

Tourism language accommodation of Ubud-Bali: the virtual landscape linguistics (VLL) through google street view

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Abstract - This study reveals how Virtual Landscape Linguistics (VLL) in Ubud-Bali can describe the community's attitude when facing the global tourism industry. Data in shop signboards, information boards, and building names were collected using documentation techniques through the Google Street View application (update 2019–2021) along Raya Ubud Street, Bali, Indonesia. The selected data represents the categories of language variation and monolingual-multilingual signs. The findings show that English is used in most commercial signage, both monolingual and multilingual outdoor signs. On the other hand, the local language is seen on monolingual and multilingual outdoor signs in traditional restaurants, information boards, and vernacular building names. Through the display of English signage, tourists worldwide can see that Ubud has provided complete accommodation needs for foreign tourists. In addition, tourists can also see that the use of local languages such as Indonesian and Balinese on commercial signage and vernacular buildings shows the authentic value and culture of the local community as a tourist attraction. This study shows that VLL in the context of tourism has two functions. First, VLL helps travellers' plan and organize their vacations better. Second, VLL allows stakeholders to promote their tourist areas virtually without neglecting their natural appearance

Keywords: google street view, outdoor signs tourism, Ubud-Bali, landscape linguistics

1. Introduction

Ubud is a tourist area that is quite popular in Bali as a natural and ceremonial tourist destination. Nature tourism and ceremonial (religious) tourism are toured with elements of local values that are quite well preserved in Balinese society, which is primarily Hindu. The combination of local and international types of tourism in Ubud indeed produces a specific atmosphere and environment, as can be seen from the use of language on the outdoor sign. Ubud has a variety of vernacular outdoor sign attractions consisting of several languages, especially English, Indonesian, Balinese, and other foreign languages (Mulyawan, 2019). This phenomenon reflects that the Ubud community is a multilingual society and accommodating to the needs of tourists from various ethnic groups.

Previous studies found that English dominates the linguistics landscape (LL), such as Kuta (Mulyawan, 2020; Mulyawan & Ratna Erawawti, 2019), in Ubud (Ariani & Artawa, 2021; Mulyawan, 2019) and Bali as a whole (Khazanah & Kusumaningputri, 2021; Wulansari, 2020).

This study will also look at the use of language in outdoor signs on Raya Ubud Street. In previous research, data collection was carried out by documenting outdoor signs directly or physically, while in this research, documentation techniques will be utilized by utilizing the Virtual Linguistics Landscape (VLL) of Ubud Village through Google Street View. The meaning of LL is a description of the distribution of text physically and geographically, while VLL is a virtual distribution of the text. The concept and framework of VLL were introduced by Ivkovic and Lotherington, who explained that VLL has the same function as LL but in a public space in the form of cyberspace (Ivkovic & Lotherington, 2009). This study aims to describe the form of the VLL text in Ubud Village as a reflection of the attitude of the Ubud community towards accommodating their tourism needs.

Previous research conducted by Mulyawan identified outdoor linguistic landscapes in Ubud tourist areas, such as road name markers, information boards, traffic signs, and others. The diversity of culture and atmosphere around Ubud attracts local and foreign tourists to visit this tourist area (Mulyawan, 2019). The number of tourists who visit the area causes a large diversity of languages to spread. Nameplates scattered in Ubud, Bali, make it easier for tourists to identify places in this tourist area. Mulyawan's research shows that English is the dominant language for outdoor signs in Ubud, followed by Indonesian, a combination of English and other languages, and Balinese. The study also concluded a decrease in the use of a vernacular language, that is, Balinese, in Ubud architecture.

Other than Ubud, the dominance of English and the lack of Balinese are also seen in LL in Kuta. For example, Mulyawan and Erawati shows that English dominates 52% of LL in Kuta Village due to the development of globalisation, where the Kuta area has become an international tourist destination (Mulyawan & Ratna Erawawti, 2019). This change in situation impacts the use of the international language of English, especially on commercial outdoor signs. This phenomenon is also seen in another study where commercial designs in Kuta use English and foreign languages in their advertisements (Mulyawan, 2020). On the other hand, the LL situation in Bali, especially in the Kuta area, has become a concern for language and cultural observers concerned that the dominance of foreign languages over Balinese in the Kuta area will affect the local identity of the community. Another LL study in Bali conducted by Wulansari also identified the same phenomenon: English dominates public signage, followed by Indonesian, Balinese, and Mandarin (Wulansari, 2020).

In general, it can be concluded that the LL in Ubud and Kuta consists of three main languages, namely English, Indonesian, and Balinese. English is the most common language in Ubud and Kuta. It is also used for commercial signs and modern buildings. Indonesian is used for general information boards, while the Balinese language is used more for local buildings (vernacular buildings) and street names. In particular, this study wants to prove that the trend of using language on outdoor signs in Ubud in VLL is similar to that of LL in Ubud in previous studies. This paper will also look at the local community's attitude in dealing with the tourism business in Ubud.

Studies on LL Ubud have been done, but VLL Ubud has never been studied before. The concept of VLL was introduced in 2009 by Ivkovic and Lotherington, who state that virtual LL is another form of physical LL realised in cyberspace's scope (Ivkovic & Lotherington, 2009). In addition, VLL has the same function as LL in describing a community's identity and describing power relations over the choice of language. Furthermore, developed the concept of VLL with geotagged features, where VLL research can be done by calculating language occurrences by utilising the geotagged feature on social media applications (Hiippala et al., 2019). It can be concluded that VLL research can be done by retrieving language data in the form of language interactions (text and symbol expressions) in a virtual environment. Second, VLL data can be collected using geotagged or Google Earth Satellite Street View applications, where these applications are physical representations of geographic and public spaces by utilising satellite technology collected by Google and the contributors (Google, n.d.). According to MacClendon, Google Street View technology allows people to do armchair exploration and allows virtual tourists to plan, research, and prepare schedules before travelling to their destination (Brian McClendon, 2010). Even further, Crampton explains that a map as visualisation technology can describe the social construction of a society (Crampton, 2001). Therefore, Google Street View can also describe the situation of linguistic communication built by the community or even the government.

2. Method

This research is a virtual LL study with a qualitative approach. Raya Ubud Street was chosen as the object of research because it is the main road and the centre of the tourist crowd in Ubud so it can represent data needs. According to Landry and Bourhis' LL concept, the research data is shop signboards, information boards, and building names in various languages (Landry & Bourhis, 1997). Research data was collected virtually for two (2) kilometres using the Google Earth Satellite Street View application (updated from 2019 to 2021). The Google Street View/Google Map application is used to identify a Figure of the reality of an area and can even be used to see the social construction of the community (Crampton, 2001; Power et al., 2013). The steps taken are: (1) open the Google Earth Satellite Street View application, (2) open Google Maps, (3) type "Raya Ubud Street" as the destination name, (4) move the cursor over the map and search for data that matches the criteria, such as nameplates, street names, and building names, (5) capture a screenshot of the screen, (6) sort image data according to language variations and monolingual-multilingual outdoor signs.

The images chosen are shop/service signboards, restaurants, homestays, and information boards, which are divided into two categories: text and structure. This study only describes the phenomenon of multilingualism in outdoor signs without relating it to the accompanying design. The analysis was carried out by looking at the function of language in informative and symbolic meanings (Landry & Bourhis, 1997), especially concerning the context of tourism in Ubud.

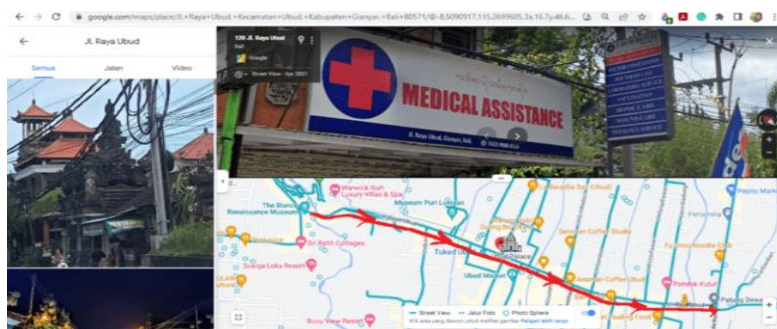


Figure 1 The view of Jalan Raya Ubud from *Google Earth Satellite Street*

3. Results and Discussion

Ubud is a traditional village in Gianyar Regency, Bali Province, Indonesia. One of the central locations at the centre of the crowd in Ubud Village is Raya Ubud Street. Around Raya Ubud Street, there are various commercial buildings, such as homestays, hotels, rental cars, clinics, hospitals, tattoo shops, restaurants, minimarkets, money changers, banks, commercial buildings, and other vernacular buildings. This situation is related to many foreign tourists doing activities and conducting financial transactions on Raya Ubud Street.

English and Economic Motivation

Raya Ubud Street shows a multilingual situation in the order of English, Indonesian, Balinese, and Javanese. As the results of previous studies on LL Ubud (Ariani & Artawa, 2021; Khazanah & Kusumaningputri, 2021; Mulyawan, 2019), this study found that English is seen as commercial signage on Raya Ubud Street. English is used in tattoo shops, modern restaurants, hotels, homestays, money changers, medical assistance, tourist information, rental cars, and fashion shops.



Figure 3 English in Tattoo Shop Sign



Figure 4 English in Money Changer Sign

English is generally used in almost all commercial shop signs, either monolingual or bilingual. Figures 3 and 4 show the monolingual use of English. The use of monolingual English in all signs has an informative function to attract foreign tourists. Symbolically, the use of English represents commercial interests where the primary target consumers are foreign tourists. Tattoo shops and money changers are pretty common in Bali and are not often found in other parts of Indonesia. The reason for choosing English in private shop signs such as tattoo shops and money changers is an economic factor to accommodate the needs of foreign tourists (Khazanah & Kusumaningputri, 2021). Thus, the choice of language of the shop owners on Raya Ubud Street is influenced by the presence of consumers, not to show their identity. The following data shows the use of English and local languages simultaneously.

Besides private shop signboards, English is also used on bilingual signage for health clinics and homestays. Balinese is spoken, though with less frequency. The choice of language on the sign on Raya Ubud Street shows a mixing of English and the local language. Ubud's market share influences this situation. The target consumers are foreign tourists and Balinese as a minor consumer group because of the different portion of the text between English and Balinese.

The phenomenon of the dominance of English in LL Raya Ubud Street shows the social identity and character of the people of Ubud. According to Blommaert, the phenomenon of the dominance of English in LL Raya Ubud Street shows the social identity and character of the people of Ubud (Blommaert, 2013). The use of English text that dominates the LL on Raya Ubud Street shows that the people in the area have an open attitude to accepting change. Globalisation and the tourism industry demand easy access to information, one of which is by using the lingua franca, namely English. By considering Ubud as a location for international tourism, business owners can introduce their products or services to foreign tourists by accommodating their language needs.



Figure 5 English and Balinese Script in Medical Signs



Figure 6 English and Balinese Names in Homestay Signs

Local Language as a Self-Identity Marker

Monolingual of Indonesian and Balinese the signboards on Raya Ubud Street are quite limited for the commercial sign. Most of the characteristics of Bali are seen in the onomastic form (the name of the business owner) like "Padma, Gusti, Samara Ratih, Santi, Puri Bebengan, Ubud Sari, Arjana, Kajeng, and I Wayan Cemul," as seen on the homestay signage (Figure 6). Thus, the Balinese try to maintain their identity by displaying Balinese names on their business nameplates. This self-identity is found on the signboard, both monolingually and bilingually.



Figure 7 Indonesian on the Prohibition Sign



Figure 8 Balinese Language on the Nameplate of the Temple House of Worship

Indonesian and Balinese are monolingually used on information signage such as prohibition signs and signboards for places of worship for Hindus in Bali-Pura. The information board contains regulations such as the prohibition on Figure 7 using Indonesian monolingual. It means that the target of the text is specifically aimed at local communities, both Balinese and non-Balinese Indonesians. The use of Indonesian on the information boards indicates that the Ubud area does contain Balinese and foreign tourists and other ethnic groups such as Javanese (see Figure 9). Likewise, the Balinese language and script used on the boards of houses of worship (Figure 8) indicate that this building is specifically intended for the Balinese Hindu community. The Balinese language, written in Balinese script, is used as a marker of Balinese ownership identity on vernacular outdoor signs. The following data point is the nameplates of culinary places that use Indonesian, Balinese, and East Javanese languages.



Figure 9 Indonesian on the Balinese Restaurant Signboard



Figure 10 East Java-Surabaya language on food stall name banner

Local languages are also specifically used to mark traditional culinary spots. The texts *Gedong Sisi* (Figure 9) and *Warung* (Figure 10) are both traditional and authentic dining concepts from Balinese and Javanese. Figure 10 shows the use of the local language of East Java (Indonesia) to name food from Surabaya *lalapan* and the greeting word *cak*, which means a nickname for older brothers. The use of regional languages from other regions also shows that Ubud is also a place of residence for other ethnic groups in Indonesia, especially the people of East Java.

VLL on Raya Ubud Street shows the development of globalisation and maintains an element of the locality as a self-identity in its tourism business. This phenomenon is a must because Ubud sells its image as a traditional village. Therefore, cultural tourism has one of the driving factors, namely a way to enjoy traditional culture, while one of the pull factors is accessibility (Marlina & Wirasmoyo, 2020). In addition, elements that are considered attractive to tourists (virtual tourists) include art, the economic system, and livelihoods. VLL Raya Ubud Street has these elements as a complete cultural tourism experience, which is reflected in the use of text in its public space. Thus, VLL Raya Ubud Street also reflects the Ubud community, which accommodates the needs of international tourists and the needs of local tourists.

4. Conclusion

Being in the 4.0 era, where technology has developed rapidly, travel plans can be made by looking at the Figure of the condition of tourist attractions in a virtual way, even with the name "virtual tourist" (Wang et al., 2002). Tourists can observe the location by viewing satellite photos available on the Google Street View application. This advantage for the people of Ubud because VLL in their area can be a means of promotion because VLL can provide an overview of social situations and community characteristics. Through VLL, tourists can find out that Ubud's people are open and accommodating to tourists, especially international tourists, by using English signage on Raya Ubud Street, both monolingual and bilingual. English provides complete access to information for foreign tourists regarding the available facilities. Besides providing information to foreign tourists, in the context of cultural tourism, the people of Ubud also maintain their cultural identity through the use of Balinese and Indonesian languages. Balinese and Indonesian are specifically intended for local people or local tourists, but their use can add to the cultural attraction for international tourists.

VLL helps tourists worldwide observe their tourist destinations before deciding on a vacation. In other words, VLL can use as a marketing tool (Wang et al., 2002). However, not many studies have explored VLL in tourism, especially in Indonesia. Therefore, this research is a consideration for stakeholders looking to build virtual cityscape tourism as a part of a broader branding and promotion strategy.

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