

Linguistic Landscape of Senggigi Main Road: Analysis of Forms and Functions

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Abstract

The rapid growth of tourism has transformed many destinations into multilingual spaces where public signs function as communication media and representations of social, cultural, and economic activities. This study aims to analyze the linguistic forms and communicative functions of multilingual public signs along Senggigi Main Road, one of the main tourism corridors in West Nusa Tenggara, Indonesia. A descriptive qualitative approach was employed using Linguistic Landscape theory. Data consisted of 388 public signs collected through field observation and photographic documentation. The signs were analyzed according to their sources (top-down and bottom-up), language composition (monolingual, bilingual, and multilingual), and communicative functions (informational, symbolic, commercial, and cultural). The findings indicate that bottom-up signs dominate the linguistic landscape (86.3%), reflecting the significant role of private tourism businesses. Monolingual signs are the most common language composition (58.8%), followed by bilingual (38.1%) and multilingual signs (3.1%). Commercial function is the predominant communicative function (75.8%), while informational, symbolic, and cultural functions occur less frequently. These findings demonstrate that language choices in Senggigi's public signage primarily serve commercial purposes while simultaneously facilitating communication and representing local cultural identity. The study contributes to Linguistic Landscape research by integrating linguistic forms and communicative functions into a single analytical framework, providing a more comprehensive understanding of multilingual public signage in an Indonesian tourism destination.

Keywords: *Linguistic Landscape; Multilingual Public Signs; Linguistic Forms; Communicative Functions; Tourism*

Abstrak

Pesatnya perkembangan pariwisata telah mengubah berbagai destinasi wisata menjadi ruang multibahasa, di mana tanda-tanda publik tidak hanya berfungsi sebagai media komunikasi, tetapi juga sebagai representasi aktivitas sosial, budaya, dan ekonomi. Penelitian ini bertujuan untuk menganalisis bentuk-bentuk linguistik dan fungsi komunikatif tanda-tanda publik multibahasa di sepanjang Jalan Raya Senggigi, salah satu koridor utama pariwisata di Nusa Tenggara Barat. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan perspektif Linguistic Landscape. Data penelitian terdiri atas 388 tanda publik yang dikumpulkan melalui observasi lapangan dan dokumentasi fotografi. Analisis dilakukan berdasarkan sumber tanda (top-down dan bottom-up), komposisi bahasa (monolingual, bilingual, dan multibahasa), serta fungsi komunikatif (informatif, simbolik, komersial, dan kultural). Hasil penelitian menunjukkan bahwa tanda bottom-up mendominasi lanskap linguistik (86,3%), yang mencerminkan dominasi pelaku usaha pariwisata swasta. Berdasarkan komposisi bahasa, tanda monolingual merupakan jenis yang paling banyak ditemukan (58,8%), diikuti tanda bilingual (38,1%) dan multibahasa (3,1%). Dari sisi fungsi komunikatif, fungsi komersial menjadi yang paling dominan (75,8%), sedangkan fungsi informatif, simbolik, dan kultural muncul dalam proporsi yang lebih kecil. Temuan ini menunjukkan bahwa pilihan bahasa pada tanda publik di kawasan Senggigi terutama digunakan untuk mendukung aktivitas komersial, sekaligus memfasilitasi komunikasi dan merepresentasikan identitas budaya lokal. Penelitian ini memberikan kontribusi terhadap pengembangan kajian Linguistic Landscape melalui pengintegrasian analisis bentuk linguistik dan fungsi komunikatif dalam satu kerangka analisis sehingga menghasilkan pemahaman yang lebih komprehensif mengenai lanskap linguistik di destinasi wisata Indonesia

Kata Kunci: *Linguistic Landscape; Tanda Publik Multibahasa; Bentuk Linguistik; Fungsi Komunikatif; Pariwisata*

INTRODUCTION

The rapid growth of globalization, international mobility, and tourism has transformed public spaces into multilingual environments where different languages coexist and interact. In tourism destinations, public signs are no longer intended solely for local communities but also for domestic and international visitors with diverse linguistic backgrounds. Consequently, languages

displayed in public spaces serve not only as media of communication but also as representations of the social, cultural, and economic characteristics of a destination. This phenomenon has attracted increasing scholarly attention, leading to the development of Linguistic Landscape (LL) as a major field of sociolinguistic research. Linguistic Landscape refers to the visibility and salience of

languages displayed on public and commercial signs within a particular territory or region [1].

Recent developments in Linguistic Landscape research have expanded beyond documenting language visibility to examining how public signs represent multilingual practices, identity construction, language policy, and social interaction. Public signs are increasingly recognized not merely as written texts but also as social resources that communicate meanings and reflect relationships between language and society [2]. Recent studies further suggest that multilingual public signage reflects the interaction between language practices, tourism development, and multilingual communication in public spaces [3]. In tourism destinations, multilingual public signs perform important roles in facilitating communication, improving accessibility, promoting commercial activities, and representing local cultural identities. Therefore, investigating linguistic landscapes provides valuable insights into how languages are strategically employed within multilingual tourism environments.

Previous studies have investigated linguistic landscapes in various tourism destinations. Mulyawan [4] examined multimodal outdoor signs in Kuta, Bali, and found that linguistic and visual elements jointly construct meanings in tourism spaces. Jupri [5] classified public signs in Mataram City into top-down and bottom-up categories while identifying various language compositions. Similarly, Datang [6] found that tourism development in Labuan Bajo has significantly influenced language visibility, with English becoming increasingly prominent in public signs serving international visitors. Rastitiati and Suprastayasa [7] reported that multilingual signs in Nusa Dua, Bali, facilitate communication with international visitors while reinforcing destination identity. More recently, Maharani et al. [8] demonstrated that language representation in tourism attractions is influenced by interactions between government institutions and private businesses, whereas Nenotek et al. [9] highlighted the contribution of multilingual signage to sustainable and inclusive tourism.

Although these studies have significantly advanced Linguistic Landscape research, they have generally focused on language choice, language visibility, multilingual representation, or the communicative roles of public signs as separate analytical concerns. Consequently, limited attention has been given to integrating the analysis of linguistic forms and communicative functions within a single analytical framework, particularly in tourism destinations in West Nusa Tenggara. Furthermore, despite Senggigi Main Road being one of the principal tourism corridors in Lombok, its multilingual linguistic landscape has received little scholarly attention. This gap highlights the need for a more comprehensive investigation into how multilingual public signs are represented and the communicative functions they perform within this tourism setting. Unlike previous studies that treated linguistic forms and communicative functions as separate analytical concerns, this study offers a novel contribution by integrating both dimensions into a single analytical framework and applying it specifically to Senggigi Main Road, a tourism corridor that has not previously been examined from a Linguistic Landscape perspective. This integrated and site-specific focus constitutes the novelty of the present study and distinguishes it from prior research reviewed above.

To address these gaps, this study investigates the linguistic forms and communicative functions of multilingual public signs along Senggigi Main Road. The linguistic forms are analyzed based on sign sources (top-down and bottom-up) and language composition (monolingual, bilingual, and multilingual), while the communicative functions are examined in terms of informational, symbolic, commercial, and cultural functions. By integrating these two analytical dimensions within a single analytical framework, this study extends previous Linguistic Landscape research and provides a more comprehensive understanding of multilingual public signage in an Indonesian tourism destination. The findings are expected to contribute to the growing body of Linguistic Landscape research by providing empirical

evidence on how multilingual public signs simultaneously reflect language use, tourism communication, and the socio-cultural dynamics of a major tourism destination in Indonesia.

METHOD

This study employed a descriptive qualitative research design to investigate the linguistic forms and functions of multilingual public signs along Senggigi Main Road, West Lombok, West Nusa Tenggara, Indonesia. A descriptive qualitative approach was considered appropriate because it enables researchers to explore and interpret social phenomena within their natural contexts [10]. The study adopted the Linguistic Landscape (LL) approach to examine language representation in public spaces. Linguistic Landscape provides a useful framework for understanding how languages are displayed and function within multilingual public spaces [1]. This perspective has also been further developed in contemporary Linguistic Landscape research [11].

The research was conducted along Senggigi Main Road, one of the principal tourism corridors in Lombok. Data were collected from 6 June to 8 July 2026. The data consisted of 388 permanent public signs collected through direct field observation and photographic documentation. The dataset included government signs, traffic signs, hotel signs, restaurant signs, shop signs, billboards, banners, tourism information boards, and other outdoor public signs. Temporary handwritten notices, digital displays, duplicated signs, and signs that were unreadable or damaged were excluded from the analysis.

Data collection was carried out in four stages. First, field observations were conducted to identify public signs displayed along Senggigi Main Road. Second, each sign was photographed and documented together with its location and contextual information. Third, all signs were coded and classified according to their linguistic forms, including sign sources (top-down and bottom-up) following Ben-Rafael et al. [12], and language composition (monolingual, bilingual, and multilingual) based on Backhaus [13]. Finally,

each sign was analyzed according to its communicative function, namely informational and symbolic functions [1], as well as commercial and cultural functions [14].

The data were analyzed using the interactive model of Miles, Huberman, and Saldaña [15], which consists of data condensation, data display, and conclusion drawing and verification. During data condensation, the signs were selected, coded, and categorized according to the analytical framework. Each of the 388 signs was assigned a unique identification code and entered into a coding sheet containing four categorical variables: sign source (top-down or bottom-up), language composition (monolingual, bilingual, or multilingual), communicative function (informational, symbolic, commercial, or cultural), and contextual notes on location. The coding categories were operationalized based on the definitions provided by Ben-Rafael et al. [12], Backhaus [13], Landry and Bourhis [1], and Jaworski and Thurlow [14], and a coding guideline containing indicators and example signs for each category was developed prior to data classification to ensure consistency. To enhance the credibility and replicability of the coding process, the classification of each sign was independently cross-checked by two coders, and any discrepancies in categorization were resolved through discussion until agreement was reached. The categorized data were then presented in tables to identify patterns of linguistic forms and communicative functions. In the final stage, the findings were interpreted by relating the identified patterns to the Linguistic Landscape framework and relevant findings from previous studies.

RESULT AND DISCUSSION

This section presents the findings of the analysis of the linguistic landscape along Senggigi Main Road and provides a discussion of the identified **forms and communicative functions** of public signs. The results are presented using tables and representative examples of public signs to facilitate understanding of the findings. The discussion

interprets the findings by relating them to relevant theories and previous studies.

Research Results

1. Sign Source

Table 1. Distribution of Public Signs by Source

Sign Source	Frequency (n)	Percentage (%)
Top-down	53	13.7
Bottom-up	335	86.3
Total	388	100.0

As presented in Table 1, a total of 388 public signs were identified along Senggigi Main Road. Based on their sources, 335 signs (86.3%) were classified as bottom-up signs, while 53 signs (13.7%) were classified as top-down signs. These findings indicate that bottom-up signs constitute the majority of public signs identified in the study area. Representative examples illustrating the characteristics of top-down and bottom-up signs identified in this study are presented in Figures 1 and 2.



Figure 1. Example of a Top-down Sign (Batu Layar Police Office)

Figure 1 illustrates a top-down bilingual public sign displayed at the Batu Layar Police Office (Polsek Batulayar). The sign contains Indonesian and English, indicating a bilingual language composition. As the sign is produced and installed by a government institution, it is classified as a top-down sign. In terms of communicative function, the sign primarily serves an informational because it provides official public service information for both local residents and international visitors.



Figure 2. Example of a Bottom-up Sign (The Chandi Boutique Resort & Spa)

Figure 2 depicts a bottom-up monolingual public sign displayed by *The Chandi Boutique Resort & Spa*. The sign is written exclusively in English, representing a monolingual language composition. Since it is produced by a privately owned tourism business, it is categorized as a bottom-up sign. Its communicative function is commercial because it promotes accommodation services and attracts potential customers visiting Senggigi.

2. Language Composition

Table 2. Distribution of Public Signs by Language Composition

Language Composition	Frequency (n)	Percentage (%)
Monolingual	228	58.8
Bilingual	148	38.1
Multilingual	12	3.1
Total	388	100.0

As presented in Table 2, the language composition of public signs along Senggigi Main Road consists of monolingual, bilingual, and multilingual signs. Of the 388 public signs identified, 228 signs (58.8%) were monolingual, 148 signs (38.1%) were bilingual, and 12 signs (3.1%) were multilingual. Monolingual signs accounted for the largest proportion of public signs identified in the study area. Representative examples illustrating the characteristics of monolingual, bilingual, and multilingual signs identified in this study are presented in Figures 3–5.



Figure 3. Example of a Monolingual Sign (Senggigi View)

Figure 3 illustrates a monolingual public sign displaying only English through the phrase "Senggigi View." The exclusive use of English indicates a monolingual language composition. Its communicative function is commercial because the sign promotes the tourism destination and strengthens its branding for visitors.



Figure 4. Example of a Bilingual Sign (Tourism Business Sign)

Figure 4 shows a bilingual public sign combining English and Indonesian. English is used to provide information about the tourism services, while Indonesian appears in the word "Buka," indicating that the business is open. The use of these two languages represents a bilingual language composition. Its communicative function is commercial because the sign advertises tourism-related services while facilitating communication with both domestic and international visitors.



Figure 4. Example of a Multilingual Sign (Mosque Direction Sign)

Figure 5 depicts a multilingual public sign displaying Indonesian (*Masjid*), English (*Mosque*), and Arabic (مسجد). The use of these three languages represents a multilingual language composition intended to accommodate readers from different linguistic backgrounds. The sign is categorized as multilingual because it incorporates three different languages within a single public sign. Its communicative function is informational because it provides directional

information that helps both local residents and international visitors locate the mosque.

3. Communicative Functions

Table 3. Distribution of Public Signs by Communicative Functions

Communicative Function	Frequency (n)	Percentage (%)
Commercial	294	75.8
Informational	68	17.5
Symbolic	22	5.7
Cultural	4	1.0
Total	388	100.0

As presented in Table 3, the communicative functions of public signs identified along Senggigi Main Road were classified into four categories: commercial, informational, symbolic, and cultural. Among the 388 public signs, commercial function was the most dominant category, accounting for 294 signs (75.8%). This was followed by informational function with 68 signs (17.5%), symbolic function with 22 signs (5.7%), and cultural function with 4 signs (1.0%). These findings show that commercial function accounted for the largest proportion of public signs identified in the study area.



Figure 6. Example of a Commercial Function (Bayan Lombok Gallery)

Figure 6 illustrates a public sign displayed by **Bayan Lombok Gallery**, a privately owned souvenir and handicraft business located along Senggigi Main Road. The sign combines Indonesian and English, indicating a bilingual language composition intended to communicate with both domestic and international visitors. As the sign is produced by a private business, it is classified as a bottom-up sign. Its communicative

function is commercial because it promotes the business by displaying its name, introducing the products offered, and highlighting the promotional message “*Good Quality & Reasonable Price*,” thereby encouraging visitors to purchase the products and services offered.



Figure 7. Example of an Informational Function (Directional Road Sign)

Figure 7 illustrates a top-down monolingual public sign providing directional information to several destinations, including Pantai Senggigi, Pelabuhan Bangsal, and Geopark Taman Nasional Gunung Rinjani. The sign is written entirely in Indonesian and is installed by a government authority, classifying it as a top-down sign with a monolingual language composition. Its communicative function is informational because it provides directional guidance and distance information, enabling road users to locate tourism destinations and public facilities more efficiently.



Figure 8. Example of a Symbolic Function (ALICE)

Figure 8 illustrates a public sign displaying the name and logo of **ALICE**, a privately owned establishment located along Senggigi Main Road. The sign is written in English and is classified as a bottom-up monolingual sign because it is produced by a private business and contains only one language. Its communicative function is symbolic because it emphasizes the identity and brand image of the establishment through

the display of its name and logo rather than providing detailed information about its products or services.



Figure 9. Example of a Cultural Function (Pura Batu Bolong)

Figure 9 illustrates a public sign displayed at **Pura Batu Bolong**, one of the cultural heritage attractions along Senggigi Main Road. The sign combines Indonesian, English, and Balinese script, indicating a multilingual language composition. As the sign is installed by a public authority, it is classified as a top-down sign. Its communicative function is cultural because it reflects and preserves the cultural and religious identity of the site while promoting public awareness of its cultural heritage.

Discussion

The analysis revealed that bottom-up signs were more prevalent than top-down signs along Senggigi Main Road, indicating that the linguistic landscape of the area is predominantly shaped by private businesses rather than government institutions. The predominance of bottom-up signs reflects the commercial characteristics of Senggigi as a tourism destination, where hotels, restaurants, cafés, souvenir shops, spas, and other tourism-related businesses actively use public signs to attract customers and communicate with visitors.

This finding is consistent with Jupri [5], who reported that bottom-up signs dominated the linguistic landscape of Mataram City due to the significant role of private commercial establishments in public spaces. Similarly, Maharani et al. [8] found that the linguistic landscape of tourist attractions in Gianyar, Bali, was largely influenced by private tourism businesses, resulting in a predominance of

bottom-up signage. These findings are also supported by Ben-Rafael et al. [12], who argue that bottom-up signs represent the linguistic preferences and economic interests of private actors, whereas top-down signs reflect institutional authority and official language policies. Therefore, the predominance of bottom-up signs along Senggigi Main Road demonstrates the significant contribution of tourism businesses to shaping the area's linguistic landscape.

Regarding language composition, monolingual signs constituted the largest proportion of public signs, followed by bilingual and multilingual signs. The predominance of monolingual signs suggests that businesses and institutions tend to use a single language to convey messages in a concise and effective manner. Nevertheless, the presence of bilingual and multilingual signs reflects the multilingual characteristics of Senggigi as an international tourism destination serving visitors from diverse linguistic backgrounds.

This finding supports Datang [6], who found that English was widely used in the linguistic landscape of Labuan Bajo because of its status as an international tourist destination. Likewise, Rastitiati and Suprastayasa [7] reported that multilingual signs in the Nusa Dua tourism area were employed to accommodate visitors from different linguistic backgrounds. In addition, Backhaus [13] explains that language choice in public signs reflects the communicative needs of different language communities, while Cenoz and Gorter [16] emphasize that multilingual public signs illustrate the interaction between local and global languages within multilingual societies. These findings suggest that the coexistence of monolingual, bilingual, and multilingual signs along Senggigi Main Road reflects the dynamic interaction between tourism, multilingualism, and local cultural identity.

Another notable finding concerns the communicative functions of public signs. Commercial function was identified as the most dominant category, followed by informational, symbolic, and cultural functions. This predominance indicates that

public signs primarily serve as marketing and promotional media for tourism-related businesses. Hotels, restaurants, cafés, souvenir shops, spas, and other commercial establishments rely on public signs not only to identify their businesses but also to promote their products and services to potential customers.

This finding is in line with Nenotek et al. [9], who reported that public signs in tourism destinations predominantly serve commercial purposes while simultaneously supporting tourism development and local economic activities. Similarly, Datang [6] found that commercial signs constituted a substantial proportion of the linguistic landscape in Labuan Bajo because tourism businesses relied heavily on public signage to communicate with visitors. Furthermore, Jaworski and Thurlow [14] argue that public signs in tourism spaces function not only as communication tools but also as semiotic resources that shape the image and attractiveness of a destination. Although commercial function was the most dominant, informational, symbolic, and cultural functions also played important roles in facilitating communication, strengthening business and place identities, and preserving local cultural heritage. Collectively, these communicative functions demonstrate that public signs along Senggigi Main Road perform multiple roles in supporting tourism activities while representing the cultural identity of the destination.

CONCLUSION

Based on the findings of this study, it can be concluded that the linguistic landscape along Senggigi Main Road reflects the interaction between tourism, multilingual, and local culture through the forms and communicative functions of public signs. In terms of forms, the linguistic landscape is characterized by the presence of top-down and bottom-up signs as well as monolingual, bilingual, and multilingual language compositions, demonstrating the coexistence of institutional, commercial, local, and global language practices in a tourism destination.

Furthermore, the communicative functions of public signs extend beyond providing information. The findings indicate that public signs also function to promote tourism-related businesses, represent business and place identities, and preserve local cultural

heritage. These functions demonstrate that public signs play multiple roles as semiotic resources that facilitate communication while simultaneously supporting tourism activities and reflecting the cultural identity of Senggigi Main Road.

This study is not without limitations. The data were limited to permanent public signs collected along a single tourism corridor, Senggigi Main Road, within a specific observation period, so the findings may not be generalizable to other tourism destinations or to temporary and digital signage. In addition, the analysis relied on researcher coding of sign forms and functions, which, despite the cross-checking procedure applied, remains open to a degree of interpretive subjectivity. Future research is therefore recommended to broaden the scope of investigation to other tourism destinations and multilingual settings, to include temporary and digital signs, and to incorporate the perspectives of sign producers and readers, for example through interviews, in order to gain a deeper understanding of the motivations behind language choices in public signage.

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