. In the south: Indonesian Ocean (India)

In the east: Probolinggo regency and Lumajang Regency.

Furthermore, here, the researcher only chooses two tourism places, namely Sengkaling UMM Recreation Park and Balekambang Beach, which represent tourism places in Malang Regency. The reasons are related to the cost, distance, popularity, and accessibility.

Discussing the limitations of cost and distance. Here, the researcher is still a student and does not work. Therefore, the limited costs that can still be reached by the researcher need to be considered. Sengkaling UMM Recreation Park is located in the Malang district, which is close to Malang City, more precisely located in the Dau district. Meanwhile, Balekambang Beach is actually located quite far from the city of Malang. However, the researcher feels that they can still conduct research there, especially since there are many photos circulating related to LL.

In terms of popularity and accessibility, these two places are very famous and easy to reach. This can be seen from the Sengkaling UMM Recreation Park, which was established in 1950, which makes it a legendary park in Malang regency, especially its access on the roadside of Mulyoagung highway, Dau. At the same time, Balekambang Beach is an iconic beach in Malang Regency with the

characteristic of a temple not far from the shoreline. However, unfortunately, road access is quite difficult due to the many damaged roads in the Bantur district.

a)   **Sengkaling UMM Recreation Park**

Sengkaling UMM Recreation Park is one of the business units owned by the University of Muhammadiyah Malang. In 2015, this legendary recreational site was acquired by Universitas Muhammadiyah Malang and changed its name to "*Taman Rekreasi Sengkaling UMM.*" Next to Kapal Garden Hotel, Sengkaling UMM Recreation Park is located at Jl. Raya Mulyoagung No. 188, Dau District, Malang Regency. Initially, Sengkaling UMM Recreation Park was first founded by a Dutch citizen named Mr. Coolman in 1950 and was managed by Mochtar, a resident of Padang. In 1975, the management of Sengkaling Recreation Park was taken over by PT Bentoel Group and managed by PT Taman Bentoel, a subsidiary of Bentoel Group engaged in tourism services. (Malang U. M., 2024)

The total area of Sengkaling is about 9 hectares, 6 hectares of which are parks and soothing trees. Sengkaling Recreation Park is open every day, with operating hours starting at 06:00 until 17:00 WIB. (Malang U. M., 2024)

b)   **Balekambang Beach**

Balekambang Beach is managed by Perumda Jasa Yasa. This beach is located in Srigonco village, Bantur sub-regency, Malang regency, which has been open since 1985 until now. The beach is located on the southern side of Malang Regency and is -+65 KM from Malang city which can be reached with 2-3 hours

travel time. Attractions at this beach include a 2 KM stretch of white sand followed by a 200 M stretch of coral reef towards the sea, high waves and a temple that is a particular feature. (Malang P. K., 2023)

CHAPTER III

RESEARCH METHOD

In this chapter, the flow and procedure of this research is explained clearly. This chapter is structured on the research design, research instrument, data collection, and data analysis.

A.   Research design

This research used qualitative research methods. This method is a method used to examine phenomena that occur in society with a naturalistic and interpretive approach with data sources that can be case studies, stories, symbols, etc. (Taherdoost, 2022).

Using this method, the study findings are based on the analysis of previously collected data and are expressed in a clear and detailed manner. Using this qualitative method it helped the researcher in order to measure what kind of language patterns and functions often appear in the field. On the other hand, it also helped the researcher answer the question of how some factors affect in production of LL in tourism places while the answers are in the form of explanations (Kim, H., Sefcik, J. S., & Bradway, C., 2016). This means that the researcher explains the process of the occurrence of a phenomenon and shows the factors that influenced it.

The instrument was the human instrument, which here was the researcher himself (Wa-Mbaleka, 2020). The researcher himself carries out data collection,

analysis, and withdrawal of findings in the field. The researcher also sums up his findings and provides recommendations for more investigation.

B. Data and data source

The data in this research is in the form of linguistic elements, such as words, phrases, or sentences and symbols found in two selected tourism places: Sengkaling UMM Recreation Park and Balekambang Beach, Malang Regency. These signs included government signs, commercial signs, and informal signs. At the same time, the data were collected through photographic documentation conducted by the researcher itself. Each sign was pictured with attention to language content, type of message, and layout. The main language was Indonesian, English, the local language, or mixed forms, with a total of 159 signs selected for analysis based on visibility, relevance to tourism, and linguistic features.

C. Data collection

In this section, data collection has several stages. In addition, the collection time for each type of data is also different. First, observation data at Sengkaling UMM Recreation Park was collected on October 23, 2024, and interview data was obtained on October 30, 2024. Meanwhile, observation and interview data at Balekambang Beach were conducted on October 04, 2024. The researcher documented the linguistic landscape scattered in these places using a cellphone camera. However, doing a linguistic landscape study at a reasonably minimal cost would be achievable by employing a digital camera or smartphone camera (Gorter, 2006).

Therefore, the total data that had been collected by the researcher was 159 data. For each place, Sengkaling UMM Recreation Park has 101 data in the form of pictures; meanwhile there were 58 data in Balekambang beach. This number was chosen because it reflects the dominant linguistic landscape variation in the region and was deemed adequate for qualitative analysis. The coding scheme included sign type (commercial, informal, government), language type (Indonesian, English, regional), and sign function (informational and symbolic) based on Landry & Bourhis (1997).

D.   Data analysis

To answer the researcher's questions, all the data that had been obtained was analyzed with some steps. The data that has been obtained by researchers was observed and classified based on the theory of Spolsky and Cooper (1991), which was divided into several classifications: a) Use and function of the signs (street signs, advertising signs, warning notices, building names, informative signs, commemorative plaques, signs labelling objects and graffiti); b) language used in the sign and the number of languages (monolingual signs, bilingual signs, and multilingual signs). Then the researcher inputted the results of the observations into the table to make it easier for researchers to analyze.

Tourism place's name			
No.	Picture	Use and function	Total language used and language used

The table for observing the use, function, and the language used in the sign

After the data had been identified, the data was then analyzed to determine the factors of language use in the sign by using the theory from Spolsky (2009). This analysis was done to understand the social, economic, and local culture. Then, the signs were interpreted linguistically and symbolically to understand how the linguistic landscape in the signs could affect the tourism place, specifically in terms of how the tourism place's management intention shapes the identity of the place, ensures accessibility to information for all visitors, and highlight the language use as part of the cultural element to gain more attractiveness.

The findings of the analysis of the signs were then compared to the interview data to ensure the reliability of the findings and examined for their relevance with the theory used in the study to draw precise conclusions.

CHAPTER IV

FINDING AND DISCUSSION

This section consists of two parts. The first is the findings section, which contains several points based on several research locations. These include: a) Sengkaling UMM Recreation Park; b) Balekambang Beach. Each point of the findings addresses the researcher's initial question regarding the patterns and functions of signs in these tourism locations.

A further point to consider is the manner in which the production of linguistic landscape signs can be influenced by economic factors, power (policies and regulations made by the current government), and status (private parties/government as managers). The second section of the paper is devoted to a discussion of the results of the analysis.

A.   Findings

In this section, the results of the findings divide into two sections based on the places where the data were collected: a) Sengkaling UMM Recreation Park and b) Balekambang Beach. In the first point, the analysis provides an overview of the functions of the sign and the number of language patterns used in a sign. This is intended to answer the researcher's first question related to what are the functions and patterns of LL in tourism places.

Then continued in the second section related to the analysis of interview results to strengthen the results of the first analysis and provide an overview of how

economic, status and political influences can influence the making of linguistic landscape in tourism places.

Furthermore, the results of these findings will also be able to help the researcher answer researcher question number 2 related to the relationship of signs used in tourism places. Meanwhile, the amount of data collected by the researcher is 159 data, with details of 101 data in Sengkaling UMM Recreation Park and 58 data in Balekambang Beach.

But what needs to be noted here is, unfortunately researcher did not find any regional regulations in Malang Regency that specifically regulate language in tourism places. The existence of linguistic regulation is regulated in Law no. 24 of 2009. Meanwhile, at the regional level, Malang Regency found the Malang Regency Tourism Development Master Plan (Ripparkab).

The classification of signs in this research is based on the theoretical framework described by Spolsky & Cooper (1991). In their concept of linguistic landscape, they emphasize who creates signs, what language is used, for whose audience, and for what purpose. This framework allows researchers to examine signs not only as linguistic products but also as a reflection of social, economic, and political dynamics. Therefore, at each tourist site, signs were classified based on language functions and patterns. The tables and analysis are organized based on this theory.

1.   Sengkaling UMM Recreation Park

The following are presented the results of observations and interviews at the Sengkaling UMM Recreation Park:

a)   Function of the Signs

As mentioned earlier, the amount of data on the Sengkaling UMM recreation park is 101 data. Which is then in this section, the results of the research findings related to the functions of LL signs in Sengkaling UMM Recreation Park are presented; where LL signs have eight functions, including street signs, advertising signs, warning notices, building names, informative signs, commemoratives signs, signs labeling objects, and graffiti.

Sengkaling UMM Recreation Park		
No.	Use and Function	Total
1.	Street signs	20,79%
2.	Advertising signs	4,95%
3.	Warning notices	8,91%
4.	Building names	18,81%
5.	Informative signs	31,68%
6.	Commemoratives plaques	0
7.	Signs labelling object	18,81%
8.	Grafitti	0,99%

Table 4.1.1.1 Function of the Signs in Sengkaling UMM Recreation Park

While the LL sign function that is most often visible in Sengkaling UMM Recreation Park is informative signs (26.73%), it is not surprising that Sengkaling UMM Recreation Park needs many descriptions and information on playgrounds and places.

Figure 4.1.1.1: Example of informative sign
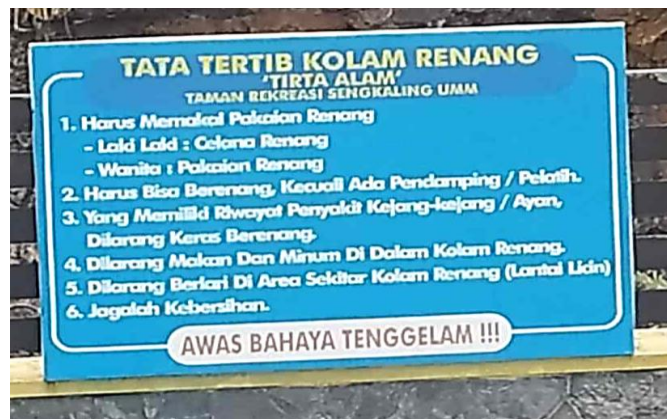
Figure 4.1.1.2: Example of informative sign

We can see that the example above (see Figure 4.1.1.1) shows information related to the price of the entrance ticket. However, what needs to be considered is the use of two languages on the information sign. On the one hand, this will make it easier for every visitor who comes, both local and foreign visitors. However, it is a little unfortunate that the use of these two languages is uneven. In this case, Indonesian dominates the information while English is only used on the three words "weekday;" "weekend;" and "include."

Based on Spolsky's (2009) theory, the sign (see Figure 4.1.1.1) follows the principle of the intended reader's rule. In this case, the language used in the sign includes two languages (Indonesia and English), indicating that it is intended not only for domestic visitors but also for foreign visitors.

Then, the example image (see Figure 4.1.1.2) shows information related to swimming pool rules. If the previous example uses two languages, this time in the example of this information sign only uses Indonesian. There is an inconsistency in the language used in the sign. Moreover, this swimming pool also contains a "drowning" warning, which is also more important not to use only one language.

Meanwhile, the sign (see Figure 4.1.1.2), which also functions as an informational and warning sign, shows linguistic inconsistency in language use. In principle, according to Spolsky (2009), this sign follows the intended reader's rule, as it is aimed at incoming visitors. However, it is unfortunate that the sign uses only one language, particularly in Indonesia, despite its potential function as a warning sign. With this, the language use on the sign is mainly for all local visitors.

Then the second frequency is street signs (20.79%), which are used to show directions in the park as we know that Sengkaling UMM Recreation Park is about 9 hectares. Then, building names and signs labelling objects (18.81%) in the third most frequent where linguistic landscape signs can easily also be found in the form of building names, such as cafes, the name of building name designed like a mini zoo, and even buildings to prove this is part of the Sengkaling UMM recreation

park while signs labelling object can be found easily on existing objects such as brief explanations on statues, decorative lights, and objects of a ride.

Figure 4.1.1.3: Example of street signs

Take a look at the picture (see Figure 4.1.1.3) showing the street signs, which are almost the same overall. However, what is slightly different lies in the naming of buildings, where some use Indonesia and some use English. This can still be understood by looking at the direction pointed.

Both signs (see Figure 4.1.1.3) follow the intended reader's rule (Spolsky, 2009). Although only one building name is written in English, in this case, 'hall' assumes that sign readers understand the direction intended by the sign maker. This is because the majority of building names on the signs are written in Indonesia. The point being conveyed is quite clear; however, this inconsistency should be highlighted, especially since it only appears in one building name.

Figure 4.1.1.4: Example of sign labelling object

Note the picture (see Figure 4.1.1.4), which shows the object label sign. The sign uses two languages, namely English and Indonesia. What needs to be highlighted on the sign is the writing of the phrase "the legend park," which emphasizes this park as a legendary recreation park. While the phrase "Sengkaling UMM Recreation Park" on the sign is an explanation that the name of this place is Sengkaling UMM Recreation Park, although this raises the ineffectiveness of the word previously in the phrase "the legend park" already mentioned the word "park."

The sign (see Figure 4.1.1.4) is written in two languages. This is an effort to attract potential visitors and aligns with Spolsky's (2009) intended reader's rule. This sign can be easily understood by all visitors, especially this sign uses two languages that are generally known by the public. However, similar inefficiencies as previously mentioned need to be addressed in this sign.

Figure 4.1.1.5: Example of building name

If we take a look at the picture (see Figure 4.1.1.5) above which shows the name of the building. The sign emphasizes English as a sign of the building name. In this sign, we can see that the sign maker uses two principles of Spolky's theory (2009). First, The sign writer's rule. It can be seen in the sign that the sign maker uses English as the main language of the sign. Although the back of the glass also uses Indonesia, it is still unfortunate to use English instead of the word "*keamanan.*" This is rather unfortunate considering not all local visitors understand the meaning of the sign which should still consider the use of Indonesian on the sign. For the symbolic value, we can see that the sign maker still maintains Indonesia. It can be seen in the back glass: "*posko* security *taman rekreasi Sengkaling UMM.*"

Then followed by signs warning notices (8.91%), which can be found in some places in order to warn the visitors about some risks they may take if they are not careful. Furthermore, advertising signs (4.95%) can be easily found at the entrance as there is Sengkaling Culinary (SEKUL), which is a good thing because different kinds of menus are collected in one place so visitors can easily choose the

food they like. Besides that, it is not only the visitors to Sengkaling UMM Recreation Park who can enjoy this. The surrounding community and general visitors who only want to enjoy the food do not need to enter the Sengkaling UMM Recreation Park.

Figures 4.1.1.6: Example of warning notices

Judging from the picture (see Figure 4.1.1.6) shows a warning sign, as it obviously use the sign writer's rule of Spolsky (2009). However, the main language of the sign is Indonesian while it also has a slight difference. In the picture on the left, the warning sign only uses one language, namely Indonesia, while the warning sign on the right uses two languages, namely Indonesia and English. However, in fact, this difference does not have a significant meaning because the use of English on the warning sign on the right only shows the name of the "kiddy train" ride. Still, the main point of the message to be conveyed on the warning sign uses Indonesian, which only local visitors will understand the meaning of the sign.

Figure 4.1.1.7: Example of advertising sign

Note the sign (see figure 4.1.1.7) above, which shows advertising. The sign clearly uses the intended reader's rule of Spolsky (2009), which predominantly uses Indonesia while English is only used in some food names such as "seafood," "snack," "french fries," "crispy tofu," and "crispy banana" which shows the exclusivity of English in certain food names. Of course, this can be used as a way to market their products, given that the names of certain products are not in Indonesia (El-Dali & Hosni, 2019).

The last sign that rarely appeared was graffiti (0.99%). This sign was only found once on a wall near the toilet. This sign uses the sign writer's rule (Spolsky, 2009) which they understand the language they use as simple as writing system in sign. The interesting thing about this sign (see Figure 4.1.1.8) is that the content of this sign reminds us of a Disney movie, "Finding Nemo." Therefore, this sign is very easy to remember, especially since this sign is also eye-catching with a shark image that is also similar to the movie. Of course, visitors, especially children, will be happy to see this sign. Even though this sign is bilingual, the addition of a road direction sign makes it even easier to understand.

Figure 4.1.1.8: Example of grafitti

While in this study no linguistic landscape signs were found that function as commemorative plaques. Thus, it can be concluded that most functions are found in the function of informative signs, while in this analysis, there is no sign that functions as commemorative plaques, which means that almost all sign functions can be found in Sengakling UMM Recreation Park.

b)   Language Pattern

Language patterns are then presented in this section, where the researcher examined the language patterns present in the linguistic landscape signs in Sengkaling UMM Recreation Park.

No.	Language Pattern	Total
1.	Monolingual	62,37%
2.	Bilingual	37,62%
3.	Multilingual	0%

Table 4.1.1.2 Language Pattern in Sengkaling UMM Recreation Park

The majority of language patterns that are apparent based on the table above are monolingual (62.37%), which consists of two languages, Indonesian and English. From the total result of monolingual sign, it must be known that 63 signs in Indonesia while 10 signs in English.

With that result, it can be concluded that Indonesian is a major language use on the sign. Following the linguistic landscape theory of Landry and Bourhis (1997), which states "language as a symbolic function," it means Indonesia has a high and strong status in Sengakling UMM Recreation Park. Even though there are also other languages, such as English and Arabic, as the major languages, it means Indonesia also should be used on bilingual signs. It does not threaten the status of Indonesians. Also it can be assumed that the major visitor of Sengkaling UMM Recreation Park is mostly local visitor.

Figure 4.1.1.2: Example of monolingual signs Recreational Park

As can be seen in the picture above (see figure 4.1.1.2) about the monolingual sign. Theoretically, Spolsky's (2009) principle of language choice in monolingual signs reflects the sign writer's rule. The use of one language in each sign proves that the sign maker understands both languages, but, specifically, the

understanding of English can be limited to simple patterns. We can see through the previous examples above that English tends to use the name of the building or sign labeling object. As for the warning sign, the main language on it is still in Indonesian.

Then bilingual (37.62%), which consists of Indonesian with English and Indonesian with Arabic place on the second. It occurs on the name of the building, informative signs, rides, and warning signs. Arabic in Indonesia is temporary uses only for the name of a mosque. This thing (a bilingual sign that contains international language) occurs because considering the need for bilingual use to deliver the message well for all visitors even though it is still not applied to all signs. While in multilingual language patterns are not found at all. It can be assumed in this section that there is no need for multilingual signs because the signage here can deliver quite well what is intended in it. Hence, the language patterns seen in the LL signs in Sengkaling UMM Recreation Park are only monolingual and bilingual language patterns.

Figure 4.1.1.3: Example of bilingual signs

Note the picture (see Figure 4.1.1.3) above, which uses two languages. The sign writer's rule (Spolsky, 2009). The sign on the left uses Indonesian and English. At the same time, the sign on the right uses Indonesian and Arabic. The sign on the

left shows ambiguity because the sign functions as an object label where the point of content of the sign is feared to be incomprehensible to some local visitors. Unlike the sign on the right, which uses Arabic "*at tamasya*" as the name of the mosque. Briefly from the morphological side, the word "*tamasya*" in Arabic, according to the Almaany online dictionary, has the meaning of taking a walk in Indonesian while, in Indonesian, it also has the form of the word "*tamasya*" which, according to the large online Indonesian dictionary (KBBI online) has the meaning of "a trip to enjoy the scenery and so on." In this case, it shows a similarity in meaning which will be easy to remember by both local visitors and foreign visitors.

The absence of multilingual signs can be caused by some factors. First, the status of Indonesia and English. Here, Indonesia is the national language, and English is the international language. With both of these languages, it will be enough to convey the message on the sign. Second, the limited knowledge of the language community. This condition full-fills Spolsky (2009) about the sign writer's rule and the intended reader's rule. Because of the use of Indonesia and English as bilingual on the sign, it can be said that the management of Sengkaling UMM Recreation Park and the market target understand those languages.

Furthermore, when analyzed using the theory of Landry & Bourhis (1997), the linguistics landscape (LL) in Sengkaling UMM Recreation Park serves two functions. First, the informational function: several LL elements in Sengkaling UMM utilize English, such as on the entrance fee information board (see Figure 4.1.1.1), which aims to provide information to international tourists. Second, from a symbolic perspective, the dominance of the Indonesian language in the linguistic

landscape indicates that the vitality and identity of the Indonesian language remain strong in the Sengkaling UMM Recreation Park area.

c) **Interview Result of Sengkaling UMM Recreational Park**

By interviewing the IT and design department at Sengkaling UMM Recreation Park, the researcher gains insight into sign creation. Here, the researcher is able to provide support and a deeper understanding of the results of the observation analysis that has been done before. This interview contains four points related to a) the background of choosing the language used in the signs, b) expectations from the use of language in the signs, c) plans to add or remove the language used in the signs along with the reasons, d) specific time of language use (monolingual, bilingual, multilingual) in the signs. Based on the first point before, there are some reasons in choosing the language use:

> "*Untuk pemilihan bahasa, wisatawan tidak hanya orang Indonesia mas. Jadi, sebisa mungkin kita mempermudah mereka meskipun tidak semua tanda-tanda itu harus pakai bahasa Inggris . . .*"

> "For language selection, tourists are not only Indonesians. Thus, as much as possible we make it easier for them even though not all signs have to be in English . . ."

This statement indicates that their target for tourists who come to visit Sengkaling UMM Recreation Park is not only for local visitors but also for foreign visitors. In theory this step reflects the intended reader's rules by Spolsky (2009). Because with the use of two languages, perhaps whether local or foreign visitor

understands the information on the sign. Considering the result of the interview, it does not state clearly that Sengkaling UMM Recreation Park has foreign visitors. But with the steps they take, it will be good to be appreciated that they want to look further for foreign visitors to come.

The second reason is about remain the local identity with the statement:

"... *kebanyakan memang warga kita sendiri mas. Jadi, otomatis yang kelihatan menonjol kita pakai bahasa Indonesia.*"

"... most of them are our own people. Therefore, we automatically use the Indonesian language that stands out."

This statement clearly states that the majority of visitors of Sengkaling UMM Recreation Park are local visitors. In order to give a more inclusive experience and a better understanding of the meaning of signage. Indonesian still dominates the sign as the main language. While in theory it can be the intended reader's rule or symbolic value condition (Spolsky, 2009). The intended reader's rule has a purpose clearly about the creation of a linguistic landscape for all local visitors. Then, for the symbolic value condition, it can be said that they retain their identity with the national language while they also use another language to gain more attention.

The second reason for choosing language use is the concept of tourism is education. It is like what they said in the interview below:

"... *yang utama kan kita juga wisata pendidikan juga jadi secara tidak langsung kalau ada pengunjung sekolah SD kalau dilarang masuk itu*

bahasa Inggris ini, selamat datang "welcome," mungkin itu mas sekalian edukasi."

" . . . the main thing is that we are also educational tourism too so indirectly if there are elementary school visitors if they are prohibited from entering, this one is in English, then *"selamat datang"* "welcome," maybe that's as well as education."

This reason is quietly different from the reason before. Based on the statement above, it is clear that the concept of Sengkaling UMM recreation park is not only an amusement park. However the respondent also states that visitors can be students. Therefore another reason to use another language on their linguistic landscape is to introduce and educate students while visiting here. It is a good concept besides the use of another language to deliver information, but they also use it in education, which gives more appeal.

The results of the interview above show the background and expectations of why the Sengkaling UMM Recreation Park prefers to use Indonesian and English. It is to make it easier for tourists who visit there, including local tourists or foreign tourists. While Indonesia still dominates the language on the signs because the most visitor is local visitor. Not only that, but the concept of educational tourism is also another reason for using mostly Indonesian and English in the sign because it is to introduce and teach students who visit Sengkaling UMM Recreation Park.

English also has similarities with Indonesian. Here, they use English mostly in the name of rides and buildings. In addition, sometimes, they also use it to convey

information and advertisement. While Arabic, for now, is limited to the name of the building, specifically on the name of the mosque so far.

The second point is about expectations in the use of language. Here is the result of the interview:

> *"Tadi kan sudah saya katakan untuk edukasi ya mas. Intinya cuma itu, juga untuk mempermudah wisatawan yang dari luar negeri."*

> "I said earlier that it is for education. The point is just that, also to facilitate tourists from abroad."

The answer above is quite similar to the first reason before. It is all about the facilitation of foreign visitors and education tourism. This can be connected to Spolsky (2009) about the concept of the intended reader's rule, like the previous reason for the use of another language technically for all visitors. It can be said that Sengkaling UMM Recreation Park has good preparation and implementation to use language as one of the attractions in their place. Besides communication, it can also be used in education. It gives the new sign of using language at tourism places while usually only using rides or scenery as the main attraction.

The third point of the interview is about the plan of adding or removing a language use. At this point, the correspondent states two things about it:

> *"Kalau pengurangan insyaallah tidak ada mas kalau penambahan mungkin ada mengingat kita juga ada wahana baru, area baru kan otomatis rambu-rambu juga harus ditambah."*

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"There will be no reduction, but there may be additions considering that we also have new rides, new areas, and the signs must automatically be added."

"Kalau bahasa Arab kedepannya kemungkinan ada, kayak sekarang di kampus Muhammadiyah kan juga ada rambu-rambu pakai bahasa Arab mungkin di kampus anda juga ada. Ya kita nanti akan mengikuti yang lagi booming lah yang lagi tren."

"There may be Arabic in the future, like now on the Muhammadiyah University, there are signs using Arabic, maybe on your university as well. Yes, we will follow what is booming and trending."

With those two statements is obvious that Sengakling UMM Recreation Park intends to add another language. With the first statement, it can be seen that they will add another language use despite what they use right now. Therefore, it suits their educational concept of tourism. Then for the second statement, it is nevertheless with the previous answer while it states clearly they intend to add more about Arabic. It can be said that they want to follow UMM's signage. In conclusion, there is a high possibility of adding a new language, but it also has to be regulated well. It means UMM Sengakaling Recreation Park shall consider what language to use on their linguistic landscape while avoiding destroying the aesthetic value of the sign. For sure right now, Arabic will have the highest possibility to add.

While Arabic is the minority language at Sengkaling UMM recreational park, here, based on the result before, for now, the level of Arabic is only used on the name of the building. It can be proven by the picture (see Figure 4.1.1.3), which

shows the direction of At Tarfin mosque while another mosque is At Tamasya. Therefore, as the result of the interview, he also confirms that the level use of Arabic will not only be on the name of the building but also possible for the signs and rides.

Finally, the last point is about time-specific language use. Here, the correspondent states that there is no specific time use in using language on their linguistic landscape, as said:

"Tidak ada mas, kita tetep kok untuk bahasa misalkan ada event terus kita pakai bahasa lain gitu. Insyaallah tidak ada spesifik untuk penggunaan bahasa tertentu. Sekreatif pengelola sendiri."

"No, we still use language for example if there is an event then we use another language. There is no specific language usage. As creative as the manager himself."

As we can see above, the correspondent responses clearly show that there is no specific time. Moreover they like to fit the use of language based on the event and purpose what of to carry on. It means the use of language at UMM Sengkaling recreation park is flexible. The language itself here can be said that can be used in various ways based on the condition they face.

The phenomenon of the absence of a specific time for language use in signs can be linked to linguistic landscape theory. As explained by Gorter & Cenoz (2008), the private (bottom-up) public signs are created based on individual preferences, which also relate to Spolsky's (2009) language choice principles.

Specifically, the sign writer's rule, where sign makers use only the language they understand, and the intended reader's rule, where language is chosen to attract readers.

2.   Balekambang Beach

The following are the results of observations and interviews at Balekambang Beach:

a)   Function of the Signs

Just like the previous function section in Sengkaling UMM Recreation Park, the researcher here has also classified the functions of the LL sign in the table.

No.	Use and Function	Total
1.	Street signs	10,34%
2.	Advertising signs	31,03 %
3.	Warning notices	24,13 %
4.	Building names	10,34%
5.	Informative signs	13,79 %
6.	Commemoratives plaques	-
7.	Signs labelling object	10,34%
8.	Grafitti	-

Table 4.1.2.1 Function of Signs in Balekambang Beach

Based on the table above (see table 4.1.2.1), there are a total of 58 signs found on this beach. The most common linguistic landscape sign found based on the table (see table 4.1.2.1) is the advertising sign (31.03%).

Figure 4.1.2.1: Example of adevertising signs

Suppose we take a look at the picture (see Figure 4.1.2.1) above as an advertising sign. Then you can see an interesting thing. Both the sign on the left promoting lodging and the sign on the right promoting food are bilingual. However, here, it can be seen that the limitation of understanding other languages is not a barrier to using other languages as economic motivation. This can be seen from the misspelling of the product name "sanwis hotdog' which shall be 'sandwich hotdog' then 'sambosa' which shall be "samosa."

Based on the theory of Spolsky (2009), the intended reader's rule relates to economic motivation. At the same time, limited understanding does not really

matter to them. The reason is they hope that the use of other languages can add some value to their product or economic attraction.

Figure 4.1.2.2: Example of sign labelling object

Then the second is about warning notices (24.13%). For example, the picture (see Figure 4.1.2.2) shows a warning notice. Here, the sign is good given that the sign uses two languages on one sign, especially on this warning notice. The reason behind using two languages is that the sign maker implemented the intended reader's rule (Spolsky, 2009). It can be known by looking at the sign that used two languages. With this, both local visitors and foreign visitors would be able to understand the meaning of the sign. The purpose of the no swimming warning notices is because Balekambang beach has quite large and dangerous waves.

Then the third frequently appearing sign is the informative sign (13.79%). As the name suggests, this sign serves to provide information. Since this is a beach area, it is not surprising that this informative sign is quite easy to find. An example

is the picture (see Figure 4.1.2.3) below. This sign does use two languages, but, unfortunately, the essence of what is in this sign does not use English which can only be understood by local visitors. This is because the sign maker only understands one language, which, based on Spolsky (2009), means the sign writer's rule. Even though the sign only uses one language, there is still a typo in writing; for example, "truck" shall be "truk." Yet to know, this sign is not officially from management itself but a partnership with an external company.

Figure 4.1.2.3: Example of informative sign

Meanwhile, street signs (10.34%), building names (10.34%), and sign object labels (10.34%) surprisingly have the same percentage. This happened because of the random data collection process that made the researcher himself also not realize that the final result of the analysis showed the same amount of data. Examples of street signs and building names are shown below (see Figure 4.1.2.4).

Figure 4.1.2.4: Example of street sign and building names

In the two pictures above (see Figure 4.1.2.4), the left picture shows a street sign, while the next picture shows a building name sign. The street sign uses two languages (Indonesian and English), which is good. It can be understood by both local visitors and foreign visitors, especially since the sign had been made by an agency outside the beach management, namely, the Regional Disaster Management Agency (BPBD), this can be seen from the logo on the sign.

Meanwhile, the building name sign on the left shows something interesting. The sign is the only one using English in the building name. This shows the exclusivity of English on the sign, knowing the building name signs around Indonesia. In addition, the sign is made striking by being placed highest among other signs around, and the selection of colors that contrast with the surrounding environment further adds to the exclusive impression of the sign.

Figure 4.1.2.5: Example of sign labelling objects

Moving on to the example of the sign labelling object (see Figure 4.1.2.5) is also interesting. This is because the use of examples on the sign only uses English. The implementation of the sign writer's rule and the intended reader's rule (Spolsky, 2009) are in a good way. First, for the sign writer's rule, it is because the use of English here can be assumed as an additional attraction for the beach, while further confirmation is examined later in the interview section. Then, for the intended reader rule, it is because, without any further explanation, the sign above (see Figure 4.1.2.5) is the common sign in the tourism place that can be used as a photo spot. Moreover, the layout of this label sign is very strategic. It can be seen that the

placement of the object label sign on the shoreline makes it look very iconic. Plus

the use of English entirely on the sign makes it very easy to remember. Here, we

can say that the management of Balekambang has a good understanding of English.

b)   Language Pattern

No.	Language Pattern	Total
1.	Monolingual	65,51%
2.	Bilingual	34,48%
3.	Multilingual	0%

Table 4.1.3.1 Language Pattern in Balekambang beach

Table 4.1.3.1 Language Pattern in Balekambang Beach

As can be seen from the table above, monolingual (65,51%) is the dominant

language pattern, with a total of 58   data collected here where more than half,

namely 38 data, are monolingual linguistic landscape signs. While bilingual

(34,48%) and no multilingual patterns are found at all in the LL signs on this beach.

Figure 4.1.2.2: Example of monolingual signs

The monolingual sign dominates the spread of the sign on the beach. Indonesian is the most language used on the sign, with a total of 33 signs. At the same time, English is only found at five signs. This case is not really surprising as related to what Landry & Bourhis (1997) stated about the condition of a language "symbolic value condition." With this, it needs to be known that Balekambang Beach is also filled with the local people who sell many things, such as, service, food, lodging, and souvenir. At the same time, English here is a minor language that serves to gain more attraction (see Figure 4.1.2.2). This result indicates the strength of Indonesian (the dominant language) on Balekambang Beach, while English plays a supporting role in increasing attraction.

For example, the monolingual sign (see Figure 4.1.2.2) above is an interesting sign. Both of the signs use the intended reader's rule (Spolsky, 2009). The first monolingual sign on the right, which functions as a sign labelling object, uses English with strategic placement. Therefore, when visitors enter the Balekambang beach area, they will immediately be directed to the sign, especially since the language chosen is also English. Conversely, the warning sign on the right. The sign only uses Indonesia, which means that foreign visitors will not understand the meaning of the sign. It also can be assumed that it is an old sign with the proof, the fading of words in it. It is a possibility the transition time that made this sign has not been updated. Moreover, the simple phrasing makes the sign less functional. This can be seen by the number of people bathing in the sea, even though this is clearly prohibited.

Later, the bilingual sign is placed on the second with 34,48%. The language used on the sign is Indonesian and English. This is because Indonesian and English are the common language for all. Then, it marks that Balekambang Beach relates to Landry & Bourhis (1997) as an information function. It means that most people, whether local or foreign visitors and local people at least familiar specifically with English. For example, the street sign (see Figure 4.1.2.4 above) or advertising sign (see Figure 4.1.2.3)

Figure 4.1.2.3: Example of bilingual signs

As can be seen in the picture (see Figure 4.1.2.3) above, this is an example of a bilingual sign. In the first picture, the intended reader's rule (Spolsky, 2009), which is a sign that functions as advertising, shows a lack of conformity in the writing part of the sign content. This can be seen from the writing, for example, "camping tent" which mixes Indonesian and English without first making a whole phrase from one language and then making a copy of the phrase from the other language. This is the same as the previous case, which shows the lack of understanding in another language but yet still effort in order to gain economic value in the sign.

While the second sign that functions as a sign labelling object has another interesting element. When viewed theoretically under the sign labelling object, there is another linguistic landscape sign, which is a sign outside the management. In addition, the sign also includes a photo of the regional leader for 2021-2024 and the leader of the Nahdlatul Ulama Islamic community. Moreover, the event on the sign has been carried out since May. However, when the researcher came there to collect data in October, the sign was still there.

The sign exists because they have an agenda on the beach. This makes the researcher suspicious of whether the sign is deliberately not removed to attract a positive image of the regional leader, considering that in November, there is a regional head election. Therefore, from here, it can be seen that local leaders can use their power to make linguistic landscape signs (Spolsky, 1991) that are used as a positive image-enhancing tool.

Meanwhile there are some factors that cause no multilingual sign on the Balekambang beach. First, the common language used by the people community to communicate with one another is Indonesian (Landry & Bourhis, 1997). While English, as the second language, is only used for specific contexts, for example, sign labelling objects, warning notices, street signs, or even food names. Second, the use of Indonesia and English is sufficient to convey the meaning of the sign, considering Indonesian as the national language and English as the international language.

Furthermore, according to the analytical framework of Landry & Bourhis (1997), the linguistic landscape in Balekambang Beach serves two functions. From an informational perspective, the presence of warning signs, such as the example in Figure 4.1.2.2, demonstrates bilingual usage, incorporating both Indonesia and English. Indonesia serves as the primary language, as indicated by its placement above English and its larger font size. This arrangement does not hinder the sign's function. Symbolically, the predominance of monolingual signs in Indonesian reinforces the strong vitality of the language in the Balekambang beach area. Moreover, English is mainly used to enhance economic value, as seen in Figure 4.1.2.5.

c)   **Interview Result of Balekambang Beach**

Here, the researcher presents the result of an interview with the manager of Balekambang beach with the same points as before. Related to a) the background of choosing the language used in the signs, b) expectations from the use of language in the signs, c) plans to add or remove the language used in the signs with reasons,

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d) specific time of language use (monolingual, bilingual, multilingual) in the signs. The results of these interviews are examined below:

First, about the point of the background of choosing the language use, which is like below:

"Nah, dengan adanya rambu-rambu yang kita buat dalam bahasa Indonesia biar mudah di mengerti dari pengunjung sendiri."

"Well, with the signs that we make in Indonesia, it is easy to understand from the visitors themselves."

"Nah begini terkait rambu-rambu yang kita bikin berbahasa Inggris karena ini tujuan kita ini Balekambang ikonnya kabupaten Malang dan tujuan kita untuk mengenalkan wisata ini di taraf internasional/nasional agar pengunjung yang bukan Indonesia yang mancanegara bisa mengetahui dan paham terkait larangan, himbauan dari wisata Balekambang."

"Now this is related to the signs that we make in English because our goal is that Balekambang is the icon of Malang Regency and our goal is to introduce this tourism at the international/national level so that visitors who are not Indonesians who are foreigners can know and understand the restrictions, appeals from Balekambang tourism."

As we can see above there are two reasons behind choosing a language use on a signage. Both of the reasons are about communication for all visitors. For the first reason, it is obvious for the local visitors. While for the second reason is for all

foreign visitors, even though it is stated in the interview as a "foundation" to introduce Balekambang. This step can be linked to Spolsky's theory (2009), which states the intended reader's rule and the symbol value condition. It can be said as the intended reader's rule because of the use of two languages on the signage to deliver meaning to all visitors, either local or foreign visitors. The symbolic value condition can be seen as the remains of Indonesian (bilingual sign) on signages.

This can be seen from several linguistic landscape signs in the field, some of which have used two languages (Indonesian and English). Although in realization this has not been implemented in all signs, which means we still can see the sign using one language, Balekambang Beach's manager slowly applies every sign to use two languages. Therefore, it can be said the evidence of commitment to advancing Balekambang Beach tourism is real.

The second is about expectations of language use. The result can be seen below:

> *". . . rambu-rambu yang kita bikin berbahasa Indonesia karena bahasa nasional kita bahasa Indonesia untuk mempermudah warga Indonesia sendiri yang berkunjung ke Balekambang. Untuk bahasa Inggris, karena Balekambang ini dikenal di mancanegara ya biar turis yang masuk Balekambang biar nantinya mengetahui larangan dan himbauan yang ada di pantai wisata Balekambang supaya tidak terjadi suatu hal terkait keamanan dan sebagainya."*

". . . the signs that we make are in Indonesian because our national language is Indonesian to make it easier for Indonesians themselves who visit Balekambang. For English, because Balekambang is known abroad, so that tourists who enter Balekambang will know the prohibitions and appeals on the Balekambang tourist beach so that nothing happens related to safety and so on."

From the statement above, we can conclude that the reason before is similar to the expectation of the language use. It occurs because the respondent clearly talked about the safety in Balekambang Beach. Once again, the linguistic landscape here is used as communication media. It can be related to Spolsky (2009) about the intended reader's rule because it backs to deliver the message on linguistic landscapes to all visitors.

This is related to the previous paragraph, which aimed to introduce Balekambang Beach to foreign tourists. Making signs began to be considered by not only making signs using one language but by starting to use two languages in the hope that tourists from abroad would understand the meaning of the sign.

Next, the third point is about the plan of adding or removing language on the signs. The result of the interview can be seen below:

". . . sepert dulu di pintu masuk di tahun 2020 ini di selamat datang itu kita kasih "Sugeng Rawuh wonten Balekambang" itu sudah ada cuma karena adanya perkembangan kita gunakan bahasa Indonesia kalau dulu memang ada."

". . . like in the past at the entrance in 2020 in the welcome we gave "Sugeng Rawuh wonten Balekambang" it was already there, but because of developments we used Indonesian if it was there before."

". . . kalau dulu kan tradisional mungkin bahasa Jawa karena pengunjung nya sudah mengarah ke wilayah perkotaan kita menggunakan bahasa Indonesia dan itupun bahasa Jawa kalau bisa karena ini penduduk lokalnya berbahasa Jawa, jangan sampai dihilangkan ditambah lagi."

". . . in the past, the traditional language might have been Java because the visitors have moved to urban areas, we use Indonesian and even Javanese if possible because the local population speaks Java, don't remove it and add it."

". . . jadi kita menggunakan dua bahasa itu bahasa nasional dan mungkin internasional nya untuk meningkatkan status wisata Balekambang sebagai wisata nasional dan internasional."

" . . . so we use two languages, the national language and maybe the international language to improve the status of Balekambang tourism as national and international tourism."

From the statements above we can see there are two points about the plan on adding or removing language use. First, removing language is like, as the correspondent said in the first statement that said removing a language because of the dynamic change of tourism development. It can be seen that to fit in with the visitors from town cause the removing a language. While for the second reason,

based on the statement above, is to improve the status of Balekambang Beach. Therefore, the management of Balekambang Beach uses the language as a tool to gain more appeal.

As for the plan to add and remove languages, the Balekambang Beach management has a plan to add languages in the future. This was done because they had previously removed the Javanese language in the sign. This is because they adjust to existing developments and the large number of visitors from urban areas, which make them more dominant in prioritizing the use of Indonesian. If we see from the perspective of Landry and Bourhis (1997) as symbolic, it means that Javanese's vitality is in danger. The competition with the national language and the demand of visitors made the developer think of removing Javanese. But, in the future they are considering reintroducing Javanese in the future. Because it is a local language, it aims to enhance the tourism place's status as a national tourism place and also hopes to be recognized at the international tourism level.

The last point is about time-specific language use. The result of interview in below:

> *"Berarti rambu-rambu larangan, himbauan itu menggunakan dua bahasa?"*

> *"Iya betul. Mungkin sementara itu karena bahasa Jawa bahasa tradisional ya jadi mungkin masyarakat sudah mengetahui tempat-tempat yang berbahaya, dan larangan-larangan ini sudah paham jadi kita menggunakan dua bahasa itu bahasa nasional dan mungkin internasional. . . "*

"Does that mean that the prohibition signs, appeals are in two languages?"

"Yes, that's right. Maybe in the meantime because Java is a traditional language so maybe people already know the dangerous places, and these prohibitions are already understood so we use two languages, the national language and maybe international. . . "

With the result above, it stated clearly that time-specific language use is on appeal and prohibition sign. As the correspondent said above, it delivers the meaning of it. Thus, the linguistic landscape on the sign consists of two languages, and it can be linked with Spolsky's (2009) intended reader's rule. The correspondent stated clearly that the use of Indonesian and English on the sign is based on their status, with Indonesian as the national language and English as the International language. This occurs because local or foreign visitors can understand the message on the sign.

B.   Discussions

The results of the study show interesting patterns of language use in the linguistic landscape in the two places of Sengkaling UMM Recreation Park and Balekambang beach. Not only based on the need to convey information, but there are also economic motives and social status.

Both places (Sengkaling UMM Recreation Park and Balekambang Beach) also still have strong Indonesian language vitality. This is proven by the dominance of the use of signs with one language, Indonesian, in both places. However, English can also still be found quite easily on signs that serve a warning function,

informational, and promotional. In contrast, Arabic currently is only limited to the use of building names.

When compared to previous research, this study provides similarities and additional perspectives. In line with Lu et al. (2020), this study confirms the important role of language policy in shaping consistency and effectiveness in linguistic landscapes in tourism places. However, unlike Hongchun village, which has strict regulations on signage, it can convey messages well and increase visitor satisfaction. Meanwhile, Malang does not have regulations that strictly regulate language policies in tourist attractions. The result is unequal and inconsistent use of language in signage. This contrast highlights the importance of local policies to improve language accessibility.

In addition, this study shows different results from research conducted by Auliasari (2019), who conducted linguistic landscape research in the school environment. In this study, the management status of tourism places did not show any significant changes to the function of the linguistic landscape. In contrast, research conducted by Auliasari (2019) comparing school status revealed a significant influence on the use of linguistic landscape. Regardless of the management status, the use of language on signs in tourism places is still based on economic motives and information delivery. The similarity of these two studies lies in the focus that affects the form and function of linguistic landscape, although, the context and variables studied are different.

One of the findings of this research shows that linguistic landscapes have potential as a solution to the disappearance of a local language on signs. This is in line with Yao & Gruba's (2020) research on the symbolic aspects of language. Yao & Gruba (2020) show how ethnic diasporas maintain identity through language in signs. Meanwhile in Malang, based on the results of an interview with the manager of Balekambang beach, the loss of local language is due to the increase in visitors from urban areas. Therefore, the loss of Javanese language in Balekambang shows a different side where local identity is suppressed due to increasing visitor demographics, while LL can be used as a tool to maintain local identity.

Evaluating the absence of language use regulations results in an unequal implementation of language use in public signs. In contrast, research by Manan et al. (2015) in Malaysia shows that the interaction of state policy, market forces, and identity politics influenced the use of language in public spaces. Malay and English are the main languages, while Tamil and Mandarin can only be found in certain areas. This study confirms that language use in public places can be influenced by economic and identity factors. But in the absence of regulation in the tourism area, control over the linguistic landscape shifts to local management actors, resulting in fragmented signage shaped by economic logic rather than regulated linguistic hierarchies.

The language strategy in this study should be more structured and consider the needs of tourists at large. This is because the language strategy has implications for the management of tourism places. Suppose tourism in Malang Regency aims to compete on the international stage. The consistent use of English in signs must

be improved, as well as the accuracy of translation. On the other hand, economic factors also play a significant role in signs, such as on billboards. This is in line with Lee's research (2019) on linguistic landscape roles in the signage of Korean products, in which his research, he finds out that language choices depend on the products sold, targeted consumers, and perceived economy affordability.

Furthermore, the novelty of the research shows that differences in tourism management status also affect the formation of linguistic landscapes. In this case, the study successfully demonstrates that government-managed tourist attractions enforce strict regulations on language use in signage. This causes the use of language on signs to be limited and not aligned with the needs of tourists. Meanwhile, tourism places managed by the private sector can be more flexible and dynamic in adjusting the use of language, which depends on the needs of visitors. However, this also means that there is no clear standard regarding the choice of language in the sign. Of course, this adds to the perspective of the linguistic landscape because previous studies tend to focus on linguistic aspects, sociolinguistics, or language policy in general without considering the different structures in the governance of tourist attractions.

However, there are several limitations to this research that need to be acknowledged. First, it is related to the limited scope of tourism, which in this study is only in two tourism places. Thus, this cannot describe the overall pattern of linguistic landscape in tourism places in Malang Regency. Additionally, this research has not yet explored tourists' responses to the existing linguistic landscape signage. Therefore, it is suggested that future research can expand the scope of the

place and examine the response and comprehension of tourists through the interview method to the language used in the sign.

Overall, this research reveals that the linguistic landscape of tourism places is not only influenced by language policy and the need to convey information, but it can also be influenced by economic factors, social structures, and the framework of the tourism place itself. Therefore, the policy of using language in signs must be considered by tourism managers in Malang Regency in order to provide information that is more inclusive and accessible to tourists from diverse backgrounds. By establishing clear standards in the use of language on signs, tourism places in Malang can be more competitive and attract more local and foreign visitors.

CHAPTER V

CONCLUSION

This chapter provides the results of linguistic landscape (LL) research in tourism places in Malang Regency. Conclusions are drawn based on the results of the analysis of functions, patterns, and also factors that influence the formation of public signs in the selected places, namely, Sengkaling UMM Recreation Park and Balekambang beach. In addition, suggestions are also given for future researchers in order to provide better improvements in future research.

A.   Conclusions

Based on the findings and discussion in the previous chapter, several main points can be drawn regarding the linguistic landscape in tourism places in Malang regency.

First, based on the linguistic landscape function, this research reveals that the main function of public signs in each place has a difference. In the Sengkaling UMM recreation park, the dominant function of the sign is to provide information. For example, the entrance ticket board uses two languages. This is similar to the warning sign at Balekambang beach which is also bilingual and clearly posted to warn visitors against big waves for their safety. These findings support Spolsky & Cooper's (1991) theory of linguistic landscape which states that one of the main roles of linguistic landscape was that it was used to convey information to the public. Balekambang Beach is dominated by signs that function as advertisements. This shows a strong economic motivation in using certain language to attract

visitors. In addition, warning signs are also easy to find, reflecting safety in tourism places, especially in coastal areas that have the danger of large waves.

Second, the form of language patterns, in this study found that monolingual signs are the most common signs that can be found, followed by bilingual signs, while multilingual signs are not found in both tourism places. Whether in Sengkaling UMM Recreation Park or Balekambang Beach, Indonesian is the dominant language that gives a strong impression of the position of the national language and as a medium of communication for local visitors. The presence of English on the bilingual signs indicates an attempt to attract international visitors and align with global tourism standards. However, there are inconsistencies in the bilingual signs, with some signs using partial translations, resulting in limited accessibility for non-English speaking visitors. Arabic only appears in certain contexts, particularly at religious sites, such as in the names of mosques at Sengkaling UMM Recreation Park.

Third, the linguistic landscape production is influenced by economic, power (government's regulation) and status factors. Economic factors play a big role in the formation of commercial signs. For example, at Balekambang Beach, business owners are often found collaborating in English on signs to attract greater visitor interest. However, with limited English proficiency, misspellings and inconsistencies in translation are still found in some signs.

Power, specifically, also influences the production of linguistic landscape formation. In this case, it takes the form of government regulations and institutional

regulations. Unfortunately, there is no local regulation from the Malang Regency government regarding linguistics in tourism places. However, the national regulation (No. 24 of 2009) mandates the use of Indonesian in public places. In practice, both public and private institutions still collaborate in foreign languages, specifically English, to serve international visitors and increase the global appeal of tourism places.

Status, including the form of management structure of a tourism place affects the linguistic landscape formation. This can be seen from the Sengkaling UMM recreation park, which is managed by a private party (Universitas Muhammadiyah Malang) displays a more structured and organized linguistic landscape, with clearer signage and more systematic use of language. In contrast, the government-managed Balekambang Beach shows more diversity in signage, reflecting the influence of individual business owners and the preferences of local community groups.

B.   Suggestions

This linguistic landscape research presents valuable research results, especially in the tourism sector in Malang Regency. However, several things can still be studied further in future research. First, related to the amount of data, especially places that are limited to only two places. In the future, other places can be added in order to provide a broader understanding of linguistic landscape variations in tourism in Malang Regency.

Second, future research should also study how visitors perceive the linguistic landscape. However, after completing this study, the researcher realized the importance of visitors' perceptions of how the linguistic landscape can affect their experience and accessibility in tourism places. Especially how the language used in signs (bilingual and multilingual) can help the communication of foreign visitors.

Third, with the development of existing technology, it is possible that the linguistic landscape also develop and can provide more benefits. This can be seen with the existence of digital-based information boards that have begun to spread at several points in urban areas as an example. Of course, tourism places are also the same. Therefore, this will be a new dynamic in future linguistic landscape research that is worth preparing for.

Finally, the role of language policy implementation at the local level can provide insights into how language policy can shape the linguistic landscape of tourism places. Figuring out more about how different regions implement language policies in the public sphere will provide a more comprehensive understanding of language planning and tourism development.

In conclusion, the linguistic landscape of tourism in Malang Regency shows a complex relationship between language, economy, and power. Although Indonesian still dominates, the use of English and other languages is also a result of the increasing influence of globalization in the tourism industry. By addressing some of the inconsistencies in signage and improving language accessibility,

tourism places in Malang Regency will be able to increase their appeal and provide

a more inclusive experience for both local and foreign visitors.

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CURRICULUM VITAE

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APPENDIX

Link Google drive rekaman interview:

https://drive.google.com/drive/folders/1__8T_1_14kw9bqlpv26vUkue5mk_IejM?usp=sharing

Table: Data's Sengkaling UMM Recreation park Analysis

No.	Picture	Use and function	Total language used and language used
1.		Street signs	1 (Indonesia)
2.		Signs labelling object	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
3.		Warning	1 (Indonesia)
4.		Building names	1 (Indonesia)
5.		Advertising signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
6.		Advertising signs	1 (English)
7.		Advertising signs	1 (Indonesia)
8.		Advertising signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
9.		Advertising signs	2 (Indonesia and English)
10.		Building names	1 (Indonesia)
11.		Building names	1 (English)

No.	Picture	Use and function	Total language used and language used
12.		Signs labelling object	2 (Indonesia and English)
13.		Signs labelling object	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
14.		Signs labelling object	1 (Indonesia)
15.		Street signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
16.		Street signs	2 (Indonesia and English)
17.		Signs labelling object	1 (Indonesia)
18.		Warning	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
19.		Building names	2 (Indonesia and Arabic)
20.		Building names	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
21.		Signs labelling object	1 (Indonesia)
22.		Street signs	1 (Indonesia)
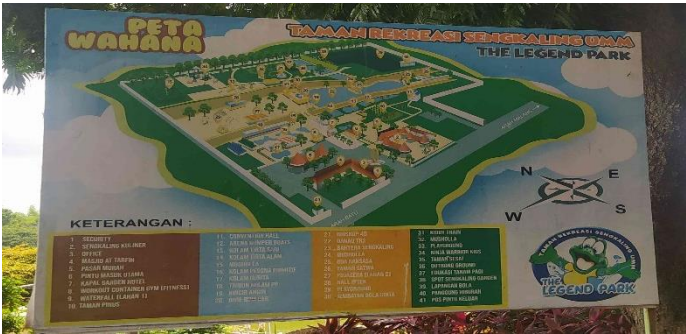
No.	Picture	Use and function	Total language used and language used
23.		Building names	2 (Indonesia and English)
24.		Signs labelling object	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
25.		Building names	2 (Indonesia and English)
26.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
27.		Informative signs	2 (Indonesia and English)
28.		Signs labelling object	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
29.		Informative signs	2 (Indonesia and English)
30.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
31.		Signs labelling object	1 (Indonesia)
32.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
33.		Street signs	2 (Indonesia and English)
34.		Street signs	1 (English)

No.	Picture	Use and function	Total language used and language used
35.		Warning	1 (Indonesia)
36.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
37.		Informative signs	1 (Indonesia)
38.		Warning	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
39.		Signs labelling object	1 (Indonesia)
40.		Signs labelling object	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
41.		Street signs	2 (Indonesia and English)
42.		Street signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
43.		Informative signs	2 (Indonesia and English)
44.		Building names	2 (Indonesia and English)
45.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
46.		Signs labelling object	1 (Indonesia)
47.		Street signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
48.		Informative signs	2 (Indonesia and English)
49.		Street signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
50.		Street signs	1 (Indonesia)
51.		Warning	1 (Indonesia)
52.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
53.		Street signs	2 (Indonesia and English)
54.		Warning	1 (Indonesia)
55.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
56.		Building names	1 (Indonesia)
57.		Street signs	1 (Indonesia)
58.		Warning	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
59.		Warning	1 (Indonesia)
60.		Signs labelling object	1 (English)
61.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
62.		Signs labelling object	1 (English)
63.		Building names	1 (English)
64.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
65.		Street signs	2 (Indonesia and English)
66.		Street signs	2 (Indonesia and English)
67.		Building names	2 (English and Indonesia)

No.	Picture	Use and function	Total language used and language used
68.		Informative signs	1 (Indonesia)
69.		Informative signs	1 (Indonesia)
70.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
71.		Informative signs	2 (Indonesia and English)
72.		Informative signs	2 (Indonesia and English)
73.		Street signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
74.		Street signs	2 Indonesia and English
75.		Street signs	2 Indonesia and English
76.		Street signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
77.		Building names	1 (Indonesia)
78.		Informative signs	1 (Indonesia)
79.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
80.		Informative signs	1 (Indonesia)
81.		Informative signs	1 (Indonesia)
82.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
83.		Informative signs	1 (Indonesia)
84.		Warning	2 (Indonesia and English)
85.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
86.		Sigsn labelling object	1 (English)
87.		Signs labelling object	1 (English)
88.		Signs labelling object	1 (English)

No.	Picture	Use and function	Total language used and language used
89.		Signs labelling object	2 (Indonesia and English)
90.		Signs labelling object	1 (Indonesia)
91.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
92.		Grafitti	1 (English)
93.		Building names	1 (Indonesia)
94.		Street signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
95.		Informative signs	2 (Indonesia and English)
96.		Informative signs	1 (Indonesia)
97.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
98.		Informative signs	2 (Indonesia and English)
99.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
100.		signs	2 (Indonesia and English)
101.		Street signs	2 (Indonesia and English)

Table: Data's Balekamang Beach Analysis

No.	Picture	Use and function	Total language used and language used
1.		Signs labelling object	2 (Indonesia and English)
2.		Street signs	2 I(ndonesia and English)

No.	Picture	Use and function	Total language used and language used
3.		Warning notices	2 (Indonesia and English)
4.		Street signs	2 (Indonesia and English)
5.		Street signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
6.		Informative signs	2 (Indonesia and English)
7.		Informative signs	2 (Indonesia and English)
8.		Signs labelling object	1 (English)

No.	Picture	Use and function	Total language used and language used
9.		Warning notices	1 (Indonesia)
10.		Signs labelling object	1 (Indonesia)
11.		Signs labelling object	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
12.		Warning notices	1 (Indonesia)
13.		Informative signs	1 (Indonesia)
14.		Advertising signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
15.		Advertising signs	2 (Indonesia and English)
16.		Advertising signs	1 (Indonesia)
17.		Advertising signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
18.		Warning notices	1 (Indonesia)
19.		Warning notices	1 (Indonesia)
20.		Advertising signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
21.		Warning notices	1 (Indonesia)
22.		Warning notices	2 (Indonesia and English)
23.		Informative signs	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
24.		Advertising signs	1 (Indonesia)
25.		Advertising signs	1 (Indonesia)
26.		Advertising signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
27.		Informative signs	2 (Indonesia and English)
28.		Building names	1 (Indonesia)
29.		Informative signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
30.		Warning notices	1 (Indonesia)
31.		Signs labelling object	1 (English)
32.		Signs lebelling object	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
33.		Street signs	1 (English)
34.		Street signs	1 (English)
35.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
36.		Advertising signs	1 (Indonesia)
37.		Warning notices	1 (Indonesia)
38.		Building names	1 (English)

No.	Picture	Use and function	Total language used and language used
39.		Warning notices	1 (Indonesia)
40.		Advertising signs	1 (Indonesia)
41.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
42.		Advertising signs	1 (Indonesia)
43.		Informative signs	1 (Indonesia)
44.		Signs labelling object	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
45.		Informative signs	1 Indonesia
46.		Street signs	2 Indonesia and English
47.		Advertising signs	2 Indonesia and English

No.	Picture	Use and function	Total language used and language used
48.		Advertising signs	2 (Indonesia and English)
49.		Warning notices	1 (Indonesia)
50.		Advertising signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
51.		Advertising signs	2 (Indonesia and English)
52.		Building names	1 (Indonesia)
53.		Building names	1 (Indonesia)

No.	Picture	Use and function	Total language used and language used
54.		Warning notices	1 (Indonesia)
55.		Advertising signs	1 (Indonesia)
56.		Advertising signs	2 (Indonesia and English)

No.	Picture	Use and function	Total language used and language used
57.		Warning notices	1 Indonesia
58.		Warning notices	1 Indonesia

Dokumentasi wawancara

PERNYATAAN KESEDIAAN MENJADI RESPONDEN
PENELITIAN

Saya yang bertanda di bawah ini:

Nama   : Hasan Sniful Rizal
Usia   : 49 th
Pekerjaan : Karyawan TR. Sengkaling
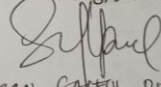Alamat   : Jl. Gotong Royong IV Jetak Ngasri DAU

Bersedia menjadi respondenpadapenelitian yang dilakukan oleh mahasiswa berikut :

Nama   : Muhammad Annas Khoiruddin
NIM   : 19320204
Judul   : Linguistic Landscape Study On The Tourism Place In Malang Regency
Prodi   : Sastra Inggris

Saya sudah dijelaskan bahwa jawaban saya hanya akan digunakan sebagai keperluan penelitian dan saya mengerti bahwa segala informasi yang saya berikan akan dijaga kerahasiaannya bagi peneliti dan pembimbing. Saya mengerti bahwa setiap hasil yang dipublikasikan akan menggunakan nama samaran dan temuan tidak akan dilaporkan dengan cara yang akan mengidentifikasi saya atau institusi saya.

Saya menyetujui informasi dan pendapat yang telah saya berikan dalam setiap laporan penelitian ini dan saya dengan suka rela bersedia mejadi responden pada penelitian ini.

Malang, 23 Oktober 2024

(HASAN SAIFUL RIZAL)

PERNYATAAN KESEDIAAN MENJADI RESPONDEN
PENELITIAN

Saya yang bertanda di bawah ini:

Nama   : Yasdi
Usia   : 56
Pekerjaan   : Kepala Unit Balekambang
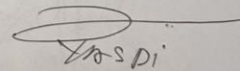Alamat   : RT 01 RW 03 Srigonco, Bantur, Malang

Bersedia menjadi respondenpadapenelitian yang dilakukan oleh mahasiswa berikut :

Nama   : Muhammad Annas Khoiruddin
NIM   : 19320204
Judul   : Linguistic Landscape Study On The Tourism Place In Malang Regency
Prodi   : Sastra Inggris

Saya sudah dijelaskan bahwa jawaban saya hanya akan digunakan sebagai keperluan penelitian dan saya mengerti bahwa segala informasi yang saya berikan akan dijaga kerahasiaannya bagi peneliti dan pembimbing. Saya mengerti bahwa setiap hasil yang dipublikasikan akan menggunakan nama samaran dan temuan tidak akan dilaporkan dengan cara yang akan mengidentifikasi saya atau institusi saya.

Saya menyetujui informasi dan pendapat yang telah saya berikan dalam setiap laporan penelitian ini dan saya dengan suka rela bersedia mejadi responden pada penelitian ini.

Malang, 04 Oktober 2024

Yasdi