

Observing People's Behavior Through Texts in Public Spaces: Linguistic Landscape at Bendung Tirtonadi, Surakarta

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Abstract. People's behavior towards the environment is reflected in the texts displayed in public spaces. This study aims to analyze the forms of language use and the informational and symbolic functions of writing texts in public spaces at the Tirtonadi Dam tourist site, Surakarta City. Data is taken through photography. The same amount of data only resulted in 39 data to be studied in the analysis. The results showed that there were three languages involved, namely Indonesian, English, and Javanese. Indonesian dominantly appears in the text. the information functions that appear are information on prohibitions, warnings, and appeals. The theme of environmental preservation appears dominant among other themes. The symbols in the use of language indicate that Indonesian is the impact of language policy and community competence. In addition, the attitude of environmentalism appears dominant in the theme indicating the presence of the government's role in dealing with environmental problems due to behavior.

Keywords: linguistic lanscape, public spaces, Bendung Tirtonadi, Surakarta

1 Introduction

Rivers are natural resources that have versatile functions in supporting human life and livelihoods in the areas they flow. The existence of the river is an opportunity for the community to survive on its banks. Community activities rely on clean and healthy river water to meet their needs. The river also functions as a tourism industry. Bendung Tirtonadi, Surakarta City, is an alternative tourism besides cultural tourism that has long been developed by the Surakarta City Government. With the topography of the area divided by the flow of the Bengawan Solo River, Surakarta City has advantages and opportunities in processing this river tourism industry, However, people's behavior towards water pollution, damaging ecosystems, and their lack of concern for rivers have become a public phenomenon. The physical arrangement to support this tourism encounters the problem of the community's lack of care in protecting nature, including the impact on the river tourism industry itself. Texts around tourist sites are made to educate the importance of environmental conservation.

2 Literature Review

This study focuses on the analysis of texts in public spaces in Bendung Tirtonadi (Tirtonadi Dam), Surakarta City. Linguistic Landscape is the study of texts in public spaces by analyzing the use of language and the symbolic-information function that appears in it[1]. Linguistic Landscape Studies actually function to investigate the social layers in a community group and how the dominance of culture in society[2]. These social layers are in the form of social symbols in community groups, institutions, and governments[3]. Linguistic Landscape Studies have a major role in identifying the power of language in an effort to explore the social activities of certain groups in playing their social roles in society in an area[4].

Surakarta city is a multiethnic area. The Javanese ethnicity is the dominant ethnic group that lives side by side with other ethnic groups, such as ethnic Arabs, Chinese, and other ethnic groups in Indonesia. Indonesian is a verbal repertoire for inter-ethnic communication. Meanwhile, Javanese is a local language used in informal areas and has become a language of solidarity between ethnic Javanese (Central Java and East Java). Linguistic Landscape research on texts at tourist sites abroad has been carried out by researchers in several cities, such as[5] in Lithuanian City, Beijing[6], Bangladesh[7]. In Indonesia, Linguistic landscape research on tourism texts has also been carried out, such as in Bali[8], Samosir Island[9], cultural sites in Surabaya and Mojokerto[10], Yogyakarta[11], [12], Kuta Mandalika, Lombok[13]. Meanwhile, Linguistic Landscape research in Surakarta City has also been reported by several researchers, namely[14], [15]. The limitations of this study caused the lack of diversity in the findings of social phenomena in the city of Surakarta. Meanwhile, Linguistic Landscape research that focuses on water-based tourism, only one study was found in Lake Toba[16]. This gap in the study space underlies these Linguistic Landscape studies on water-based tourism texts.

3 Method

This research is located in the tourist area of Bendung Tirtonadi, Surakarta City. Data is taken using photography. Researchers collected 67 text data in total. However, because the text data have the same information, the researchers only took the same data so that 39 data were collected scattered from the Tirtonadi Dam tourist location. The data are classified based on the form of language use, namely monolingual and bilingual. Furthermore, the data is classified based on the information message conveyed, namely appeals, warnings, prohibitions, and expressions. Data analysis used Landry and Bourhis's[1] landscape linguistic approach.

4 Results and Discussion

4.1 Language usage

From the results of the analysis, two forms of language use appear in the text in the public space of the Bendung Tirtonadi tourist site, Surakarta, namely monolingual (Indonesian, English, Javanese) and bilingual (Indonesian and Javanese). The results of the analysis are presented in diagram 1.

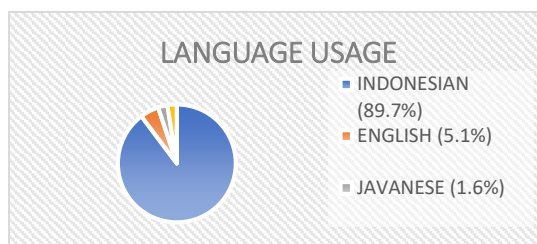


Diagram 1. Frekuensi of Language Usage.

The data above shows that there are three languages involved in the text. Monolingual Indonesian dominates the occurrence (89.1%) of the total data, followed by English (5.1%), Javanese (1.6%), and bilingual Indonesian+Javanese (1.6%). Indonesian and Javanese are involved in two forms, namely monolingual and bilingual, while English is only involved in one monolingual form. This indication shows the fact that Indonesian is the dominant language chosen to convey information messages to tourists compared to other languages.

4.2 Informational function of language usage in public space

The Linguistic Landscape study focuses on two functions of language use, namely informational and symbolic functions[1]. The results of the analysis of the information function show four things, namely appeals, warnings, prohibitions, place names, and expressions. Frequency of data of the information function presented in diagram 2.

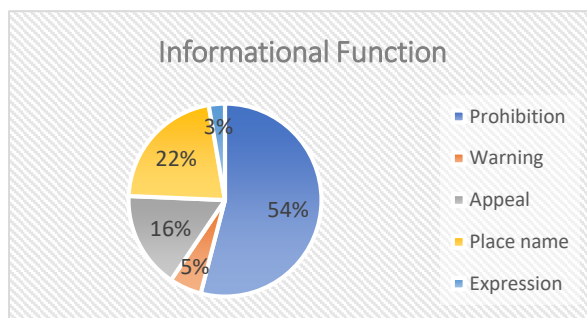


Diagram 2. Frequency of Informational Function.

Diagram 2 shows that the texts scattered at the Bendung Tirtonadi tourist site, Surakarta are dominated by messages of prohibition (54%), followed by warnings (22%), appeals (16%), place names (5%), and expressions (3%). This data shows that there are many violations committed by tourists, such as entering prohibited areas, painting on walls, throwing garbage into rivers, stepping on garden grass, playing on the banks of rivers, destroying buildings, erecting illegal buildings, using water wastefully, and not taking care of the environment cleanliness.



Fig. 1. Data.



Fig. 2. Data



Fig. 3. Data

Figures 1, 2, 3 are the prohibition messages. Figure 1 contains information on the prohibition of throwing garbage into the river, Figure 2 contains the prohibition on destroying state-owned buildings, Figure 3 contains the prohibition on constructing buildings or using state land without a permit. In addition to containing the prohibition message, the text also includes laws and sanctions (Figure 1). This indicates the message is firm. This firmness is because people often commit such violations.



Fig. 4. Data.



Fig. 5. Data.

Figures 4 and 5 also contain prohibition messages. However, the two texts above do not include information on the laws that have been violated. Figure 4 prohibits tourists or the public from drawing on walls or buildings at tourist sites. Figure 4 prohibits tourists or the public from entering the restricted area because it is dangerous and can damage the public facilities. Although the information without attaching the Act, this message is firm. The ban aims to stop acts that are often done by tourists and the public so as not to harm state facilities.



Fig. 6. Data.



Fig. 7. Data.

Figures 6 and 7 are text containing warning information. Figure 6 contains a warning to be careful of traffic accidents because the area is an accident-prone area. Figure 7 contains warning information not to do activities by the river because it is dangerous. The two messages appeared because there were many accidents and splashed in the river so that both threatened the safety of tourists. The warning aims to maintain the safety of tourists themselves.



Fig. 8. Data.



Fig. 9. Data.



Fig. 10. Data.

Figures 8, 9, and 10 are data on information on advice to tourists and the public. Figure 8 contains a warning not to step on the grass because it can damage the beauty of the garden. Figures 9 and 10 contain an appeal to jointly conserve water. The appeal is aimed at not destroying nature and preserving the environment.



Fig. 11. Data.

The researcher found 1 data (Figure 11) that contains the expression function. This function does not contain an explicit message like other texts but contains a vision of environmental sustainability when humans implicitly protect water. Gebyar Gebyur (Javanese) is reduplication which means to flush or flush. Gebyar-gebyur also means bathing with abundant and freshwater. In addition to text, Figure 11 also shows a picture of a smiling child. This image contains a message that preserving water means helping to keep the smiles of future generations.

4.3 Functions of symbols in text in public spaces

The function of symbols refers to the activities of the society which are represented through language. The symbol function is also obtained from the message conveyed by the text writer through the use of language[1].

4.3.1 Indonesian as a representation of language competence

The dominance of the use of Indonesian in writing texts in public spaces shows that people's Indonesian language competence is very high. Armed with this Indonesian language competence, the text writer tries to convey a message so that people can easily understand the message. This is also supported by the finding that the majority of texts contain prohibition messages (54%). Delivering messages clearly and straightforwardly really helps text writers (local governments) and target readers (tourists and the public) to understand the message perfectly.

4.3.2 Language policy on language preservation

Writing texts in public spaces is bound by national-scale language policies, namely Law Number 24 of 2009 Article 40 concerning flags, languages, state symbols, and the national anthem; Circular Letter of the Minister of Education and Culture No. 12 of 2018 concerning Prioritizing State Language in Public Spaces; Presidential Regulation Number 63 of 2019 concerning the Use of Indonesian). While the local-scale language policy for the City of Surakarta, namely Surakarta Mayor Regulation Number 3 of 2008, the use of Javanese language and script in public spaces. This language policy shows that two languages are prioritized in the public sphere, namely Indonesian as the national language and the official state language and Javanese as the local language. The dominance of language in the public sphere made by the government (Top-Down) shows that language policy is running well.



Fig. 12. Data.

Figure 12 shows the local language policy in effect Top-Down. The use of the Javanese Papan Kawruh Tirta “Information Board” accompanied by the Javanese *hanacaraka* script indicates that local language policies are being optimized in public spaces. The language policy is carried out to preserve the language, both the national language (Indonesian) and the local language (Javanese).

4.3.3 Representation of the ideology of environmentalism in texts in public spaces

The themes that appear in the text vary, such as nature conservation, maintaining public facilities, and safety. The researcher found that nature conservation dominates the text theme in public spaces, which is 54%. The remainder is divided into other themes (see Diagram 3).

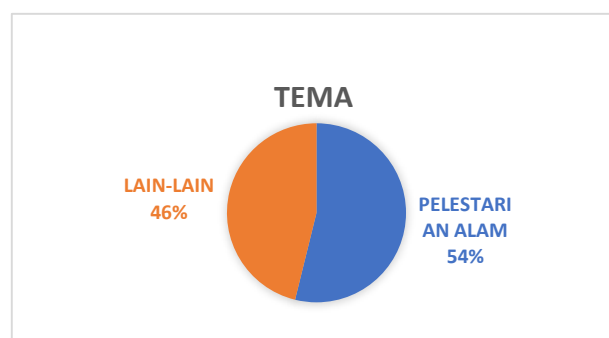


Diagram 3. The theme of the text in public spaces.

The data shows that a caring attitude towards nature is an important issue. These texts were made to make people aware of the importance of preserving nature. Tourism is an industrial sector that has an important position in educating the public on the importance of protecting nature from damage. This portrait is a representation that the destructive behavior of nature by the community has become more massive, especially how the community treats rivers as a source of life.

5 Conclusion

Environmental problems are real issues. The government has a significant role in providing education as well as sanctions for people who damage the environment. Water tourism sites are an effective medium in educating the public, as well as taking a picture of the destructive social behavior of the community. Indonesian is a tool for translating government messages because of the language competence of the people who tend to be able to understand the messages of prohibitions, warnings, and appeals given. In addition, to support the face of text arrangement in the public space of Surakarta City, Javanese language and script also adorn the text at tourist sites. Javanese is considered capable of conveying messages of solidarity and intimacy. The emergence of English, although small, sends a global message for the thriving tourism industry.

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