

Linguistic Landscape of Sumenep Tourism Destination

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ABSTRAK

Penelitian ini mengkaji lanskap linguistik yang digunakan dalam pelabelan benda-benda bersejarah di Museum Keraton Sumenep. Museum Keraton Sumenep merupakan tempat untuk mengoleksi, merawat, menyajikan dan melestarikan benda-benda bersejarah Keraton Sumenep dan salah satu destinasi wisata di Sumenep. Metode yang digunakan adalah kualitatif untuk mendeskripsikan dan menjelaskan bahasa yang ditampilkan, material yang dipakai untuk label, dan kategori label di museum mengikuti taksonomi oleh Spolsky dan Cooper. Metode yang diterapkan telah membantu peneliti untuk mencapai tujuan penelitian ini dengan mendapatkan 124 gambar tanda linguistik lanskap. Hasil penelitian menunjukkan bahwa lanskap linguistik yang ada di dalam museum terdiri dari pelabelan monolingual dan bilingual dalam Bahasa Indonesia dan Bahasa Inggris. Bahasa Indonesia dipilih karena sebagian besar pengunjung berasal dari masyarakat lokal yang dapat berkomunikasi dalam bahasa Indonesia. Sedangkan label Bahasa Inggris ditampilkan karena turis mancanegara juga datang berkunjung ke Museum Keraton Sumenep.

Kata kunci: lanskap linguistik, monolingual, bilingual, museum, Sumenep, pariwisata

ABSTRACT

This study examines linguistic landscape perspective of language used in labeling historical objects at the *Keraton Sumenep* Museum. *Keraton Sumenep* Museum is a place to collect, treat, present and preserve the historical objects of the Sumenep Palace and one of the tourism destination in Sumenep. It employed a qualitative method to describe and explain the languages displayed, the sign materials, and the sign categories in the museum following the taxonomy signs by Spolsky and Cooper. The applied method has assisted the researchers to reach the objectives of this study by getting 124 pictures of landscape linguistic signs. The result of this research shows that linguistic landscape in the museum buildings consist of monolingual and bilingual in Indonesian and English language. The Indonesian language is being chosen because most of the visitors are from locals who can communicate in Indonesian. Moreover,

English language is displayed in LL because there are a number of international tourists who come to visit the museum.

Keywords: *linguistic landscape, monolingual, bilingual, museum, Sumenep.*

BACKGROUND

Sumenep is known as one of the cultural centers in East Java, which has a well-preserved cultural heritage. This district has several interesting heritage tourist destinations to visit and find out about the cultural history. One of the popular sites is *Keraton Sumenep* Museum which has potential for tourism development in Sumenep. *Keraton Sumenep* Museum is a place to collect, treat, present and preserve the historical objects of the Sumenep Palace. Sumenep Palace, which was built in 1781 by architect Lauw Piango, is the residence of the dukes and the center of government in that era. This Palace and museum are historical heritage sites that must be preserved and being a place to learn history. Therefore, this object is the identity of Sumenep, which is the place where the first kingdom was founded in Madura and the Museum as the evidence of well-preserved heritage of the Palace.

Knowing that this object is a tourism potential that must be developed, one of the efforts to optimize the tourism potential with the aim of increasing visitor interest is by utilizing language in tourism destination. Salim et al (2012) stated the use of language for tourism promotion is an important point for potential visitors. Thus, the researchers are delighted to analyze the topic of linguistic landscape (LL) as Gorter (2018) includes a museum as a semi-public space. It focuses on written information about language available in a particular area which over the last two decades has become a fairly dynamic field of research. Cenoz and Gorter (2006) stated that LL as the study of Sociolinguistics, means that visual or written information as well as signs with different languages can influence people's linguistic behaviour and their perceptive of the status of different languages. Moreover, Landry and Bourhis (1997:25) were the first provide a clear explanation that LL are the language of public road signs, advertising billboards, street or place names, commercial shop signs, public signs on government buildings to form the linguistic landscape in a given territory, region, or urban agglomeration. For that reason Nash in *Is Linguistic Landscape Necessary* (2016) writes that linguistic landscape is broadly a linguistic study that aims to connect language with spatial and/or spatial planning, semiotics with mobility, and imagery with social interaction in a place. Therefore, some researchers such as Landry and Bourhis (1997), Ben-Rafael and colleagues (2006), and Durk (2013) emergence of scientific works that discuss about this topic.

The study of LL has become an interesting topic by some linguists as it is a limited number to be observed. One of the LL studies that has been carried out includes research by Rosenbaum et al. (1977) who investigated the use of Roman and Hebrew sign characters on the Keren Kayemet Street, Jerusalem. They found that the roman script is more common on bottom-up than top-down signs and the difference between

the official language policy supporting the use of the “Hebrew-only sign” and the most common use of other languages (especially English) in commercial signs.

Furthermore, a study entitled *Linguistic Landscape and Minority Language* conducted by Cenoz and Gorter in 2006 compared two roads in two countries in Europe: Friesland (Netherlands) and the Spanish Basque Country. The comparison of the use of these two languages aims to analyze the number of language use, the language of signs, and the characteristics of bilingual and multilingual signs. As a result, Dutch is the dominant language in the LL in Friesland, followed by English and Frisian. The dominant languages in Basque and Spanish are Spanish, Basque, and English.

Ben-Rafael et al (2006) compared LL patterns in ‘homogeneous’ and ‘mixed’ neighborhoods in an Israel city and East Jerusalem. It focuses on the visibility level of three main languages: Hebrew, Arabic, and English in private and public signs. The finding discovered that Hebrew is dominant in the City of Israel and East Jerusalem. Another study was also conducted by Backaus (2008) which analyzed the difference between official and non-official multilingual signs of Tokyo. He found that the official signs are designed to strengthen the relations between government and the people and informal signs are used to communicate with foreigners.

In addition, research on LL was also carried out by Indonesian researchers by Budiarsa and Kristianto (2018) with the title *Linguistic Capital as Foreign Dominations in Tourism Domain: A Case in Seminyak-Bali* with a focus on the practice topic of using linguistic symbols in tourism that identifies forms of linguistic symbols as capital that is practiced in tourism, patterns of the dominant language over tourists and the economy, and describe the legitimacy of linguistic domination. The results can be inferred that the forms of *linguistic capital* can identify the business actors in the Seminyak area: foreign, local, outside Bali, and traditional investors. The form of linguistic domination determines two forms of domination for both tourists and money: foreign and traditional domination. The legitimate *linguistic capital* of business actors is only based on the motives or cognitive awareness to dominate the tourism segment.

Various languages and scripts are displayed in the linguistic landscape. It is due to the fact that LL can be used as a basic framework to determine the influence of languages in the museum. As Landry and Bourhis (1997) suggested that LL has two functions as an informational function and a symbolic function. The term of informational function of the LL can be seen in labeling an object in a museum with various languages. In the symbolic function, the presence or absence of a group's language on the historical object labelisation has an impact on the feeling of belonging to that group. The symbolic function is also closely related to the representation of an ethnic identity. Thus, LL can be a tourist information center related to the situation and

written linguistic facts in the *Keraton* Museum to find out the history and function of the heritage and a symbolic function of the museum is the identity of Sumenep.

Furthermore, the current situation which is described as Covid-19 pandemic has entirely transformed all sectors of life as well as the tourism industry as currently facing a new normal. Tourism objects are required to reconstruct to follow the health protocol since they have closed because of the policy. The similar thing happened to Madura tourism objects, especially Sumenep that has various tourism destinations in Madura Island. Some destinations such as Gili Iyang, Gili Labak Island, *Keraton* Sumenep Museum have been closed for several months. Therefore, in this new normal, those tourism objects have a chance to rebuild their facilities and infrastructure.

Being aware of languages surrounding us especially in the tourism destination, this research aims to reveal the use of language that explains historical heritage objects at the *Keraton* Sumenep Museum from the perspective of LL. Therefore, this research answers the question of how the situation of the linguistic landscapes at the museum such as the various language in LL of the three museum buildings and how the characteristic of those LL. The results of this study can add to the treasures of LL studies, especially in the institutional context and help bridge the quantity and intensity between LL studies in the public sphere and LL in the institutional space.

RESEARCH METHODS

The research method used in this study is a qualitative method. It involves classification, analysis, and interpretation to get relevant information towards certain facts and phenomena. Keirl and Miller (in Moleong, 2002: 22) reveal that qualitative research is a particular tradition in social science that is fundamentally dependent on observations, humans, their own area, and relates to these people in their language and terminology. Qualitative method is used in this study because the data analysis is presented by interpreting and explaining in detail the LL in the museum. Dornyei (2007) asserts that qualitative research works with a wide variety of data including interview recordings, various types of text, and images. Therefore, the researchers obtained data in the form of photographs of 124 data in the form of images of LL in the three museum buildings. They are collected and analyzed based on (1) language group, (2) signs of information and warning inside and outside the buildings, and (3) material signs. The technique of data collections is mainly using observation and interview. Observation has been conducted based on taking photographs from the real and relevant sources (Hult, 2009). Moreover, interview was used in this research. Esterberg in Sugiyono (2015) explained that an interview is a meeting conducted by two people to acquire information by giving question and answer, so that it can be used as a conclusion in a particular topic. The interview with the museum officials is to answer the research question regarding to the situation of the linguistic landscape in the *Keraton* Sumenep Museum and its functions for visitors. Then, the data were also

presented in the form of written information and transcription of voice messages (voicemail) contained in the mobile application of *Keraton Sumenep Museum Augmented Reality*.

To obtain data describing the situation of the linguistic landscape in the *Keraton Sumenep Museum*, the researchers managed to get data of LL in museum 1 or the main museum, museum 2 which is called the *Koneng Office* building, and museum 3, namely *Panyepen House*. The main museum is the first building that visitors first visit because of its location close to the ticket booth. This building is also called the carriage building because it used to be a carriage garage belonging to the palace. Museum 2 is located on the west side of the Sumenep Palace complex. It was named the *Koneng office* because all the walls were yellow and served as the governor's office. Moreover, museum 3 is the house of *Bindara Saod* and is called the *Panyepen House* because it is a seclusion house for the king.

To answer research questions about the various languages in LL of these three museum buildings, the researchers analyzed the signs language taxonomies along with the characteristic of those LLs by Spolsky and Cooper (1991).

DISCUSSION

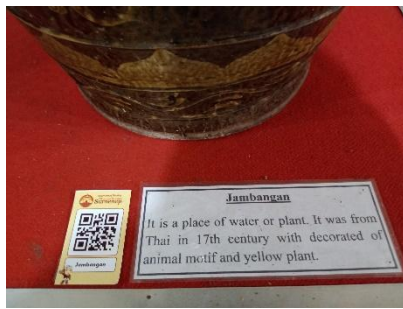
LL cannot be separated from a sign as it is a piece of written text that depicts information or instructions at a specific location. Backhaus (2007:66) defines a sign as any piece of written text which might range from a small label to a large billboard. In addition, the sign's purpose is to convey messages of general public interest, such as topographic information, directions, cautions, and instruction. Spolsky and Cooper (1991) categorize the signs into some groups to describe the way in which sign language taxonomies can be classified. They are language utilizing, LL materials, and the function of the LL. Moreover, the taxonomies of signs are based on the languages that are utilized and the quantity of languages in the signs such as monolingual sign, bilingual sign, and multilingual sign.

A. The Sign Taxonomy Based on The Number of Language

From the definition of Landry and Bourhis (1997:25) that language of certain territory limits the language identity based on the use of the language that is most often communicate by the community. In other words, the language displays in public space is the representative of people language for communication. In these three museum buildings, the taxonomies of signs are based on the languages that are utilized and the sign pattern found by displaying the number of languages on the historical object such as monolingual, bilingual, and monolingual signs. The signs containing only one language are called monolingual signs, information on historical objects containing two languages is bilingual, while signs containing more than two languages

are included in multilingual signs. In *Keraton* Sumenep Museum tourist destination, the *Keraton* heritage has been equipped with Indonesian and English languages. Some relics have been equipped with bilingual LL while the other do not contain both languages thus, monolingual LL is one language in English or Indonesian only. In addition, there are some relics that have no LL and have been damaged due to weathering.

The researchers try to transcript the picture into abbreviation LL, picture number, and museum (M) building number. Monolingual signs can be found in museum 1 and 2 that each of the monolinguals are in Indonesian only or English only. The first picture shows the object only has English to describe *Jambangan* (a water container) in the 17th century and LL in Indonesian to explain *Bokor* (a fruit container when there is an engagement ceremony).



LL 01/M1

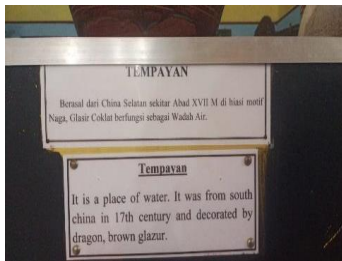


LL 02/M2

The monolingual sign in Indonesian language shows that this provision regarding the use of Indonesian as the national language should be the basis in the public sphere. According to museum visitor's data in 2019, there were 37.594 local visitors and 309 international tourists who came to visit. It can be classified that the most visitors are from local people and as local people use Indonesian as a second language and the national language, that is why monolingual signs in Indonesia are applied. Most of the LLs in this museum are in bilingual and monolingual Indonesian, due to the fact that the Indonesian sign is being damaged then it should be stuck out or the museum officials did not put the English sign since there is no available space to stick it.

The bilingual LLs are shown in these three museum buildings. Since this destination has many foreign tourists, the variety of tourists demands to display linguistic landscapes in international languages such as English to reach textual communication. Kallen (2009) notes that the use of foreign language in tourism objects may have a double impact. First, foreign language is an important part of tourists when they are going abroad, even though a sign in foreign language might become an incomprehensible language. However, this negative impact cannot be achieved because this linguistic landscape uses bilingualism so that foreign tourists will find it easier to get information on the Museum site in English. In addition, most of the

visitors come from school groups who are conducting historical trips in this museum. With the LL which contains bilingualism, one of which is English, it will educate students to learn about history in English so that the use and knowledge of English becomes wider, considering if the concept of information provided is limited to one language, the direct communication will not be delivered. Tourists who are diverse from Madura, outside Madura, and foreign countries with the development of tourism potential in Sumenep create a linguistic landscape with the concept of bilingualism.



LL 03/M1



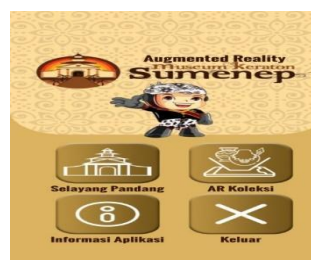
LL 04/M2



LL 05/M3

Multilingual signs such as Indonesian-English-Madurese are not found in this museum. The museum is in Madura in which the society or the local mainly communicate in Madurese language and it is concerned to investigate how language works as a communication and how the relationship between language and society along with understanding of a language structure (Wardhaugh, 2006). Since Madurese language is mainly used by Madurese people and other tourists outside Madura Island might not get the information written in Madurese. Thus, this has become the consideration to not apply labeling the object in Madurese language.

Furthermore, the latest innovation that has been realized in the *Keraton Sumenep Museum* is the *Augmented Reality (AR)*, which is an information device application that can be accessed by tourists in the form of a barcode. Almost all relics have been attached by this AR application provides information on relics in written Indonesian and English along with voice mode. The tourists only scan the barcode then the visual reality of the object will be shown to consider whether that object which the tourist desire to know about the information or not.



LL 06/M2



LL 07/M1

This new technology is applied in the early of 2019 hen pandemic imposed all destinations closed and some college students conducted a civil engagement in this museum to get people easier to know the more complete information towards certain relics and the visitors are helpful with the emergence of new sophisticated technology. Thus, the visitors not only directly see the relics' information toward LL but also from capturing the relics through the barcode.

B. The Sign of Taxonomy Based on the Materials

Spolsky and Cooper (1991) classify the sign of taxonomy based on the material used or the physical form of the signs such as metal, tile, poster, wood, stone, paper, etc. Labeling in each accessioned item must be labelled with its unique identity number as permanently as feasible without causing damage to the item (Collections Trust, 2008). Every historical object in this museum collection has had an identity number so that the information towards can be linked. The implications of damaging the relic with its documentation could be disastrous. Moreover, the object will lose its source and other associated information. In the *Keraton* Sumenep Museum there are some materials used for labeling objects. All labels are made of printing paper covers by laminating to make them secure and visible. In the building 1 and 3, LLs are mainly made of printed plain paper such as in LL 08/M1. Otherwise, LLs in the museum 2 use a black cardboard materials such as LL 09/M2.



LL 08/M1



LL 09/M2



LL 10/Taman Sare

In the area of museum complex, LL made of tile is shown such as in LL 08/Taman Sare to show the three gateways. It is believed that the water has a magic power if someone washes their face with the water from different gateways. Due to the fact that this is a place in which the princess used to get shower. Because of concerning to the weather, tile is considered the best material to be used in outside of room.

C. The Sign of Taxonomy Based on the Function

This taxonomy is based on the function such as street signs, advertising signs, warning notices, building names, informative signs, commemorative plaques, signs labeling objects, and graffiti (Spolsky and Cooper, 1991). The main functions of LL in this museum are both signs labeling objects and informative signs which mainly display the description about the history, use, and type or shape of each relic.



LL 11/M2



LL 12/M2

The description contains the real appearance of the object such as its height, length, material, and historical function such as in LL 09/M2, *gamparan* or a sandal in the era of Sumenep King. Meanwhile, some of them contain limited information towards its description such as only the material and the age such as in LL 10/M3. Therefore, the signs have no exact description of each thing.

Above all the information is provided and attached in the LL. There are some relics which provide an additional sign in the form of warning or caution sign to the visitors. A warning sign aims to preserve the durability of the relics such as in LL 11/M3, a set of palace chairs and table, there is a warning not to get on or forbid to not sit in the chair.



LL 13/M3

Furthermore, after unable access for tourists, the museum has implemented a tight health protocol in this new normal era for visitors such as required to show of their vaccine cards as the pandemic has not ended. The museum has provided facilities such as hand washing area in the front each of the three museums. The appeal of watching hands, social distancing, and wearing masks also displayed in the form of

monolingual LL in Indonesian language due to the fact that most visitors after the pandemic are from Indonesia.



LL 14/M2

LL 15/M2

In the LL 11/M2 displays before entering the museum area because the visitors can come to the museum if they wear a mask and are not allowed to put off their mask in the museum. Similarly, visitors will find the sign of LL 12/M2 inside of each museum. They are not allowed to create crowds and do a social distance when the tour guide explains about each relic or while the visitors are enjoying the museum. This effort is applied due to not spreading virus and preventing the museum or the Sumenep Palace area becoming a new cluster for Covid-19.

CONCLUSION

In conclusion, *Keraton* Sumenep Museum has labeled by LL as signs of relics. In the study of linguistic landscape, historical objects labelization signs can be analyzed based on language taxonomy. Thus, the taxonomy based on the number of languages shows that in this museum displays monolingual (Indonesian or English only) and bilingual (Indonesian-English) as the representative of LL. The Indonesian language is being chosen because most of the visitors are from locals who can communicate in Indonesian. Moreover, English language is displayed in LL because not only there are a number of international tourists who come to visit, but also it can be an educational way for students to learn about history in English so that the use and knowledge of English will be broader. Monolingual signs in Madurese language or multilingual in Indonesian-English-Madurese LL as the Sociolinguistic consideration are not appearing in this destination. Due to the fact that the numerous visitors from outside Madura and Madurese people themselves also understand the Indonesian language as a national language. As a result, only 2 languages are shown in the LL of this museum. Furthermore, LL is not merely deliver the information towards certain relics or things but also can be categorized though its materials and functions such as in these three museum buildings, almost all of the LLs are using a laminating paper as a textual signs and the functions consist of informative sign and caution notice such as *don't get on* and *don't sit*, furthermore in Covid-19 situation the caution notice also apply such as *dilarang berkerumun* or *don't make a crowd*.

The researchers who are interested in the facts and phenomena of the study of LL and desire to seek the recent condition of languages in certain territories can get more information and knowledge for the further research and improvements. Moreover, the linguistic landscape which morerepresents the sociolinguistic term will highly impact the perception and the attitude of the society and public who see the signs. Thus, the future studies will be more interesting to investigate the various languages which can be a communication in the linguistic landscape for research.

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