

Linguistics Landscapes: Commercial Outdoor Sign in Kuta Bali

I Wayan Mulyawan

English Department, Faculty of Arts, Udayana University, Denpasar Bali, Indonesia

Tel: 62-812-391-7724 E-mail: moelya01@gmail.com

Received: February 16, 2017 Accepted: March 8, 2017 Published: April 8, 2017

doi:10.5296/ijl.v9i2.10761 URL: <https://doi.org/10.5296/ijl.v9i2.10761>

Abstract

The focus of this study is to elicit and identified the occurrence of Commercial outdoor sign in Kuta. Kuta as an international tourist destination, undoubtedly highly influence by the force of globalizations. One of the effects is the occurrence of many outdoor sign in Main Street of Kuta. These sign are the representation of a new means of communication in Kuta. Through these sign, society manages to communicate their service and product to foreigners and local tourist. The study showed that from 1132 outdoor signs found, there are 70,32% are Commercial signs and 29,68% are Non-Commercial signs. As for Commercial signs, it is almost equally occurred between Commercial Service which sales services (30,48%) and Commercial Product which sales goods/products (39,84%).

Keywords: Commercial outdoor sign, Service, Product

1. Introduction

Kuta district is located in Badung Regency Bali Province. Kuta district divided into three sub-district, namely North-Kuta sub-district, Kuta sub-district and South-Kuta sub-district. North-Kuta has six villages, they are Kerobokan Kelod, Kerobokan, Kerobokan Kaja, Canggu, Dalung and Tibubeneng; Kuta sub-district has five villages, namely Kuta, Legian, Seminyak, Tuban, and Kedonganan; and South-Kuta sub district has six villages Benoa, Jimbaran, Kutuh, Pecatu, Tanjung Benoa and Ungasan.

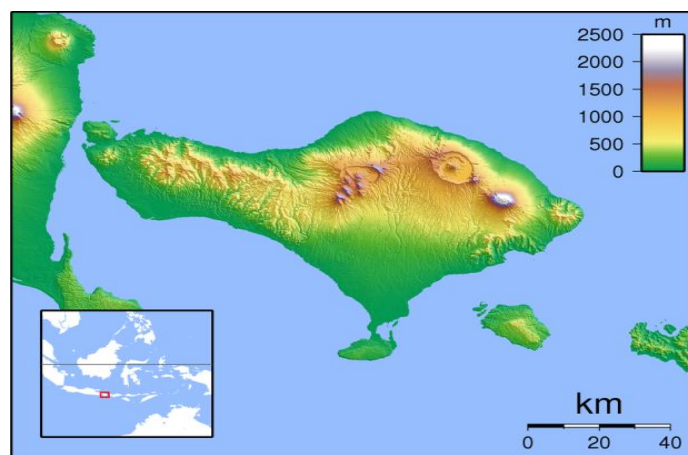


Figure 1. Inzet of Bali Island

The research location is in Kuta Village or known as *Desa Adat Kuta*, which is located in Kuta sub-district, and the focus is to elicit and identified the presence of commercial out door sign. Kuta is chosen to be the research locations because among the others villages in Kuta sub-district, Kuta Village is the most famous tourist destination. As a tourist destination, Kuta experience a great development in all aspect of life. The most obvious effect is the effect of Globalization which made Kuta a global village. This condition is in a line with Cheng opinions of globalizations.

Cheng (2000), defines globalization is a process of transfer, adaptation, and development of values, knowledge, technology, and behavioral norms across countries and societies in different part of the world. He also pointed that the typical phenomena and characteristics of globalizations are associated with the growth of global networking, global transfer and interflow in technology, economy, social, political, cultural, and learning areas; international alliances and competitions; international collaboration and exchange; global village; multi-cultural integration; and the use of international standards and benchmarks.

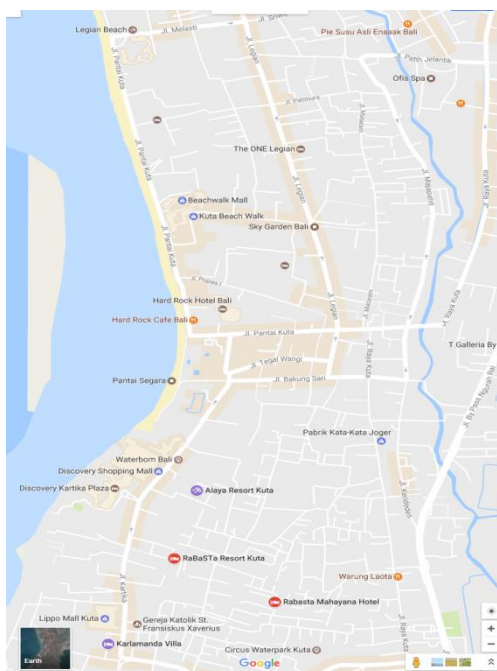


Figure 2. Map of Kuta Village

As a global village, Kuta need language more than anything to survive as tourist destinations. Language is a key instrument to human interaction as a social being. Formally, language is a means of communication among humans in spoken or written form. Language is a communication system that involves concept and sound image. The sound image is a signifier and a concept is a signified (Saussure, url: pg. 2-3).

... The bond between the signifier and the signified is arbitrary, there is nothing in either the word or the thing that makes the two go together, no natural, intrinsic or logical relation between a particular sound image and a concept; ... (Saussure, url: pg. 2-3)

Ogden & Richards (1923) adds a connector element between signifier and signified. The connector is called thought or reference.

“The ‘symbol’ is, of course, the linguistic element – the word, sentence, etc., and the ‘referent’ the object, etc., in the world of experience, while ‘though or reference’ is concept. According to the theory there is no direct link between symbol and referent (between language and the world) – the link is via thought or reference, the concept of our mind.” Ogden & Richards (1923)

On the other hand, Mulyawan (2010) considered sign is a study about symbol and its role in human social life which help the shape certain reality in certain society.

“..... merupakan kajian tentang tanda (*sign*) dengan segala perannya di dalam kehidupan sosial masyarakat. ... yang kemudian memunculkan respon berupa sebuah konsep realitas tertentu.” (Mulyawan, 2010:13)

Now days, besides as a means of communications among humans, written language is also become media of mass communication between human and their environment. This media of communication is in form of outdoor sign.

Outdoor signs have two main functions; they are Non-Commercial sign and Commercial sign. Mulyawan (2016) defines Non-commercial sign as a charitable organization and government, which mainly aims to provide information or motivate people to react as a respond to the information served without any profit orientation. On the other hand, Commercial sign is used by producers to promote their product to gain profit.

Outdoor sign is considered to be the most effective ways to communicate something to the public. The study of out-door sign was introduce for the first time by Landry and Bourhis (1997: 25) as a study of Linguistics Landscapes (LL).

“The language of public road signs, advertising billboards, street names, places names, commercial shop signs, and public sign on government buildings combines to form the LL of a given territory, region, or urban agglomeration” Landry dan Bourhis (1997: 25)

Akindele (2011:1) discovered that LL influences the forming and development of Gabarone Botswana language.

“ LL can provide valuable insight into the linguistic situation of Gabarone Botswana, including common pattern of language usage, official language policies, prevalent language attitudes, and the long-term consequences of language contact, among others.” Akindele (2011:1)

Furthermore, Huebner (2006:1) discovered that the diversity of language use di urban area of Bangkok shows many changes of Chinese usage to English. Ben-Rafael E. et al. (2006) studies LL use in Israel as a symbolic language construction in public area. They found that the language combination use in out-door sign determines the community that lived in the area.

“.... 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....” (Huebner, 2006: 1)

“... 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.” (Ben-Rafael E. et al. 2006:1)

It can be said that LL is a study about written language through all sign in our environment which give a great influence to our daily activity. These signs include traffic sign, place names, commercial ads, etc.

2. Research Methods

Research method is a design of scientific procedure in order to gain a valid research result.

These methods include data source, data collections and data analysis.

2.1 Data Source

There are two types of research data, primary data and secondary data. Primary data is data that is collected directly from the prime source and secondary data is data that are collected not from the primary source, instead of using data that had been collected before.

The data source of this study is all out door sign found in Kuta as the research location. These outdoor sign include street names, traffic signs, place names, billboards and many more. The location of these sign includes all prime and main streets of Kuta namely *Jalan Raya Kuta*, *Jalan Kartika Plaza*, *Jalan Pantai Kuta*, *Jalan Bakung Sari* and *Jalan Legian*.

2.2 Data Collection

This study is a field research, so the data was collected through direct photo documentation from streets of Kuta. After all out door signs have been documented, the next process is classification process. The collected data was divided into two groups: Commercial signs and Non-Commercial signs.

As the main focus of this study, Commercial signs were grouped into more specific items namely Commercial sign of Services and Commercial signs of Products. Commercial Service sign means that the signs is a sign of service offer and Commercial of Product sign is a sign that offer something or product to sale.

2.3 Data Analysis

The analysis of this study used quantitative method of analysis. It is means that the analysis of this study was focus on the occurrence of Commercial outdoor sign in Kuta.

3. Findings and Discussion

This study was start by collecting photo shot of all outdoor signs at main streets of Kuta. The findings showed that there are 1132 outdoor signs on main streets of Kuta; 796 (70,32%) signs are commercial signs and 336 (29,68%) signs are non-commercial signs.

As the focus of the analysis is to elicit and determine the occurrence of Commercial outdoor signs, therefor the next discussion focus on Commercial signs. From 796 of Commercial sign, there are 345 (30,48%) signs of Commercial Service and 451 (39,84%) signs of Commercial Product.

Table 1. Data of Commercial and Non-Commercial sign

ITEM	TOTAL	PERCENTAGE
Commercial sign	796	70,32%
a. Commercial Service sign	345	30,48%
b. Commercial Product sign	451	39,84%
Non-Commercial sign	336	29,68%

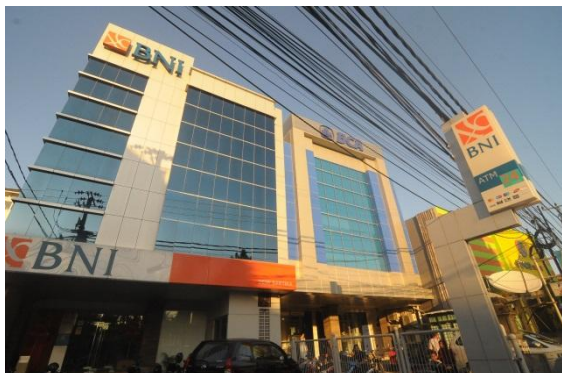


Figure 3. Sample of Commercial Service sign



Figure 4. Sample of Commercial Product sign



Figure 5. Sample of Non-Commercial sign

Based on the domain of the service and product being advertised on each commercial sign, it is divided into smaller groups of service and product. Commercial Services signs were categorized into ten groups:

- (1) Bank, ATM and Money Changer;
- (2) Construction and Shipping (Cargo Services);
- (3) Education Centre;
- (4) Health Care and Doctors;
- (5) Accommodations (Hotel);
- (6) Legal Office and Advocate;
- (7) SPA, Salon and Massage;
- (8) Tailor;
- (9) Tattoo studio; and

(10) Tourist Centre, Transport and Repair shop.

The study showed that there are three Commercial Service sign that occurred most: 88 (25,51%) sign of Accommodations (Hotel); 86 (24,93%) sign of Tourist Centre, Transport and Repair shop; and 70 (20,29%) sign of Bank, ATM and Money Changer. The least occurrence are: 5 (1,45%) sign of Legal Office (Advocate); 6 (1,74%) sign of Construction and Shipping (Cargo Services); and 9 (2,61) sign of Education Centre.

This result proves and supports the status of Kuta as tourist destinations. As we all know, that as a tourist destinations, Kuta need full support of Accommodations (Hotel) facilities, followed by Tourist Information Centre or Transport and lastly the reachable Bank, ATM and Money Changer. These three facilities are very vital to the continuity and sustainable of Kuta as an International Village.

Table 2. Data of Commercial Service sign

COMMERCIAL SERVICE SIGN	TOTAL	PERCENTAGE
Bank, ATM and Money Changer	70	20,29%
Construction and Shipping (Cargo Services)	6	1,74%
Education Centre	9	2,61%
Health Care and Doctors	13	3,77%
Accommodations (Hotel)	88	25,51%
Legal Office and Advocate	5	1,45%
SPA, Salon and Massage	38	11,01%
Tailor	17	4,93%
Tattoo studio	13	3,77%
Tourist Centre, Transport and Repair shop	86	24,93%
TOTAL	345	100%

On the other hand, Commercial Products signs were categorized into 6 groups:

- (1) Art shop and Souvenir shop;
- (2) Building Materials shop;
- (3) Convenience store;
- (4) Electronics and Phone shop;
- (5) Pharmacy or Chemist; and
- (6) Restaurant and Coffee shop.

The result of Commercial Product showed that Restaurant and Coffee shop are the most occurred signs with the total of 223 (49,45%) signs followed by Art shop and Souvenir shop

with 128 (28,38%) signs. The least signs occurred is Building Material shop with only 5 (1,11%) signs and Pharmacy or Chemist with 8 (1,77%) signs.

This result also supports the status of Kuta as a tourist destination. In order to fulfill the need of food and beverage of the tourist, undoubtedly Kuta need many Restaurant and Coffee shop. The next facilities will be Art shop or Souvenir shop in order to satisfied need of pleasure.

Table 3. Data of Commercial Product sign

COMMERCIAL PRODUCT SIGN	TOTAL	PERCENTAGE
Art shop and Souvenir shop	128	28,38%
Building Materials shop	5	1,11%
Convenience store	50	11,09%
Electronics and Phone shop	37	8,20%
Pharmacy or Chemist	8	1,77%
Restaurant and Coffee shop	223	49,45%
TOTAL	451	100%

6. Conclusion

Based on the result of the study, it can be concluded that Commercial outdoor sign is one of the effect of globalization which is needed as a means of global communications in an international village such as Kuta. As it is shown by the data, 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.

Acknowledgement

Here with I would like to express my gratitude to Prof. Ketut Artawa, Ph.D, for his support and guidance and to Udayana University for funding of the research.

References

- Akindele, Dele Olufemi. (2011). Linguistic Landscapes as Public Communication: A Study of Public Signage in Gabarone Botswana. *International Jurnal of Linguistics*, 3(1), E39. <http://dx.doi.org/10.5296/ijl.v3i1.1157>
- Ben-Rafael E. et al. (2006). *Linguistic Landscape as Symbolic Construction of the Public Space : The Case of Israel*. Clevedon: Multi Lingual Matters Ltd.
- Cheng, Y. C. (2000). A CMI-Triplization Paradigm for Reforming Education in the New Millennium. *International Journal of Educational Management*, 14(4), 156-174.
- Huebner, Thom. (2006). *Bangkok's L..inguistic Lanscapes: Enviromental Print, Codemixing and Language Change*. Clevedon: Multi Lingual Matters Ltd.
- Landry, R., & Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16, 23-49.

Mulyawan, I Wayan. (2010). *Hipersemiotika Periklanan (Analisa Praktis)*. Denpasar: Udayana University Press.

Mulyawan, I Wayan. (2016). *Structural Analysis of IFAW.org Advertisement*. Jurnal Ilmiah AURORA, pp 178-187. Universitas Kristen Maranatha.

Ogden, C. K., & Richards, I. A. (1923). *The Meaning of Meaning*. London: Kagen Paul.

Saussure, Ferdinand de. *Course in General Linguistics*. Retrieved from <http://www.colorado.edu/English/ENGL2012Klages/saussure.html>

Copyright Disclaimer

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).