LINGUISTIC LANDSCAPE STUDY IN JATIM PARK 3 BATU EAST JAVA

THESIS

BY:

YONITA TASYA AMILIA

REG. NUMBER: A73216139

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNAN AMPEL SURABAYA

2021

DECLARATION

I am the undersigned below:

Name : Yonita Tasya Amilia

NIM : A73216139

Department : English

Faculty : Arts and Humanities

University : UIN Sunan Ampel Surabaya

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Yonita Tasya Amilia

APPROVAL SHEET

LINGUISTIC LANDSCAPE STUDY IN JATIM PARK 3 BATU EAST JAVA

By:
Yonita Tasya Amilia
Reg Number: A73216139

Approved to be examined by the board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, July 16th, 2021

Thesis Advisor

Dr. A. Dzo'ul Milal, M.Pd

NIP. 196005152000031002

Acknowledged by:

The head of English Department

Dr. Wahju Kusumajanti, M.Hum

NIP. 197002051999032002

EXAMINER SHEET

This thesis of Yonita Tasya Amilia (Reg. No. A73216139) has been approved andaccepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya, on August 3, 2021.

The Board of Examiners are:

Examiner 1

Dr. A. Dzo'ul Milal, M.Pd.
NIP. 196005152000031002

Examiner 2

Prof. Dr. Zuliati Rohmah, M.Pd
NIP. 197303032000032001

Examiner 3

Suhandoko, M.Pd
NIP. 198905282018011002

Examiner 4

Tristy Kartika Fi'aunillah, MA
NIP. 199303182020122018

Acknowledged by:
The Dean of Faculty of Art and HumanitiesUIN Sunan Ampel Surabaya

Dr. H. Agus Aditoni, M.Ag
NIP. 196210021992031001

iv

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Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Yonita Tasya Amilia

NIM : A73216139

Fakultas/Jurusan : Adab & Humaniora / Sastra Inggris

E-mail address : yonitatasya1@gmail.com

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ABSTRACT

Amilia, Y. (2021). *Linguistic Landscape Study in Jatim Park 3 Batu East Java*.
English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul
Milal, M.Pd

Keywords: Linguistic landscape, sign, monolingual, bilingual, multilingual, Jatim
Park 3.

This research analyzed the linguistic landscape in educational tourism
place in Batu, East Java, namely Jatim Park 3. This research aims to know how
the linguistic landscape in Jatim Park 3, especially the language used, the
characteristics of bilingual and multilingual signs, and the reason for showing a
written signs in Jatim Park 3 with various languages.

This research applied exploratory design. The data obtained in this
research was collected and analyzed quantitatively and qualitatively. The
researcher got 102 signs that were collected from observation in the outdoor and
indoor areas of Jatim Park 3. The researcher interviewed to know the reason for
showing written signs in Jatim Park 3 with various languages.

The researcher found ten languages used in Jatim Park 3. The languages
include Indonesian, English, Arabic, Dutch, Chinese, Korean, Japanese, Indian,
French, and Italian. Those languages are spread out in monolingual, bilingual, and
multilingual signs. All signs are displayed in the outdoor and indoor areas of Jatim
Park 3 as warnings and prohibitions, directions, promotions, and building names.
Indonesian − English is dominant in Jatim Park 3. The reasons for showing
various languages are; to facilitate information for visitors from abroad, to educate
students as visitors, and to present icons from different countries.

ABSTRAK

Amilia, Y. 2021. *Lanskap Linguistik di Jatim Park 3 Batu Jawa Timur*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. A. Dzo'ul Milal, M.Pd

Kata Kunci: Lanskap linguistik, tanda, monolingual, bilingual, multilingual, Jatim Park 3.

Penelitian ini menganalisis lanskap linguistik di tempat wisata edukasi di Batu, Jawa Timur, yaitu Jatim Park 3. Penelitian ini bertujuan untuk mengetahui bagaimana lanskap linguistik di Jatim Park 3, khususnya bahasa yang digunakan, karakteristik tanda bilingual dan multilingual, serta alasan untuk menunjukkan tanda tertulis di Jatim Park 3 dengan berbagai bahasa.

Penelitian ini menggunakan desain eksplorasi. Data yang diperoleh dalam penelitian ini dikumpulkan dan dianalisis secara kuantitatif dan kualitatif. Peneliti mendapatkan 102 tanda yang dikumpulkan dari observasi di area outdoor dan indoor Jatim Park 3. Peneliti melakukan wawancara untuk mengetahui alasan menunjukkan tanda tertulis di Jatim Park 3 dengan berbagai bahasa.

Peneliti menemukan sepuluh bahasa yang digunakan di Jatim Park 3. Bahasa tersebut merupakan bahasa Indonesia, Inggris, Arab, Belanda, Cina, Korea, Jepang, India, Prancis, dan Italia. Bahasa-bahasa tersebut tersebar dalam tanda monolingual, bilingual, dan multilingual. Semua tanda terpasang di area outdoor dan indoor Jatim Park 3 sebagai peringatan dan larangan, petunjuk arah, promosi, dan nama bangunan. Bahasa Indonesia – Bahasa Inggris menjadi dominan di Jatim Park 3. Alasan untuk menampilkan berbagai bahasa adalah; memfasilitasi informasi bagi pengunjung dari luar negeri, mengedukasi pelajar sebagai pengunjung, dan juga menghadirkan ikonik dari berbagai negara.
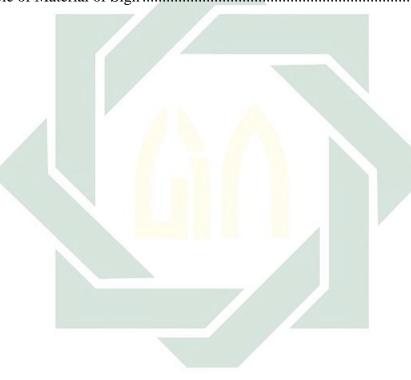
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CHAPTER I

INTRODUCTION

This chapter explains several things related to the introduction of the study, including background of study, research problems, significance of study, scope and limitation, and definition of key terms.

1.1 Background of Study

Linguistic landscape has been extensively studied in recent years. Based on Cenoz and Gorter (2007, p. 2), research on linguistic landscape study focuses on the investigation of the written information on signs in a specific areas. Linguistic landscape gives a picture of signs that exist in public areas. Landry and Bourhis (1997, p. 25) state that linguistic landscape has two functions, namely informative and symbolic functions. In an informative function, the function of a language is as a differentiator of one region from other regions that have different languages. In contrast, the symbolic function relates to the representation of ethnic identity.

The emergence of language diversity in linguistic landscapes is one of the real existences of multilingualism in certain areas. As supported by Gorter (2007, p. 1), the diversity of languages in a linguistic landscape is influenced by multilingualism. Language diversity in society has significant consequences for society and individuals because language is one of the factors to knowing the identity of a group in a specific area.

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Although linguistic landscape can be regarded as a new study, there have been many linguistic landscape studies from various countries. Backhaus (2006) analyzed multilingual signs in Tokyo, Japan. In this study,a sign is considered a written text in a frame determined in space and place. The results in this study found the amount of multilingualism and then analyzed it clearly. Languages included in the multilingual are English, Chinese, and Korea.

Shang & Guo (2016) this research explores the various language displays in the shop's name in central Singapore. Aim to reveal how shop owners overcome multilingualism in society. The name of the store functions as the identity of the shop owner by prioritizing the relevant language. This study found that English is common in shop signs, and Chinese is usually used after the primary language. The study also found that the context language is a priority in central Singapore.

Cadiente & Valdez (2019) analyze the existence of a linguistic landscape that emerged after the disaster in the Philippines. This research focuses on examining representative voices competing through public signs made by people affected by Typhoon Haiyan in 2013. After analyzing the linguistic landscape in the public signs that emerged after the tragedy, it turned out that there were two different linguistic landscape producers, namely the voice of the community and one for the sake of business.

Conducting research on the linguistic landscape can contribute to sociolinguistic roles in certain areas. This research is essential for the following reasons. According to Cenoz and Gorter (2006, p. 68), linguistic landscape research plays an important role in the formation of sociolinguistic roles in it,

because people who see the written sign will accidentally digest and influence their linguistic role. Linguistic landscape can affect language use in a person. For example, some Indonesians prefer to use "impossible" for something they consider unable to achieve. This incident is a small effect of English as a global language.

In Indonesia, the linguistic landscape has been around us for a long time ago. Unconsciously, we have become accustomed to seeing signs in the streets, railway stations, airports, tourist attractions, and so on. Nevertheless, some people have little regard for the language displayed around them. In other words, in recent years, there has been an increase of linguistic landscape research in the public areas.

Fakhiroh & Rohmah (2018) analyze the linguistic landscape in the city of Sidoarjo. This study discussed what languages are seen in the sign and the grouping of signs on top-down and bottom-up signs. The function of the sign is also identified. A result, the Indonesian language dominates linguistic landscape in Sidoarjo. The lack of this study, the researchers only focuses on observation, whereas analyzing linguistic landscape in the public space requires interview with people who have authority in order to get credible results.

Auliasari (2019) examined how linguistic landscapes in public schools and private schools. The researcher focuses on what languages are used, the type of linguistic landscape, and the landscape linguistic functions. However, in this study, the researcher did not include the spread of language in the type of sign. As

the writer knows, if they examine the type of linguistic landscape, they also need

to present the distribution of the language displayed on the type of signs.

Other research on the linguistic landscape in the public areas is also carried

out by Ardhana (2019). He explained how landscape linguistic design on road

signs and how much linguistic landscape on road signs. The researcher also

conducted an interview with the Surabaya Transportation Department.

Unfortunately, this study was limited to monolingual and bilingual signs even

though the multilingual sign has a big prospect if applied in the road sign in

Surabaya as the second-largest city in Indonesia.

Recently, linguistic landscape studies in tourism place have been found.

Marti (2019) analyzed linguistic landscape in Museum Angkut Batu. This study

aims to determine how linguistic landscape in Museum Angkut, the characteristics

of signs, and the reasons for using certain languages on the information board.

This study found 306 images and nine languages in Museum Angkut. However,

this study is limited because the researcher only used five characteristics to

analyze the characteristics of bilingual and multilingual signs, which are based on

the first language on the sign, the text size on the sign, the font type on the sign,

the amount of information contained on the sign, and the last is the type of

translation. As the writer knows, if researcher analyzes characteristics of the signs

to find out how linguistic landscape in Museum Angkut, they also need to classify

the signs based on the material or physical form of the signs in Museum Angkut.

Therefore, this present study aims at filling in the gap by analyzing the

characteristics of bilingual and multilingual signs in Jatim Park 3 by adding the

characteristics of sign based on the material or physical form of the signs. It is important to analyze characteristics of signs by adding material or physical form of the signs because Jatim Park 3 is a tourism place that has indoor and outdoor areas, so it is possible for the researcher to find signs with different materials or physical forms in each place in Jatim Park 3. The selection of materials on the sign is very important, especially if the sign contains important information, so it does not damage the aesthetic value in it. Supported with Spolsky and Cooper (cited in Cenoz & Gorter, 2007, p. 3) that state analysis in linguistic landscape also contributes to the development of linguistic landscape study, it provides different criteria to establish language signs … according to the material / physical form used which a sign is made (metal, wood, etc).

This present study entitled "Linguistic Landscape Study in Jatim Park 3 Batu East Java" aims to identify linguistic landscape in Jatim Park 3 by involving language used on the signs, characteristics of bilingual and multilingual signs, and reasons for showing written signs in Jatim Park 3 with various languages. The researcher also found that there is no linguistic landscape studies that analyze characteristics of the signs based on the material.

Jatim Park 3 is an extensive tourism place and has the concept of education that allows communication between local and foreign tourists. Tourism place considered as a gathering of visitors from all corners of the world which is the diversity of languages may appear in it. The researcher conduct an interview to find out the management objectives of Jatim Park 3 related to the language displayed there. The question given to the interviewee is about the spread of

language displayed and the reason for showing written signs using various
languages.

Appreciating the variety of languages around us, this study aims to
investigates the existence of linguistic landscape in Jatim Park 3. Jatim Park 3 is
chosen because Jatim Park 3 is a tourism place that has an educational concept
and has many zones, such as the Japanese zone and the Dutch zone, which allows
the researcher to find bilingual and multilingual signs there. In addition, tourist
attraction is a place where various languages emerge, and there is no study that
examines linguistic landscape in Jatim Park 3. So researcher hopes that it would
be easy to find language displayed in Jatim Park 3. Communication tool that
learned in this study is written communication like signs. The researcher wants to
analyze this research to contribute to the perspective on linguistic landscape in
Jatim Park 3, where sociolinguistics plays an active role in it.

1.2 Research Problems

1. What are the languages used on signs in Jatim Park 3?
2. How are the characteristics of bilingual and multilingual signs in Jatim Park 3?
3. What is the reason for showing written signs in Jatim Park 3 with various
languages?

1.3 Significance of Study

The researcher hopes that this research can contribute both theoretically
and practically. Theoretically, contribute to developing linguistic studies

especially linguistic landscape in tourism place. In addition, this research is

expected to be a reference, especially for English literature students who want to

develop research on linguistic landscape. Practically, it hopes that it can fill the

gap in previous linguistic landscape research, especially in tourism places.

Furthermore, the researcher hopes that this research can help visitors or students

who are in Jatim Park 3 so that they understand the linguistic landscape in Jatim

Park 3 to facilitate their trip by knowing the unique signs there.

1.4 Scope and Limitation

The scope of this research is sociolinguistics about the linguistic

landscape. In addition, this study focuses on three problem formulations. First,

what are languages used on the signs in Jatim Park 3. This research problem

discusses what language being used in Jatim Park 3. Second, how are the

characteristics of signs in Jatim Park 3. The researcher discusses the

characteristics of bilingual and multilingual signs based on the first language on

the sign, the text size on the sign, the font type on the sign, the amount of

information contained on the sign, the type of translation, and the material of the

signs. Third, the reason for showing signs in Jatim Park 3 with various languages.

1.5 Definition of Key Terms

Linguistic Landscape is a study about the visibility of written language on signs

in public places.

Sign is written text in a public place and has functions such as warnings and so on.

Monolingualism is one language used on a sign to give information or communicative

Bilingualism is the use of two languages on a sign to give information or communicate.

Multilingualism is the use of more than two languages on a sign to give information or communicate.

Jatim Park 3 is a tourism place located in Batu city East Java with the educational concept that has many zones such as the Korean zone and the Dutch zone. This place is also equipped with many rides.

CHAPTER II

REVIEW OF LITERATURE

This chapter explains the theory used to support this research.

2.1 Linguistic Landscape

Based on Cenoz & Gorter (2007, p. 2), linguistic landscape is a study that focuses on the investigation of written information on signs in certain area. The definition of linguistic landscape that is common used in linguistic landscape research was said first by Landry and Bourhis (1997, p. 25) as the language used on the public road signs, advertisement billboards, place name, streets name, and government buildings … or urban agglomeration.

Linguistic landscape is surrounding us all of time. Linguistic landscape leads to language use and how it's presented in public space. Alfiaifi (2015, p. 4) give the definition of linguistic landscape as a field where linguists can review many aspects in it, such as translation, bilingualism, and language policy through capturing billboards and shop names on the streets of small towns and big cities around the world, then analyze the samples obtained to examine the influence of what dominates one language to another language.

Landry and Bourhis (1997, p. 25) explains there are two functions of linguistic landscape, namely symbolic and informative function. In symbolic function, the appearance of the language of a community on street boards affects the feeling of being part of that community. Symbolic function relates to the

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delegation of ethnic identity. On the other hand, the informative function as a marker to distinguish geographic areas in the population by bringing up the name of the place. So, in a sense, the informative function serves as a differentiator for an area with other areas whose people use a different language.

Ardhana (2019, p. 11) define linguistic landscape refers to text that exists and displayed in public spaces that can change, be redefined and reshaped. This public space has become fertile ground for the emergence of a wide and unlimited number of text type reports. Moreover, Salim et al (2012, p.2) argue that the use of language as a tourism promotion is an important source of information for potential tourists. This concerns people in making decisions about the goals they want to go. In addition, Setyanto (2014, p. 2) states that the use of foreign languages is expected to provide maximum service and being able to create a good impression or image which has the effect of increasing the Indonesian tourism industry, the use of foreign languages is important and cannot be abandoned.

In addition to another function of linguistic landscape study, linguistic landscape growth cannot be parted from its own function. The function of linguistics landscape as a GPS that can guide or direct tourists to certain locations that they want to go to. Linguistic landscape can guide foreigners, visitors, and researchers to a better understanding of language, culture, and the hierarchical relationships that have implications for trade, tourism, investment, education, and public opinion. Linguistic landscape makes for an exchange of experiences and

information in addition to its role in providing direction for tourists (Alfaifi, 2015, p. 1)

According to Cenoz and Gorter (2007, p. 8) research on linguistic landscape study still contains unsolved problems in different levels. In particular, the theoretical problem as linguistic landscape is multidisciplinary; it can be leads to other theories similar to sociolinguistics, language mixing, city planning, language policy, and another discipline. Secondary problems lead to the unit of analysis. The many signs that are side by side can make it difficult to decide what each linguistic sign is. For example, are all linguistic items in the shop window part of the 'one' language sign or should these be considered separate? Another problem is about the dynamic nature of linguistic landscape that several signs are settled for many years but many other signs change over time. This case makes research on linguistic landscape harder.

To conduct linguistic landscape research, Cenoz and Gorter (2006) asked two questions as an indicators of studying landscape linguistics, which are language displayed and characteristics of bilingual and multilingual sign.

2.1.1 Language Displayed

The first question on the language displayed leads to the number of languages used in the analysis (sign). The next question leads to the language that is being used (Cenoz & Gorter, 2006, p. 72). Those two points are important indicators of the language displayed in the place being studied. Language displayed in each place are various, it can all be said as a sign.

2.1.1.1 Sign

Backhaus (2007, p. 456) suggest that a sign is a notification on a public exposition that provides instructions or information in written form. On the use of a sign, a sign has two main functions, namely commercial and non-commercial sign. Hijriati (2019, p. 4) says that commercial signs are used by manufacturers for the purpose of promoting their products. Meanwhile, non-commercial sign as a charitable organization from the government that aims to present information that is expected to motivate people in response to the information without expecting profit. So, it refers to the language that is seen in certain areas such as in cities, beaches, shops, markets, large government offices, and so on.

The types of sign divided into three depending on the number of the language used, namely monolingual, bilingual, and multilingual. Monolingual is the use of one language by an individual or community. Bilingual defined as the use of two languages by an individual or community, and the last is multilingual that means the use of more than two languages by an individual or community.

2.2 Characteristics of the Bilingual and Multilingual Signs

According to Cenoz and Gorter (2006, p. 74) the way the language is displayed to each other will provide information given to each language. First, we will see what language is first in the sign. Secondly, look for size of the text on sign. The next is the type of font used. In their research, researchers also added the amount of information and type of translation as an important factor in analyzing how characteristics of bilingual and multilingual signs. Cenoz and Gorter added

several important factors to analyze the characteristics of bilingual and

multilingual signs. The factors are:

2.2.1 First Language on the Signs

The first characteristic to be analyzed is what first language being used on

the sign. This characteristic focuses to know what language as on top in bilingual

and multilingual signs.

2.2.2 Size of the Text on the Signs

The second characteristic to be analyzed is size of the text on the signs.

This second characteristic focuses on the font size that exists on bilingual and

multilingual signs. In previous studies, it was found that the text size in majority

languages is bigger than minority languages.

2.2.3 Font types on the Signs

The next characteristic to be analyzed is the font types on the signs. This

characteristic focuses on seeing the font used in each language. The researcher

wants to know whether the fonts in the language displayed are same or different.

2.2.4 Amount of Information on the Signs

Another characteristic that will be analyzed is the amount of the

information of the signs. This characteristic looks at the comparison of

information provided in each language.

2.2.5 Types of translation on the Signs

After the characteristic above, the characteristic that will be analyzed is the types of translation. This characteristic focuses on the use of translations of signs. The researcher will use two types of translation, word-to-word and partial translation. According to Grassilli (2016, para.1), word-to-word translation is a type of translation that translates words in one language to another language. In a partial translation, Catford (1965, p. 21) state that partial translation is a type of translation that translates several parts of one language into another language. Although not all parts of the word are translated, but the meaning is still conveyed.

2.2.6 Material / Physical Form of the Signs

The last characteristic to be analyzed is the material / physical form of the signs. This characteristic is different from previous characteristics because it never existed in previous studies. The researcher analyze this character because Jatim Park 3 is tourism place that has outdoor and indoor areas, so it is very possible to find signs with different material or physical form in each place in Jatim Park 3.

2.3 Multilingualism

Language diversity in society has important consequences for society and individuals. Gorter (2007, p. 1) says that the diversity of languages in linguistic landscape is influenced by multilingualism. Multilingualism is the ability of someone who can speak more than two languages. According to Reh (2004, p. 1) there are four types of multilingual information in the multilingual text analysis

namely complementary, duplicating, fragmentary, and overlapping. Complementary type is when different information is written in different languages. In this case, the reader must understand the language to understand it. Duplicating type is when the same text and information are written in different languages. Fragmentary type is when the information is written in one language but some sections also written in another language. While, Overlapping type is when there is a repetition of the same information but written in another language. All types of multilingualism written on partial translation.

2.4 Jatim Park 3

Jatim Park 3 is a new concept from the Jatim Park group, which has 6.5 hectares of land and located in Ir.Soekarno street, Batu city, East Java. Jatim Park 3 is a tourism place that provides entertainment and education to visitors about ancient animals including dinosaurs. Jatim Park Group has collaborated with the Education and Culture office of Batu city so that every educational collection displayed is guaranteed quality (jtp.id, para. 3). The main ride that is highlighted in Jatim Park 3 is Dino Park which presents dinosaur replicas and their history. Dino Park also takes visitors on a train to explore five eras to see the past to the present. In addition to Dino Park, Jatim Park 3 has many rides where visitors can have new experiences when visiting these rides.

1. The Legend Star Park

Educational rides that present many statues of world-famous figures and many world icons such as the State Palace, the White House of the United States,

and many more. At the legends stars park, visitors can also experience traveling around the world in one day because Jatim Park 3 has many overseas zones such as the Korean zone, the Japanese zone, the Dutch zone, and others. In the legend stars area, a duplicate building of a country that was built was also added with typical accessories from that country so that the visitors felt like they were in that country.

2. World Music Museum

Educational rides that show the music histories over time. This musical concept is not only for entertainment but also to teach visitors about the many musical instruments all over the world. The world music gallery also offers many musical instruments from various genres.

3. Fun Tech Plaza

Education rides to train the creativity of the visitors. In this rides, visitors can colour the pictures of sea animals according to the visitors' imaginations, the images that made by the visitor's work will be moved through technology, and the images of animals will appear and live with motion like real fish on a virtual screen.

4. Infinite World

This ride has an interior design made of glass and surrounded by sparkling lights of various colors. In this ride, visitors can feel the twinkling of lights in a room full of glass that is uniquely designed.

CHAPTER III

METHODOLOGY

The procedural to conduct this research are explained in this chapter, namely research design, data source of this research, research instrument, data collection techniques, and data analysis.

3.1 Research Design

In this study, the researcher used a mixed-method approach. The researcher used exploratory design. According to Bhat (2019, para. 4), the study that uses exploratory design usually contains two phases, quantitative and qualitative. The quantitative study will be used to find out the number of language displayed found in Jatim Park 3. Whereas the qualitative method in this present study focuses on transcript analysis of data obtained from interviews with the public relation authority of Jatim Park 3 related to the reasons for showing written signs in Jatim Park 3 with various languages.

3.2 Data Collection

3.2.1 Data and Data Source

Data sources for this research were taken in Jatim Park 3 and focus on signs displayed and public relation authority as an interviewee. In this study, there are two types of data. The first data is from the form of words, phrases, and images on signs related to linguistic landscape in Jatim Park 3. The researcher took photos of the signs in Jatim Park 3 to help researchers answer problem

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questions number one and two. The second data was obtained from interviews with Jatim Park 3 authorities who have information and opinions that help researcher answer the research problem number three.

3.2.2 Research Instrument

The main instrument in this study is the researcher herself, but to answer the problem statement, the researcher would be assisted by using two other instruments, namely observation and interview. When carrying out observations, the researcher walked around Jatim Park 3 and focus on the Dino Park and The Legend Stars Park area. The Researcher explored Dino Park and The Legend Stars Park, the sign that was found then captured by smartphone and DSLR camera. DSLR camera is used to capture signs that cannot be reached using a smartphone camera. Besides observation, there is also an interview.

The researcher conducted an interview authority of Jatim Park 3. The researcher conducted a voice recording as the second instrument. Interview conducted to find out the reasons for showing written signs in Jatim Park 3 with various languages. Interview conducted in The Legend Stars Park because there is a place for public relations authority in Jatim Park 3. Interview conducted semi-formal situation to get clearer answers.

3.2.3 Data Collection Techniques

1. Observations

Researcher visited Jatim Park 3 twice to obtain the data. The researcher's first visit was on 3th March 2019, to ensure the existence of the linguistic landscape. Researcher walked around in Jatim Park 3, and researcher found many signs there and captured several signs, so researcher chooses Jatim Park 3 as a place to conduct research. Then, on 20th December 2019 researcher visited Jatim Park 3 in second to complete the data obtained by taking photos of the signs in Jatim Park 3. If the same sign is found, then the sign is counted as one.

2. Interview

In addition to visited Jatim Park 3 to complete the data, the researcher also conducted interviews with the authority of Jatim Park 3. The researcher visited Jatim Park 3 on 20th December 2019 to meet Pak Hadi as a public relations authority to conduct an interview. The interview was conducted at The Legend Stars Park with a semi-formal situation so that Mr. Hadi as interviewee, could answer all questions clearly. The researcher gave several questions about the language displayed and the reasons for showing written signs in Jatim Park 3 in various languages. Data obtained through interview was recorded on a smartphone and then transcribed.

3.3 Data Analysis

1. To analyze the first research problem, the researcher detects the language found by grouping the languages by using codes. This step aims to make easier for researcher to know the various languages used in Jatim Park 3. These are the various codes used by the researcher:

IDN = Indonesian   KR = Korean

ENG = English   JPN = Japanese

ARB = Arabic   IN = Indian

DTC = Dutch   FRN = France

CHN = Chinese   ITL = Italian

2. Researcher also calculates the frequency of existing languages into monolingual, bilingual, and multilingual with the following formula:

$$\frac{A}{B} \times 100$$

The symbol A is the number of desired signs. While the symbol B is the total number of signs. The calculation method is A divided by B, and multiplied by 100. Symbol A is obtained from calculations in certain categories, and symbol b is obtained from all existing signs.

3. After all languages have been coded and calculated, the researcher analyzes the language used to answer the second research problem regarding the characteristics of bilingual and multilingual sign supported with Cenoz & Gorter

theory including the first language on sign, size of text on the sign, font type on sign, amount of information on the sign, translation type on sign, and the material of sign. The researcher also added tables and photos intending to provide a good understanding.

4. To answer the last research problem, the researcher listened to the recording obtained from the interview with Jatim Park 3 authority and copied it into Microsoft word. Then, the researcher highlighted important points on the answers to questions that given to the interviewee regarding the reason for showing written signs in Jatim Park 3 with various languages.
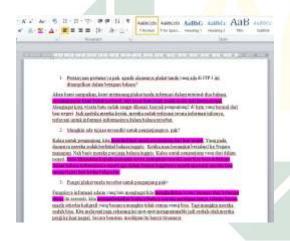

Figure 3.1 An example of highlighting the reason for showing sign

If all steps are completed, the researcher present the results of the analysis into paragraphs to be presented as a research report.

CHAPTER IV

FINDING AND DISCUSSION

This chapter is the main part of this study. It leads to the result of research which conceives two sections, finding and discussion. Finding and discussion are dedicated to answering the research problem so that the objective of the study can be achieved.

4.1 Findings

The researcher answers the research problem with analyze two sides of sign, the inside and outside. The researcher analyzes inside of the sign is when the researcher answer the first and second research problem. The first research problem leads to the language used on the sign, which are monolingual, bilingual, and multilingual. Meanwhile, the second research problem leads to the characteristics of bilingual and multilingual signs in Jatim Park 3, which are the first language on sign, size of the text, font type, amount of information, type of translation, and material of the sign. Whereas, the researcher analyzes outside of the sign that leads to the interview outcome to answer the last research problem about the reason for showing written signs in Jatim Park 3 with various languages.

4.1.1 The languages used on signs in Jatim Park 3

The researcher conducted observations to find out how the linguistic landscape in Jatim Park 3 Batu East Java. Research was carried out in indoor and outdoor areas of JatimPark 3 Batu, more precisely in area Dino Park and the

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Legend Stars Park which is the main building in Jatim Park 3 Batu. The researcher found 102 signs that included monolingual, bilingual, and multilingual. The researcher's hypothesis of the languages found is only Indonesian, English, Chinese and Korean. However, the researcher also discovered several other foreign languages such as Indian, Japanese, Arabic, Dutch, France, and Italian. The languages are used in Jatim Park 3 Batu can be seen in the table below.

Table 4.1 Language Displayed in a Jatim Park 3 Batu

Total	Sign	Language	Number	Percentage
102	Monolingual	Indonesia only	11	11%
		English only	21	20%
		Arabic only	3	3%
		Dutch only	2	2%
		Chinese only	2	2%
	43 (42%)	Korean only	2	2%
		Japanese only	1	1%
		Indian only	1	1%
	Bilingual	Indonesian - English	52	51%
		Indonesian - China	1	1%
	55 (54%)	Indonesian - India	1	1%
		Indonesian - Dutch	1	1%
	Multilingual	Arabic – English- China	1	1%
		Chinese – Indo - English	1	1%
	4 (4%)	Indo – Arabic - English	1	1%
		English – France - Italian	1	1%

Based on the table above, it is clear that bilingual sign is more common than monolingual and multilingual sign. The bilingual sign has 55 signs with the highest number being Indonesian-English which has the total 52 signs, then followed by Indonesian-Chinese, Indonesian-Indian, and Indonesian-Dutch which has the same total number of a sign. While, the monolingual sign has 43 signs, including Indonesian, English, Arabic, Dutch, Chinese, Korean, Japanese, and Indian. As for multilingual signs, it has a total of 4 signs containing Arabic-English-Chinese, Chinese-Indonesian-English, Indonesian-Arabic-English, English-French,-Italian.
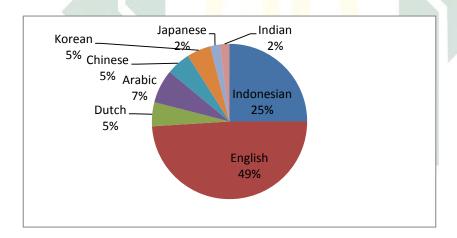
4.1.1.1 Monolingual Sign

Figure 4.1: Monolingual Sign percentage

From the chart above, it can say that Japanese and Indian languages are the fewest monolingual languages found in Jatim Park 3. Indian monolingual sign only found in the outdoor area of Jatim Park as a place name. Meanwhile, a Japanese monolingual sign only found in the outdoor area of Jatim Park 3 as a

sign of gratitude to visitors as readers for visited Jatim Park 3. Figure 4.2 gives an

example of the Japanese language on sign.

Figure 4.2 Gratitude for visitors using Japanese language

Among the 43 monolingual signs in Jatim Park 3, English can be said as

the dominant language (49%) and followed by the Indonesian language (25%).

The use of English as a sign can be found in every corner in Jatim Park 3, and it is

commonly used on every corner in the indoor and outdoor areas of Jatim Park 3.

Most of the monolingual English signs at every corner in the Jatim Park 3 area

refer to directions and warnings. Those signs are placed in the front area before

entering the Jatim Park 3 rides with the aim of not confusing visitors if there are

no directions for where they are going. Figure 4.3 shows how English gives

directions to visitors by using English because the visitors of Jatim Park 3 are not

only local people but also from abroad. In this way, English plays an important

role as information for visitors. While figure 4.4 is a warning not to enter an area

that is only entered by officers.

Figure 4.3 Direction using English Language

Figure 4.4 Warning using English Language

In short, the relationship between tourist attractions and English as an international language play a role as a form of process in tourism and facilitates communication with visitors. In this case, English seems to be the most important language in tourism aspect. It also reveals the fact that there is no sign contains its own Javanese language for conveying something in the sign displayed, Javanese as a local language is not visible.

4.1.1.2 Bilingual Sign

Figure 4.5 Percentages of Bilingual Sign

The number of bilingual signs in Jatim Park 3 is the number of signs with the largest total compared to monolingual and multilingual signs. This shows how important it is to add another language to the sign displayed in a tourism places. This is also not spared from the effects of globalization. The bilingual signs in Jatim Park 3 contain Indonesian-English, Indonesian-Chinese, Indonesian-Indian, and Indonesian-Dutch. Indonesian-English (94%) is the most occupied on bilingual signs, followed by Indonesian-Chinese, Indonesian-Indian, and Indonesian-Dutch, which has the same total number of signs (2%). The bilingual sign below has the same information inside but written in two different languages.

Figure 4.6 Example of bilingual sign

The bilingual sign above is a description of the two phrases written in the official Indonesian language '*dilarang menaiki candi*' and also written in English '*do not climb the temple'* the sign contains the same information but written in different languages, which are Indonesian and English that has a function as a warning to not climb the temple. The sign is found in the outdoor area of Jatim Park 3 and written in two languages because the intended target audience is not only local people but also foreign. The sign is a reminder for visitors not to climb the temple aims to not destroying the artificial temple in Jatim Park 3. By placing Indonesian in the first place on the warning sign, visitors, especially the local community, must obey all the rules made by the Jatim Park 3 team.

4.1.1.3 Multilingual Sign

This study discovers four multilingual signs of all 102 total signs found in Jatim Park 3 Batu East Java. Multilingual signs contain Arabic-Chinese-English, Chinese-Indonesian-English, Indonesian-Arabic-English, and English-French-Italian, which has the same total of signs, one of each. Multilingual signs are frequently found in the outdoor area of Jatim Park 3 as food selling and promotion. Look at the figure below.

Figure 4.7 Multilingual as promotion   **Figure 4.8 Multilingual as food selling**

Figure 4.7 is an example of a multilingual sign that containing three languages, which are Arabic, English, and Chinese. This multilingual sign is a promotion made by Jatim Park 3 to visitors from abroad that means if they come to Jatim Park 3 by showing their foreign passport, then they deserve to get a 20% discount from the regular price, while the multilingual sign on figure 4.8 contains English, France, and Italian to sell food. In this case, the society is made multilingual with the aim of supporting the status of Batu city as a famous city for its tourist attractions since Batu city is familiar for being a destination for local people and from abroad.

4.1.2 The Characteristics of Bilingual and Multilingual Signs

In this analysis, the researcher categorizes the bilingual and multilingual signs using the Cenoz and Gorter's indicator on the characteristics of signs in bilingual and multilingual signs. The indicators are the first language on signs,

size of text, font type, amount of information, type of translation. The researcher also provides a new indicator as to the characteristics of sign which is the material or physical form of a sign to fill in the development of linguistic landscape since there is no research on a linguistic landscape that analyze the characteristics of the bilingual and multilingual sign with adding the material of sign as a characteristic. It supported with Spolsky and Cooper (1991), result of analysis also contributes to the development of linguistic landscape study, it provides different criteria to establish language signs… according to the material / physical form used which a sign is made (metal, wood, and etc.)

4.1.2.1 First Language on Bilingual and Multilingual Sign

The first characteristic of the bilingual and multilingual signs is the order of what language becomes the first language on the sign then followed by other languages. The information showed in the table below.

Table 4.2 First Language on Sign

Languages	Number of Signs	Percentages
Indonesian	31	52%
English	24	40%
Indian	1	2%
Chinese	1	2%
Arabic	1	2%
Dutch	1	2%
Total	**59**	**100%**

The table above explains that Indonesian is the most prominent language as the first language on the sign for bilingual and multilingual signs at Jatim Park 3. Dutch, Arabic, Chinese, and Indian language as the first language on sign only has 1 sign while Indonesian has a total of 31 signs from all 59 bilingual and multilingual signs (see table 4.2). This outcome is not surprising since Jatim Park 3 is one of the largest and most comprehensive educational tours in Batu city, so the Indonesian language itself plays an important role in the many signs. Furthermore, below is an example of Dutch language as the first language on sign, although Dutch as the first language on the sign is least found.

Figure 4.9 Dutch as the first language in bilingual sign

Even though Dutch has the least amount, the existence of Dutch in the first language on signs is not surprising. Geographically, Batu City, which is known to have cold air temperatures, has become one of the tourist destinations of the Dutch in the early 19th century. At that time, Batu City was known as *'De Klein Switzerland'*, which means small Switzerland on the island of Java (viva.co.id, para. 3). By bringing up Dutch as the first language of a bilingual sign, the tourism place gives the meaning that the Dutch language has quite a role

to play in developing the tourist spot itself. *'Het Kleinste Kamartje*', which means toilet is located in the outdoor area of Jatim Park 3, which has the function as the building name as well as information aimed to visitors.

4.1.2.2 Size of Text on Bilingual and Multilingual Sign

The second step is to learn the size of the text in bilingual and multilingual signs. This characteristic explains how the size that exists in bilingual and multilingual signs, whether in one sign using the same size, or even the size used by one language is bigger than the size of another language. The outcomes are shown in table 4.3. The most prominent size of text on the bilingual and multilingual signs in Jatim Park 3 is Indonesian. In this case, this is related to the previous indicator (first language on sign). It is real that the language that appears as the first language on the bilingual or multilingual sign has the possibility of having a bigger text size than other languages. Moreover, English has a total of bigger size more dominant compared to other languages.

Table 4.3 Size of Text on Bilingual and Multilingual Sign

Languages	Number of Signs	Percentages
Indonesian bigger	23	39%
English bigger	21	35%
Chinese bigger	1	2%
Dutch bigger	1	2%
Same all languages	13	22%
Total	**59**	**100%**

Same all languages, a category appears on the table above shows how many bilingual and multilingual signs put on the same size of the bilingual and multilingual text in sign displayed. Another category show how one language is bigger than another language. Indonesian has the biggest outcomes compared to all languages. As a dominant language, Indonesian cannot be replaced by other languages. See figure 4.10 as an example of a sign in which Indonesian has the bigger size of the text inside.

Figure 4.10 Indonesian is bigger than English

Figure above is an example of a sign with Indonesian and English in it, where Indonesia has a bigger size than English. This sign serves as a prohibition for visitors to not touch the statue aims to not damage the statue in Jatim Park 3. The use of a bigger size of the text in Indonesian with a contrasting red background and white written text on the sign is made to make it easier for visitors as viewers to notice it as a prohibition.

4.1.2.3 Type of Font on Bilingual and Multilingual sign

The third step of analyzing the characteristics of signs leads to the font

type used of existing languages as bilingual and multilingual signs. This explains

how the fonts that exist in bilingual and multilingual signs, whether in one sign

use the same font, or even the font used by one language, is different from the font

of another language. The outcomes of the font type are same or different are

served in table 4.4

Table 4.4 Font Type

Languages	Number of Signs	Percentages
Different	31	53%
Same al languages	28	47%
Total	**59**	**100%**

The difference between bilingual and multilingual signs in Jatim Park 3

can easily notice from the font type. The type of font used in bilingual and

multilingual signs can be the same or different in each language. In the matter of

bilingual signs and multilingual signs in Jatim Park 3, the most common sign is a

sign that has a different font type. However, figure 4.11 is an example given to

prove that there are also sign in Jatim Park 3 that use the same font type.

Figure 4.11 same font type   Figure 4.12 Different font type

Although the most prominent font type is a sign with a different font type, figure 4.11 provides an example of a bilingual sign with the same font type. The sign is located in an outdoor area as information containing policy regulations made by Jatim Park 3 such as a prohibition on smoking, bringing in pets, carrying firearms, bringing food and drinks, and so on.

Furthermore, a sign that containing important information and marked with Jatim Park 3 below indicates that the sign was officially made by the authorities of Jatim Park 3. The sign usually uses a formal font and has the same font in many languages contained in it. On the other hand, if the information contained is not too much information, the authority team will use a different font and not basic font to make it more interesting and eye-catching (see figure 4.12). The use of signs with different font types can easily be noticed by visitors, especially if the sign provides important information.

4.1.2.4 Amount of Information on Bilingual and Multilingual Sign

The distinct bilingual and multilingual sign characteristic to analyze is about the amount of information exists on each language. This explains how the amount of information contained in bilingual and multilingual signs, whether one language has more information than another language, or even the information contained in the sign is equivalent in all languages displayed. The result provides that 73% of all signs show the same information in all languages in bilingual and multilingual signs at Jatim Park 3 (see table 4.5).

Table 4.5 Amount of Information

Language	Number of signs	Percentages
Indonesian more	12	20%
English more	4	7%
Same all languages	43	73%
Total	**59**	**100%**

From the table above, the results that stand out are the same amount of information on the bilingual and multilingual signs. In addition, Indonesian is the most dominant language in the amount of information compared to another language, followed by English.

The researcher could state that bilingual and multilingual signs in Jatim Park 3 can be stated to have more information than other languages when one language puts more words than other languages. Figure 4.13 gives an example

that English contains more words than Indonesian, which means that there is more

information in English. Figure 4.14 is an example of how Indonesian give more

information than English which is located in the outdoor area of Jatim Park 3.

Figure 4.13 More info on English   Figure 4.14 More Info in Indonesian

From this case, the researcher also observed the importance of placing a

sign displayed in every corner of Jatim Park 3. The researcher asked this directly

to the Jatim Park 3 authority by conducting interviews to get more creditable

information. The result provides Indonesian contains more information than other

languages, and it is located in the outdoor area of Jatim Park 3. According to Pak

Hadi's statement, actually there is no difference between signs in the indoor and

outdoor areas, but the sign is placed where there is a spot that needs the

information then a sign is added.

4.1.2.5 Translation Type on Bilingual and Multilingual Sign

Another characteristic to analyze in this research is leading to the use of translation on a sign in bilingual and multilingual sign. This case aims to understand the type of translation used on bilingual and multilingual signs in Jatim Park 3. Table 4.6 shows the outcome of translation type used on sign in Jatim Park 3.

Table 4.6 Type of Translation

Type of Translation	Number of Signs	Percentages
Word to word	35	59%
Partial	24	41%
Total	**59**	**100%**

The existing result is in accordance with the researcher's hypothesis that the most prominent type of translation in Jatim Park 3 is word to word. The type of word-to-word translation is used to make visitosr in Jatim Park 3 as the reader easier to understand the meaning of the sign displayed in Jatim Park 3. See figure 4.15 as the example of word-to-word translation and figure 4.16 for the partial translation that exists in Jatim Park 3.

Figure 4.15 Word to Word Translations   Figure 4.16 Partial Translations

Word to word translation is found on simple signs such as entrance and exit information, while partial translation is done on signs that contain more information. Partial translation is used to convey the essence of messages from the first languages to other languages displayed.

4.1.2.6 Material of Signs

The last step to analyze the character of the sign leads to the material of the sign. Material of sign is a new characteristic added by researchers to analyze bilingual and multilingual characteristics in Jatim Park 3. This character is added by the researcher because it is important to analyze the material or physical form of a sign since Jatim Park 3 is a tourism place that has indoor and outdoor areas, so it is possible for the researcher to find signs with different material in each corner in Jatim Park 3. It supported with Spolsky and cooper (1991) that state analysis in the linguistic landscape also contributes to the development of linguistic landscape study, it provides different criteria to establish language signs … according to the material / physical form used which a sign is made (metal, wood,etc)

Table 4.7 Material of Bilingual and Multilingual sign

Material / physical form	Number of sign	Percentages
Aluminium	34	58%
Banner / Flexi	11	19%
Wood	13	22%
Stone	1	1%
Total	**59**	**100%**

The table above shows that the most prominent material is aluminum, which is 34 of the total 59 existing bilingual and multilingual signs, and on the other hand, only one sign is written in stone material. It is not surprising that since aluminum has higher durability and resistance than other materials. This material is widely found in outdoor and indoor areas. Figure 4.17 shows examples of aluminum materials in outdoor areas for information. On the other hand, wood is also more dominant as a material compared to other materials.

Figure 4.17 Aluminium as a material of the bilingual sign

As shown in figure 4.17, the sign above is a sign that uses aluminum for the material. Due to its function as a sign that contains educational information, the sign above also emphasizes the material to support the appearance of the sign displayed. This kind of material is known for being durable and not easy to rust. So, it does not damage the aesthetic value if there is damage in it because the information contained is quite essential, which contains the names of the president and vice president of Indonesia from the first to the seventh.

4.1.3 The Reason for Showing Written Sign in Jatim Park 3 with Various Languages

After analyzing the language used and the characteristics of bilingual and multilingual signs in Jatim Park 3, the researcher clarify the reason for showing a written signs in Jatim Park 3 with various languages.

4.1.3.1 To facilitate Information for Visitors from Abroad

Lately, the use of a foreign language that serves as a presentation of information in public places such as tourism places is very important. Setyanto (2014, p. 2) states that the use of foreign languages is expected to provide maximum service and being able to create a good impression or image, which has the effect of increasing the Indonesian tourism industry. The use of foreign languages is important and cannot be abandoned.

Jatim Park 3 is one of the tourism places that not only use monolingual as a sign of information, but also uses bilingual and multilingual signs. The results of interviews with Pak Hadi as the authority of Jatim Park 3 states that the reason for

showing written signs in Jatim Park 3 with various languages aims to facilitate visitors from abroad "*The target market for Jatim Park 3 is not only local but also international communities. Considering that Batu is a well-known tourism city, many visitors in Batu come from abroad. So when they are at Jatim Park 3, they are already served with information. Moreover, officers do not always stand by because there are some corners in Jatim Park 3 that are not reached by officers, so it is hoped that with the installation of information signs, visitors can get the information they need without meeting the officers.*" In this case, the authorities of Jatim Park 3 do not mean not to serve and ignore the visitors, but the authorities are looking for alternative ways to keep the information up. See figure 4.18 as an example.

Figure 4.18 Indonesian-English sign contain information on animal bonding

From figure 4.17, Jatim Park 3 authority aims to inform the visitors that visitors can feed the camels up close, and visitors can also take pictures with eagles on a set hour. The authorities of Jatim Park 3 hope that making activities that make visitors being able to interact with animals can add a new experience for visitors in Jatim Park 3.

4.1.3.2 To Educate Students as Visitors

Besides aiming to facilitate visitors from abroad, the reason of showing written signs with various languages also aims to facilitate students who are doing study tours in Jatim Park 3. Jatim Park 3 is not only a tourism place but also educational tourism. As the data obtained, the interviewee said that the purpose of showing a written sign with various languages to educate students "*For visitors from the local community, we aim to students, considering that later they can read some information in Indonesian and how the translation in English, so they can learn from both languages.*" Figure 4.19 as an example of Indonesia-English signs that contain educational information.

Figure 4.19 Indonesian – English as Educational Tool

Figure above is not only a sign with general information but contains educational information that may rarely be found in tourism places that does not carry out education. Furthermore, translating the existing language is important, so that readers can read the information more easily. Using the words *'Interesting Facts!'* it is intended that visitors are more interested in reading the information.

4.1.3.3 To Present Icons from Different Countries

The authentic atmosphere is felt because Jatim Park 3 provides an area that presents foreign buildings such as Korea, Chinese, and Netherlands, and others. In addition to building a duplicate, Jatim Park 3 also added the language of the country and also adjusted it with accessories that became the character of that country. It is just like what the interviewee said "*Bringing iconic Landmarks from several worlds is an accessory, we introduce their culture even though it is just a decoration, it is still just calligraphy that maybe not everyone can read it and maybe they can. We also serve Instagramable spots, so it looks like they go abroad even though it is only duplicate building.*" The example can be seen in the figure below.

Figure 4.20 Korean Zone   **Figure 4.21 Dutch Zone**

As shown in the figure 4.20 and figure 4.21, both are the duplicate of foreign building. Figure 4.20 shows an example of a building from Korea with cherry blossoms on the outside with the welcome words on the building written in Korean. Likewise, figure 4.21 shows an example of a typical building with a windmill surrounded by tulips that probably everyone knows, if it is a Dutch icon. All buildings are built with the aim that visitors can feel the vibes of authenticity even though it is only a duplicate building.

4.2 Discussion

In this part, the researcher explains more about the analysis of finding, from the results obtained in this present study. The researcher found ten languages used, which are Indonesian, English, Arabic, Dutch, Chinese, Korean, Japanese, Indian, French, and Italian. From all the language displayed, monolingual shows 43 signs, bilingual 55 signs, and multilingual 4 signs. Indeed, it can be said that Jatim Park 3 use more bilingual rather than monolingual and multilingual sign.

The Bilingual sign is dominated by Indonesian and English. It is in line with Widiyanto (2019, p. 258) he states that as bilingual, both Indonesian and English are used as it can be seen. The use of English to accompany Indonesian is certainly inseparable from the role of the language as a tourism language. In meaning, those language is one of the universal languages used in the tourism industry of Indonesia.

Another result of this study presents that monolingual signs are also commonly found after bilingual sign, monolingual signs are dominated by English. Monolingual signs refers to directions and warnings on the main building of Jatim park 3 which is addressed information to foreign visitors. This case is sustainable with Lawrence (2012) in his research on the linguistic landscape in Korea. He found that English is dominant found in main streets, and foreign districts.

The result of this study also serves that multilingual is least found in Jatim Park 3. Multilingual signs in Jatim Park 3 are only found in the outdoor areas for promotion and food selling. It is in line with Mulyawan (2019) on his research of linguistic landscape in Desa Kuta, who states multilingual in linguistic landscape study in outdoor sign area is common as the language of commercial sign. In the tourism context and under the conditions of globalization in modern times, the use of different languages has economic value. Tourism indirectly promotes the economy by exploiting the use of multilingualism. This also holds the fact that multilingual use is presented as a means to navigate the economy in tourism place.

The researcher gives out six indicators of characteristics on bilingual and multilingual signs in Jatim Park 3, which are conformable to Marti (2019) findings. Those are the first language on sign, size of text, font type, amount of information, and translation type. This present study and Marti (2019) have similarities in the results of the characteristics of the bilingual and multilingual signs. The first similarity appears in what the first language on bilingual and multilingual sign, the result shows Indonesian to be the most dominant language being the first language in bilingual and multilingual sign than other languages. Not only that, but similarities also appear in other characteristics, namely the size of text. The results show that Indonesia could be said to have a bigger size of text compared to other languages. Last but not least, the similarity of characteristics in this study and previous studies is in the amount of information, where the results show the prominent amount of information that exists in bilingual and multilingual sign is same all languages.

Aside from having similarities, both researchers still have differences in their analysis of the sign's characteristics. There are two prominent differences in this present study and Marti (2019). The first difference is seen in the results of the characteristics of the font type, Marti (2019) concludes that in tourism place the bilingual and multilingual sign more using the same type of font in all languages (121 from 156), while this present study found that Jatim Park 3 as a tourism place uses more different fonts in bilingual and multilingual signs (31 from 59). This may occur due to the differences in data source.

Secondly, the difference is also in the characteristics of the translation type, Marti (2019) in her research, concluded that partial translation is mainly found in bilingual and multilingual sign. In contrast, this present study found that word to word translation is dominant in bilingual and multilingual signs. Those difference in results may occur because even though Museum Angkut and Jatim Park 3 are managed by one company, the authority team at each toursim has different policies on the sign displayed they use. It can be concluded that the implications of the findings from Marti (2019) and this present study are contradictory. Moreover, this present study including the material as the characteristic of the bilingual and multilingual signs. This indicator is important if researchers want to analyze the characteristics of the bilingual and multilingual signs.

Besides, the main reason for showing a written signs in Jatim Park 3 with various languages is to facilitate information to visitors from abroad. As state by Setyanto (2014, p. 2), the use of foreign languages is expected to provide maximum service and being able to create a good impression or image which has the effect of increasing the Indonesian tourism industry, the use of foreign languages is important and cannot be abandoned.

Summarily, this present study provides three prominent findings. There are ten languages used in Jatim Park 3 to serve appropriate information. The most dominant languages are English and Indonesian. Eventually, the main reason for showing a written signs in Jatim Park 3 with various languages is to facilitate visitors from abroad.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is the last part of this research which contains a conclusion and suggestion for future research.

5.1 Conclusion

This research aims to find how the linguistic landscape in Jatim Park 3. This research describes the language used, characteristics of bilingual and multilingual signs, and the reason for showing a written signs in Jatim Park 3 with various languages.

The researcher found 102 signs with 10 languages used on signs in Jatim Park 3. The languages include Indonesian, English, Arabic, Dutch, Chinese, Korean, Japanese, Indian, French, and Italian. The existing languages are spread out in monolingual, bilingual, and multilingual signs. All signs displayed are installed in the outdoor and indoor areas of Jatim Park 3.

The second is about the characteristics of the bilingual and multilingual signs. Indonesian is the most prominent language as the first language on a sign for bilingual and multilingual signs. It is not surprising since Jatim Park 3 is one of the largest and most comprehensive educational tours in Batu city so, the Indonesian language itself plays an important role in it. For the size text of bilingual and multilingual sign still dominated by Indonesian, it is related to the previous indicator (first language on a sign) it is confirmed that the language that

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appears as the first language on the bilingual or multilingual sign has the possibility of having a bigger text size than other languages. The third character is the type of font, the most common is a sign with a different font type on languages in it. The authorities use a different font and not basic font to make it more exciting and eye-catching. The next character is the amount of information, and the result stands that the most amount of information is equivalent in all languages. The sign is placed when there is a spot that needs the information then a sign is added. Another character is translation type, the most prominent type of translation in Jatim Park 3 is word to word, and it is common found on simple signs such as entrance and exit to make visitor as a reader easier to understand the meaning. The last character is the material of sign. The most prominent material is aluminum, since this kind of material is known for being durable and not easy to rust so, it does not damage the aesthetic value if there is damage in it.

The reason for showing a written signs in Jatim Park 3 with various languages are varied. The researcher got three reasons from the interview to get a creditable reason. First, to facilitate information for visitors from abroad. Second, to educate students as visitors, and the third to present icons from different countries.

Overall, depending on the research finding, the researcher conclude that the relationship between tourist attractions and English as dominant language play a role as a form of process in tourism and facilitates communication with visitors. Indeed, the use of a foreign language in tourism places is important and can not be abandoned.

5.2 Suggestion

Based on the limitation of this research, there is a suggestion for a further researchers to fill the imperfections of this research. In view of the fact that this research was only conducted in Jatim Park 3, it is better for the next researcher to conduct research by comparing data from different places. Since Jatim Park group has many tourism placec, such as Jatim Park 1 and Jatim Park 2, which existed earlier than Jatim Park 3, for example, the further researchers will compare how the linguistic landscape in Jatim Park 1 and how the linguistic landscape in Jatim Park 2 aims to look for the similarities or differences even though those places are managed by one company.

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