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## Linguistics Landscape of Culture Representation at Pandawa Beach Kutuh-Bali

(Linguistik Lanskap dari Representasi Budaya di Pantai Pandawa Kutuh-Bali)

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**Abstract:** This study aims to analyze the representation of the outdoor sign from the Mahabharata story on the outdoor sign at Pandawa Beach-Kutuh Bali. Pandawa Beach is one of the new tourism destinations in the Badung district which has good tourism potential. The beauty of the beach was initially hidden than known by the public, it required hard work from all parties. To disseminate information on the naming of the hidden beach in this village, an outdoor sign is shown as a representation of the historical value of the Pandawa Beach tourist attraction. This research is field research with qualitative data analysis to examine the appearance of outdoor signs at Pandawa Mbeach attractions. Kutuh Village's traditional figure is the participant in this study. The method of this research is field research by observation method at Pandawa Beach. The technique of collecting data by checking the list, interview, and documentation of the outdoor sign using a digital camera. The method of analyzing data was the qualitative method which was divided into some techniques such as quantification of qualitative data and subject interpretation data. The representation of the Mahabharata Story in Outdoor Sign at Pandawa Beach was analyzed using the theory of four communicative choices. The results of this study indicate that four communication choices were found in the data, such as Language Choice, Pragmatic Choice, Code Choice, and Audience Choice. Based on the result of analyzing data, it can be found that the cultural representation of the outdoor signs at Pandawa Beach is the story of Mahabharata.

#### linguistics landscape, Mahabharata story, representation

Abstrak: Penelitian ini bertujuan untuk menganalisis representasi budaya dari cerita Mahabharata pada tanda luar ruangan di Pantai Pandawa-Kutuh Bali. Pantai Pandawa sebagai salah satu destinasi wisata baru di kabupaten Badung yang mempunyai potensi wisata yang bagus. Keindahan pantai yang awalnya tersembunyi kemudian diketahui oleh masyarakat, memerlukan kerja keras dari semua pihak. Untuk menyebarkan informasi penamaan pantai tersembunyi di desa ini, ditampilkan papan tanda luar ruangan sebagai representasi nilai sejarah objek wisata pantai Pandawa. Penelitian ini merupakan penelitian lapangan dengan analisis data kualitatif untuk mengkaji kemunculan tanda luar ruangan pada objek wisata pantai Pandawa. Tokoh adat Desa Kutuh menjadi partisipan dalam penelitian ini. Metode penelitian ini adalah penelitian lapangan dengan metode observasi di pantai Pandawa. Teknik pengumpulan data dengan cara pencatatan, wawancara, dan dokumentasi tanda luar ruangan menggunakan kamera digital. Metode analisis data yang digunakan adalah metode kualitatif yang terbagi dalam beberapa teknik seperti kuantifikasi data kualitatif dan interpretasi subjek data. Representasi Kisah Mahabharata pada tanda luar ruangan di Pantai Pandawa dianalisis menggunakan empat pilihan komunikatif. Hasil penelitian ini menunjukkan bahwa ditemukan empat pilihan komunikasi dalam data, seperti pilihan bahasa, pilihan pragmatis, pilihan kode, dan pilihan audiens. Berdasarkan hasil analisis data dapat diketahui bahwa representasi budaya tanda luar ruangan di pantai Pandawa adalah cerita Mahabharata.

#### linguistik lanskap, Mahabrata, representasi Kata Kunci

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#### INTRODUCTION

Tourism is one of the economic sources of the Balinese people. People are looking for gaps in various fields to realize tourism to improve the community's economy. Badung Regency is an urban area with high multilingual diversity. Multilingualism can be found in written languages in public spaces. Language plays an important role in the texts in these public spaces (Ardhian & Soemarlam, 2018). Given that languages arose and developed primarily to connect and communicate among people who lived in a particular place at a certain period, they are unquestionably a significant component of cultural identity (Duizenberg, 2020). There are many ways to communicate in public spaces. Likewise, many forms of languages are found in public spaces (Marnisa et al., 2021). Outdoor signs in the form of signs, street names, directions, banners, advertisements, etc (Pidada, 2021). The physical area where one can observe the worldwide dissemination of English in various contexts is referred to as the public space (Peng et al., 2023). Research on language in public spaces can be presented and displayed in written forms in public places or public spaces. Spoken language cannot be used adequately to announce something and shape the behavior of speakers and supporters. There must be a written language with a different conception in the public sphere. People in public spaces are greatly helped by the written language. They can access the information that is conveyed repeatedly because of the written language attached to banners and billboards that are installed in an area for a certain period and some are even permanent fields (Oktavianus, 2021). Text displayed in the public domain whether static or moving is an indication of ongoing and effective social activity (Ardhian & Soemarlam, 2018). The state of speech in an area can be recognized by language markers in public spaces, as language in public spaces is reflected naturally (Sari, 2021). Signs are used to broadcast messages of interest to the public such as terrain information, directions, and warnings (Zahra et al., 2021). The presence of these languages in public domains undoubtedly serves both practical and symbolic purposes.

The linguistic landscape is symbolic because a member of the language community may feel differently in a bilingual or multilingual setting depending on whether their language is shown on public signage (Gogoi & Sinha, 2023). When researching languages in public spaces, various aspects can be examined, including language variances, semantic nuances, visual representations, color symbolism, material culture, and additional relevant factors. Public signs that are created by those who initiate, design, install, and read these signals, as well as the rationale behind their choices, is another area of study included in LL (Alhaider, 2023). Landscape linguistics is an academic discipline that aims to analyze and categorize the structured patterns of the occurrence or non-occurrence of language within public environments. Landscape linguistics aims to establish a systematic connection between written language and its societal, individual, and multilingual contexts to explore diverse modes of representation. Languages are used in public settings not only to demonstrate the philosophy and power of the language but also to ensure its continued existence (Benu et al., 2023). Landscape linguistics is an academic discipline that centers on the examination of language utilization within public domains and the underlying intentions behind such language use (Ardhian & Soemarlam, 2018). Linguistics Landscape provides information on sociological behaviors by comparing language use in formal and informal spaces (Wulansari, 2020). Landscape linguistics research can be based on various disciplines such as linguistics, sociolinguistics, politics, education, arts, and tourism. The various signs in public spaces reflect and regulate the order of the spaces in which they operate. The sociological, cultural, and political features of the space will determine the appearance and functioning of the signs, and the signs will also play a role in the organization and regulation of the space by identifying who is the recipient of the signs (Erikha, 2018). In commercial neighborhoods, billboards, banners, and advertising signs dominate the linguistic landscape; these commodified urban settings shift more dynamically to draw in residents and tourists (Hong et al., 2023). The study of the global language landscape was intimately linked to the theory of relativity, which is fundamental to ethnolinguistics a subfield of linguistics that examines language to culture (Akmaljonovna & Usmonalievna, 2022).

Using language in tourism destinations is one of the efforts to maximize tourism potential to enhance visitor interest, given that this object has tourism potential that has to be promoted (Diana et al., 2022). A vital source of information for prospective visitors is the use of language in tourism promotion, as tourist areas are intricate locations of linguistic interaction (Hasni et al., 2022). Landscape linguistic research in tourism studies is an interesting study to determine the effect of the presence of outdoor signs on tourist objects for tourists. For every language in Landscape Linguistics, distinct categories and contexts are created (Suuriniemi & Satokangas, 2023). According to Kallen

(2009), the study of landscape linguistics provides an understanding of aspects of language use and its relationship to tourism and cultural commodification. Landscape linguistics can contribute to tourism as a form of promotion. Promotional media will have a positive impact on the development of tourism and the commodification of the culture used. The phenomena of language use, when examined via a landscape linguistic viewpoint, can be understood as a means of representing the spoken language utilized by those who are responsible for its production. The composition of outdoor signs includes more than only verbal elements, as it also incorporates colors, sculptures, and the specific location of installation, all of which contribute to the overall meaning conveyed.

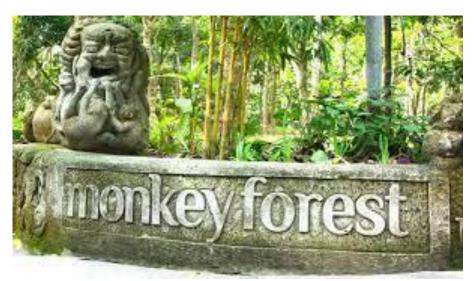


Figure 1 LL Monkey Forest Tourism Object

Outdoor signs in tourism areas are interesting as historical studies that provide a representation of their history. Outdoor signs are displayed at tourist attractions as a form to share information or historical values of each location with the public. In the picture above, the writing of the linguistic form displayed on the LL is like the words "Monkey Forest" Besides that there are variations of non-linguistic components such as coloring, background, sculpture, and placement which play a very important role as a form of conveying information to the audience. Each tourist attraction has a unique and different historical value.

It can be found at the Pandawa Beach tourist attraction. The beach of Pandawa has white sand as well and this beach has the charm of a beautiful cliff along the way to the beach (Pujianiki et al., 2020). Various outdoor signs are used as historical markers of the tourist attraction. The Pandawa beach tourist destination is located at the southern of Bali Island the locus of this research. The dynamics of using LL in these destinations are very high. Pandawa Beach located in Kutuh Village is a new tourist attraction developed by local communities to improve the community's economy. Previously, the people of Kutuh village were people who were left behind, even though they were in the middle of a globalization and tourist area. An idea came from community leaders to improve the economy by utilizing tourism commodities in this area. Various efforts have been made to realize tourism that can be recognized by the wider community. One of the efforts made by the community is to introduce one of the beaches in Kutuh village, namely Pandawa Beach. To introduce this tourist attraction more widely to tourists, the community completes various infrastructures so it is easily accessible to the public and tourists. Various facilities are equipped as a form of service to tourists, one of which is the use of outdoor signs. Tourism destination locations should be promoted in a way that adapts to visitor behavior (Agung et al., 2021). Outdoor signs found at Pandawa Beach attractions are very diverse with different functions, meanings, and purposes. This is very interesting to study as

an intradisciplinary study of outdoor signs that correlate with function and meaning in pragmatic studies.

In addition to correlating with meaning the LL study refers to sociolinguistics that focuses on the analysis of language usage in outdoor signage (Mulyawan & Ratna Erawawti, 2019). The use of language forms on LL can be categorized as local, national, international, mixed and symbolic languages, index, or icons. In the exploration, English as an international language is used predominantly in public signs on tourist attractions. Selection of sign language becomes an important factor in improving the gender that is consistent with the function of public sign, i.e. as an informative and symbolic form. The most important LL is written linguistically on the streets, sights and attractions, shopping signs, and advertising boards aimed at attracting the attention of tourists (Torkington, 2009). The identification of the tourist attraction is heavily dependent on the range of LL in the area. The first thing tourists face at a tourist attraction is the language in written form in a public place (Moriarty, 2015). The kinds of languages used in public spaces are very various, such as monolingual, bilingual, and multilingual forms. The outdoor sign is required to be monolingual, bilingual, and multilingual so it can be easy to understand by foreigners. Multilingual people may use multiple languages for different social, cultural, and commercial purposes. There are distinct uses for every language, as well as proficiency requirements for each (Abdullah & Wulung, 2021). The variation of the language used depends heavily on the linguistic background, culture, and social relations (Sudarmanto et al., 2023). Language use in signs does not always depend on it having to be approved by the government; cultural or social practices reflected in it can be connected to a community's identity (Mansoor et al., 2023). The various ways that language is presented in public spaces serve an implicit purpose of reflecting the power dynamics, identities, and ideologies that language presents in actual society in addition to simply conveying information (Liu & Wu, 2023). Local language usage in public settings has a connection to ideology and power in addition to being a means of preserving the language's vitality. For this reason, it's critical to provide both official and informal intervention or support for a language's vitality (Benu et al., 2023).

Outdoor signs displayed in public spaces around Pandawa Beach have various forms, so they have different purposes. This research was conducted to complement the results of previous studies which tend to examine the importance of analyzing linguistically on the streets, in tourist objects, and attractions. This study focuses on examining the communicative choice used in the outdoor sign. The important thing in outdoor signs is not only displaying signs in the form of linguistic units such as sentences, words, and phrases but there are variations of non-linguistic components such as coloring, images, logos, backgrounds, sculpture, placements which also act as a form of conveying information to the audience but also to represent the story to promote this tourist attraction.

The research conducted by Abdullah & Wulung (2021) has been on language forms and signs in public areas like tourist destinations. Only the meaning of signs expressed in language is described by researchers. In addition to meaning, the non-linguistic cultural environment also runs counter to the existence of these indicators. Prior studies have not provided a thorough explanation of the significance of the mark or how it relates to the cultural environment in which it is exhibited. Based on the results of previous research, the novelty of this research is; First, this study explores contextual meaning of language that has rarely been studied by previous research. Second, the cultural context has not been analyzed in previous research, whereas the cultural context is very important to be analyzed as one of the forms of representation of linguistic meaning in public space signs. Third, language contestation in public spaces is not only related to meaning and language selection but more to promoting tourist places with a public space sign as the main destination of a tourist place. Based on these gaps, there are some important issues to be answered in this study as well as the major aims of this analysis, such as: (1) how does the use of language selection in delivering information on the public sign at Pandawa Beach? and how is the cultural representation realized in the public space sign on Pandawa Beach?

Of these three novelties, this research contributes both theoretically and practically. This theoretical research ceremony reinforces the study of the Linguistics Landscape on the role of cultural contexts in delivering messages and information to the audience that can enrich scientific references in analyzing the

linguistics landscape. Public space signs that can be used are linguistic and non-linguistic elements for the main purpose of promoting tourist attraction. The choice of the correct signs can represent the meaning and culture so that the managed attractions are attractive to tourists. In addition, the research also contributes to the government in the management of tourist attractions in Bali. The government can consider the policy of using linguistic and non-linguistic signs in tourist sites as one of the forms of sustainable promotion. The results are not duplicates and are the original results found on the field. The research is done using the right methods to obtain the actual results in line with reality.

#### **METHOD**

Based on the data presented in this analysis, it can be determined that the nature of this research is qualitative. The objective of this study is to ascertain the cultural portrayal employed to promote a specific tourist location. The major data source for this analysis consists of outdoor signs located in the vicinity of Pandawa Beach, including billboards, place names, building names, statue names, and other relevant signage. There are 20 outdoor signs were analyzed in this study. The data collection method and strategy proposed by (Creswell, 1998). The method of this research is field research by observation method in Pandawa Beach. The technique of collecting data by checking the list, interviewing with the local community, and documenting the outdoor signs using a digital camera. The participants of this study are Traditional figures of the Kutuh Village community who know the history of Pandawa Beach. The method of analyzing data in this study is the qualitative method which is divided into some technic such as quantification of qualitative data and subject interpretation data.



Figure 2 Pandawa Beach Source. Google map

The location of Pandawa Beach is in the south of Bali. The dominance of visitors is domestic tourists. Pandawa Beach is located at Jalan Pandawa Beach, Kutuh Village, South Kuta District, Badung Regency, Bali Indonesia.

### **RESULTS AND DISCUSSION**

This research analyzed the linguistic landscape found in Pandawa Beach, Kutuh Village. In this part, two sections such as the result and discussion can be described below.

Pandawa Beach is situated inside the geographical boundaries of Kutuh Village, which is located in the South Kuta District of the Badung Regency. Based on the interview results by Traditional figures of the Kutuh Village community, there is cultural representation in outdoor signs. The cultural representation is interpreted by the history of Pandawa. The corpus data included in this

study consists of the outdoor signage located in the vicinity of Pandawa Beach. The following are the many types of outdoor signage observed in the vicinity of Pandawa Beach.

Table 1
The form of LL

No	Sign	Form	Number
1	Direction	Billboard, traffic sign	7
2	Information Sapta Pesona	Billboard	10
3	Health protocol COVID-19 sign	Billboard, banner, hand washing facilities	10
4	Sign of Representation Mahabharata story	Statue's board name, Statue, Billboard,	13
	·		40

Based on the data found, the dominance of the signs displayed at Pandawa Beach is a sign that represents the Mahabharata story as an icon of the Pandawa Beach tourist attraction. This study focuses on examining outdoor signs around Pandawa Beach as a representation of the Mahabharata story. The placement of these signs, of course, is not without reason. The expressions of meaning and communicative choices of the signs displayed will be explained further in the data analysis section.

According to Landry and Bourhis the term "LL" refers to the language used on various public displays like as road signs, billboards, street names, place names, commercial store signs, and public information boards in government buildings. These displays typically incorporate linguistic elements specific to a certain region or urban area (Landry & Bourhis, 1997). Based on the results of observations that have been made, the dominance of outdoor signs that appear on Pandawa Beach is an outdoor sign that represents the Mahabharata story. To understand the sign on the Pandawa beach as a form of representation of the Mahabharata story, this study does not only discuss language choices, however, a summary of communicative choices is also important to form the analyzed material. Some of the communicative choices that are important in this analysis are *code choices*, such as: recognizing the significance of font selection in data representation, it is imperative to additionally take into account alternative methods of graphic display such as color, positioning, and other relevant factors, as elucidated by (Scollon, 2003). The selection of a pragmatic choice prompts inquiries into the overall communicative purpose of each signage unit, whereas the selection of a target audience incorporates the evaluation of the intended recipients into the research (Huebner, 2006). Based on the explanation above, each form of a sign on Pandawa Beach can be conveyed through the table below:

Table 2
The Use of Language

Language Choice English, Indonesian, Balinese	Pragmatic Choice Cognition, Interaction
Code Choice Modern Roman fonts; Celtis -style fonts, presentation, color, placement	Audience Choice Tourist focus: General inclusion of tourism and native.

Based on the matrix that is described, the outdoor signs on Pandawa Beach are arranged based on four communication options. The communication options are language choice, pragmatic choice, code choice, and audience choice.

As a form of representation of cultural representation, several signs are displayed around Pandawa Beach. The variation of the signs displayed was then analyzed in four communicative choices from (Scollon, 2003) and (Huebner, 2006).











Figure 3 Sign of Panca Pandawa

The image above shows six different markings in each section. The sign describes the interaction of the various choices made in matrix 1. The sign that is displayed at the same time provides information about the naming of the five Pandava characters in the Mahabharata story. The sign displayed is in the Indonesian language. The choice of language used in the outdoor sign is Indonesian containing the names of the *Panca Pandawa* characters and their mother, *Dewi Kunti*. Indonesian is still an option in the outdoor sign because the marketing target for Pandawa Beach attractions is domestic tourists who come from outside areas. The Indonesian language used in these outdoor signs can be seen in the choice of vocabulary that appears in each sign, such as the names of the characters, *Dewi Kunti*, *Dharmawangsa*, *Bima*, *Arjuna*, *Nakula*, *Sahadewa* then added the other vocabulary "donatur" which includes the Indonesian language.

Based on the interview by traditional figures of the Kutuh Village community stated that statues of the Pandava, Bima, Arjuna, Yudistira, Nakula, and Shadewa as well as a statue of Dewi Kunti line the route as indicators of infrastructure. Officials from the government and private businesses provide sponsorship or commercial support for each statute aggregate sign. Subsequently, this statue image became associated with Pandawa Beach, giving the impression that Pandava was watching over the shore (Khasanah & Syifa, 2023). Based on the code choice shown on the outdoor sign, there are several variations of code. The most dominant code choice shown in the data is the use of capital letters in each writing. Writing capital letters serves as an affirmation of the information that will be shown by the audience. Capital letters combined with gold and black colors with marble are used to reaffirm the names of the Mahabharata story characters that appear. In addition, the prestige form of the Mahabharata characters and stories wants to be used as an audience attraction for the sign. On each sculpture is written the name of the Pandawa. The names of the Pandava as the main characters in the Panca Pandawa story are Devi Kunti, Dharmawangsa, Bima, Arjuna, Nakula, and Sahadewa. Nameplate marks on each character are placed under each sculpture. Meanwhile, the sculpture of the Panca Pandawa figure is placed under a cliff that has been split open. The placement of this outdoor sign aims to represent the story of the five Pandavas in the Mahabharata story. Outdoor signs in the form of a nameplate and Panca Pandawa sculpture are placed right under the rock cliffs as a form of representation of Mahabrata's story as an icon of Pandawa Beach. The font used on the sign is modern Roman font to make it easier for the audience to read and understand the naming of the *Panca Pandawa* characters displayed on the sign. The outdoor sign displayed is supported by the placement of six sculptures as symbols and icons of the Panca Pandavas.

Culture is the foundation of Balinese development, and the type of development that is practiced there is known as "culture-oriented development." When Balinese culture is vibrant and sustainable, it becomes a fundamental building block for the growth of tourism (Agung et al., 2020). The representation of Balinese culture and art can be seen from the pragmatic choice of outdoor signs. The pragmatic choice of these outdoor signs is a form of informative speech act that explicitly conveys information to the audience about the representation of the Mahabharata story as an icon of Pandawa Beach. The story that the community wants to convey through the sign is the story of the Pandavas and their mother Devi Kunti who were once imprisoned in the gala-gala cave. The gala-gala cave is believed to resemble a very hard rock cliff. With great effort, the five Pandavas finally made a tunnel that led to the wilderness. The name Pandawa Beach is taken from the story of Mahabharata which was inspired by the story of the five Pandavas who succeeded in turning the forest into a great kingdom. It was in this forest that they later founded a kingdom called Amertha which was led by Yudhisthira as a king. As a form of representation, the Mahabharata story which has similarities to the story of the struggle of the people at Kutuh Village, this beach finally is called Pandawa Beach. Based on the results of interviews with local people, this beach was once a hidden beach and was difficult for the public to pass. However, with the struggle and hard work of the community by splitting rock cliffs and being able to open access to the beach, this beach finally has become a new famous tourist attraction in Bali. These statues were discovered during a fairy tale excavation in which five divers were imprisoned in a Goa gala-gala. When the Pandawa dug a tunnel that led to a wilderness forest, five of them survived (Swabawa et al., 2021). The pragmatic choice shown in the sign is to form cognition and social interaction from the Mahabharata story as part of the historical value to be conveyed to visitors. By placing the outdoor sign, tourists will have a frame of mind about Pandavas' stories and show that the stories of *Panca Pandawa* stories are similar to the people of Kutuh Village.

Audience selection aims to establish an audience check on the outdoor sign being displayed. The outdoor sign in Figure 2 builds an audience check with a tourist focus: general inclusion of tourism and native. The sign is intended for tourists for tourism promotion. The target audience for the Pandawa Beach tourism object is domestic tourists. So that all forms of signs that appear on Pandawa Beach are focused on local communities and domestic tourists. The sign is then used as a form of written and non-linguistic information for domestic tourists and the local community.





Figure 4
Sign of Pandawa Logo and Writing

Based on the sign shown in Figure 3, the code choice used in the outdoor sign is dominated by white in Pandawa font, it is to show firmness so that easier to read. Meanwhile, red font is used as an artistic contrast value from the sea background. The form of modern Roman fonts and the use of capital letters are taken into consideration in the outdoor sign. The outdoor sign on the writing and logo is placed on a cliff as a representation of the Mahabharata story, besides that the outdoor sign is also placed at the main gate as a welcome sign. Benu et al., (2023) found by using regional languages in public settings, cultural representation is achieved by preserving the survival of the local language and culture in addition to demonstrating the ideology and power of the language. Languages are employed in public places to guarantee their continuing existence as well as to demonstrate their strength and philosophy (Benu et al., 2023). The philosophy can be shown in Pragmatics choice of the sign. The Pragmatics choice of the outdoor sign above is a form of informative speech act with explicit meaning to convey information to the audience that there is a representation of the Mahabharata story behind the outdoor signs placed on a cliff. Audience selection aims to establish an audience check on the outdoor sign being displayed. The sign is intended for tourists with the aim of tourism promotion and artistic value. Similarities between the history of the Kutuh village people and the Pandava Panca story are the cultural depiction of the Mahabrata story found in the outdoor sign on Pandawa Beach. The tale is told of Pandava Panca, who rescued himself from the desert wilderness after becoming imprisoned in the gala-gala goa. The tale of the villagers of Kutuh climbing a rock ledge to satisfy their attraction to the Pandawa ledge is strikingly similar to this one.

#### **CONCLUSION**

Based on the results of the data analysis, it can be concluded that there are variations in outdoor signs displayed at Pandawa Beach Tourism Object. The outdoor sign is displayed as a representation of the struggle of the Panca Pandavas and their mother Dewi Kunti in the Mahabharata story which has a similar story with the surrounding community to split the cliff into a tourist attraction. These signs are displayed and introduced to tourists as a form of historical value from the Pandawa Beach tourist attraction. The outdoor sign at Pandawa Beach is composed of four communication options. The communication choice is language choice, pragmatic choice, code choice, and audience choice Another urgency that needs to be analyzed by future researchers in outdoor sign research is analyzing social and cultural context. Social and cultural context is needed to find out the intended meaning of the sign.

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Author contribution	:	I Gusti Ayu Vina Widiadnya Putri leads and is responsible for all research projects on Pandawa Kutuh Village. She also wrote the manuscript and collaborated with the second authors. Anak Agung Ayu Dian Andriyani participated in data collection in the field, interviews with figures, transcription, and analysis. Both authors approved the final manuscript
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