

LINGUISTIC LANDSCAPE STUDY AT TOURISM PLACE IN MEDAN

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ABSTRACT

This research deals with a study of linguistic landscape specifically language used in the sign at tourism places of Medan. It mainly aimed to investigate on three issues as follows: firstly, to investigate what languages are realized on linguistic landscape, secondly, to investigate the types of sign categories on linguistic landscape and thirdly is reason the realization of linguistic landscape at tourism places in Medan. The research is applied descriptive qualitative method. The data of this research is the written text displayed on signs that was taken through photography and taking note. There are 82 signs collected that were analyzed through applying Miles and Huberman theory in which data reduction, data display, and conclusion drawing/verification are significantly implemented. The results of the data analysis showed that the languages found in the linguistic landscape at Tourism Places in Medan are Bahasa Indonesia (monolingual sign), Bahasa Indonesia-English Language (bilingual sign), English language (Monolingual sign), and English language-Bahasa Indonesia (bilingual sign). It also showed that the types of Sign categories at Tourism Places in Medan were realized as direction signs, advertising signs, warning notices and prohibitions, building names, informative sign, slogan sign, and graffiti sign.

Keywords : Linguistic Landscape, Signs, Tourism Places of Medan

INTRODUCTION

Linguistic landscape is a scientific study of public space through investigating language used on public sphere with varieties of languages and its pattern. It commonly refers to any sign announcement displayed at outside or inside a public institution or a private business such as government building, advertising billboards, street names, commercial shop in which the use of its language has been influenced by multilingualism. Gorter (2008: 1) argues that language is around us, displayed on shop windows, commercial signs, posters, official notices, traffic signs etc. It also mean as the realization of multilingualism which is displayed through linguistic diversity in its written form in the public sphere as symbolic construction of the public sphere. Most studies on linguistic landscapes have used this concept to describe and analyze language situations.

Linguistic Landscape is often ignored by most people especially in city of Medan which has been highly dominated by foreign languages, especially English which is the language most often used in naming public place like shops, restaurants, residential complexes, schools, street names, etc. The use of foreign language is increasing prevent especially in public spaces. It can be found variously in Medan starting institutions, company such as restaurant, hotels, hospitals, malls, coffee shops and advertisement posted on the road side. The names of places that use a mixture of two languages in the city of Medan such as Medan Mall, Citra Garden, Gaperta Residence, Medan Station, Hairos Water Park etc. and some even use full English, for example

Sport Station, Center Point, Kesawan Square, Rahmat International Wildlife Museum. Nowadays, giving a name to a place using a foreign language is considered not a problem and is very common thing. And this is stated by Gorter (2007) the languages diversity in LL are influenced by the multilingualism and bilingualism. And the simple effect of linguistic landscape is how people prefer to use the word *merdeka walk* rather than *lapanganmerdeka* since the sign realized in front of the field uses the word *Merdeka Walk*. The study of linguistic landscape has attracted many scholars in different parts of the world. Interest in the study of linguistic landscape has particularly grown in fields of applied linguistics and sociolinguistics. After having observation about linguistic landscape around tourism places in Medan, there are many signs are need to be deeply investigated for having clear information. The conveying of information at Tourism Places in Medan is also no longer in written language such as picture, but more sophisticated communication that the conveying of information has been used with methods by displaying symbols, images, and signs in providing information or in prohibition and warning. So, based on the explanation above, the researcher would like to have the research by the title **"A Study of Linguistic Landscape at Tourism Place in Medan"**.

LITERATURE REVIEW

Linguistic landscape (LL) is studying the visibility of the written languages form in the signs at the public place. The term of LL is firstly defined by Landry and Bourhis (1997) as the language used in

public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape in a given territory, region, or urban group.

Written languages form in the signs at the public space is a study of linguistic landscape. Landry and Bourhis are experts who define LL very firstly, (1997) stated that linguistic landscape as the visibility and salience of languages on public and commercial signs in a given territory or region. Specifically, the notion refers to:

"the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration."

Written form in public space that realized in use of language are the concerned of Landry and Bourhis. It refers to language that everybody can see in a specified area (Bourhis & Landry, 2002). —The languages diversity in LL is influenced by multilingualism and bilingualism. It is a common phenomena in this world. Both the languages diversity and the different of languages vitality have the important implications to the individuals and the societies (Gorter, 2007).

Function of Linguistic Landscape

Informative and symbolic are the function of linguistic landscape. According to Landry and Bourhis, 1997, —Informative function indicates the borders of the territory of linguistic group. It shows that a specific language or languages for communication or to sell products. On the other hand, the symbolic

function refers to the value and the status of the languages as regarded.

Sign

Signs are written texts that describe information in a particular place. According to Backhaus (2007), —sign is defined as any piece of written text, including anything from the small handwritten sticker attached to a lamp-post to huge commercial billboards outside a department store. Conveying the messages of general public interest, such as topographic, information, directions, warnings, instruction, and so on are the function of signs.

Signs on the LL can also play a symbolic role wherein appropriation, aspiration, transgression and hybridity are found to be indicators of changes in the social milieu (Backhaus 2007). In addition, the placement of signs is also important for understanding spatial "ownership", power relations and interpretation of gaps and contradictions in social structures. The public space according to Shohamy —...streets, parks, billboards, shops, stores and offices. The core of the public space in the era, however, consists principally of areas designated as center or downtown, i.e. the groups of streets and squares where one sees a crowd when most people are not at work.

Types of Signs

Signs are generally consisted into two types, there is Top Down and Bottom Up, Cenoz and Gorter's 2006 stated —that top-down, the government or related institution refer to the official signs while bottom-up signs refer to the nonofficial signs put by commercial enterprises or by private organizations or persons. In other words, government sign or top-down or official sign intended to sign produced by public authorities such

as being a government, city or public institution, and sign produced by individuals, organizations or companies or less autonomous in official regulations limiting personal do downward or unofficial marks.

'Top-down' items include those issued by national public bureaucracies, public signs, public announcements and street names. 'Bottom-up' items, on the other hand, include those issued by owners of social actors and companies such as names and signs and business announcements. Although the use various terminologies to distinguish top-down from bottom-up signs, they still refer to the same basic understanding of top-down as government and bottom-up as commercial.

Based on Spolsky and Cooper, they stated that—classify the signs into the different criteria to build the sign languages taxonomies. The signs taxonomies based on the function and the use of the signs (such as direction signs, advertising signs, warning notices, building names, informative signs, graffiti, and slogan), b). The signs taxonomies based on the materials used in the signs or based on the physical form of the signs (such as metal, tile, poster, wood, stone), and c). The signs taxonomies based on the languages used and the number of languages in the signs (such as monolingual sign, multilingual sign, and bilingual sign).

The meaning of informative sign is a sign to announce things that need to be known by many people. Within the scope of the station building, informative signs are usually placed where they can be seen and read well by passengers, such as in the ticket counter, which contains train departure and arrival schedules, information for pregnant

passengers, baby passengers, and others. An informative sign is a very legibly printed and very noticeable placard that informs people of the purpose of an object.

Semiotic

Saussure defines "semiotics" in the Course in General Linguistics as "the science that examines the role of signs as part of social life". Implicit in the definition is a relation, that if the sign is part of the prevailing social life. There is a sign system and there are social systems which are both interrelated. In this case, Saussure talked about social conventions that regulate the use of signs socially, namely the choice of combining and using signs in a certain way so that it has social meaning and value (Alex Sobur, 2016).

Linguistic is a kind of semiotics. It is an aspect of the study of meaning. There are many other ways of meaning, other than through language. it is hard to say exactly how the languages, in some rather vague, undefined sense, the most comprehensive, the most all-embracing, the most important;. But there are a lot of other modes of meaning, in any cultures, which are outside the realm of languages. Visual semiotic framework, argue that visual images form their meaning based on their position or location in the world.

Tourism Place

Tourism destinations are defined as the geographical space where co-producing actors, the local community and tourists interact around tourism related activities, goods and services, and where tourists create their own perception and holiday experience. Geographical space is understood as a city, region or country. In the case of this dissertation the

geographical space is the city of Malaga. This definition is proposed based on the aforementioned definitions by Saraniemi and Kylänen (2011), and Haugland et al. (2011). From the proposed definition, tourism activities, goods and services refer to every action that directly or indirectly affects the performance of tourism in the destination, whether these are institutional strategies, marketing, general infrastructures, resources and image of the destination.

METHOD

The research was employed descriptive qualitative methods. It mainly aimed to understand the phenomena of what is happening to the research subject. For instance perception, behavior, act and etc. Holistically, in a descriptive form of words and languages, in nature and specific contexts using various natural methods. This research design was intended to investigate the type of language and the types of sign in the linguistic landscape at tourism places in Medan.

RESULT

This research focused on the form of languages which were used in signs at tourism places. The form of language were taken from the signs which photographed by the researcher. There were 82 signs which was classified in monolingual and bilingual sign. And there were 6 categories of signs discovered in this study, they were direction sign, advertising sign, building name, informative sign, and slogan sign. And the result interview conducted with informant.

After collected the data, the researcher classified the data based on the type of languages at tourism places in Medan. It deals with the

first research question, the types of language were used in signs in monolingual, and bilingual. Monolingual refers to the signs that contain only one language realized, bilingual refers to the signs that contain two languages realized. In this study, researchers counted the number of signs that use monolingual and bilingual and calculated with percent numbers.

The research question answer by the researcher with classified the data based on types of signs itself based on the function and the use of the signs. There were 7 categories of signs: direction signs, advertising signs, warning notices and prohibitions, building names, informative signs, graffiti, and slogan. And each of these types counted with percent number.

The researcher analyzed the language policy in tourism place in Medan. It deals with interview that the researcher have done by giving some questions to the city authority to answer the question about the reason linguistic items realized includes the purposes and regulations of signs construction. There are three main questions that researcher interviewed, a) purposes of the signs itself. b) the regulation of sign.

Types of Language on Signs

This study conducted observation to find out the language used on the signs at tourism places which are Grand Mosque Al-Mashun (Mesjid Raya Al- Mashun), Istana Maimoon,Merdeka Walk, State Museum of Sumatera Utara and Tjong A Fie Mansion. There were 82 signs that have been photographed that were used as data from this study.

In this study there were two languages displayed, they were Indonesian language and English.

The researcher used quantitative method of the study, it contained the number of types of languages realized at tourism places in Medan were examined.

Table 1. Percentage of types language at tourism places in Medan

Total	Groups	Languages	Number	Percentage
63(76,83%)	Monolingual	Indonesian	48	76,19%
		English	13	20,63%
		Others	2	3,17%
19(23,17%)	Bilingual	Indonesian-English	18	94,73%
		English-Indonesian	1	5,26%
		Indonesian-Indonesian	-	-
		Others	-	-
-	Multilingual	-	-	-

The table above indicated that Indonesia language as the national language has percentage of 76,19% as the dominant language at tourism places in Medan. English used in the sign was 20,63%. Moreover, the table above shows that the number of monolingual signs was much larger than bilingual. All of monolingual signs had amount 82 signs include Indonesian and English.

Monolingual Signs

There were 63 signs in monolingual from total 82 signs. It shows that monolingual signs was the largest number of the signs realized in tourism places in Medan. Based on the table above, Indonesian language found 45 signs (77,59%) as the dominant language

used in monolingual sign. Most Indonesian monolingual signs were used for providing particular information.



Picture 1. Monolingual Signs in Maimoon

The sign in picture 1 above is monolingual because it contained one language, it was Indonesian language. The meaning of sign to inform the people not to sell anything there. This sign was taken at Istana Maimoon. And this sign served to avoid cleanliness or unwanted things. The prevalent use of Bahasa Indonesia in tourism environment is understandable since it is the official language in education, for example used as language of instruction and in giving orders. In Bahasa Indonesia, communications through signs in LL can be relatively effective because everyone understands the language.

Picture 2. Merdeka Walk

This sign in picture 2 contained only one language, Indonesian. The



proverb of the city was "Bangunbersatu Medan terpadu". The sentence is for society. This sign made because government want to society to work together, keep the unity and make Medan become peaceful. This language is like being adopted from the Malay language rules because it has the

same suitability at the end. This sign was found at main gate of Merdeka walk. This sign placement was very appropriate.



Picture 3. Signs in Grand Mosque

This sign in picture 3 contained one language which is Indonesian only. The meaning of sign was prohibiting the visitors not to meal and drink inside the mosque. This was located in Grand Mosque of Al-Mashun and it was made because it was hoped that there are no more action affecting cleanliness the mosque. This was related to effective situation inside.



Picture 4. Signs in Maimoon Palace

The red colour on the sign in picture 4 indicates that there was a strict prohibition for visitors to see this warning. The writing of a very large sign fills all of these signs. The sign indicates that the administrators really did not want action happen. Below are the examples of monolingual in English

The sign above was monolingual because it just contained one language which is English. The meaning of sign to give directions to passengers that the way in and out. This sign was used at the Istana Maimoon because the direction was very important. It was made by administrators so that if at any time there is visitors, this sign served as a notification and direction to the

visitors to pass in the direction in order to go in and out of the building.

Based on the regulation of Law No. 28 of 2002 concerning Buildings and also Government Regulation No. 36 of 2005 concerning Buildings states that "Every building, except a single dwelling house and a simple row house, must provide an evacuation facility which includes a hazard warning system for users, emergency exits and evacuation routes that can guarantee the ease of building users. to evacuate from inside buildings safely in the event of a disaster or emergencyll. The article states that emergency exits and evacuation routes must be equipped with directions that are easy to read and clear.

Bilingual Signs

There were 3 signs in bilingual from total 19 signs. The languages displayed in this study was Indonesian – English. The percentage is 100%. Bilingual signs found at the tourism places in Medan used translation, it means that the first language was translated into the second language, the text on sign had the same meaning. For more specific, see the picture below.



Picture 5. Bilingual in Maimoon Palace

The sign above is bilingual because it contained two languages which is Indonesian language as the first language and English as the second language. The meaning of sign to introduce the name of the building. This sign was found after entering the main gate of Istana Maimoon.



Picture 6. Bilingual in Grand Mosque

This sign was bilingual information that used Indonesia as the first language and English as the second language. This sign found in side of the Grand Mosque, more precisely at the pole close to the visitors. The meaning of this sign to give information to the visitors about the short history of the Grand Mosque. It was made by the administrators because they provided few information. The sign was found on each pole. With a fairly large font size, it aims to promote the Grand Mosque that want to know.

Categories of Signs

In this study, researcher categorized the signs based on the function of each of these signs. Based on that, there were 7 categories of signs analyzed in this study. They were direction signs, advertisement signs, warning notices and prohibitions, building names, informative sign, graffiti and slogans. To find out more clear information, look at the table below. For more info, see the table below:

Table 2. The Number Categories Of Sign

Tourism Places in Medan		
Categories	Number	Percentage
Direction signs	5	6,09 %
Advertisement signs	7	8,53%
Warning notice or prohibition	35	42,68%
Building names	12	14,63%
Informative signs	32	39,02%
Graffiti	0	0
Slogan	1	1,21%
Total	82	100%

The table above was summed based on overall monolingual and

bilingual signs, most of the signs used at tourism places in Medan warning notices and prohibitions as much 35 signs (42,68%), informative signs were 32 signs (39,02%), building names were 12 signs (14,63%), direction signs were 5 signs (6,09%), advertising sign were 7 signs (8,53%), slogan sign was 1 sign (1,21%), and the last was graffiti sign was 0 sign (0%).

Informative Sign

There were 32 signs (39,02%) informative signs was discovered of this study. It showed that these signs were used at tourism places in Medan. Informative signs included history of the building, schedule of the event, etc. The target of these signs were the visitors to read about information at tourism places.

Picture 7. Informative Signs in Maimoon Palace



This sign was monolingual, because it consisted one language which is in Indonesian. The sign was intended for know about the founder of Istana Maimoon. This sign was found in the entry gate. It could be that it attracts attention to visitors to spend time in this place.

The relations of the sign to the location where this sign was found, (in this case Istana Maimoon) was the visitors who spend the time has a sense of awareness to know who has responsibility in the past.



Picture 8. Informative Signs in Grand Mosque of Medan

This sign was monolingual because there was a language appeared. It informed the visitors about whoever breaks the rules will get the administrative sanctions based on the laws. It was made because in the place has cultural heritage especially in the field side.

Direction Sign

Next is direction signs, totaling 5 signs (6,09%). These signs have the function in giving directions to certain places.



Picture 9. Direction Signs in Great Mosque of Medan

The sign above was monolingual because it clearly seen that there was a language there. It included the direction sign because it direct the visitors to the certain places. This sign placed in front of main gate because in order to give directions to visitors who have just arrived at the Grand Mosque that the way to put shoes/slipper turns the right. It was made because there were many places realized at Grand Mosque which is if there were no direction signs appeared, it confused visitors to the location they were looking for. With this sign visitors can easily get the location or place they want to find.



Picture 10. Direction Signs in Maimoon Palace

This sign contained one language which is Indonesian. This sign located beside the main building. In that written, it uses symbols (+ and -) to indicate distance a specific place which means more or less. Besides that, it also uses abbreviations such as Telp which should be a telephone. However, because it was common then people easily understood.

Building Names

Building names discovered as much 12 signs (14,63%), included the names of certain buildings and places. For example the name of a room at tourism places in Medan below:



Picture 11. Buildings names in Great Mosque of Medan

This sign realized in a language which is Indonesia. This sign served as the name of a place or room at the Grand Mosque. It was made because the object of this study which a Grand Mosque, so it is needed to make visitors know that it was the place to take ablution.

Warning Notices and Prohibition

Warning notices and prohibition signs as the most used with a total of 35 signs (42,68%). This sign serves as a warning sign and prohibition for visitors to be known.



Picture 12. Warning notices and prohibition in Merdeka Walk

This selling ban was applied at Lapangan Merdeka. Prohibition of selling at the Lapangan Merdeka did not only apply in the field, main gate, even in the back gate passengers were prohibited from selling. The written stated the basis for instructions on selling and following sanctions derived from the field for violators. It was made because Lapangan Merdeka is a public area where many people were there. This sign prohibited selling because it can disturb other visitors and avoid cleanliness of this field. Cleanliness related to the trash and trash affected to people's health. Because not all visitors were in good health, this was evidenced by the existence of a sign for people with special needs. Prohibitions were imposed for the convenience of train visitors.

Slogan Sign

The last sign was the slogan sign which amounts to 1 sign (1,21%). The slogan means the motto that contains a series of words or sentences that appeared in around the place.



Picture 13. Slogan Sign in Merdeka Walk

This sign contained only one language, Indonesian. The proverb of the city was "Bangunbersatu Medan terpadu". The sentence is for society. This sign made because

government want to society to work together, keep the unity and make Medan become peaceful. When I asked a short question to the worker at Medan gardening service about the reason why this quote displayed above. They told about the history since the Mayor is held by MrZulmiEldin. His utterance Medan is our home, our future and a place to live that will be given to our children and grandchildren. So, we must build together by continuing to hold hands, united as one family. This sign was found at main gate of Merdeka walk. This sign placement was very appropriate.

Signs Construction

To answer the last research question regarding linguistic landscape construction in some tourism places, researcher came to there and interviewed with place authority about reason for realization of linguistic items at that place.

The Reason Linguistic Items Realized in Tourism Places in Medan

The linguistic landscape that found at tourism area in Medan has significantly provided two kinds of information, there are: informative function and symbolic function. It can be clearly seen from the following data:

The Informational Function

Informative function indicates the borders of the territory of linguistic group. It shows that a specific language or languages for communication or to sell products. Below is the examples of informational function:



Picture 14. Informational Function in Chong A Fie

The Symbolic Function
On the other hand, the symbolic function refers to the value and status of the languages as perceived by the members of a language group in comparison to other languages. Below is the examples of Symbolic function.



Picture 15. Symbolic Function in Chong A Fie

Both of figures indicates to symbolic function of linguistic landscape. These are showed by using another language.

According to interview with informant of place authority, linguistic items realized in Tourism Places of Medan because it was made for visitors to get information by reading the written language in the signs. It based on interview result with Mr. Parada as organizer's explanation:

"...in There were several purposes for establishing a linguistic landscape there:

Based our country we have national language, that is Indonesian. If there are foreigners from abroad or stayed in Indonesia and they are more understand English, so we used English". Those visitors are our main priority. Both local and international visitors who do not use Indonesian,

but also use English as an international language. Actually the function of the writing is to provide information to visitors about matters relating to Tjong A Fie, products which are historical objects here. As for why there are other foreign languages besides English, the reason is because this place has existed since the Dutch era and is a role model of the Chinese tribe.

CONCLUSION

After having analyzed on the previous chapter. The complete conclusion could be portrayed as the following:

1. It can be seen clearly there were five types of language realized at linguistic landscape at tourism places in Medan, they were Indonesian, English, Arabic, Dutch and Mandarin that were realized by monolingual and bilingual signs.
2. The total number of signs were 82 signs. Direction signs consisted 5 signs (6,09%), Advertising signs consisted 7 signs (8,53%), Warning notices and prohibitions consisted 35 signs (42,68%), Building names consisted 12 signs (14,63%), Informative signs consisted 32 signs (39,02%), Graffiti and Slogan consisted 1 signs (1,21%).
3. The realization of linguistic landscape at tourism places in Medan is functionally as informative function and symbolic function which were mainly aimed to easier the visitors to get the core information of the place or the things.

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