

## Representation of Meaning in Outdoor Sign at “The Monument of Ida Dewa Agung Jambe Klungkung”

I Gusti Ayu Vina Widiadnya Putri<sup>✉</sup>, I Made Perdana Skolastika<sup>2</sup>

Fakultas Bahasa Asing, Universitas Mahasaraswati Denpasar

✉ Address correspondence: [miss.vina@unmas.ac.id](mailto:miss.vina@unmas.ac.id)

E-mail: [miss.vina@unmas.ac.id](mailto:miss.vina@unmas.ac.id)

**Abstract** - This study aims to analyze the context of the situation on the outdoor sign at the Ida Dewa Agung Jambe Klungkung Monument. History as a result of the investigation of several events that occurred in the past is formulated as a record that can be remembered by the next generation. History can be known through relics and stories of the past that are still remembered by someone. The phenomenon of language use in a landscape linguistic perspective is a form of representation of the spoken language of the people who produce the language. The signs made have a specific purpose based on the layout, writing, language and the type of information to be conveyed. Based on the analyzed data, this research is qualitative research. The purpose of this study is to identify the sign of public space in historical places from the perspective of pentad discourse analysis. The data source in this study is the sign of the public space around the Ida Dewa Agung Jambe Klungkung Monument. Based on the results of observations that have been made, the dominance of outdoor signs that appear around the Ida Dewa Agung Jambe Klungkung Monument is linguistic signs in the form of written discourse and non-linguistic signs in the form of diorama signs. The two signs are located side by side and are able to interpret the meanings that are interrelated with each other.

**Keywords:** representation, meaning, outdoor sign.

## 1. INTRODUCTION

History as a result of the investigation of several events that occurred in the past is formulated as a record that can be remembered by the next generation. History can be known through relics and stories of the past that are still remembered by someone. In addition, historical stories will provide information about events that have occurred in the past, many things can be done, one of which is to retell historical stories from generation to generation. In addition, monuments or museums can be used as a means to preserve historical relics. Monuments are built to commemorate events that are considered important by a social group. The establishment of the monument has the purpose to commemorate and provide information to the public about historical records that occurred. Inside the monument, there are various forms of information given to visitors about the historical theme that they want to display. The form of information that the audience wants to provide is in the form of signs in public spaces that are displayed in written forms and unwritten signs. The texts displayed in public spaces aim to provide information to everyone on behalf of places, names of goods and services, information, etc. (Ardhian & Soemarlam, 2018)

The appearance of languages in public spaces certainly has functional reasons. and symbolic. In studying languages in public spaces, many things can be studied such as language variations, language meanings, images, colors, objects, and others. Landscape linguistics is a study to describe and identify systematic patterns of the presence and absence of language in public spaces. The earliest Linguistics Landscape research was generally in the areas of language policy and language planning (Khoiriyah & Savitri, 2021). Landscape linguistics will systematically connect writing with society, people, identity, and multilingualism to find out various forms of representation. Landscape linguistics can contribute to providing historical information for the audience. Signs in public places, especially in urban areas, can be a place to see more than one language (Ramadhani, 2018). The symbolic function in landscape linguistic studies is the emergence of a feeling for the use of certain language signs by a community group (Pertiwi, 2021). The phenomenon of language use in a landscape linguistic perspective is a form of representation of the spoken language of the people who produce the language. The forms of outdoor signs do not only consist of the arrangement of linguistic components, but there are colors, statues, and the place where the signs are installed that affect each meaning. Sociolinguistic behavior with a comparison of language in formal and informal spaces can be explained by Landscape Linguistics (Wulansari, 2020). The information function refers to any information (announcements, news, and news) that is transmitted to the reader, such as landmarks, general information, names of goods, services, and others (Yusuf et al., 2022). Through language interaction in public spaces, one can explore the construction of symbolic space and the use of language in mediating relations between social and political



**Figure 1:** Outdoor Sign at Ground Zero Monument

The outdoor sign in the picture is one of the means of conveying information to the public about an incident or the Bali bombing incident that occurred in 2012. There are a series of signs that appear on the monument. The sign can provide documented written information with the appearance of linguistic and non-linguistic signs. Outdoor signs are located in open spaces and strategic spaces to attract readers' attention. Most of the outdoor media are in strategic locations, large in size, permanent in nature, and have an impact on people's language (Nurkumala, 2017). Its strategic location makes outdoor signs the focus of public attention so that people can get information around them. In this regard, sign writers need to pay attention to the type of sign that is raised and the purpose of the sign.

Signs that appear often have a specific meaning and purpose based on the context of the situation in which the sign is placed. Klungkung as one of the smallest districts in Bali has a lot of history of struggle. The struggle of the Klungkung people in history is displayed on the Klungkung people's monument. The Puputan Klungkung Monument is a city park equipped with an inscription. This monument is located in the heart of Klungkung city. This monument was then used as a symbol of the struggle of the Klungkung people against colonialism before independence which tried to control the Klungkung area. To commemorate the struggle of the Klungkung people, in the monument several signs are presented to the public as a means to disseminate information both linguistically and non-linguistically.

The signs made have a specific purpose based on the layout, writing, language and the type of information to be conveyed. Signs in public spaces in monuments and

historical places have been previously analyzed by Sari (2019) who analyzed the linguistics of multilingual landscapes in transport museums on information boards. Sari found that nine languages were found on the signage at the transport museum. One of these multilingual purposes is to attract foreign tourists and promote tourist attractions. Research on signs in public spaces in museums and monuments has been studied by (Widiyanto, 2019) who stated that bilingual signs are so dominant, namely Indonesian and English. The variety of languages (Javanese, Indonesian, English) that are present in the information sign also provides information about the sociolinguistic composition in Surakarta City, especially in the MRP heritage area, where there are visitors (archipelago/wine tourists) who speak Javanese as their mother tongue, visitors who are Indonesian-based, and visitors (foreign tourists / foreign tourists) who speak English internationally. The next study was written by Fardau Bamberger in 2016. The data was taken from three different areas on the island of Aruba, namely Oranjestad (capital of Aruba, northwest region), Noord (north region), and San Nicolas (southeast region). The most widely used language in public signs from three different areas (Bamberger, 2016).

This study wants to add to the previous findings by examining the signs of public spaces in historical places from the perspective of discourse studies based on functional views from the context of the situation. The aspect that accompanies a text is very important in its influence on functional linguistic forms. (Halliday and Hasan 1992) states that the context is in several elements including the involvement, the action involved, the characteristics of other relevant situations, and the impact of the speech act. Involvement is a person or character who is involved in the discourse, engaging in action is what is done in the form of speech acts, other relevant situation characteristics are things that include objects and events around or related to things that happen, and the impacts of discourse. It is the change in the things said by the participants in the situation.

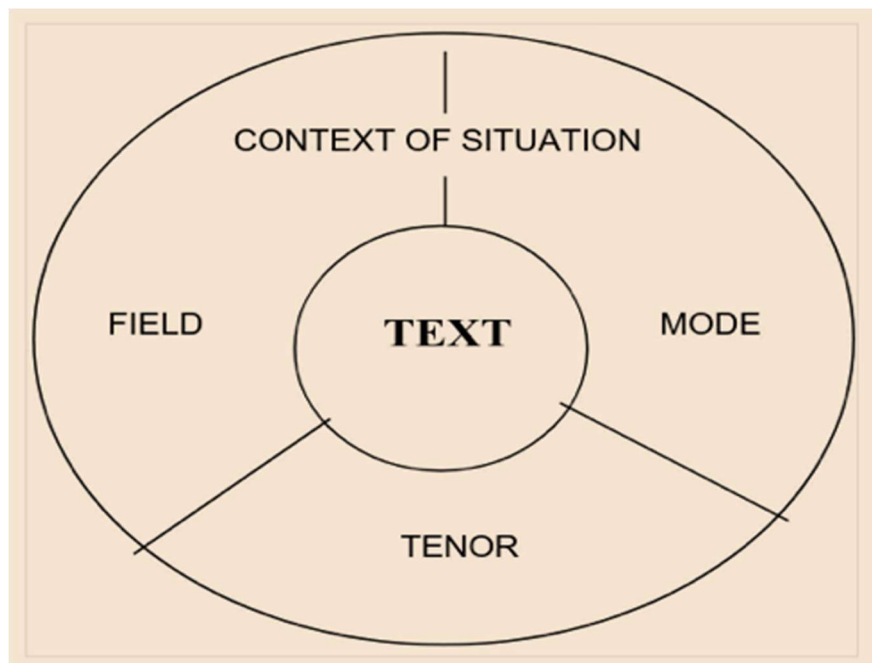
## **2. METHOD**

Based on the analyzed data, this research is qualitative. The purpose of this study is to identify the signs of public spaces in historical places from the perspective of discourse analysis. The data source in this study is the sign of the public space around the Ida Dewa Agung Jambe Klungkung Monument. The sign of the public space in this monument is used as a data source because it has a unique background, media, and tools as a representation of the struggle of the Klungkung people during the colonial period. This study uses data collection methods from (Creswell, 1998) with field research methods with observations and interviews. Data collection techniques are using a checklist, interviews, and documentation of these signs using a digital camera.



**Figure 2:** Ida Dewa Agung Jambe monument

The outdoor sign on the Ida Dewa Agung Jambe monument has unique characteristics to be analyzed. The display of public space signs on the monument aims as a means of conveying information to the public, both explicitly and implicitly. The sign that is displayed is one of the means used by the author to give a message to the reader.



**Figure 3:** Context of Situation (Halliday and Hasan 1992)



Based on the theory of (Halliday and Hasan 1985) discourse analysis is studied in the context of several elements including Field, Tenor, and Mode. The field in the context of the situation theory proposed by Halliday (1985) refers to "play", a type of activity, recognized in culture, in which language plays certain roles (what happens, where, when, and why is happening). Field analyzed the topic discussed in the conversation. Tenor refers to the participants in the nature of the participants or "players", or rather the interactive roles, the people involved in the creation of the text, the participants, and the type of relationship. Mode refers to the "parts", the specific functions attributed to the language in this situation, the role of the language, and what the participants expect from the language for them in this situation.

### 3. RESULTS AND DISCUSSION

Based on the results of observations that have been made, the dominance of outdoor signs that appear around the Ida Dewa Agung Jambe Klungkung Monument is linguistic signs in the form of written discourse and non-linguistic signs in the form of diorama signs. The two signs are located side by side and can interpret the meanings that are interrelated with each other.

#### Data 1 :



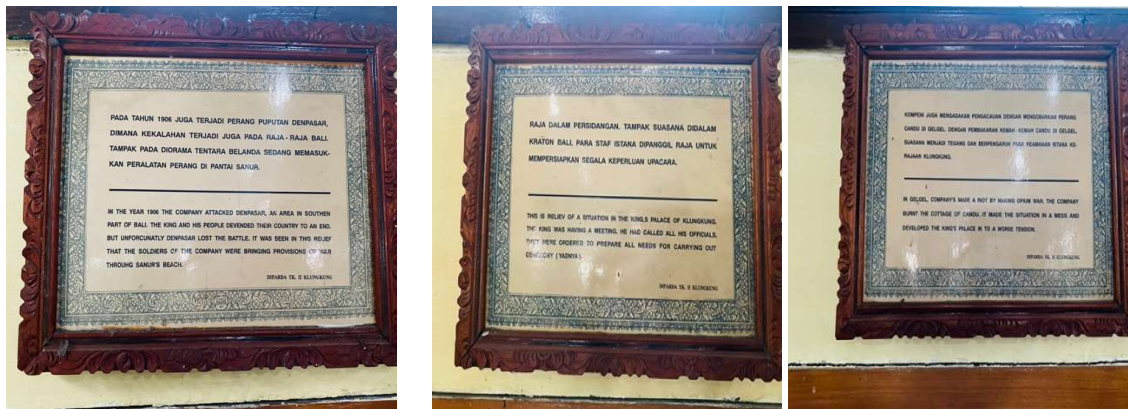


Figure 4: Sign above the diorama

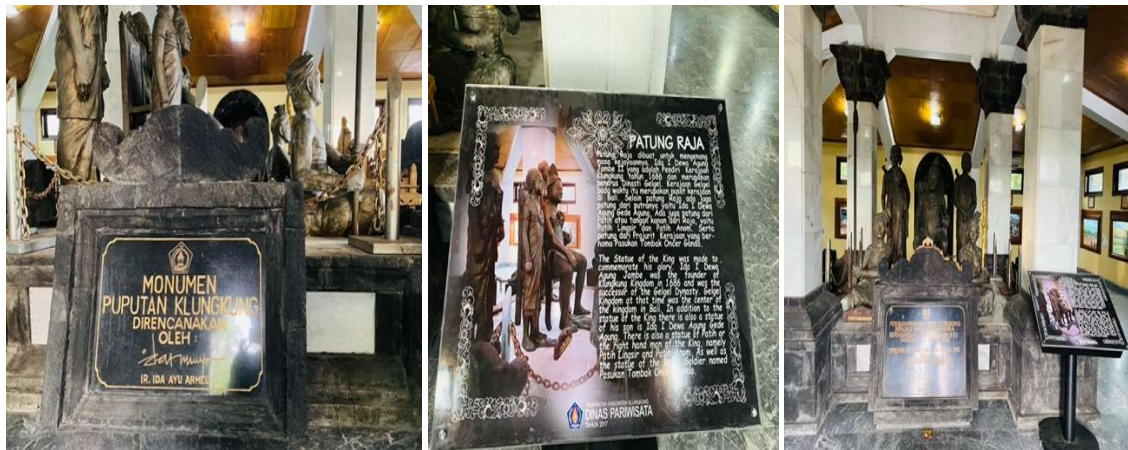
Based on the signs above, the topic that the author wants to tell in the text is the history of the leadership of the king of Klungkung in ruling his people. The discourse also tells about the people in everyday life during the reign of the king of Klungkung. It was told in the discourse that Bali was experiencing a golden age, and artistic and cultural life was developing. In addition, the agricultural system is developing very rapidly because the irrigation system called *subak* supports the agricultural system in Bali. There are differences in contradictory topics that are conveyed by the author to the reader in some of these discourses. In the initial data, the author conveys the splendor, prosperity, and positive development of the Klungkung area, while some other data tells of the war between the Dutch and the people of Klungkung. In the nineteenth century, Bali began to be colonized by the Dutch. In the same year the Kusamba War took place under the leadership of Ida I Dewa Agung Istri Kania. In addition to the Kusamba war, there was the Gelgel War which caused tension in the Klungkung Kingdom. Based on these data, the contrast between the lives of the people in the Klungkung kingdom illustrates to the public that the lives of the Klungkung people were very prosperous before the arrival of the Dutch army. But then this prosperity disappeared due to the war by the Dutch. Through this data, the writer wants to provide information to readers that even though the war occurred, it did not demean the fighting spirit of the Klungkung people. This can be seen from the data quote "General Michels was killed by the stab of the magic kris King Klungkung". This proves that the author wants to give a message to the public that the struggle of the Klungkung people never stops against the Dutch colonialists.

The tenors in the data are the authors and recipients of the information. The author is a historian who knows the information that occurred at the time the discourse was told. While the recipients of the message are today's people who have never known the history of the struggle of the Klungkung people. The author's purpose in providing an overview of the public space sign on the Ida Dewa Agung Jambe monument is to provide written information to readers about the history of the struggle of the Klungkung people against colonialism. In addition, based on the data found on the public space signs at the Ida



Dewa Agung Jambe monument, the author gives the express and implied meanings of the signs displayed.

**Data 2:**



**Figure 5:** Tanda Ruang Publik didepan patung Raja Klungkung

The sign in the second data is the sign of the nameplate containing the name of the king of Klungkung. This sign is placed right in front of the statue of the king of Klungkung. The sign placed in front of the statue of the king of Klungkung aims to commemorate the heyday of Ida I Dewa Agung Jambe. He was the founder of the Klungkung kingdom in 1686 and was the successor of the Gelgel kingdom. The written sign placed right in front of the statue of the king of Klungkung can support the information the author wants to convey to the reader. The sign that is placed directly gives an understanding to the reader that the king of Klungkung is great and full of struggle. In the sign, it is explained that Ida Dewa Agung Jambe is the successor of the Gelgel dynasty. The Gelgel dynasty was the center of the kingdom in Bali. The tenor of the sign is the author and recipient of the information.

The author is someone who is a source of information and knows the information that occurred during the heyday of Ida I Dewa Agung Jambe as the king of Klungkung. The recipients of the message from the sign placed are museum visitors who do not know the history of the struggle of the Klungkung people. The author of the message provides an overview of the public space sign on the Ida Dewa Agung Jambe monument in the data above, which aims to provide explicit information about the majesty and glory of Ida I Dewa Agung Jambe as king of Klungkung in 1868 easily understood by the public.

#### 4. CONCLUSION

Based on the analysis, it could be concluded that every one the sign up Ida Dewa Agung Jambe Museum has many purposes. The author's cause in supplying a top-level view of the general public area signing up the Ida Dewa Agung Jambe monument is to offer written statistics to readers approximately the records of the battle of the Klungkung



human beings against colonialism. The written signal located properly in the front of the statue of the king of Klungkung can aid the statistics the writer desires to deliver to the reader. The signal this is located at once offers know-how to the reader that the king of Klungkung is incredible and complete of battle. Based on the consequences of observations that have been made, the dominance of outside symptoms and symptoms that seem across the Ida Dewa Agung Jambe Klungkung Monument is linguistic symptoms and symptoms withinside the shape of written discourse and non-linguistic symptoms and symptoms withinside the shape of the diorama symptoms and symptoms. The symptoms and symptoms are positioned facet with the aid of using facet and are capable of interpreting the meanings which can be interrelated with every other. The discourse additionally tells approximately the human beings in ordinary existence in the course of the reign of the king of Klungkung. It turned into informed withinside the discourse that Bali turned into experiencing a golden age, and inventive and cultural existence turned into a development.

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