Aggregate Signs in the Linguistic Landscape of Pandawa Beach: A Semiotic Perspective

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Abstract. This research examines aggregate signs in the public space of Pandawa Beach from a semiotic perspective. Pandawa Beach is a tourist attraction in Bali with buildings and outdoor signs built around high cliffs and aggregate elements. The use of aggregate signs on Pandawa Beach has particular meanings related to infrastructure, regulation, commercial, and transgressive. This research was conducted on November 17, 2022, and December 12, 2022, in Kutuh village, South Kuta, precisely on Pandawa beach. There were 37 aggregate signs from three buildings on Pandawa Beach: the entrance gate, lighthouse, and Segara inner temple. The findings show that the aggregate signs are used on notice boards, building legal signs, notice signs, icons, indexes, commercial signs, and transgressive signs. The languages used in aggregate signs are Indonesian, English, Mandarin, and Balinese script. Apart from that, two aggregate signs were found that had undergone changes in line with Bali Regional Regulation No.1 2018 concerning the use of Balinese script: the lighthouse building and Pura Dalem Segara. In addition, aggregate signs show the characteristics of a place, as shown by the icon of the Pandawa knight statue on Pandawa Beach, Bali.

Keywords: semiotic; aggregate signs; linguistic landscape; public space

1. INTRODUCTION

Pandawa Beach is one of the tourist areas in Kutuh village, South Kuta sub-district, Badung Regency, Bali. Reporting from the Bali Province Tourism office, Pandawa Beach has a stunning panorama with a peaceful, calm, and eye-soothing atmosphere. This beach is located between two high cliffs, behind the hills, and is often called the secret beach. Apart from that, Pandawa Beach offers white sand and open sea, the Indian Ocean right in front of it. Based on Badung Regency Regional Regulation Number 26 of 2013 concerning Badung Regency Regional Spatial Planning (RTRW), article 28, paragraph (2) states that Pandawa Beach is one of the coastal borders. Furthermore, in article 42, paragraph (4) it is said that

Pandawa Beach is included in one of the tourist area areas (DWT), which is categorized as natural tourism in Badung district (Perda Badung, 2013).

Mulyawan (2017) researched commercial signs in Kuta because this area is a tourist spot for foreign tourists. The phenomena in the field show that commercial signs are bilingual and classified into commercial and non-commercial signs. Non-commercial signs are usually given by the government or specific non-government organizations to provide information without a profit orientation (Purnawati et al., 2022; Artawa et al., 2023). Meanwhile, commercial signs aim to promote their products to gain profit. Several commercial and non-commercial signs are mapped in some regions of Pandawa Beach.

Apart from signs, buildings in Bali can be studied for their linguistic elements, as was done by Mulyawan et al. (2022) at Batukau Temple. Temples are sacred places of worship for Hindus in Bali and of course, contain public signs that are not only limited to spiritual activities but extend to tourism and environmental maintenance. However, the presentation of the Balinese script is less prominent than the Roman script. Social actors should emphasize the symbolic function of emphasizing Balinese identity in the area. The bilingualism system is influenced by the message and its location. Those signs play an external role that is not spiritually related, such as information about environmental issues, education, sanitation, and prohibitory signs related to the temple's status as a holy place.

Furthermore, Mulyawan (2019) studied outdoor signs' building and tourism aspects in Ubud, Bali. This study investigates the impact of vernacular signs on outdoor tourism in Ubud, a tourist attraction in Bali. The focus is on the use of language and the design of outdoor signs that reflect Balinese culture. In addition to vernacular forms attached to aspects of buildings, aggregate signs result from the convergence, intentional or not, of many discourses in a particular place. For example, Pandawa Beach has an aggregate sign attached to the beach entrance gate, a statue icon representing Pandawa Beach, and a temple on the coast.

![Figure 1. Aggregate Sign at Pandawa Beach (statue icon and entrance gate)](https://ejournal.pkbmsp.com/index.php/ijltl)
characteristic of the beach itself. So, apart from being an icon of a place, buildings and signs become a medium of communication between humans and their environment. Communication media in the form of public space signs.

The meaning of signs in public spaces can be studied using a linguistic landscape approach. The linguistic landscape is related to public space, which refers to the visibility and distinctive language characteristics of public and commercial space signs in a particular area (Landry & Bourhis, 1997). In studying the landscape, several research units unite and form a particular area, namely traffic signs, billboards, street names, place names, commercial shop signs, information boards, and government buildings (Shohamy, 2006). Furthermore, Jaworski and Thurlow (2010) argue that the linguistic landscape is not limited to the representation of language and literary space but is related to geographic, social, cultural, legal, emotional, and contemporary regulations. Based on the explanation of this definition, this research refers to the public space, Pandawa Beach, with an analysis of the meaning of the buildings and signs around it. This research is called aggregate linguistics.

Stokes (2003: 77) explains that semiotics provides a way of analyzing texts and the position in which they are placed. This concept provides intellectual context to the content or how the text interacts, blends with local culture, and produces meaning. Hjelmslev (1969: 8) defines semiotics as signs containing expression (expression plane) and content (content plane). Furthermore, signs contain the internal concept between signifier and signified and the relationship between the sign and the environment in which the sign is located. Thus, public space signs placed on Pandawa Beach contain expressions and meanings that can be explained through semiotic theory. Based on the explanation above, this research explains the aggregate characteristics of Pandawa Beach. For this reason, the focus of the problem in this research is the aggregate sign of public space on Pandawa Beach.

2. LITERATURE REVIEW

Linguistic landscape (LL) study is multi-disciplinary even though it was initially used to measure the fitness of a language. There are many opinions about who first came up with this, but there seems to be agreement that this LL was first coined by Landry and Bourhis (1997) in their article entitled Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study and has been cited more than a thousand times. Landry and Bourhis put forward two definitions of LL, namely the definition that begins the abstract of their article as follows: “Linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region.”

The study of LL has developed far from initial studies, which only focused on bottom-up aspects or personal vs. government signs, as well as regarding data analysis, both quantitative and qualitative (Gorter, 2006; Marten et al., 2012). Linguistic landscape studies are seen as a sub-field of sociolinguistics and applied linguistics concerned with written language forms in public spaces (Gorter & Cenoz, 2006), especially in multilingual contexts (Coulmas, 2009).

Based on the definitions, it is not surprising that some linguists such as Jaworski & Thurlow (2010), following Scollon & Scollon (2003), adopted the term 'semiotic landscape' and not 'linguistic landscape' to emphasize the way written
discourse interacts with the field in which it is written, and others such as visual images, nonverbal communication, architecture and environment, and the function of space as a semiotic source.

The LL approach not only functions as a tool for calculating linguistic composition in public spaces but, most importantly, for examining various factors such as power relations, population, legal regulations, and symbolic functions that are viewed, processed, and reflected in different populations, within a small geographic area (Ben Rafael, 2006).

3. METHODS

This phenomenological research is combinatorial, explanatory, and synchronic because the aggregate signs used are the reality of the language found on Pandawa Beach (Bungin, 2017). The relationship between signs, buildings, and meaning with qualitative research lies in how the qualitative approach attempts to explain the signs of the public space of Pandawa Beach buildings. The quantitative method calculates the number of aggregate signs on Pandawa Beach. The data type used in this research is written text in images/documentation taken on 17/11/2022 and 12/12/2022 using a device in Kutuh village, South Kuta, precisely on Pandawa beach.

This is a qualitative study that is used to examine the phenomena of language change and contestation in the linguistic landscape of the border. In-depth observation and documentation are given higher weight in this qualitative study (Creswell & Creswell, 2018). It is intended to describe an item, person, or specific set of conditions and symptoms that arise. This approach is predicated on the knowledge that linguistic landscape study tends to focus on categories like the existence of a particular language, the order in which things emerge, form and function, and others (Benu et al., 2023; Daar, 2023). All the data used in this study are primary data from the main source. All public signages in the Pandawa Beach area were taken as data sources. This study uses the definition of "sign" provided by Backhaus (2006), which is "any piece of written text within a spatially definable frame."

Figure 2. Map of Pandawa Beach
Observation and documentation were used as methods for collecting data. These two methods are used because qualitative research emphasizes observation and documentation (Beeh et al., 2023). The observation method is used to look deeper at the public signs. This provided a deeper understanding of the language landscape in the observation area (Tunliu et al., 2022; Benu et al., 2023). The second way of gathering data is documentation, which entails taking pictures of written language signs in the observation area and documenting them. Photographic documentation is the method employed. These photos were taken with a cell phone camera and a digital camera. Additionally, the obtained photo data is sifted and filtered to weed out information that does not adhere to specified standards. The data obtained was then analyzed using a semiotic approach.

Analysis of the linguistic landscape in the form of signs in public spaces must be carried out comprehensively; for this reason, the theory used is semiotic theory (Hjelmslev, 1969) and (Scollon & Scollon, 2003).

4. RESULTS AND DISCUSSION

This research began with photo documentation of buildings and signs on Pandawa Beach, with the result being 37 photos of signs and buildings that express signs in public spaces. This research focuses on three buildings that are icons of Pandawa City: the beach entrance gate with six statues, the lighthouse, and the temple on the coast. These three buildings are surrounded by signs that show semiotic aggregates in four areas, namely, coastal regulatory signs, infrastructure signs, commercial signs, and transgressive signs. The following is a representation of research data in a table.

<table>
<thead>
<tr>
<th>Aggregate signs</th>
<th>Entrance Gate</th>
<th>Lighthouse</th>
<th>Pura Dalem Segara</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulation signs</td>
<td>7</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Infrastructure signs</td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Commercial signs</td>
<td>6</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Transgressive signs</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>23</td>
<td>4</td>
<td>10</td>
</tr>
</tbody>
</table>

Based on Table 1 above, 37 aggregate signs were found on Pandawa beach, to be found on the three main beach buildings: the entrance gate, lighthouse, and Pura Dalem Segara. The entire data is classified into four parts, namely, regulatory signs, infrastructure signs, commercial signs, and transgressive signs. The classification of findings can be explained as follows:

1. Regulatory signs for beach entrance gates include governor boards, Sapta Pesona boards, signs on statues, and traffic indexes.
2. The regulatory signs at the lighthouse contain the legal sign for the lighthouse building containing the 2018 Bali Regional Regulation.
3. The regulatory signs at Pura Dalem Segara contain a governor's board, legal building signs, and a notice board.

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4. Infrastructure signs at the entrance gate include the beach entrance gate, beach identification sign, and statue icon.
5. Signs of infrastructure at the lighthouse include the lighthouse building and carvings.
6. The infrastructure sign at Pura Dalem Segara contains a legal building sign and a Bali Government Regulation board.
7. Commercial signs at the entrance gate and Pura Dalem Segara Pandawa Beach include symbols and icons containing advertisements (beverage products, souvenirs, and donors).
8. The transgressive sign at Pura Dalem Segara contains advertisements for traditional clothing rental services and face painting.

The analysis results show that the aggregate marks on Pandawa Beach are classified as permanent marks originating from stone, sand, and ceramic components. In addition, the temporary aggregate signs on Pandawa Beach come from wood and canvas. Kress in Mulyawan (2019) stated that one of the characteristics of a sign is its material and visualization. For this reason, the aggregate sign on Pandawa Beach combines traditional Balinese and modern elements, such as the statue icon with Balinese fabric nuances and the entrance gate with a modern touch. In addition, the aggregate sign for Pandawa Beach is written in several languages, such as Indonesian, English, Mandarin, and Balinese script. The combination of languages in aggregate signs can be described as follows:

1. Index signs in English and Indonesian
2. Legal signs for buildings in Indonesian and Balinese
3. Legal building signs in Indonesian
4. Notification signs in English, Indonesian, and Mandarin
5. Commercial signs in Indonesian and English

Based on observations made in the field (three large buildings), two aggregate signs were found that had undergone changes in line with Bali Regional Regulation No.1 of 2018 regarding the use of Balinese script.

Figure 3. Sample of government signs in Pandawa Beach before and after the government regulation

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Before and after

**Figure 4.** The aggregate signs on Balinese religious places in Pandawa Beach before and after the government regulation

Based on the data above, it can be explained that the aggregate sign of Pandawa Beach has changed in line with government regulations. Figure 3 shows signs of old building aggregates, while data in Figure 4 are name board signs of current aggregates consisting of Indonesian language and Balinese script. This was realized to maintain the language and introduce the Balinese language and culture to tourists visiting Pandawa Beach. In short, the meaning displayed on the sign shows how the language used on the aggregate sign of the lighthouse building and Pura Dalem Segara is used. The aggregate sign for Pandawa Beach has not experienced any changes in language or visuals, as shown in the image below;

**Figure 5.** Entrance gate to Pandawa Beach
The entrance gate to Pandawa Beach only contains one language, Indonesian, with a welcome greeting. This can be interpreted as a generalization to attract domestic rather than foreign tourists.

**Figure 6.** Aggregate sign on the entrance gate of Pandawa Beach

Based on the opinion of (Scollon and Scollon, 2003), aggregate sign activity can be realized around buildings in an area. On Pandawa Beach, a complex aggregate sign is found at the beach entrance gate with six statue icons with Balinese nuances. In addition, there are commercial aggregate indexes and signs along the road, along with a description of the aggregate sign for the Pandawa Beach entrance gate.

Following are several signs of public space along the entrance gate to Pandawa Beach.

**Figure 7.** The aggregate signs on the entrance gate of Pandawa Beach
Aggregate signs result from intentional and unintentional convergence (Scollon & Scollon, 2003). Figure 6 was taken at one corner of the Pandawa Beach entrance gate, and you can see several signs attached to it. Along the road are signs of infrastructure in the form of statues of Pandava knights, namely Bima, Arjuna, Yudistira, Nakula, Shadewa, and a statue of Goddess Kunti. Each statue aggregate sign is a form of commercial/sponsorship from government officials and private companies. This statue icon later became a characteristic of the Pandawa beach, where it seemed like the Pandava knights were guarding the beach.

Furthermore, regulatory signs are indicated by indexes and traffic sign symbols such as 'IN' and 'OUT' on the side of the road. This sign was installed because the entrance to Pandawa Beach is steep and dangerous. The aggregate of index signs and symbols forms a semiotic system of content, which means that it will be a violation if it is not obeyed. Another finding was a commercial sign that showed advertising for a product, such as Aqua and Hydro Coco, with canvas aggregate boards. Commercial signs indicate collaboration between the beach and the brand.

6. CONCLUSION

Based on the analysis above, it can be concluded that the aggregate signs on Pandawa Beach at the entrance gate, lighthouse, and Pura Dalem immediately show legal building signs, icons, indexes, symbols, commercial signs, and transgressive signs. Furthermore, the aggregate sign for Pandawa Beach is written in several languages, such as Indonesian, English, Mandarin, and Balinese script. The lighthouse building and Pura Dalem Segara on Pandawa Beach have changed infrastructure markings in line with Bali Regional Regulation No. 1 of 2018 regarding using Balinese script. Aggregate signs activity on Pandawa Beach in the form of indices and symbols forms a semiotic system of content, which means that it will be a violation if it is not obeyed.

REFERENCES


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