
Linguistic Landscapes: Cultural Representation in Ubud, Bali

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Abstract – This linguistic landscapes study covers Ubud area, one of the best cultural tourist destinations in Bali. This study is aimed to give further investigation on the presence of cultural outdoor signs in Ubud, Bali. It is the continuation analysis of the previous study by Mulyawan. The study showed that there are 28 signs of Art Gallery and Exhibition, out of 757 signs. The cultural outdoor signs were divided into three categories: art gallery and museum in 13 outdoor signs; art performance in 8 outdoor signs; and art shop in 7 outdoor signs. The finding showed there were 14 outdoor signs (50%) used combination of Balinese and English language. The combination of Indonesian and English language can be found in 9 outdoor signs (32, 15%). English language used in 4 outdoor signs (14, 28%) and Indonesian was only found in 1 outdoor sign (3, 57%). There was no outdoor sign using Balinese language.

Keywords – Linguistic Landscape, Outdoor Signs, Balinese, Culture, Ubud.

I. INTRODUCTION

The term Linguistic Landscape is a new domain in linguistics specializing in the study of street names, place names, billboards, traffic signs, offices, information boards, shop signs and so on, as well as everything related to urban information that is viewed from a language perspective. Landry and Bourhis (1997: 23) stated that the terminology of Linguistic Landscapes (LL) is defined as follows:

“LL refers to the visibility and salience of languages in public and commercial signs in a given territory or region. It is proposed that the linguistic landscape may serve important informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory”

It is stated that LL refers to the distinctive visibility and language of a public place and commercial signs in an area or LL area can provide important information and symbolic functions as a marker of relative strength and linguistic / linguistic status in the community occupying that area. On the other hand, Mulyawan (2016: 391) stated that the LL study is one of the studies of multilingualism, which exploits the combination of signs as the language of outdoor advertising.

“LL is a multilingualism study that aims to analyse and identify the existence of outdoor advertising both in terms of linguistics and non-linguistics. Linguistic studies include the study of the meaning of the sign and non-linguistic studies including the study of the combination of the use of language in one sign, as well as the tendency to localize the use of certain languages and signs for a particular region.

Akindele (2011) discussed LL as a public communication at Gabarone Botswana. In his article, Akindele tried to examine LL's influence in the formation and development of Gabarone Botswana language as a form of language use and wisdom among the local community.

“ LL can provide valuable insight into the linguistic situation of Gabarone Batswana, including common

pattern of language usage, official language policies, prevalent language attitudes, and the long-term consequences of language contact, among others.”

Ben-Rafael E. et al. (2006) analysed LL in Israel as a symbolic construction in public. They analysed the use of the three main languages in Israel at the outdoor sign. The results of the study indicate that the combination of language use in the public domain shows the grouping of communities in LL.

“... study reveals essentially different LL patterns in Israel’s various communities: Hebrew-English signs prevail in Jewish communities; Arabic-Hebrew in Israeli-Palestinian communities; Arabic-English in East Jerusalem.”

Huebner (2006) examined mixed codes and language changes in LL in Bangkok. The analysis shows that the diversity of language use in the Bangkok metropolitan area has many changes in the use of language from Chinese to English.

“... Reveal the extent of linguistic diversity in a large metropolitan area like Bangkok,..... offers evidence of a shift from Chinese to English as the major language....”

LL's research for Bali region was previously carried out by Mulyawan (2017a: 8). He focused his analysis on outdoor commercial advertising in the Kuta area, with the conclusion that the existence of LL in Kuta was a reflection of facilities support for the development of the Kuta region as a tourist destination.

“Commercial outdoor sign in Kuta is a reflection of what is needed and vital as the result of global development as a tourist destination. The study showed that all Commercial outdoor sign are part of facilities that support the development and sustainability of Kuta as an international tourist destination.”

Ubud as one of tourist destinations in Bali is highly affected by tourism development that can be seen from the presence of LL in its environments. Ubud is well known for its arts and culture. Mulyawan (2017b: 85) stated that *“.....One of the best ways to have active communications using Balinese is by means of out-door signs”*. This fact made the analysis of the presence of Balinese arts and cultures terms used in Ubud very interesting. The research question is as the following:

- (1) What are the representations of cultural signs found in Ubud?
- (2) What is the language used in those cultural signs?

II. RESEARCH METHOD

The data source of this study was secondary data that have been collected by Mulyawan (2019). Previously, Mulyawan focused his analysis on the vernacular language and vernacular design of outdoor signs in Ubud. In this study the focus was the presence of cultural signs which represent the iconic status of Ubud as cultural tourist destination.

Mulyawan (2019) collected the data along the main road of Ubud known as *Jalan Raya Ubud*. This location was chosen as the research location for its status as the main road that connects many major tourist destinations include the phenomenal Ubud Palace. The data was collected through direct photo documentation from *Jalan Raya Ubud*. In this study the analysis was focused on arts and cultural signs in term of types and language used.

III. RESULT AND DISCUSSION

Ubud is one of the sub-districts of Gianyar Regency. Geographically, Ubud District has an area of 42.38 km² or 11.52 % of the total area of Gianyar Regency. The sub district of Ubud itself consists of 7 villages and 1 *Kelurahan*, namely Singakerta Village, Lodtunduh Village, Mas Village, Peliatan Village, Petulu Village, Sayan Village, Kedewatan Village and Ubud Village. Astronomically, Ubud District is located between 8°27'17" - 8°34'43" LS and 115°13'45.7" - 115°16'51.7" BT, with altitude of approximately 210 above sea level. In the north it is bordered by Payangan Sub district, south of Sukawati Sub district, in the west it is bordered by Badung Regency and Tampaksiring Sub district, and in the east is Sukawati Sub district. In addition, the District of Ubud consists of 32 traditional villages and 80 *banjar* which are shaded.

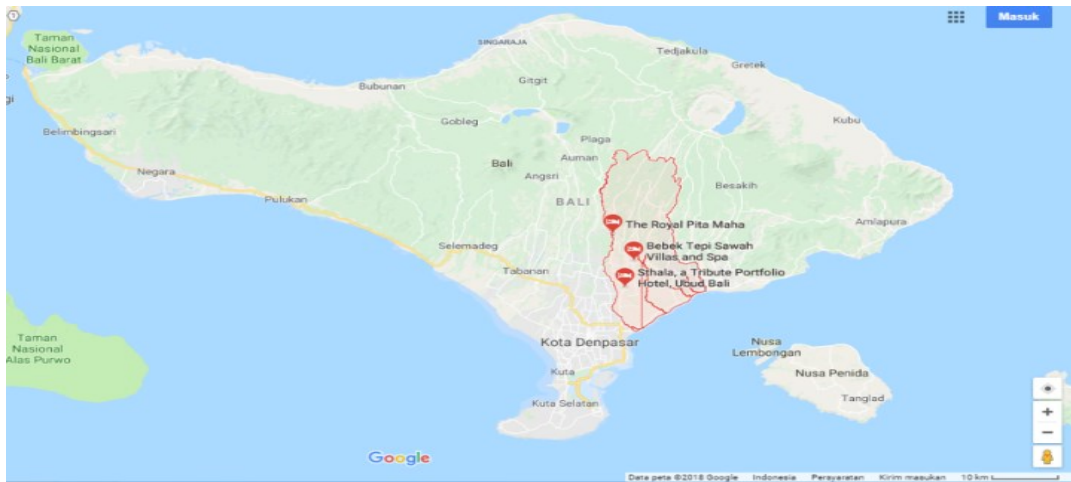


Fig. 1. Bali Island (Gianyar Regency in red colour).

Source: Google map.

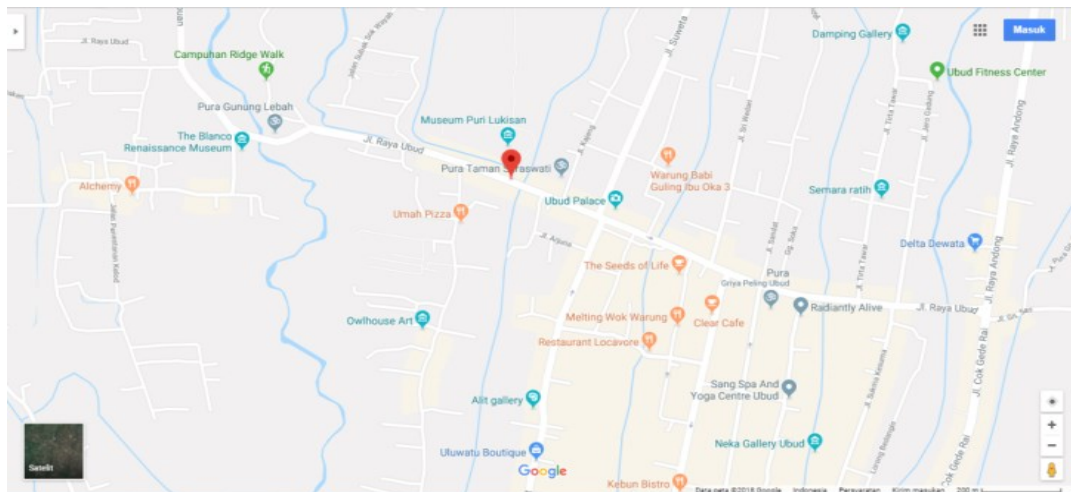


Fig. 2. Jalan Raya Ubud

Source: Google map

Based on the Regional Statistics Data of Ubud District in 2016, the demographics of Ubud District are dominated by productive age population. In 2015, the population in Ubud Sub district was estimated to have reached 72,290 inhabitants, consisting of 36,480 people (50.46%) and 35,810 women (49.54%). So there are fewer women than the male population, with a density of 1,706 people per km² where this figure is quite dense with an area of 42.38 km².

Ubud is also famous as one of the foreign tourist destinations by relying on unspoiled natural beauty and customs that are still inherent in the life of its people. Various cultures and the environmental atmosphere in Ubud are able to attract foreign and domestic tourists to stop by, as well as the right place for vacation, yoga, and so on. That is what affects the livelihoods of the people of Ubud, who mostly rely on tourism. As the heart of the city as well as an extension of the central government that houses 6 traditional villages, the *Kelurahan* Ubud grows to be a rapid place for tourism activities.

The study found that there are 757 signs along Jalan Raya Ubud. Data shows that Ubud as a tourist destination has complete tourism support facilities. The most facilities are the 201 mini markets, shop / phone shop (26.55%) and the least are the office legal facilities with 3 signs (0.40%).

Table 1. Outdoor signs in Ubud

Data Group LL	Amount	Percentage
Art Gallery & Exhibition	28	3,70
Bank & Money Changer	66	8,72
Health Care Service	7	0,92
Hotel/Accommodation	29	3,83
Legal Office	3	0,40
Mini Market, Shop & Phone shop	201	26,55
Restaurant/Food Court	126	16,64
Spa, Salon & Tattoo studio	31	4,10
Other Services	167	22,06
Non-Commercial sign	75	9,91
Traffic sign & Street Names	24	3,17
Total	757	100

Source: Mulyawan (2019: 46)

Based on the data in table 1, it is known that there were 28 signs of art Gallery and Exhibition out of 757 data. Further analysis showed that these art signs were constituted from three different categories:

1. Art Gallery and Museum
2. Art Performance
3. Art shop

Table 2. Cultural Outdoor Signs in Ubud

Cultural Outdoor Signs	Amount	Percentage
Art Gallery & Museum	13	46,43
Art Performance	8	28,57
Art shop	7	25
Total	28	100

The study found that the language used in cultural signs showed significance fact that Balinese language was dominant by which cultural term was not translated into English. However, sadly to say that none of the signs use pure Balinese. This is a signal that the target consumers are Indonesian and foreigners.

Table 3. The Language of Cultural Signs

Language Used	Amount	Percentage
Balinese	0	0
Balinese + English Combination	14	50%
Indonesia + English Combination	9	32,15
English	4	14,28
Indonesia	1	3,57
Total	28	100



Figure 3. Sample of Cultural Outdoor signs in Ubud

Source: Mulyawan (2019)

IV. CONCLUSION

The study showed that there were 28 signs of Art Gallery and Exhibition, out of 757 signs. The cultural outdoor signs were divided into three categories: art gallery and museum in 13 outdoor signs; art performance in 8 outdoor signs; and art shop in 7 outdoor signs. The finding showed there were 14 outdoor signs (50%) used combination of Balinese and English language. The combination of Indonesian and English language can be found in 9 outdoor signs (32, 15%). English language used in 4 outdoor signs (14, 28%) and Indonesian was only found in 1 outdoor sign (3,57%). There was no outdoor sign using Balinese language.

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AUTHORS PROFILE



First Author is I Wayan Mulyawan, born in Badung Bali Indonesia on December 1st 1978. He was graduated from Udayana University for both undergraduate and post graduate degree. At the moment, he is a Ph.D. candidate in Udayana University. He works as a LECTURE in English Department Faculty of Arts, Udayana University since 2006. He is now the Chair Person of the Faculty Business Centre (FBC). Previously, he was the head of English Non Regular Program. I Wayan Mulyawan, S.S., M.Hum have published a book of Discourse Advertising and many International/Regional article. For the last three years the focus of his publication is the study of Linguistic Landscapes, with the highest publication was in ISVS e-journal which indexed in Scopus with the title *Impact of tourism on vernacular outdoor signs*

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Second author is Sang Ayu Isnu Maharani, born in Denpasar, 11 August 1982. She completed her bachelor degree of Arts in Udayana University. She continued her study in 2006 in the same University, studying Linguistics which focused on Translation Studies. Within two years' time, she graduated and holds her Master Degree in *Humaniora*. Her profession is a Lecturer in English Department Udayana University. She had written many researches, as well as involved in community services. Her interests are in Sociolinguistic and Translation Studies. Her first research on Sociolinguistic was financed by the University's research centre in 2012 entitled 'The Language Maintenance of the Youngsters in the Palaces (*Puri*) of Gianyar Regency' and it was disseminated in Bandung, West Java during the Interna-

-tional Congress of Linguistic Community in the following year. Studying in the field of Translation, she has conducted many researches on translation. Her research entitled *The Development of Screen Translation* in 2014 and *Translation Strategy of Figure of Speech in Short Story* in 2016, both was published in LINGUAL: Journal of Language and Culture. Around 2016/2017, she translated two books entitled The Master Plan for Development of Gianyar as the Heritage City 2015-2019 and also The Branding of Gianyar "The Heritage City"