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A linguistics landscape of an Indonesian metropolitan spot: A glimpse over Braga

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ABSTRACT

This paper analyzes and explores the use of language in public spaces using the field of linguistics landscape. The purpose is to indicate and analyze the linguistic landscape features of billboards, road signs, commercial shops signs, campaign posters, etc that found in Braga street, Bandung city. Braga Street is one of the famous areas in Bandung because Braga has many unique buildings so that people, especially youngsters come to Braga even just to hang out. The data collected by the writer are virtual spaces using the Google Street View application. The writer explores the Braga street area with that application and then takes screenshots of those signs. Qualitative descriptive conducted in this paper by applying Shohamy and Gorter's theory which refers to the analysis of the characteristics of bilingual and multilingual signs to better understand the multi-ethnic and multi-cultural city. The result is the use of monolingual and bilingual signs dominates especially in the private sector. Sundanese is still maintained by the people as evidenced by the existence of signs that use the local language. English is a foreign language that is quite often used by sign makers in this Braga street area. This is because English can attract visitors by giving an impression, especially in the economic sector as their marketing strategy. Although the multilingual aspect in the Braga area is still very minimal, it can still show that the use of language in public spaces (Braga street) areas is already varied.

1. INTRODUCTION

Language is one of the vital things in human life; it surely has a big impact on people. Everyone in the world uses a language for communication. Language, as Edwards (2009) stated, can address two distinct functions, communicative and symbolic. It is a means of communicating, and a representation of human knowledge and experience (Halliday and Matthiessen: 2004). In addition to language, symbol may include pictures, body language, sounds, and other things.

Nowadays, we can see abundances of linguistic uses at public places. They have drawn linguistic scholars' interest. They constitute the main object of study for linguistic landscape. It is a study that focuses on the use of language in the public space and the purpose of using the language. As what Landry and Bourhis (1997: 25) stated: "The language of public road signs, advertising billboards, street names, place names, commercial shopping signs, and



public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration." Going through with this concept, the public space area is traffic signs, billboards, name of street, place names, stalls, cafes, restaurants and government buildings. If we talk about this one inside a linguistic field, these linguistic forms become a study in the linguistic landscape. Various languages are used in how it looks. Some use one language, two languages, and multilingual. Yet outside linguistic field, these linguistic forms is a decoration and something to fill in the city or public places. With the modernization today, the number of billboards, cafe and other sign in some city area are increased along with its variety. The increasing of sign used in public area are raises some questions like who is the author and the audience of the sign, what is the purpose of the sign, also how the meaning of the sign is conveyed.

One city that the writer took as a sample here is Bandung, precisely at Braga Street. Braga street has become a popular icon in Bandung. The road, which was formerly known as *De meest Eupoesche winkelstraat van Indie*, aka the leading European development road in the Dutch East Indies, is able to present an exotic European vibe. In 1882 the assistant to the Dutch Resident named Pieter Sijthoff, gave the name Bragaweg to this street, as well as built many interesting decorations. The name of the street then began to expand after many shops were built for classy goods. In addition, there are also many places of entertainment that are deliberately built in European architectural style. Then in the 1920-1930s, shops and boutiques began to appear. The emergence of clothing boutiques selling clothes from Paris as the mecca of world fashion at that time made Braga street's prestige even more. There are a lot of café and restaurants, parks, mall, cinema, fashion store, gallery, and museum. Thus, Braga Street also contain a lot of linguistic landscape data such as billboard, cafe names, art gallery, and etc.

The purpose of this paper is to indicate and analyzed the linguistic landscape features of billboard, road sign or every sign in Braga Street, Bandung city. The use of a language in a multilingual context is not a coincidence, so finding the character pattern can shed light on the sign maker's motives. Thus, in this paper purposes may reveal the meaning of each sign clearly.

2. Method

The data used in this analysis are public signs seen at Braga Street, Bandung. Braga is one of the popular streets there. The data were collected from virtual spaces using the Google Street View application. The author explores the Braga street area in the apps and then takes screenshots of signs which are then used as data in this analysis. Signs taken are signs on the name of the restaurant, signs indicating the place, and other public signs. The analysis adopted Shohamy and Gorter's theory which refers to the analysis of the characteristics of bilingual and multilingual signs to better understand the multi-ethnic and multi-cultural city. The descriptive approach to the LL is an additional tool to catch the diversity of languages in the sociolinguistic context.

3. RESULTS AND DISCUSSION

People in Bandung, as well as people in other city or region in Indonesia, mainly using two languages to communicate, national language of Bahasa Indonesia and Sundanese language. As for other region, the first is Bahasa Indonesia and the second one is their local language. In Bandung, which known as its culture and destination city for tourist, and also in Indonesian history known as one of the big city that being colonized, the Dutch language also spread and influence people that time. One of the example of this influence is that on the movie cinema at Braga street with the name of “*De Majestic*” and the Braga street itself is came from word “*ngabaraga*” which is a Sundanese language for stylish. Yet today mainly student in Bandung are only using Bahasa Indonesia for communicating. According to Faza Fauzan Azhima on <https://humas.bandung.go.id/profil/tak-separuh-anak-bandung-gunakan-bahasa-sunda> “it can be count easily like in a class that form of 33-35 student, only 5 of them are using Sundanese at home.” It can be said that there is not much multilingual interaction occur orally in Bandung, the written interaction is still occurred in data of linguistic landscape like the signs that found in Braga street.

a) Language use in monolingual signs

Monolingualism, also known as unilingualism, refers to the ability to speak only one language. In another context, “unilingualism” may refer to a language policy that prioritizes one official or national language over others.



Data 1

As can be seen, the use of one language is contained in sign in data 1. The warning banner addressed by the government reads “Ayo Pakai Masker!” on Braga Street. The writing in the sign is written using only one language, namely Indonesian. The use of the Indonesian language indicates that this sign is located in the territory of Indonesia and is addressed to native Indonesians, especially in the city of Bandung. Following the conditions that are being experienced all over the world, namely the Covid-19 pandemic, this pandemic has also attacked Indonesia, one of which is the city of Bandung. The writing on the banner uses capital letters, especially the word ‘masker’. This means that masks are the main thing that is reminded by the city government. Functionally, this banner gives orders to the public, especially the people of Bandung, to always comply with the rules for wearing masks related to the pandemic that is attacking all corners of the world. The sign also contains images of police and soldiers wearing masks. In addition to setting an example for the community, the police and army represent that they are the ones who maintain the safety and comfort of the

people of Bandung. There is a Bandung city logo and a police logo at the top of the banner indicating that this sign is categorized as a top-down sign because it was made by an official government agency for the city community.



Data 2

In data 2, a monolingual sign was found. The use of one language, namely English, is found around Braga street. In addition to the famous Braga street with the feel of the old city, culinary tourism in this area is also quite interesting. In places of business such as places to eat or restaurants are usually visited by tourists when on vacation to a place. Therefore, the use of language usually does not only use Indonesian. As you can see, the sign is a restaurant sign. The clause 'Bamboo Dimsum' is written in English with larger font size. 'Bamboo Dimsum' indicates the name of the restaurant. Besides aiming to inform people who pass through Jalan Braga that there is a restaurant called Bamboo Dimsum, English is used to attract the attention of visitors in the Braga area. The use of English in the economic world seems to tend to increase sales and provide economic motivation. The words 'All You Can Eat & Drink' are written in capital letters. This emphasizes to visitors that in this restaurant visitors are free to eat and drink all menus. However, food prices are written in a smaller font to prevent people from focusing on the prices offered. This sign is categorized as a bottom-up sign because it is made by the private sector for commercial purposes.



Data 3

The use of one language is also contained in the sign in data 3. The sign above uses only one language, namely English. The business name written in English is the name of the restaurant and bar in the Braga street area. Apart from being known for its old-town feel, it doesn't deny that the Braga area is crowded with youngsters from the city of Bandung. The use of English throughout the world signifies the influence of globalization which leads to economic principles such as marketing. In this case, English is used to attract the attention

of young people because it is considered modern and follows the times. In addition, English can also be addressed to tourists who are not native Indonesians so that tourists know what businesses are selling and offering. Even though this area is the old city area, this sign can still display an attractive impression with a modern logo concept and the use of foreign languages. Bottom-up signs are categorized in this restaurant board because these signs are made by business owners or the private sector.

b) Language use in bilingual signs

People have now been speaking more than one language since ancient times, so bilingualism is not a new linguistic phenomenon (Cenoz, 2013). In fact, monolinguals are now in the minority, as the majority of the world's population grows up speaking more than one language (Ortega, 2009).



Data 4

In data 4, it shows the paired nameplate for the road in Bandung, namely Braga street. This road sign uses Indonesian followed by Sundanese script without using other foreign languages such as English. The Sundanese script was chosen to introduce traditional script to the people of Bandung and to tourists or other visitors if they want to learn Sundanese script. Indonesian is written in a larger font than the Sundanese script below it. Functionally, this street signage provides location information to visitors. Aesthetically, the writing of Indonesian followed by the Sundanese script is in accordance with the nuances of Jalan Braga which displays the authentic old town area. In addition to attracting the attention of tourists, the use of bilingualism in this sign also shows that the traditional language is still maintained in the city of Bandung, especially on Braga street. This street sign is categorized as a top-down sign because this sign was made by the public sector, namely the Bandung city government.



Data 5

Mixing languages are commonly used in posters, banners, billboards, or advertisements. In this case, the use of bilingualism is also found in data 5. Data 5 is public service advertisements in the form of campaign posters found around Braga street, Bandung. In this PSA, two languages are used, namely Indonesian and Sundanese. The clause 'Beresih Bandung Yuk!' is a Sundanese language that means 'let's clean up Bandung'. In the clause that uses Sundanese, it is written in a large font size with the aim that people, especially the people of Bandung, keep their surroundings clean. Indonesian is used in the 'Bersih Kotanya, Bersih Hatinya' clause which is located at the top of the poster. The use of Indonesian followed by Sundanese is done to maintain the original language of the area so that its existence is maintained. Sundanese is also used to promote the local language to visitors and to be an attraction but not to lose the cultural identity of the area. This sign is categorized as a top-down sign because it was made by an official agency of the Bandung city government as evidenced by the existence of the official logo of the institution in this PSA.



Data 6



Data 7

The two signs above are signs that are categorized as bilingual signs. Bilingualism, namely English and Indonesian, is used in these two signs. Braga Street is famous for its culinary area which is dominated by many young people. No wonder there are many restaurants or cafes that stand in this Braga area. With the popularity of the Braga area, the use of bilingualism in public spaces is intended as a means of marketing strategies that are considered effective, especially in the economic sector. In data 6, there are clauses 'Nongkrong Enak, Harga Murah', 'Live Music Everyday', 'Free Wifi'. If we look closely, visitors, especially young people, will be attracted by the offers offered by the restaurant owner. The use of Indonesian mixed with English is often found on restaurant signage to make it look modern and keep up with the times due to globalization. In addition, to provide information

to tourists who are not native Indonesians while in this area. The use of English is an international language and that it shows the existence of this language has spread to all corners of the world.

If we look at data 7, restaurant signage also uses mixed bilingualism. 'Warunk' is an Indonesian word that means shop. However, the article was written in slang because it used the wrong spelling. The use of slang showing youth followed by 'Upnormal' can also be interpreted as something unique. Young people who visit the Braga street area will certainly notice this sign because of the unique use of language and spelling. In addition, there is also a menu written in a smaller font so that visitors already know what business owners are selling. Because in the commercial sector, bottom-up signs are categorized in these two images.

c) Language use in multilingual sign

Multilingualism refers to a person's ability to communicate in more than two languages fairly fluently, despite the fact that most people are not as proficient in the language they use in their personal, academic, and professional lives. Multilingualism refers to people who can communicate in more than two languages, whether they are teenagers or adults who have learned two or more foreign languages in addition to their mother tongue – in which case they are referred to as polyglots.



Data 8

In the multilingual aspect, on Braga street, there is only one sign that uses a mixture of four languages. Data 8 shows that the business signboard established on Braga street, Bandung uses the Indonesian language followed by English, Japanese, and Korean. This sign is a sign of a place that provides massage services. "Mitra Sehat" was identified as the name of the place because the font size used was larger than in other languages. The mixing of the use of these four languages by the business owner serves to attract attention and provide information to people, both native Indonesian and foreign tourists. Since Braga street is also a popular place, business owners use language variations as their marketing strategy. A bottom-up sign is categorized in this business signboard because it is made by the private sector for commercial purposes.

5. CONCLUSION

From the results of the analysis, it can be concluded that Indonesian and foreign languages, especially English, dominate more in the public space landscape, especially at the Braga street area, Bandung. Braga street, one of the famous streets in Bandung city. Although this road is not too long, Braga area has become a unique old city icon because it has many old buildings and there are also many hangout places along Braga street. Due to the popularity of this area, the economic factor is also one of the most dominant factors in the use of language on Braga street. The author took eight examples of signs containing monolingual, bilingual, and multilingual. The use of monolingual and bilingual signs is more dominant in this Braga street area. The language variations used are Indonesian, English, Sundanese, Japanese, and Korean. Indonesian and Sundanese dominated on signboards from both the public and private sectors. Indonesian and Sundanese are used by sign makers to maintain the existence of the local language and provide information to local communities about the information provided on the sign. English is widely used in signs at Braga to attract people, especially youngsters. Mixing languages is commonly used by businesses in well-known areas as their marketing strategy.

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