LINGUISTIC LANDSCAPE STUDY IN TAMAN SAFARI BOGOR

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ABSTRACT

This study aims to analyze the linguistic landscape in Taman Safari Bogor tourist attractions. To analyze the researcher based on the findings found by Landry and Bourhis (1997). There are two problem formulations in this research, the first is the diversity of languages used in the linguistic landscape and the function of the linguistic landscape. This study uses a qualitative method. Qualitative methods are used by the writer to explain and interpret various kinds of signs, language and also the results of observations. The writer got 205 signs collected from observations in the outdoor and indoor areas of Taman Safari Bogor. The writer conducted interviews to find out the reasons for showing written signs at Taman Safari Bogor in various languages. The writer found several types of language used in the linguistic landscape such as monolingual, bilingual, and multilingual. The writer also found that there are 4 languages used such as Indonesian, English, Arabic, and Chinese. All signs are installed in the outdoor and indoor areas of Taman Safari Bogor as warnings and prohibitions, directions, promotions, and building names. Indonesian – English is dominant at Taman Safari Bogor. The reasons for displaying multiple languages are; educating local communities in foreign languages and facilitating information for overseas visitors.

Keywords: linguistic landscape, sign, tourist attractions.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis lanskap linguistik yang ada di tempat wisata Taman Safari Bogor. Untuk menganalisa peneliti berlandasan pada penemuan yang ditemukan oleh Landry and Bourhis (1997). Ada dua rumusan masalah dalam penelitian ini yang pertama adalah keragaman bahasa yang digunakan di lanskap linguistic dan fungsi dari lanskap linguistik. Penelitian ini menggunakan metode kualitatif. Metode kualitatif digunakan penulis untuk menjelaskan dan menginterpretasikan macam macam tanda, bahasa dan juga hasil dari observasi. Penulis mendapatkan 205 tanda yang dikumpulkan dari observasi di area outdoor dan indoor Taman Safari Bogor. Penulis melakukan wawancara untuk mengetahui alasan menunjukkan tanda tertulis di Taman Safari Bogor dengan berbagai bahasa. Penulis menemukan beberapa macam tipe bahasa yang digunakan di lanskap linguistik seperti monolingual, bilingual, dan multilingual. Penulis juga menemukan ada 4 bahasa yang digunakan seperti bahasa indonesia, bahasa inggris, bahasa arab, dan bahasa china. Semua tanda terpasang di area outdoor dan indoor Taman Safari Bogor sebagai peringatan dan larangan, petunjuk arah, promosi, dan nama bangunan. Bahasa Indonesia – Bahasa Inggris menjadi dominan di Taman Safari Bogor. Alasan untuk menampilkan berbagai bahasa adalah; mengedukasi masyarakat lokal dengan bahasa asing dan memfasilitasi informasi bagi pengunjung dari luar negeri.

Kata kunci : linguistic landskap, tanda, tempat wisata.

INTRODUCTION

The language used by the community is very diverse because of cultural differences in society. The more cultures found in a country, the more languages are used because each society uses different languages. There are some countries that have different languages, namely Malaysia and Indonesia. Malaysia is a multi-ethnic, multi-religious, multilingual country. In linguistics, it is called multilingualism. Multilingualism occurs because of cultural, social, and personality factors. Multilingualism is seen as part of human behavior, namely: the behavior of speaking in more than one language (Fatchul, Rusma, & Robert, 2021).

In Malaysia, people who can speak and communicate bilingually can be found at Bangsar market, a Kuala Lumpur suburb outside the city center. In this Bangsar market, many stalls are managed by hawkers of various ethnicities. Some Malaysian Chinese and Malaysian Indian traders sell vegetables and can communicate with their buyers using two languages, namely Malay and English (David, M.K & Dealwis, C., 2011).

This phenomenon is also found in Indonesia. Indonesia is a multilingual country with many people from various cultures and religions. This phenomenon is also found in Indonesia. Indonesia is a multilingual country with many people from various cultures and religions. In Indonesia, people who can speak two or more languages can be found in various regions, one of which is Bogor. In Bogor, many tourist attractions are fascinating and have historic and cultural values with diverse languages. The diversity of languages in Bogor arises because of foreign tourists who come to Bogor to visit or stay overnight. In addition, there are many places such as salons, perfume shops, money changers, and restaurants that mark their names in foreign languages. That affects the surrounding community because people use Indonesian as their national language and use English or other foreign languages as a second language. This situation causes the government to facilitate something that helps those who do not understand a language understand its meaning by giving signs with two or three languages in one sign.

Multilingual language is spoken orally and can be conveyed through common signs. It is part of the linguistic landscape by displaying a variety of languages with more than two languages in a public space that many people can see. It is part of the Linguistic landscape, a form of written language in a subfield of sociolinguistics study that focuses on analysis written works containing information about language signs in a particular area. According to Laundry and Bourhis (1997), the language presented in public spaces includes street names, billboards, official government building signs, and the most famous road signs as a linguistic landscape (Landry & Bourhis, 1997).

Linguistic landscapes can be found in public areas such as shopping centers, urban areas, restaurants, and airports. Many local and foreign people pass by and will need a multilingual sign as their direction. However, the author discusses linguistic studies in tourist attractions in this study, namely, Taman Safari Bogor. The writer chose Taman Safari Bogor as the object for research because there are written languages on signboards in multilingualism, such as Indonesian, English, Arabic, and China. The importance of linguistic landscape is presenting new languages in a sign with aims that people or society understand the meaning of the signs using different languages and having more knowledge about languages. In this explanation, the writer is interested in studying the linguistic landscape and discussing Taman Safari Bogor because Taman Safari Bogor has many linguistic landscapes. Therefore, the study's title is Linguistic Landscape Study In Taman Safari Bogor.

RESEARCH METHODOLOGY

This chapter contains the method used in this study. This chapter consists of four sub-chapters. The first sub-chapter is the research approach which includes the approach used in this study. The second sub-chapter is data

sources, which explains the source of the data used in this study. The third sub-chapter is a technique of data collection that contains the technique on how the data was collected. The last sub-chapter is the technique of data analysis which contains how the data was analyzed using theories mentioned in chapter II.

This study is uses qualitative approach to analyze data. A qualitative approach was used in conducting study, because the data collected came from photo and interview. The qualitative method works when there are various kinds of data, including images, various types of text, and recording interviews (Zoltan Dornyei, 2007). In this study, the writer took photos and interview data, and then the researcher began to describe the phenomenon of the linguistic landscape in Taman Safari Bogor.

DATA FINDING AND ANALYSIS
4.1.2 The function of Linguistic Landscape

According to Landry and Bourhis (1997) function of lingustic landscape consist of two function, namely Informational and Symbolic function.

4.1.2.1 Informational Function

Several public signs serve an information function: located at Taman Safari Bogor. Those public signs show character linguistics and language boundaries. Languages used on public signs at Taman Safari Bogor are Indonesian, English, Arabic, and Chinese. A picture of the information function uses three languages in one public sign. The languages used are Indonesian, English, and Arabic, as shown in figure 4.16.

Figure 4.16 Informational Function with multilingual languages.

Figure 4.16 explains using wristband tickets to ride recreational rides at Taman Safari Bogor with multilingual languages. That can make it easier for visitors to understand the sign's meaning.

Figure 4.17 Informational Function with bilingual languages.

The following picture is figure 4.17, which can be seen above as a sign of the information function that uses two languages, namely Indonesian and Chinese. That describes the territorial limits that exist in Taman Safari Bogor. Chinese are more dominant in the Panda Palace area with these territorial limits than the Indonesians. All forms of information in the Panda Palace area use Chinese and Indonesian languages that can help direct or provide information to tourists.

4.1.2.2 Symbolic Function

The use of images and symbols on public signs at Taman Safari Bogor supports language in public signs to convey meaning and information to tourists. Figure 4.16, where the symbols are prohibited from climbing and sitting on the fence, are displayed on the sign as seen below.

Figure 4.16 Symbolic Function.

The language used and the pictures of signs prohibited from climbing and sitting on the fence can support information delivery to a broader audience. That means that the information conveyed in the public sign is mostly a prohibition against doing so and maintaining order. The prohibitions displayed in these public signs use two languages, namely, Indonesian and English. If there are tourists who do not understand Indonesian and English, then there is a symbol that has a function that can describe the information that the sign wants to convey.

CONCLUSION AND SUGGESTION
5.1 Conclusion

This study aims to describe the language displayed and landscape linguistic functions at Taman Safari Bogor. The data was taken from pictures containing words and phrases and conducting interviews with employees of Taman Safari Bogor. The writer found four different languages in markings at Taman Safari Bogor. The languages are Indonesian, English, Arabic, and Chinese.

The signs that the writer found were in several places, namely: Safari Journey, Baby Zoo, Panda Palace, and recreation area. From 205 pictures, Taman Safari Bogor only displays official and non-official languages, namely Top-down and Button-Up. Top-down is divided into public road signs and public announcements. Meanwhile, Bottom-Up is divided into private announcements, advertising billboards, and shop names.

Furthermore, the writer describes the function of linguistic landscape in Taman Safari Bogor. The function of linguistic landscape is divided into informational and symbolic functions using the theory of Landry and Bourhis (1997). The informational function can convey information, such as showing directions to a place. The information displayed is divided into Indonesian, English, Arabic, and Chinese. In addition, the symbolic function presented in public signs in Taman Safari Bogor usually uses some symbols or pictures to support the use of languages in public signs. The writer concludes that the most common language found in Taman Safari is Indonesian-English, with 95 signs. The use of Indonesian-English illustrates the relationship between tourist attractions with bilingual and multilingual languages role in facilitating communication with visitors. The use of foreign languages in places is beneficial and can continue to be developed.

5.2 Suggestion

Based on the limitation of this study, there are several suggestions for further researchers to correct some of the imperfections of this study ad follows:

1. Because this research was only carried out in Taman Safari Bogor, it is necessary to do further research compare data from different places.
2. Future researchers can also distribute questionnaires. Questionnaires are used to find reader responses when they read the signs displayed at the tourist attractions used for further research studies.
3. Future researches can use other theories that are more expert.

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