

## **The Application Of Linguistic Landscape In Mataram City Kota Madya Mataram, West Nusa Tenggara Province, Indonesia**

<sup>1</sup>Jupri, <sup>2</sup>Aprianoto, <sup>3</sup>Edi Firman  
<sup>123</sup>Universitas Pendidikan Mandalika, Mataram

---

### **Article Info**

#### **Article history:**

Accepted: 10 Agustus 2022

Publish: 17 August 2022

---

#### **Keywords:**

*Application Of Linguistic Landscape,  
Mataram City Kota Madya Mataram*

---

### **ABSTRAK**

This research investigated; the language and how the languages are used in the official and unofficial spaces of the linguistic landscape in Mataram city, West Nusa Tenggara Province; the motive of the use of both monolingual and bilingual language on the use of linguistic landscapes; the contribution to the enrichment of landscape linguistic studies. This research used qualitative study which aims at describing the results of linguistic landscape analysis to find the structure of language use on monolingualism and bilingualism and the motive of language use. The researcher found that the use of top-down pattern shows a usage of monolingualism and bilingualism of Bahasa Indonesia, English, Arabic and Balinese language, while the bottom-up pattern indicates a monolingual and bilingual pattern in Bahasa Indonesia, English, Arabic and Balinese language. The researcher also found the motives for the appearance of language codes in landscape linguistics demonstrates three factors pursuant to the concept of Gorter (2006); language revitalization including national languages as official language, language preservation, and historical; markers of globalization including modernization, branding strategies, expansion strategies, cultural introduction, identity existence includes cultural recognition, cultural preservation, branding strategy, and community formation.

---

*This is an open access article under the [Lisensi Creative Commons Atribusi-  
BerbagiSerupa 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/)*



---

#### **Corresponding Author:**

**Jupri**

Universitas Pendidikan Mandalika, Mataram

[jupri@ikipmataram.ac.id](mailto:jupri@ikipmataram.ac.id)

---

## **1. INTRODUCTION**

Many efforts that have been conducted to improve the quality of language learning certainly require various breakthroughs both in curriculum development, innovation in teaching learning methods and efforts to improve linguistic competence. To improve students' linguistic competence, teachers are required to make teaching learning activities more active and innovative which encourages students to achieve optimal learning outcomes both in independent learning through “merdeka belajar” and in classroom learning. To achieve the learning to be more optimal and in accordance with the characteristics of students, a learning effort is needed to improve effective and selective language skills according to the characteristics and situations of students. At present time, the teaching of languages, especially English by using various methods in learning, has not yet reached the realm of the linguistic landscape. Most teachers teach students theory of language in general and the teaching of general language skills. Students have not been optimally taught about the linguistic landscape. This is due to the limitations of teachers in understanding the term linguistic landscape in language learning. To find alternative solutions to the problems above, a research will be conducted on the topic of the application of landscape linguistics in Mataram City. This research aims at providing understanding and information to teachers and students that language learning today must be extended to the realm of learning the linguistic landscape. It aims to provide information to language users in order to understand the use of the linguistic landscape in social life. Of course, this research also aims to motivate language teachers maximizing the competence and abilities of students. This research will apply

a qualitative research that will describe the linguistic landscape by analyzing the structure of monolingual and bilingual language use and the motives of language use. This study uses interviews as the main instrument and observation documentation as a supporting instrument. The target of this research is the use of the linguistic landscape in the city of Mataram and its surroundings. This research activity will be carried out from May to August 2022 which is located in Mataram City, West Nusa Tenggara Province. From the results of this study, it is expected that the research result can improve the understanding of teachers and students about the theory and use of linguistic landscapes so that it will increase the knowledge of teachers and students in the use of everyday language. This research will be addressing in crowded areas and urban centers in the city of Mataram, West Nusa Tenggara Province.

## **2. THEORETICAL BACKGROUND**

People are surrounded by language and language use. When we consider people around us, environment around us, we certainly find and meet language in textual form for the language is displayed on offices, stores, buildings, governmental buildings, hotels, shop windows or doors, commercial signs, posters, official notices, traffic signs, etc. Very much people do not pay much more attention to the 'linguistic landscape' that surrounds their lives. On the contrary, there is an increasing number of researchers who have been interested and investigating to take a deeper attention and study the language texts which are present in general and public place. This interesting issue has been investigated and researched by scholars and students which results in reports and articles on a number of case studies around the world and many investigation that lead to the understanding of the linguistic landscape use.

The researcher looked in dictionary and found the word 'landscape' refers to a noun that basically has two meanings. The first meaning has more literal meaning of the piece or expanse of scenery that can be seen at one time from one place. The second meaning refers to a picture that is representing such a view of natural inland scenery, as distinguished from sea picture or a portrait. In this research, the researcher can define the linguistic landscape that is presented has both meanings. The first is defined as literal study of the languages because they are used in the signs, and the second is defined as the representation of the languages which are considered importance because the languages relate to identity and cultural globalization, as well as to the growing presence of English (Gorter, 2006).

Pursuant to the researcher's review, the researcher found that the concept of linguistic landscape has been applied in some different ways. Gorter (2006) argued that in the literature the concept of linguistic landscape has frequently been used in a rather general sense for the description and analysis of the language situation in a certain country (e.g., Malta by Sciriha & Vassallo, 2001) or for the presence and use of many languages in a larger geographic area (e.g., the Baltic area by Kreslins, 2003). Further, Gorter (2006) explained that an overview of the languages that are spoken is then referred to as the linguistic landscape. Based on the above definitions, the researcher can argue that the sense of the word linguistic landscape can refer to synonymous with concepts or can be related to concepts that are related to linguistic market, linguistic use, ecology of languages, diversity of languages or the linguistic situation. The researcher can also define that the linguistic landscape refers to the social context in which more than one language is present. The linguistic landscape implies the use of language in speech or writing of more than one language and thus it becomes multilingualism (Gorter, 2006).

Gorter (2006) explained that also the meaning of linguistic landscape is advanced to cover a description of the history of languages or different degrees in the knowledge of languages. If we can narrow it down, linguistic landscape can refer to language internal variation in parts of just one language, in particular in relation to its vocabulary, but also in other elements, even the words used in therapeutic communication (Fleitas, 2003). In several cases, linguistic landscape also refers to the system of just one language, in other cases it indicates the spread and boundaries of dialects (Labov et al., 1997). Linguistic landscape has even been used for a count of non-English speakers in primary schools in California (Tafoya, 2002).

Ardhian and Fajar (2017) also define landscape linguistics as a study of language that is focusing on the use of language in the public space and the purpose of using the language. They extended that linguistic landscape data is mostly obtained from the public sphere. According to Landry and Bourhis (1997), the language of public road signs, advertising billboards, street names, place names, commercial shopping signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration.

Based on the above concept, the researcher defines the public space area as traffic signs, billboards, street names, place names, stalls, cafes, restaurants, government buildings have become the study in this linguistic landscape research. Various languages can be seen in how the language looks. Further, Ardhian and Fajar (2017) stated that some people use one language, two languages, and multilingual. In their research, Ardhian and Fajar (2017) found in the city of Malang, there is Soekarno Hatta street. This road is the main and strategic road because it connects many major universities and schools in the vicinity, such as Universitas Brawijaya, Polytechnic of Malang (Polinema), Malang State University, Islamic State University (UIN Malang). Because of its strategic location, Jalan Suhat is one of the business centers in Malang. Lots of growing businesses, such as culinary business, printing business, beauty and fitness business, medical clinics, housing, building stores, education, bookstores, and cultural tourism. The places must have used a name plate to introduce their business. In addition, large billboards are also displayed there. There are three languages used: Indonesian, English, and Javanese. There are also bilingual boards (eg, English-Indonesian, Indonesian-English). Indonesia-Java, Java-Indonesia. This reflects that the presence of languages in certain areas reflects the existence of community groups. The existence also shows that power relations in society can be political, economic, social and religion.

Pursuant to the above explanation, we can hypothesize that the linguistic landscape should be explained in terms of power relations between dominant and subordinate groups. Further that the identity of the linguistic landscape of different languages vary in attractiveness to different audiences. It is in this perspective that they speak of the linguistic landscape of the public space (Landry and Bourhis, 1997). Therefore, linguistic landscape will be able to explain the phenomena that there is a power relation among groups and between the dominant group and the subordinate group. Then, how the dominant group establish its existence and social relations as well as with subordinate groups. This phenomena becomes an important thing to be investigated to find out the existence that has been built and developed by each group.

#### **a. Former Literatures on Linguistic Landscape**

A former study on linguistic landscape has been conducted by Liem Si Hong, et al. (2013). They resulted that in the study of linguistic landscape there is a difference in the motive of language use over linguistic landscapes against the same area in one place (at Changi Airport). They found that English is mostly used on unofficial signboards as a tourist language (international language). On the other hand, Mandarin and Malay are more widely used on official signboards. The study also informs us that the use of English becomes different when it is in government territory and does not show any significant effect. Unlike the Malay or Mandarin board names which show significant effect.

Another research that was conducted by Neo Wanting and Samantra Soon Sze Min (2012) showed that multilingualism appears in the vicinity of downtown Singapore that has a greater level than what happened in the heart of Singapore where multilingualism is mostly using English and Chinese. Their research also informs us that language usage in Singapore is motivated by language user factors in the region and also driven by economic necessity, such as to attract both local and international tourists. English which is an international language and as a marker of modernity is more easily accepted and understood to communicate than Malay and Tamil. However, the use of Mandarin which is a pair of the English language is also found for some tourists who visit come from many ethnic Chinese as well.

Paolo Coluzzi (2016) investigated the use of linguistic landscape in Italy. He found that the linguistic landscape applied to Italian language indicates that this language dominates the fashion world because Italian branding owned for the fashion world has its own status symbol. It is simply due to the Italian products own the sophistication and high quality of the products made so that customers are more interested in Italian products than other products, such as Germany, Korea, and Japan. Japan, Korea and Germany have their own strong branding like car, motorcycle and food products. Fashion styles controlled by Italian include perfumes, toiletries, boutiques. For culinary, Italian is not used in Kuala Lumpur Malaysia as it is dominated by local branding (Malay), Chinese, and American. That is why, the nameplate on fashion products is controlled by the Italian language.

Another research result came from Kerry Jane Taylor (2012) who conducted the research in Dili, Timor-Leste. The research entitled *Language Choice as An Index of Identity: Linguistic Landscape in Dili, Timor-Leste*. The findings show that there are several languages found in Timor-Leste, Tetum (as the official language), Portuguese, Indonesian, Chinese and English. Kerry Jane Taylor (2015) investigated the linguistic landscape that examines the writings in the public space suggests that the presence of English though is widespread, but only in the informal public domain. It aims to facilitate foreigners who visit to Dili. The foreigners themselves seem to ignore the National language of East Timor (Tetum) and choose English. English is also a marker of the identity of globalization, fashion, and modernization in Dili. Bahasa Indonesia itself was found as an icon of national and social identity in Dili because many economic actors, indigenous businessmen, who are found very good in Bahasa Indonesia simply because once Timor-Leste was a part of the Republic of Indonesia. The Chinese language indicates that there are ethnic Chinese living in Dili, but being a minority so that the use of Chinese language in the public sphere is very little use. The Chinese are more engaged in the economic sector. The research also found that Chinese is not used in official place. Thus, the existence of the combination (bilingual) in these languages aims to ensure national visibility and provide a safe space to mark the social identity of Dili residents. Besides, the indigenous people of Dili maintain their pureness in language although the existence of multilingual languages.

It was based on the above social phenomena that the researcher reviewed in this study, the researcher found a contribution of study which state that there are several aspects that came up from this linguistic study; the monolingual, bilingual, and multilingual existence of the nameplate in the public space refer to a social phenomenon that must be investigated in terms of language use, given the dominance of language use found in signboards refer to the dominance of power in certain ethnic and business places; the relationship of power between ethnic or group in society is found in terms of what these groups control a particular field in society.

This research will focus on:

1. Investigating the language and how the languages are texted in the official and unofficial spaces of the linguistic landscape in Mataram,
2. Investigating the motive of the use of both monolingual and bilingual language on the use of linguistic landscapes.
3. Contributing to the enrichment of landscape linguistic studies, particularly on the motive of the use of language in identifying the power relations of the community groups in society.

#### **b. Research Problem**

It was based on the above findings and research gap; the researcher now can present the problem of the research as follows.

1. What and how the language is used in official and unofficial space of linguistic landscape in Mataram?
2. What are the motives of the use of monolingual and bilingual language on the use of linguistic landscape in Mataram?

### c. Research Objective

This research has investigated:

1. The language and how the languages are used in the official and unofficial spaces of the linguistic landscape in Mataram.
2. The motive of the use of both monolingual and bilingual language on the use of linguistic landscapes.
3. The contribution to the enrichment of landscape linguistic studies, particularly on the motive of the use of language in identifying the power relations of the community groups in society.

### 3. RESEARCH METHOD

This research used qualitative study which aims at describing the results of linguistic landscape analysis to find:

1. The structure of language use on monolingualism and bilingualism.
2. The motive of language use.

The data of the research has been taken from the writings displayed on the nameboard, roadmap, and billboard installed in the data source in Mataram which cover Gomong, Sweta and Ampenan, Mataram City, Senggigi, West Nusa Tenggara Province. The data has been taken from government area, business area, and multietnic area. The data has been collected by using triangulation technique which covers interview, observation, and documentation. The data were analyzed by using the following steps:

1. Data classification based on Top-Down and Bottom-Up concept.
2. Data classification based on monolingualism and bilingualism.
3. Data classification based on the motive of language use which cover revitalization, globalization, and identity arise on the area.

#### A. Research Benefits

This research is expected to the followings:

1. Provide understanding and information to teachers and students that language learning today must be extended to the realm of learning the linguistic landscape.
2. Provide information to language users in order to understand the use of the linguistic landscape in social life.
3. Motivate language teachers in maximizing the competence and abilities of students.
4. Enrich the landscape linguistic studies, particularly on the motive of the use of language in identifying the power relations of the community groups in society.

### 4. RESEARCH FINDINGS

1. The use of language in the concepts of top-down

Bahasa Indonesian is used in the naming of Mataram City, Terminal or Bus Station, and recreation park. People use Bahasa Indonesia mostly official places due to the national language that is spoken in this city, as well as indicating the form of monolingualism practice.





The researcher then found a picture that shows in SMAK Kusuma Mataram there is a bilingualism classes. This surely indicates bilingualism, that is the use of both Bahasa Indonesia and English. Bahasa Indonesia is applied in official school buildings. Bahasa Indonesia is also applied in government buildings. People use Bahasa Indonesia as the name of the buildings and English is applied for translation. The application of bilingualism appears in naming streets is several areas that is covering Mataram City. People use Bahasa Indonesia and Arabic language. Bahasa Indonesia is used in naming the streets, while Arabic language is used to translate in between both languages. When the researcher interviewed some inhabitants in Mataram city, mostly they answer that the effect of Islamic language really affects the use of Arabic in everyday life. They said that more moslem fighters have struggled to fight the colonialism long ago in Mataram City.

The researcher also found that in most area around the central government, Bahasa Indonesia is applied mostly, while other languages, such as English and Arabic have their own functions in their usage. This surely indicates that Indonesian becomes the official language that is used in Mataram City, West Nusa Tenggara Province.

The researcher found in central business area in Sweta, the use of Top-Down concepts appears to be used. In this area, in Sweta area, people concentrate their business and trading in Mataram. This business concentration is located in the east side of Mataram City, and it is far enough from the education center or area in Mataram. However, it has a direct access or road to the education center in Mataram. This area is very busy and many people do business and trading there. The researcher found that the road that leads to the education center and government center is leading people to go and back in between. This road has big contribution to people and is very crowded as it is the main access to reach both economic center and education or government center. This business and education area surely invite migrant or outsiders to come there to do various kind of businesses. they cover business of culinary, education, fashion, photocopying, clinics, courses, schools, banks, shops, bookstores, equipment and home business, computers, saloon, and sports. Many immigrants enter this city to run business and work around Mataram City.



The picture above indicates that Mataram People use Bahasa Indonesia in naming the Government office in the central office in Mataram. This surely informs us that Bahasa Indonesia is mostly used in naming the government buildings.





The researcher also found that Balinese language is also used in naming the streets in Mataram City. This informs us that many Balinese people also are included into main inhabitants in Mataram City. Thus, the combination of Bahasa Indonesia, Arabic language and Balinese language are considered to be important to express. This shows us that Mataram city is a city that has various kind of cultures and religions.

The use of Bahasa Indonesia in naming the streets in Mataram is more dominated with Bahasa Indonesia. Boards and all government buildings use Bahasa Indonesia. However, the the researcher visited tourism area in Mataram, the researcher found a contrary usage of language.



People mostly use English in naming the hotels, restaurants, pubs, pools, beaches and many other tourism businesses in Mataram city. This area is called Senggigi, it is located in north west area of Mataram. This tourism area is using English only as a monolingualism. This occurs due to the inhabitants of this area mostly speak English, visitors who visit this area come from abroad. Thus, the naming of hotels, boards and many other tourism needs are written in English only.



Some government office in Senggigi is using bilingualism, that is the use of Bahasa Indonesia and English. This is to ease the guests from both local and foreigners.

The interview shows that Mataram people intentionally put the culture that is not origin of Indonesian simply to enhance business strategy. That is why, hotels, spa, medicure pedicure, restaurant, pools, and many other tourism areas are not native culture of Indonesia. Yet, the people apply this to enhance the business concept and to accommodate those foreigners coming from abroad. People considered that language is the only tool to accommodate this combination of culture. The use of language is simply to give access for outsiders to access their own culture and to introduce local culture. Some problems appear related to people' custom and products which

are considered contrary to the local culture. People try to deal with this problem through providing local regulation from local government. Thus, the outsiders can take into consideration how to deal with the local culture.

## 5. CONCLUSION

The researcher can conclude that the use of top-down pattern shows a usage of monolingualism and bilingualism of Bahasa Indonesia, English, and Balinese language, while the bottom-up pattern indicates a monolingual and bilingual pattern in Bahasa Indonesia, English, and Balinese language.

The researcher found the motives for the appearance of language codes in landscape linguistics demonstrates three factors pursuant to the concept of Gorter (2006); language revitalization including national languages as official language, language preservation, and historical; markers of globalization including modernization, branding strategies, expansion strategies, cultural introduction, identity existence includes cultural recognition, cultural preservation, branding strategy, and community formation.

## 6. REFERENCES

- Ardhian, D., Fajar, Y. (2017). Linguistics Lanscape in Malang City, East Java. *Journal of English Teaching as a Foreign Language*. 2459-9506.
- Coluzzi, P. (2016). The Linguistic Landscape of Brunei Darussalam: Minority Languages and the Threshold of Literacy Southeast Asia. *A Multidisciplinary Journal*. Vol 12, 2012, pp 1–1.
- Fleitas, J. (2003) The power of words: Examining the linguistic landscape of pediatric nursing. *American Journal of Maternal Child Nursing*. 28 (6), 384388.
- Gorter, D. (2006). Introduction: The Study of the Linguistic Landscape as a New Approach to Multilingualism. *International Journal of Multilingualism*. Vol.3., No.1.
- Hong, L.S., Muhammad, Z.M.R., dan Goh, K.R.A. (2013). *Linguistic Landscape in Changi Airport*. Student Paper: Division of Linguistics and Multilingual Studies, Scool of Humanities and Social Sciences, Nanyang Technological University.
- Kreslins, J. (2003) Linguistic landscapes in the Baltic. *Scandinavian Journal of History*. 28 (34), 165174.
- Labov, W., Ash, S. and Boberg, C. (1997). A National Map of The Regional Dialects of American English. On WWW at [www.ling.upenn.edu/phono\\_atlas/NationalMap/](http://www.ling.upenn.edu/phono_atlas/NationalMap/) National Map. html. Accessed 03.01.22.
- Landry, R., dan Richard, Y.B. (1997). Linguistic landscape and etnolinguistic vitality an empirical study. *Journal of Language and Social Psychology*. Vol. 16 No. 1, March 1997 23-49.
- Sciriha, L. and Vassallo, M. (2001) *Malta: A Linguistic Landscape*. Malta: University of Malta.
- Tafoya, S.M. (2002). The linguistic landscape of California schools. *Journal of California Counts*. Vol. 3 (4), 114.
- Taylor, K.J. (2012). Language choice as an index of identity: linguistic landscape in Dili, Timor-Leste. *International Journal of Multilingualism*. Vol.9., 15-34.
- Wanting, N., dan Samantha, S.S.M. (2013). *Singapore's linguistic landscape: A comparison between food centres located in central and heartland Singapore*. Student Paper: Division of Linguistics and Multilingual Studies, Scool of Humanities and Social Sciences, Nanyang Technological University.