

Public Signs in Objek Wisata Candidasa (OWC): Linguistic Landscape Study

¹I Made Astu Mahayana, ²Made Sani Damayanthi Muliawan, ³I Gusti Ayu Agung Dian
Susanthi

^{1,2}Fakultas Sastra, Universitas Warmadewa

astumahayana@gmail.com

Published: 24/04/2023

How to cite (in APA style):

Mahayana, I.M.A., Muliawan, M.S.D., Susanthi, I.A.A.D. (2023). Acculturation of Arabic Language on Hijrah Muslim Communication Oriented The Articulation of Islamic Identity. *Retorika: Jurnal Ilmu Bahasa*, 9(1), 54-62.

Abstract- Research on Linguistic Landscape (LL) has been done quite often in recent years. The studies are still focused on examining signs in one particular area. In this regard, this study aimed to examine the public signs found in the tourism area of Objek Wisata Candidasa (Candidasa Tourism Objects), Bugbug Village, Karangasem. This place was chosen since Objek Wisata Candidasa (OWC) is one of the tourism destinations in Bali most at risk of globalization. The current globalization affects the use of language on public signs around OWC. Furthermore, this study examines the language variation on public signs and the formers' motives in producing such language(s). The data in this research were the photograph of visible public signs in OWC supported by written and spoken information. For this research to be successful, this study applied the LL "one single sign" method of data collection. Based on the results, it was found that English dominates the language used on the public signs in OWC as a monolingual sign, with a rate of 45.05%. Moreover, it was found the varied motives of the formers in using the public signs; namely, (1) economic purpose (attracting consumers' attention), (2) providing information, (3) symbol of identity (of ownership) & language conservation, (4) decorative function (creates a natural/ artistic impression), and (5) shows diversity in OWC. In other words, the impact of globalization has led to the emergence of many public signs written in foreign languages, especially English.

Keywords: public signs, Objek Wisata Candidasa, Linguistic Landscape

I. INTRODUCTION

One tourism destination currently developing rapidly in Bali is "Candidasa Tourism Objects" Objek Wisata Candidasa (OWC). This place is located in Dusun Samuh, Bugbug Village, Karangasem Regency. OWC has developed into a tourism destination since the 1970s. Apart from that, Candidasa has a place for snorkeling with the beauty of its white sand, which has become an attraction for either domestic or foreign guests coming to Bali (Lucy Ridout & Reader, 2002).

As the tourism area, OWC is unavoidably affected by globalization impacts.

It can be seen in the diversity of languages on public signs such as signboards, restaurants, names of the place, street directions, souvenir shops, and so on using a variety of languages, including foreign languages. The use of languages or foreign terms in public signs aims to make it easier for tourists - especially foreigners - to get information that can guide them to a particular destination they expect. This phenomenon practically shows the diversity of people who live or stay in the Bugbug Village, Karangasem. The statement above is in line with what was stated by Landry and Bourhis (1997), that monolingual (unilingual), bilingual, or multilingual shown on public signs reflects the

diversity of language groups inhabiting the territory in question (Landry & Bourhis, 1997: 26).

Written language on public signs provides a meaningful impact on the place (building) with all the consequences that exist in people's perceptions (Markus & Cameron, 2002). Public signs in OWC consist of two parts: commercial signs and noncommercial signs. According to Mulyawan (2017), commercial signs are signs in the form of advertisements produced by the formers to promote their profit-oriented products. On the other hand, noncommercial signs are information provided by the government or community organizations with a non-profit orientation (Mulyawan, 2016, 2017).

The use of language on a public sign is the study of LL, considered new studies. Further, LL is the study examining the relations between signs in public and society, as people have their perceptions and create signs in public spaces that are intended for people (Shohamy & Gorter, 2009). Since this research is related to the usage of language on public signs and society, this research focused on the language variation and the motives of the formers in choosing the language.

LL research is considered new. However, many LL studies have been carried out by previous researchers, for example, the study of Bogatto & Hélot (2010). Based on the results, it was found that apart from French, the languages found on the advertisement signboard in Quartier Gare were Alsatian, German, English, Arabic, Mandarin, Thai, and Turkish (Bogatto & Hélot, 2010). Furthermore, Friedrich's (2002) study examines commercial names in English in Brazil. The results of this study indicate that the appearance of name boards in English is not as big as the appearance of names in the original language (Friedrich, 2002). Amer & Obeidat (2014) investigated the English language on shop signs in industrial cities, Aqaba City, Jordan, and the extent to which the language can influence local languages (Arabic). In this study, it was found that the use of Arabic which is translated into English on shop signs in Aqaba City is relatively large (58.1%), and according to business owners, English can help them to attract consumers' attention (Amer & Obeidat, 2014). The next research is the research done by Yannuar & Tabiati (2016) in Malang City. Based on the results, it was found that the usage of language on public signs in the old town was dominated by Indonesian, while in the new city, it is dominated by English. Furthermore, the use of English in a new city has a positive

response from the community. In contrast, in the old city, the use of English tends to be negative because many people in the community do not speak English well (Yannuar & Tabiati, 2016). Mulyawan (2017) examines the type and number of Commercial Outdoor Signs in Kuta, Bali. The results of this study show that there were 70.32% of commercial signs in Kuta, with a total of 30.48% of commercial service signs. Meanwhile, the commercial product signs total is about 39.84%.

Based on the previous studies, there have not been any studies that examined the types and varieties of language on public signs in the Candidasa Tourism Object area. This study focuses on language choice and the motives of the former in choosing the language. The following paragraphs is indented first line 1cm.

II. METHODS

This study applied the concept and design using a descriptive qualitative approach with field methods. Previous studies suggest further investigating the LL phenomenon outside the capital area (cf. Friedrich, 2002; Schlick, 2003; Thonus, 1991 in Amer & Obeidat, 2014).

The data source in this study is public signs located in the OWC area. At the same time, the main instrument in this study is the researcher with additional instruments, such as cameras, notebooks, writing instruments, and recording devices. The use of photos is very significant in LL research since it can bring issues related to language applied in space (Erikha, 2018). The method used in data collection is the LL "one single sign" method initiated by Cenoz and Gorter (2006). In general, LL research is a study that uses qualitative methods by documenting photos. Therefore, data collection in this study was carried out using qualitative methods.

The method of interview used in this research was the unstructured-interview method. In this case, the researcher did not use interview guidelines that have been arranged wholly and systematically in data collection (Estenberg in Sugiyono, 2010). This interview method only focused on getting an outline of the problem to be asked.

In addition to data, the data were classified into three parts, namely monolingual, bilingual, and multilingual. After that, the data were analyzed based on the number of languages and forms contained in each. The languages to be classified include (1) English, (2) Indonesian, (3) Balinese (local), and (4) Others. Then, each data is classified using the Commercial and Non-

Commercial functions model (Mulyawan, 2016). This study uses the method from (Backhaus, 2007), who stated that “this type of sign is used in order to disseminate messages of general public interest, such as topographic information, directions, warnings, etc. Public signs also appear in commercial contexts like marketing and advertising, where their function is to draw attention to a business or product” (Backhaus, 2007: 5).

Based on these quotes, this study grouped the public signs into business signs, information business signs, public information signs, etc. The motives for using language on public signs are obtained through interviews with the formers with triangulation techniques.

III. RESULT AND DISCUSSION

This subchapter describes the data found from the direct observations in the field. As mentioned above, one of the focus problems examined in this study was the variety of languages (language choices) found in public signs in the OWC area. The data were divided into three criteria: Monolingual Signs, Bilingual Signs, and Multilingual Signs, which can be seen below.

3.1 Monolingual Signs

From the LL perspective, monolingual signs are the presence of one language listed on public signs (Manan et al., 2015). Monolingual signs found at public signs in OWC are presented as follows.

3.1.1 Indonesian Monolingual Signs

According to the data, Indonesian monolingual signs were quite often found in the OWC, especially the public signs provided by the government agencies (top-down). The occurrence of Indonesian monolingual signs in OWC is not surprising since Indonesian is the national language of the Indonesian-speaking community.

Indonesian monolingual sign on the banner

The picture above shows that the written language on the public sign is written in



Indonesian. The type of public shown above is

a non-government oriented 'himbauan' the information is easily understood by the public. It is in line with what was stated by Andriyanti (2019) in her research, that the public quickly understands the use of Indonesian because it is the official language in education. On the other hand, there are some Indonesian monolingual signs used by commercial actors (bottom-up) found in the area. One of them can be seen in the picture below.



Indonesian monolingual sign used by restaurant owner

As shown in the picture above, the usage of the public sign indicates that the business owner is Indonesian. Based on the results found, the use of Indonesian on the business signs aims at providing information about the business's name to the public. Besides, it is also used to create an artistic impression for the customers. The word 'warung' above means 'local shop.' Therefore, the owner would like to inform the customers that the restaurant serves local culinary food of good quality.

3.1.2 English Monolingual Signs

Besides Indonesian, English is a language that is also commonly found in OWC. Based on the results, English is the most-used language found in OWC, with a total of 45,05%. It is not surprising because the OWC area is a tourism area. It is in line with what was stated by Aribowo et al. (2018), Riani (2014), and Wijana (2014) that economic factors contributed to the tendency of English usage. The usage of English for business signs in the OWC area is primarily found in private (bottom-up) businesses, as shown below.

in the area.

English monolingual sign on the outdoor sign.

The picture above is named in the form of a phrase in English. It aims to attract customers to visit the place. English public signs are found along the street area of OWC. In addition, the use of English can also have an impression of prestige and represent social status because not all people can speak English and master the language (Fakhroh & Rohmah, 2018). In other words, the use of English on public signs in the OWC area is generally commercial. Besides, it can be said that English is starting to become the lingua franca in the region.

On the other hand, some public information signs with non-commercial functions were also found in the OWC area. As the term implies, the public information sign is used to provide information only with no commercial purposes. The forms of public information signs found in the field were text on permanent stones, banners, etc. The following are non-commercial public information sign data found in the OWC.



non-commercial English public information sign

The exclamatory sentence “Thank you for donation” in the picture above is made by the pura keepers (bottom-up) for local and foreign tourists. This public information sign aims to provide informative messages for tourists who have donated to constructing the pura. Furthermore, the word “stop” in the next picture is a public sign made by the government (top-down) for people in the OWC area. The word “stop” is a term in English that is commonly used in many places in Indonesia, especially Bali, since the word “stop” can be understood by Indonesians and foreign tourists.

3.1.3 Balinese Monolingual Signs

The use of Balinese in Bali, in general, can be found in everyday conversation. Based on findings, the use of Balinese on public signs in the OWC area is relatively small. There are only two Balinese as monolingual signs found



which has been translated into full Balinese script which read ‘Bali Bubbles Dipe Center.’ Meanwhile, the type of public sign in the second image (right) is a sign Balinese script that says *Om Swastyastu* ‘welcome’. Based on the findings, the use of these characters aims to show the Balinese identity of the business owner. Apart from being a symbol of identity, the sign also functions as a commercial sign.

3.1.4 Other Languages (Others) Monolingual Signs

In this study, Other Languages (Others) are classified as languages other than Indonesian, English, and Balinese. Other languages (others) found on public signs in the OWC are Russian, German, and Spanish. One of the data of other monolingual signs found in this research can be seen below.



Spanish as monolingual sign

The image is a sign in Spanish, ‘Vista del Mar’, ‘sea view’ on the wall of one of the villas in the OWC area. The sign is used to inform guests, especially the guests of the Spanish-speaking community, that the villa provides sea-view facilities. Besides, the use of the word Vista del mar also seems artistic. On the other hand, the German as a monolingual sign found in the data as follows.



German as monolingual sign

As seen in the picture above, there is an information business sign in the form of a poster with German writing. If translated into English,

it likely becomes 'I am there for you. Private Bali travel. I am happy to be able to help you for a vacation in Bali. Please contact me at...'. The IBS is displayed to be read by the German-speaking community. Therefore, it can be said that the information business sign above is commercial and functions as an informative function.

3.2 Bilingual Signs

Bilingual means "two languages." In this case, bilingualism is associated with the occurrence of two languages in a sign. From the LL perspective, the sign refers to the written text on public signs. The public signs in the form of bilingual signs found in this research are as follows.

3.2.1 Indonesian-English Bilingual Signs

Public signs in Indonesian-English bilingual signs are primarily found in Business Signs. The use of Indonesian-English as a bilingual sign is dominated by a private (bottom-up) sign, as shown below.



The sign above is a money changer named 'PT. ASSA VALAS' which is categorized as Indonesian. The use of English comes under the business's name, which reads 'Authorized Money Changer.' The use of English provides information for foreign guests (English speakers) that the place of business owned by the business owner is legal. This sign is considered necessary for tourists because the safety factor is essential when they visit Bali, especially when doing transactions. Besides the public signs used by the private actors (bottom-up), there are also Public signs in Indonesian-English bilingual signs used by government agencies (top-down). One of them is as follows.



Indonesian-English on public information sign

The use of bilingualism in the public information sign above is intended for people living in the OWC area. The residents in the OWC area are not only the people who are originally from Bali or Indonesia, but there are also several foreign residents such as Australia, Russia, and so on who live and work there. Based on the interview conducted in the field, it was found that the government used the public information sign in English, which reads, "everyone must wear a mask when in public because English has become the lingua franca in that area

3.2.2 Indonesian-Balinese Bilingual Signs

Public signs in the OWC area in Balinese are not common. In fact, the use of bilingual Indonesian-Balinese is still relatively small. The bilingual Indonesian-Balinese sign found are in the form of billboards, marble stone inscriptions, and banners.



Indonesian-Balinese on marble stone inscription

The naming of the school institution on the picture above is transliterated: it is completely transferred into the Balinese script. The use of Balinese is intended as a symbol of identity, preservation of regional languages, and decorations. It aims to provide non-profit (non-commercial) information and preserve local languages. Although the Indonesian-Balinese bilingual signs are relatively small, the signs can easily be found on the street along the area. One of them can be seen on the following picture.



Public information sign in Indonesian-Balinese
Based on the picture above, public information signs have an informative function provided for local residents, mainly Indonesian and Balinese language-speaking communities. It is a public sign with the prevention theme that emerged regarding the Covid-19 pandemic. The word 'Om Swastyastu' in the picture above is a Balinese greeting in the form of billboards. It is used by the government to politely request the residents to obey the appeal shown on the public sign. The billboard contains information about the mandatory use of masks in the OWC area.

3.2.3 English-Balinese Bilingual Sign

Based on the findings, there are quite a few bilingual uses of English-Balinese in the OWC area. The number of English-Balinese on the bilingual sign is 1,1 % which is relatively small.



English-Balinese bilingual sign

The image above shows the use of the Balinese script that says 'Segara Wangi,' followed by additional information in the form of the English phrase 'Beach Cottages.' This sign is produced by the private actor (bottom-up). According to the interview conducted in the field, Segara Wangi is a phrase consisting of the words Segara 'beach' and Wangi 'fragrant/ beautiful.' According to the text

written permanently on the stone wall, the inn has beach cottages. The use of English is intended to provide commercial information.

Meanwhile, the Balinese script is being used as a symbol of Balinese. Moreover, it also functions as a decorative function. Besides the bilingual sign in the form of stone wall, there is also the bilingual sign in the form of a banner found in the OWC as follows.



English-Balinese bilingual sign

Similar to the previous picture, this sign is also produced by a non-government institution. The Balinese script displayed on the information business sign above is a transliteration of English which is completely transferred to the Balinese script. For example, the word present is converted into Balinese, becoming 'prisen.' Similar to the previous image, the Balinese script in this sign is used to symbolize the Balinese identity of the owner

3.2.4 English-Other(s) Bilingual Signs

Based on findings, there is a bilingual use of English-others in the OWC area. The use of English-others in bilingual signs in the OWC area is relatively small.



English-French on a bilingual sign

The image above is a sign in the form of a banner that says La Rouge "in red." La Rouge is a French phrase. According to the name implied on the sign, the banner has a red background. Based on its function, the choice of French is used to create an artistic impression. Meanwhile, using English in 'international cuisine' provides additional information that the business is engaged in selling international food. Based on the types and functions, the sign is classified as a commercial sign.

3.3 Multilingual Signs

Multilingual signs, from an LL perspective, are language variations that consist of more than two languages. The various languages of the multilingual signs were found are (1) English-Indonesian-Balinese, (2) English-Indonesian-Others, and (3) English-Balinese-Others which will be discussed in more detail in the following sub-chapters.

3.3.1 English-Indonesian-Balinese Multilingual Signs

Based on the findings, the number of English-Indonesian-Balinese writing on signs dominates the multilingual signs in the OWC area. The signs found are in the form of wooden boards, billboards, and banners. One of them can be seen as follows.



English-Indonesian-Balinese on multilingual sign

The multilingual use in the picture above is commercial in the form of wooden boards. The use of Indonesian-Balinese-English is driven by government regulations regarding the use of Indonesian as the main language in public spaces, as well as an effort to preserve local languages. Therefore, it can be said that the Balinese script that appears in the sign above functions as a symbol of identity. Meanwhile, the English beach restaurant has an informative commercial function as well as the word 'Lezat' in Indonesian, which means 'delicious.' Therefore this sign is produced by the owner to attract customers.

Apart from appearing in the form of BS, there is also the use of English-Indonesian-Balinese as monolingual signs in the form public information sign as follows.



Public information sign in multilingual sign

The multilingual public information above is intended for the people, especially the Balinese and Indonesian-speaking communities. The sign is predominantly in Balinese, containing an invitation from the government to maintain a healthy lifestyle and implement health protocols in the midst of the Covid-19 pandemic. The public sign is produced by the Navy Military, which is top-down functioning as a non-commercial sign. In addition, there is a phrase in English that reads 'physical distancing.' The term 'physical distancing' has become a common phrase since the pandemic. These phrases are used to make it easier to provide messages to the public to maintain a distance in communicating and interacting daily. Apart from appearing in the form of BS, there is also the use of English-Indonesian-Balinese as monolingual signs in the form public information sign as follows.

3.3.2 English-Indonesian-Other Multilingual Signs

Based on the results found in OWC, there are variations in multilingual languages in the form of English-Indonesian-others. The various languages found is as follows.



English-Indonesian-Others on multilingual sign

In the picture above, there are various multilingual languages consisting of Indonesian-English-Others (Russian, Mandarin, Arabic, Japanese, etc.). The sign was found in the restaurant 'The Hungry Crocodile.' According to data obtained in the field, the sign is used to attract consumers and function as a decorative function. In addition, the former wishes to provide information to the customers that the restaurant he owns shows diversity, especially to foreign tourists.

3.3.3 English-Balinese-Others Multilingual Signs

The last multilingual signs found in the area are multilingual signs in English-Balinese- Others. The language variations found are English-Balinese-Mandarin as follows.



English-Balinese-Others on multilingual sign

The picture above is a multilingual sign in English-Bali-Mandarin. The use of the Balinese script in the sign above is not fully transliterated. The use of the Balinese script "Ashyana Candidasa" is used properly and precisely without changing the original word form. The Chinese language on the sign reads 'Ashyana Candidasa Beach Resort Hotel.' The Chinese language is displayed to provide information about place names. Meanwhile, the English language 'Clean, Cozy and Comfortable' is used to provide a description of a hotel that is clean, pleasant (cozy), and comfortable (comfortable). Even though there were errors in writing the word comfortable, it was not a significant problem for visiting guests.

Based on the result total, it was found that there are 182 signs. The following is the overall data found in this study which can be seen in the following table:

Language variations on public signs in OWC	Total	Percent age
MONOLINGUAL		
Indonesian	24	13,19%
English	82	45,05%
Balinese	2	1,1%
Others	3	1,65%
BILINGUAL		
Indonesian-English	49	26,92%
Indonesian-Balinese	5	2,75%
English-Balinese	2	1,1%
English-Others	4	2,2%
MULTILINGUAL		
Indo-Eng.-Balinese	7	3,85%
Indo-English-Others	2	1,1%
English-Balinese-Others	2	1,1%
Total	182	100%

IV. CONCLUSION

The language variations on public signs in the OWC area are (1) monolingual language consisting of Indonesian, English, Balinese, and others including Russian, German and Spanish, (2) bilingual language consisting of Indonesian-English, Indonesian-Balinese, English-Balinese, and English-others including English-French and English-Russian, and (3) multilingual languages consisting of English-Indonesian-Balinese, English-Indonesian-Others (Russian, Mandarin, Arabic, Japanese, etc.), and English-Bali-others (Mandarin).

Based on the findings in the OWC area, the use of language on public signs in the OWC area is dominated by English as a monolingual sign, with a rate of 45.05%. This is due to the fact that English is the lingua franca. It is not surprising because OWC is a tourism area. Moreover, it was also found that there is a purpose of increasing prestige and social identity in the use of English. In other words, it is undeniable that English has a significant impact in terms of globalization and the economy in the tourism sector.

Meanwhile, the use of Indonesian is mostly found in the field is public information signs produced by government agencies (top-down). Indonesian monolingual signs indicate that Indonesian marks the power of language in a region. In addition, Indonesian is also the national language and the language of instruction in educational institutions, such as schools. Furthermore, the Balinese language, which is in the form of a script, mostly functions to signify the symbol of Balinese identity of the former (business owner) as a bottom-up institution. Meanwhile, the use of the Balinese language produced by government agencies (top-down) is used in the context of empowering the Balinese language in accordance with the Bali Governor Regulation Number 80 of 2018 concerning the Protection and Use of Balinese Language, Script and Literature and the Implementation of the Balinese Language. However, the use of Balinese on public signs found in the OWC area is still relatively small. Meanwhile, other languages (Others) found in the OWC region is a variety of languages with multiple functions; the use of Russian which is found functions as both an informative function as well as a symbol of ownership. Meanwhile, other languages such as Mandarin, Japanese, German, and others serve as informative

functions and symbols of diversity in the OWC region.

The motives of the former (government/business owners) in using language on public signs vary; namely economic purpose (attracting consumers' attention), providing information, a symbol of identity (of ownership) and language conservation, decorative function (creates a natural/ artistic impression), and shows diversity in OWC.

REFERENCES

- Amer, F., & Obeidat, R. (2014). Linguistic landscape: A case study of shop signs in Aqaba city, Jordan. *Asian Social Science*, 10(18), 246–252. <https://doi.org/10.5539/ass.v10n18p246>
- Andriyanti, E. (2019). Linguistic landscape at Yogyakarta's senior high schools in multilingual context: Patterns and representation. *Indonesian Journal of Applied Linguistics*, 9(1), 85–97. <https://doi.org/10.17509/ijal.v9i1.13841>
- Aribowo, E. K., Rahmat, & Arif Julianto Sri Nugroho. (2018). Studi Lanskap Linguistik Kota Surakarta dalam Mempertahankan Tiga Identitas. *Semiloka Dan Deklarasi Pengutamaan Bahasa Negara*, 1–8.
- Backhaus, P. (2007). Linguistic landscapes: A comparative study of urban multilingualism in Tokyo. In *Linguistic Landscapes: A Comparative Study of Urban Multilingualism in Tokyo* (1st Editio). Multilingual Matters.
- Bogatto, F. X., & Hélot, C. (2010). Linguistic landscape and language diversity in Strasbourg: The 'quartier gare.' In Elana Shohamy, E. Ben-Rafael, & M. Barni (Eds.), *Linguistic Landscape in the City* (pp. 275–291). <https://doi.org/10.21832/9781847692993-017>
- Cenoz, J., & Gorter, D. (2006). Linguistic landscape and minority languages. *Linguistic Landscape: A New Approach to Multilingualism*, 3(1), 67–80. <https://doi.org/10.21832/9781853599170-005>
- Erikha, F. (2018). Konsep Lanskap Linguistik Pada Papan Nama Jalan Kerajaan (Râjamârga): Studi Kasus Di Kota Yogyakarta. *Paradigma, Jurnal Kajian Budaya*, 8(1), 38. <https://doi.org/10.17510/paradigma.v8i1.231>
- Fakhiroh, Z., & Rohmah, Z. (2018). Linguistic Landscape in Sidoarjo City. *NOBEL: Journal of Literature and Language Teaching*, 9(2), 96–116. <https://doi.org/10.15642/nobel.2018.9.2.96-116>
- Friedrich, P. (2002). English in advertising and brand naming: Sociolinguistic considerations and the case of Brazil. *English Today*, 18(3), 21–28. <https://doi.org/10.1017/S0266078402003048>
- Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1), 23–49. <https://doi.org/10.1177/0261927X970161002>
- Lucy Ridout, & Reader, L. (2002). *The Rough Guide to Bali & Lombok (Rough Guides)* (4th Revise). Rough Guides.
- Manan, S. A., David, M. K., Dumanig, F. P., & Naqeebullah, K. (2015). Politics, economics and identity: mapping the linguistic landscape of Kuala Lumpur, Malaysia. *International Journal of Multilingualism*, 12(1), 31–50. <https://doi.org/10.1080/14790718.2014.905581>
- Markus, T. A., & Cameron, D. (2002). *The Words Between the Spaces (Architext)* (1 edition). Routledge.
- Mulyawan, I. W. (2016). Structural Analysis of IFAW.org Advertisement. *Jurnal Ilmiah AURORA*, 2(3), 178–187.
- Mulyawan, I. W. (2017). Linguistics Landscapes: Commercial Outdoor Sign in Kuta Bali. *International Journal of Linguistics*, 9(2).
- Riani. (2014). Dominasi Bahasa Inggris pada Nama Badan Usaha di Yogyakarta. *Widyaparwa*, 42(2), 20–23.
- Shohamy, E., & Gorter, D. (2009). *Linguistic Landscape: Expanding the Scenery* (E. Shohamy & D. Gorter (eds.); First Edit). Routledge. <https://doi.org/10.1017/CBO9781107415324.004>
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Alfabeta.
- Wijana, I. D. P. (2014). Bahasa, Kekuasaan, Dan Resistansinya: Studi Tentang Nama-Nama Badan Usaha Di Daerah Istimewa Yogyakarta. *Humaniora*, 26(1), 56–64. <https://doi.org/10.22146/jh.v26i1.4700>
- Yannuar, N., & Tabiati, S. E. (2016). Public signs in the city of Malang: A study on the linguistic landscape of Indonesia. *The Changing Face of Language Pedagogy: Exploring Linguistics and Literature*, 3(October 2016), 123–138.