THE ROLE OF LANGUAGE LANDSCAPES FOR TOURIST DESTINATION AT TOBA CALDERA GEOSITES: A LANDSCAPE ANTHROPOLINGUISTIC STUDY

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Abstract

This paper discusses the concepts of landscape anthropolinguistics and language landscape. The types of language landscapes are divided into three, namely the language landscape of advertising or promotion, the language landscape of the names of shops or businesses and the language landscape of directions or tourist guides. The language landscape of tourist guides can be further divided into five parts, namely welcome greetings in an area, directions at tourist sites, greetings at tourist object locations, language landscapes of folk discourse at tourist object locations, and empirical or geographic language landscapes at object locations. The language landscape has a psychological message that enters the psyche that reads it so that the message is stored in the memory of the reader. The language landscape has text that is written in an attractive way with selected fonts and has contextual elements such as images and engravings that accompany the text. Both the text and the context are generally related to the culture of the local community. The combination of community culture, lingual texts, and their performed display indicates that the field is studied by landscape anthropolinguistics.

Keywords: anthropolinguistics, language landscape, text, context, context

1. Introduction

In the current era of globalization, the language landscape is a common phenomenon in an area, both in big cities and in small towns in Indonesia, which are used as names of shops or businesses, advertisements or promotions, and directions or tourist guide. The language landscape is made in such a way that it is easy for people to read so that the purpose of the language landscape is achieved, namely guidelines or instructions that attract attention and help understand what is being explained. The language landscape seems to invite people to pay attention to the references indexicalized (Crawford, 2000).

There are language landscapes in the form of pamphlets, banners, signposts, gates, and so on. If each language landscape is well designed, the language landscape will become the attraction of a location. The use of texts as well as co-texts such as colors, fonts, images, engravings and so on with a good design will make the language landscape attract the attention of people looking at it. The most important element and must exist in the performed display is text although there are other elements classified into co-text. For the dominant element in landscape is text or language, the performed display appropriately is called language landscape (Ben-Rafael et al., 2006)

The use of the language landscape aims to help people know the information conveyed or lexicalized through the language landscape and at the same time attract someone's attention to know the messages that are spread in the language landscape. The language landscape functions as an information, attraction and implication. As information providers, the language landscape must present informative messages that can psychologically last as long in people's memories as in public spaces in urban locations. As an attraction, the language landscape must attract attention in an attractive way to be able to keep people from paying attention and invite people to meet it, especially in tourist destinations. As an implication, the language landscape contributes the real impact to profitable progress of shops or businesses, advertisements or promotions, and tourist destinations (Negro, 2008).

Language landscapes unfolded or displayed in cities, regions, and tourist areas are often not informative, attractive and implicative. The language landscape were just created so without clear patterns (structure, rule, formula) that it does not describe informative, attractive, and implicative functions. The existing language landscapes, which should provide informative messages to its readers, especially newcomers, are not able to provide satisfactory information. They do not give attraction to the readers, even turn out to be on the contrary making them "dizzy" to see it. Likewise, the language landscapes that should have an implicative impact, but have not yet been able to prove its impact. The language landscape is related to the culture of the local community so that the language landscape problem is interesting to study from the approach of landscape anthropolinguistics.

However, the language landscapes in public spaces are not yet well designed especially in urban locations and in tourist destinations. The language landscape design needs to be researched, especially from a landscape anthropolinguistic approach. A well-designed language landscape will be useful as an information or attraction bringing about significant implication regarding the references laid out

through the language landscape. The design of the language landscape model is very useful in order to achieve the function of the language landscape, both the language landscape in the realm of advertising or promotion, shop or business names, and tourist directions.

2. Literature Review

2.1.   Landscape Antropolinguistics

Landscape anthropolinguistics is a multidisciplinary approach consisting of three fields of science, namely anthropology, linguistics, and landscapes. Anthropology is the study of the humankind. The breadth of the humankind phenomena makes anthropology a fairly broad scientific study. One of the most prominent phenomenon of humankind is culture or habit. Since a person is born, he is faced with the experience of habit or culture. From the moment a person wakes up in the morning until he sleeps at night, he is also exposed to culture. For that reason, anthropology is often misinterpreted with a narrower understanding of the scope as a science that studies culture. In fact, culture is only one important part of humankind.

At first, anthropology discussed four areas of the study of human beings, namely their habits or culture, physical and biological forms, language or communication, and artefact. The branch of anthropology that studies human culture is called cultural anthropology. The branch of anthropology that studies human physical and biological elements is called physical or biological anthropology. The branch of anthropology that studies the human language as communication medium is called linguistic anthropology. The branch of anthropology that studies the artefact in the past is called archaeological anthropology, which is often simply abbreviated as archaeology.

2.2.   Language Landscape

Landscape is a stretch or performed display that represents the visualization of a region, place, location with layout or product symbolized by text, co-text and context. For the landscape is dominated by text or always accompanied by text, the landscape is always called language landscape. Language landscape is also often called linguistic landscape. Language landscape is closely related to the community and its culture. Language landscapes generally represent references that are shared with the cultural identity of a community. Language landscape is the interesting object of landscape anthropolinguistics (Marbun et al., 2018; Octavianna et al., 2020; Sibarani, 2018b). This paper does not use the term "linguistic landscape", but "language landscape" because it is "language" used as the object of the landscape, while "linguistics" as the scientific study of language. However, as a scientific approach, this paper uses the word "linguistics" according with the word "anthropology" in the term "anthropolinguistics". A language landscape is the expanse or performed display of text combined

with cotextual elements such as images, local carved writing, coloring and layout used to provide information, attraction or implication such as shop or business names, advertisements or promotions, and tourist directions.

Language as text is ubiquitous. The language landscape is spread out in mobile media and immovable media. Mobile media includes various types of landscapes of transportation means such as planes, ships, trains, buses, and cars, while immovable media includes types of landscapes of buildings, parking lots, tourist attractions, market locations, public trash cans, traffic signs, directions, billboards and billboards, banners, flyers, screen printing, and posters. Textual forms in movable and immovable media are often packaged and designed in such a way with other elements such as images, colors, and certain engraved writings. Textual forms together with their displayed designs constitute the landscape of language (Sibarani, 2018a, 2020b)

As previously mentioned, language landscapes in various media and types will be examined from the point of view of attractive performance, informative indexicality, and implicative participation. In that way, the design of the language landscape from the beginning must prepare for the interconnection of various elements to be truly attractive, show elements that are full of value (meaning and function) to be truly informative, and be designed through sustainable scientific predictions to be truly implicative (Sibarani et al., 2020; Silaban et al., 2020).

The phenomenon of the language landscape can be studied from various approaches. The landscape anthropolinguistic approach provides many solutions because the language landscape relates to the culture of a community (Halimatussakdiah et al., 2020; Izwar et al., 2020; Kuswanda et al., 2021). Landscape anthropolinguistics not only describes the phenomenon of the language landscape, but also explores messages and cultural identities beyond the language landscape. The language in the landscape also shows the linguistic situation of certain communities in public spaces. The language landscape in public spaces shows that language can play a role in the market for promotion (promoting language), language can show an attractive appearance (performing language), language can explain the environment (ecological language), language can show language variety (language diversity), language can show the atmosphere of tourism (tourism language), and language can show the direction of the road (direction language). The role of language in the landscape shows that language plays a very important role in public spaces.

As a macro-linguistic approach, anthropolinguistics considers all texts or languages used in various public spaces as an interesting anthropolinguistic study. In line with that, all languages or texts that exist in various media and landscape forms are interesting anthropolignuistic studies of landscapes. However, it must be realized that the study of the language landscape needs to involve various fields of relevant multidisciplinary science such as linguistics, anthropology, planology, information technology science, psychology, art, design science, and so on (Hanum et al., 2019 and Sibarani et al., 2021).

The language landscape in public spaces with various media and forms shows that language has an arena of expansion or display in various contexts: situational, cultural, social and ideological contexts. The context of the situation includes the place, time, manner, and atmosphere of the language landscape in public spaces. The social context includes the people who unfold and unfolded by the language landscape in public spaces. The cultural context includes the cultural purpose of the language landscape for in public spaces. The ideological context includes the beliefs that are reflected in the language landscape in public spaces. This is in accordance with what was conveyed by Shohamy (2006) who said that language displays transmit symbolic messages about the legitimacy, relevance, priority, and standards of language and the people and groups they represent.

Various phenomena can be described by the performance of the text, co-text, and context of the language landscape, such as the dominance of foreign languages, especially English in public spaces and at the same time the lack of local languages and local scripts being used in public spaces. Another phenomenon is language landscape which is used as a political arena in the public spaces during the election of regents/mayors, governors, president, and members of the council from the district/mayor level to the central level. Each of these meanings and intentions of language landscapes is different, which can be found on the basis of careful research.

The performed display or appearance of the language landscape must meet several requirements to be attractive, informative, and implicative. Some of these requirements include economics of text (language economics), clear and easy to read, beautiful or good looking, and so on. These requirements need to be patterned so that they can be used as guidelines for designing language landscape displays.

3. Research Methods

The phenomenon of the language landscape raises various problems in public spaces as a socio-cultural phenomenon that needs to be studied. As described before, this phenomenon shows the form and type of performed displays of the existing language landscapes, understands the meaning, message, function, purpose or intention of the language landscapes, and requires a better models of language landscape design.

Because of this interesting phenomena, the philosophical perspective of phenomenology is the appropriate paradigm for language landscape research. Phenomenology looks at something that is visible by looking further at the experience, awareness, and meaning beyond (in and behind) the phenomena. Phenomenology starts from problems in social phenomena, not from theories such as the positivism paradigm, to build a model that may result a grounded theory (Perbawasari et al., 2019 and Sembiring etal., 2019). Interpretive phenomenology is used as a philosophical paradigm to understand something beyond the visible language landscape phenomena. Constructivist phenomenology as a philosophical paradigm can be also used to design a desired performed display model of the language

landscape. Thus, both interpretive and constructivist paradigms may be used to understand the form and type of performed display of language landscape, understand the meaning, message, intention, function or purpose of language landscapes through indexicality, and design attractive, informative, and implicative performed displays of language landscapes.

Phenomenological paradigm underlies the qualitative research design on language landscape phenomena. Qualitative design looks at the problems of performed displays, "meaning" and design of language landscape models from an emic and inductive perspectives. This qualitative design is utilized both in data collection and in analysis. There are several models that exist in qualitative design, namely ethnographic, case studies, phenomenology, grounded theory, narrative and interactive models. The interactive model, even debatable, is a general model, which can be used for all qualitative research including this study. Other models can be selected according to the characteristics of the research because each model has specifications for data collection and analysis. Interactive model consist of data collection, data condensation, data display and conclusion drawing/verification (Miles et al, 2014 and Perbawasari et al., 2019). Because this paper is about conceptual description, the data of language landscape as the examples were collected from internet. In essence, the paradigm of positivism with quantitative design can also be used in language landscape research, especially studying the people's perception of impact of language landscapes. It is useful to strengthen the sustainability of the language landscape in terms of its pragmatic benefits.

4. Result and Discussion

4.1.   Types of Language Lanscapes

With regard to the attractive, informative, and implicative functions of language landscape, there are at least several types of language landscapes, namely the language landscape for advertisement or promotion, the language landscape for the shop or business name and the language landscape of tourist guidance. The language landscape of tourist guide is further divided into five types, namely welcome greetings in an area (village, sub-district, district, city or province) which are usually in the form of gates or pillars on the side of the road, directions in tourist location or tourist destination, greetings at the arrival of the tourist location, folk discourses at the tourist location, and empirical or geographical description at the tourist location. It is very likely that this division of language landscape types may increase based on the diversity of language landscapes in the field.

These types of language landscapes can be seen in the following examples.

1. Language Landscape for Advertisement or Promotion

An advertising or promoting language landscape is the stretch of language that contains information about the product being marketed through advertisement or promotion. This advertising or promoting language landscape is designed with a blend of concise and easy-to-understand text and attractive images. The landscape of advertising or promoting language is used to market or promote products by

explaining the specifications and features of the product at a price that shows benefits to the reader. The following language landscape shows text with appropriate images as a co-text. The text "fresh market", for example, is combined with "fresh leaves" and the text "meat" is combined with an image of "meat".

Figure 1. *Advertisement*

2. Landscape Language for Names of Shops or Business

The language landscape for the names of shops or businesses is the stretch of language that contains information about the names of shops or business usually displayed at the top of the store front. The language landscape of the shop or business name is designed through the dominance of text that is concise and easy to understand with a few pictures or carvings. The language landscape of shop or business names is used to attract the attention of people who read while passing by the shop or business location.

The language landscape of the store name or business often combines the name of the owner, the information of the product sold and the location of the store or business. The information the owner sells is often made with pictures to clarify the writing as seen in Figure 2 below.

Figure 2. *The language Landscape*

3. Language Landscape for Tourist Guidance

The language landscape for tourist guidance is the stretch of language that contains information about the tourist object or tourist destination in an area. The language landscape is designed by writing the names of tourist objects accompanied by arrow directions or the distance traveled by from the language landscape to the location of the tourist object. The tourist guide language landscape is used to inform the tourist object or tourist destination so that tourists can find out the name of the tourist objects and the explanation of the tourist objects to be visited. The direction signs at city giving directions to certain locations are included as language landscape for tourist guidance such as directions to Parapat, Berastagi, Banjai dan Belawan.

The language landscape of tourist guides needs to have a psychological appeal so that someone who sees and reads it can feel it, keep it in memory, and be able to tell it to people so that it has significant impact on coming back and bringing in other people. Thus, the language landscape of tourist guides needs to convey a **psychological message**. Psychological message turns out powerfully to become **psychological appeal**. Psychological messages are closely related to eye-catching language landscapes that are packaged with a blend of text along with elements of color, writing font, writing size, carved writing, pictures, landscape models, and others. Both the text and its blending elements are generally bound by local culture. Here is an example of a tourist guide language landscape.

Figure 3. *The tourist guide language landscape.*

The language landscapes for tourist guides, as mentioned earlier, are divided into 5 parts, namely:

1. Language Landscape for Welcome Greetings to an Area

The language landscape for welcome greeting to an area is the stretch of the language as the guidance to tourist destination in a village, sub-district, district/city and province. This language landscape is still a clue toward the tourist destination area, not yet in a tourist destination or tourist object. The language landscape for welcome greetings are usually made in the form of a gate, but there is also a welcome greeting in the form of a pillar on the side of the road. Because the language landscape is closely related to local wisdom and local cultural traditions, the language landscape often shows a gate

with the nuances of local wisdom and local cultural traditions to generate attraction. It can be seen in the following gate.

Figure 4. *Welcome Greetings to an Area*

2. Directions at the Location or Tourist Destination

Language landscape of directions at a tourist location or tourist destination is a stretch of language that shows the direction of a tourist objects at tourist location or tourist destination. Directions are usually made with arrows by writing down the name of the tourist object. The language landscape is written with clear writing colors, easy-to-read writing forms, striking writing engravings as well as with pictures of the tourist object. The language landscape of the directions is displayed in a strategic place for being easily seen by tourists so that they are not missed when passing by. The language landscape of the following directions is quite clear, although it will be more interesting if there were a picture of the tourist object.

Figure 5. *Directions at the Location*

3. Language Landscape for Greetings at the Arrival of the Tourist Location

Language landscape for the greeting at the arrival of the tourist location is a stretch of language that seems to greet tourists who come to tourist objects. This greeting language landscape should generate

a psychological message so that it needs to be made interesting by combining the text with co-textual elements from the local culture such as local characters, carvings and colors, which are displayed right at the tourist attraction. This greeting aims to greet tourists as a warm greeting impersonally to tourists who arrive at the tourist object. The greeting should be designed so that it is not only shaped like the one below.

Figure 6. *Greetings at the Arrival*

4. Landscape Language for Folk Discourse of Tourist Object

Language landscape of folk discourse is a stretch of language that contains legend, origin, history, tale or story about a tourist object in accordance with the traditions existing in the local community. The folk discourses are written as attractively as possible in the local script, language, Indonesian and English so that every tourist understands the tourist object and gets psychological messages that will be brought home and told to their friends. Folk discourse is generally obtained from collective memory based on oral stories about tourist objects that have been passed down from generation to generation. If there is a local script, it is important that the folk discourse is written at the top of the landscape for inheritance to the younger generation as well as showing the heritage of their ancestors. In the next paragraph, the folk discourse is written in the local language with Latin letters for people who want to read the local language such as local tourists who only know local language. In the next paragraph, the folk discourse is written in the National (Indonesian) language, especially for domestic tourists who do not know the local language. In the last paragraph, the folk discourse is written in a foreign language (English), especially for foreign tourists.

The language landscape of folk discourse needs to be designed as clearly and attractively as possible with carved writing frames so that it can achieve the informative and attractive functions to attract the attention of people who read it. The language landscapes of folk discourses can be photographed and sent through online using social media to the wider community both at home and abroad. This method can be a means of tourism promotion if it is packaged and designed well better than the landscape of folk discourse below.

Figure 7. *Folk Discourse*

5. Language Landscape for Empirical or Geographic Description at Tourist Object

Language landscape for empirical is a stretch of language that contains a real description or depiction of a map of the tourist object. Empirical descriptions are obtained from gathering information through scientific interviews and observations, while geographic descriptions are presented through available maps. The empirical descriptive text should be written in an interesting and informative manner with a blend of co-textual elements based on local wisdom and culture. The empirical description is written in four variations, namely written in local script (if any), local language, national language, and foreign language for their respective purposes. Geographic descriptions can be made in the form of attractive maps in addition to empirical text.

Empirical and geographic language landscapes at the location of tourist objects are useful for showing the actual state of the tourist objects. Empirical and geographic language landscapes can also be photographed and sent online to the wider community both at home and abroad using social media. This method can be a means of tourism promotion if it is packaged and designed well beyond the landscape of folk discourse below. The geographic description can also be made in the form of a touch map link to be sent through online so that outsiders as potential foreign tourists can easily find out the location of the tourist objects.

If the following empirical language landscape were well designed together with a geographic description in the form of a map, the following language landscape will look more interesting.

Figure 8. *Geographic Description*

4.2. Discussion

As a branch of anthropology studying language, linguistic anthropology studies language in relation to understanding culture. Linguistic anthropology is the branch of anthropology that brings linguistic analysis to bear on anthropological problems, linking the analysis of semiotics and particularly linguistic forms and processes to the interpretation of sociocultural processes. Anthropological problems including socio-cultural problems are solved by linguistic analysis. Linguistics as the scientific study of language is applied as the approach to solve the socio-cultural problems in a society (Duranti, 1997). In further developments, anthropological linguistics emerged which is a branch of linguistics, but it always intersects with linguistic anthropology. Anthropological linguistics is the branch of linguistics that studies linguistic phenomena based on anthropological interpretation. relating language to culture, human biology, and cognition. Linguistic problems are solved by anthropological interpretation, which deals with culture, biological elements, and cognition. Anthropological linguistics is concerned with ethnolinguistics, the study of language to study the ethnic behavior of its speakers. Ethnolinguistics is that part of linguistics concerned with the study of the interrelation between a language and the cultural behavior of those who speak it, or between the language and psychology of a particular ethnic group.

Cultural linguistics is also recognized as the study of the relationship between language, culture, and conceptualization. Cultural linguistics is the related branch of linguistics that explores the relationship between language, culture, and conceptualization. Although there is a certain emphasis that distinguishes the four terms, the studies of the four terms actually cannot be separated. They are complementary each other, often overlapping. This means that the four terms refer to almost the same study although it must be admitted that the term linguistic anthropology is used more often among the terms.

The term anthropolinguistics is used as the more neutral term by analogy to sociolinguistics, psycholinguistics, and neurolinguistics (Sibarani 2004:50). Anthropolinguistics is the scientific study

of language within the framework of anthropology, of culture within the framework of linguistics, and of other aspects of humankind within the interrelated framework of both anthropology and linguistics. It studies language as the cultural resource and speaking as the cultural practice. It uses linguistic and anthropological approach in gathering and analyzing data qualitatively.

For language is largely related to various humankinds, there are some branches of anthropolinguistics classified into linguistic hierarchy and into the linguistic object of the study. Based on the linguistic hierarchy, the branches of the anthropolinguistics consist of phonological anthropolinguistics, lexicological anthropolinguistics, morphological anthropolinguistics, syntactic anthropolinguistics, discourse anthropolinguistics, semantic anthropolinguistics and semiotic anthropolinguistics. Based on the object of the study, anthropolinguistics consists of culinary anthropolinguistics, tourism anthropolinguistics, naming anthropolinguistics, customary anthropolinguistics, medication anthropolinguistics, tradition anthropolinguistics, teaching anthropolinguistics, evolution anthropolinguistics, landscape anthropolinguistics, gender anthropolinguistics, religion anthropolinguistics, marketing anthropolinguistics, politics anthropolinguistics, art anthropolinguistics, music anthropolinguistics, architecture anthropolinguistics (Sibarani, 2020a). One of the branches based on the object of study is landscape anthropolinguistics which is the focus of this paper. Landscape anthropolinguistics is a multidisciplinary study on landscape such as text combined with layout, picture, local carved writing and color indexicalizing and representing region, place, location and product based on the analysis, interpretation and implementation of language, culture, and other aspects of humankind.

There are three important focuses in anthropolinguistic study, namely performance, indexicality and participation. Landscape anthropolinguistics focuses on studying the performance of language landscapes that are designed as well as possible so that they become attractive. In its design, performance in the language landscape can show text (local script, local language, national language and foreign language) combined with context such as images, colors, and local carved writing which can all be an attraction. Language landscapes are closely related to local wisdom and local cultural traditions so that local wisdom and local cultural traditions are necessarily used to provide attraction.

Landscape anthropolinguistics also focuses on studying the indexicality of language landscapes that can index (show) various intentions, meanings, cultural values or social norms so that they are truly informative. In its design, indexicality in the language landscape can combine local script, local language, national language, foreign language, and references that are laid out to achieve the required information. Landscape anthropolinguistics also focuses on examining the participation of all elements in the language landscape such as elements of writing, culture (culture), psychology (psychological), beauty (aesthetics) or nature (natur) so that holistically it is truly implicative. In its design, participation in the language landscape needs to involve all the elements needed in order to be effective and have a significant impact. In summary, the functions of the language landscape are attractive, informative, and implicative. With the attractive function, the reader feels attracted to the

language landscape, with the informative function, the reader gets clear information from the language landscape, with the implicative function, the reader feels and believes that there is a significant impact in a language landscape.

In that way, anthropolinguistic parameters, namely interconnection, valuability, and sustainability will be seen in the anthropolinguistic study of landscapes. The interconnection between text, cotext, and context in the performed display of the language landscape should be seen in proportion. Valuability (worthiness) of a language landscape will be expressed in the sharpness of interpretation for the overall indexicality. Sustainability will be guaranteed through a good design involving all elements so that it will have a significant impact in accordance with the objectives of the language landscape.

5. CONCLUSION

Language landscape is an interesting object of research with an anthropolinguistic approach, which is called landscape anthropolinguistics. Language landscapes showing the uses of language in public spaces can index the socio-cultural phenomena that need to be interpreted and built up to understand the whole socio-cultural phenomena. On that basis, the interpretive and constructivist phenomenological paradigm are very appropriate to examine the language landscapes in public spaces by applying a qualitative research design.

The performances (performed displays) of the language landscapes, the indexicality (message, intention and function) of the language landscapes and the participation (elements of texts, co-texts, contexts) used in the language landscape are interesting enough to be studied both for interpretation and construction of language landscape models. The parameters of interconnection, valuability and sustainability can also be applied to study language landscapes anthropolinguistically.

In addition to the types of language landscapes described in this paper, other possible types are may be still increase if in-depth researches are conducted on the various uses of language landscapes in public spaces. Thus, researchers need to conduct in-depth researches on the language landscapes apart from the language landscapes of shop or business names, advertisements or promotions, and tourist directions.

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