

Multilingualism in The Linguistic Landscape in Cimahi

Ai Kurniati¹, Siti Djuwarijah², Amran Purba³

{aik.subagja@gmail.com¹, siti083@brin.go.id², amra001@brin.go.id³}

National Research and Innovation Agency¹²³

Abstract. This study is aimed to provide an overview of the use of language in public spaces in Cimahi City. The data used is written language found in public spaces, especially in the bottom-up category of culinary businesses. The method used in this study is a qualitative method. Data collection techniques are carried out using documentation, in the form of photos. The written language data in the form of linguistic landscape markers are then classified based on the division of the culinary business lexicon. The results shows the use of monolingual, bilingual, and multilingual. The language used in the linguistic landscapes, especially the culinary business in Cimahi City, Jalan Daeng M. Ardiwinata contains several Indonesian, Sundanese, and foreign languages (English, Arabic, Chinese, Japanese). In addition, it can also be identified strategies for writing multilingual texts in the linguistic landscape in Cimahi City, namely complementary and overlapping.

Keywords: multilingualism, linguistics landscape, Cimahi City.

1 Introduction

Cimahi is one of the cities in West Java Province located in a strategic geographical area flanked by Bandung Regency in the south, Bandung City in the east and West Bandung Regency in the west and north. Initially, Cimahi City was part of Bandung Regency, but was changed to an administrative city on January 29, 1976. After that it was designated as an autonomous city on June 21, 2001. Cimahi City is not only known for its natural beauty and historical city, but also famous for its culinary specialties which are usually used as souvenirs for tourists, including *bandrek*, *bajigur*, *binahong* chips, *keripik setan*, *semprong* cakes, *kremes*, *comring*, *awug*, and others.

Study describing Cimahi City has not been done much, especially research on the linguistic landscape. This paper aims to provide an overview/face of the City of Cimahi seen from the use of language. The use of language in public spaces can be studied through linguistics landscape. Like other cities in Indonesia, Cimahi City can be said to be a multilingual city. This can be proven by the use of various languages, both orally and in writing.

Linguistic landscape studies are gaining popularity among world linguists and linguistic landscapes themselves claim that the signs in the landscape are in the form of illustrative texts that can be read and photographed which can be dissected linguistically and culturally [5]. The main focal point of the linguistic landscape reveals the visibility and importance of written languages used in the public sphere [10]

(Graddol, 2006) [6] reveals that the world is increasingly multilingual. Multilingualism can be seen from the proliferation of state institutions that were originally built as language control and planning institutions that have been damaged by global information flows, media, and technology. Such conditions make the world of sociolinguistic situation more global. This causes the use of language in the public sphere can be said increasingly more global and complicated. This phenomenon makes studies in the field of linguistic landscapes play an important role to answer many problems in the increasingly dynamic urban landscape.

The multilingualism of the world community has attracted the attention of world researchers and research is being carried out to better address the wider problems of multilingual practices and the mixing of signs in public spaces. These studies were carried out using various linguistic approaches and points of view, both from the functional and structural discursive linguistic perspectives. Several researchers such as [12], [7], [14], [8], [1], and [13] have succeeded in studying the linguistic landscape with multilingual topics.

There is one important point to address, and that is the language content of multilingual signs. The language content of multilingual signs can be displayed by several different mechanisms, such as equivalent, separate, or overlapping. Reh (2004) [12] then provides a detailed description of the mechanism for analyzing multilingual texts in public spaces. Reh succeeded in distinguishing multilingual writing into four strategies, namely complementary, duplicating, fragmentary, and overlapping.

The multilingual text writing strategy can be described in detail as follows. First, the complementary strategy contains different parts and is written in different languages. To understand it, the reader must master all the languages contained in the text. Second, the duplicating strategy in which it has the same text and information in different languages (such as translation). Third, the fragmentary strategy is that the entire text of information is available only in one language, but there are certain parts that are translated into other languages. Fourth, the overlapping strategy is only part of the information is repeated into another language, while the other part of the text is only in one language. If you pay attention to the fragmentary and overlapping strategies, it is not easy to distinguish them because they both refer to a partial translation of a text. In this regard, of the four strategies proposed [12] the figure [7] only suggests three strategies for writing multilingual texts that can be used, namely complementary, duplicating, and overlapping.

A study on the linguistic landscape in Indonesia has been done, among others [16] exploring the problems of language, power, and resistance, with case studies of the names of business entities in the Special Region of Yogyakarta, (Artawa & Mulyawan, 2015) [2] examining the glocalization of the Balinese language on an outdoor sign in the traditional village of Kuta, Bali. (Erikha, 2018) [4] examines the concept of linguistic landscapes on royal street signage (rajamarga) in Yogyakarta, while (Kusumaningsih, 2015) [9] examines the Indonesianization of foreign words and expressions in the names of business entities, areas, and buildings (a case study of a commercial area along Jalan Slamet Riyadi Surakarta, then there is [11] which explains the use of English in public spaces in culinary businesses in Surakarta.

From the several studies on linguistic landscape that have been carried out, it can be concluded that research in the linguistic landscape field has not received as much interest as other fields of linguistic study. In Indonesia, the field of study of linguistic landscape is not as popular as other fields of linguistic studies. This research is different from previous studies, although there are similarities studying linguistic landscape. This research will discuss linguistic landscape in Cimahi City, especially multilingualism of culinary business.

2 Method

Linguistic landscape studies generally involve qualitative descriptive research methods that are pursued by documenting linguistic landscape objects using a digital camera. Methodologically, linguistic landscape analysis relies on photography and visual analysis. The data used in this study is the language used in the linguistic landscape in Cimahi City, bottom up category. Languages that are included in the bottom up category according to Ben-Rafael et al. (2006) [3] is the language data contained in billboards and commercial signs. The data referred to in this study is the language contained in the culinary business in Cimahi City, especially on Jalan Daeng M. Ardiwinata. Jalan Daeng M. Ardiwinata is one of the main streets in this city.

Methods and techniques of this research are divided into three stages as suggested by [15], namely 1) methods and techniques of providing data, 2) methods and techniques of data analysis, and 3) methods and techniques of data presentation. The Provision of data is done by observing the linguistics landscape with an emphasis on multilingualism. The next stage is selecting the data that has been collected. In this process, the data are selected according to the problem formulation and research objectives. The analysis begins with sorting the collected data according to their respective classifications and categories. This activity continues until appropriate data is obtained or that will be used in classifying culinary business multilingualism in the linguistic landscape in Cimahi City, especially on Jalan Daeng M. Ardiwinata. Next is Analysis stage. At this stage, data of 59 culinary businesses have been obtained according to the category of multilingualism used. Of the 59 data, the researcher only displayed 18 data because the selected data represented 59 other data. Furthermore, analyzing the multilingualism of the linguistic landscape by showing the use of various languages, such as monolingual, bilingual, multilingual, and describing the use of suggested multilingual text writing strategies [7], namely complementary, duplicating, and overlapping.

The next stage is presentation of the results of the analysis. This stage is analytical activities in the form of organizing and compiling data into meaningful information towards research conclusions. In this study, the presentation of the results of the analysis only uses the informal presentation method in the form of an ordinary explanation, namely the formulation using ordinary words [15].

The data used as objects in this study are taken from culinary businesses located in Cimahi City, especially Jalan Daeng M. Ardiwinata. The author managed to find 59 samples of photo data for culinary businesses in Cimahi City in 2022. The sample selection was done randomly. Each data sample is then classified and analyzed to describe the multilingualism of culinary business in the linguistic landscape in Cimahi City.

3 Result and Discussion

The discussion of the data in this study is in a form of the use of different languages (monolingual, bilingual, or multilingual) and suggested multilingual text writing strategies [7] in the linguistic landscape of the bottom-up category of culinary businesses in Cimahi City, especially on Jalan Daeng M. Ardiwinata.

The Use of Language in the Linguistics Landscape in Cimahi City

The following illustrates the use of language found in the linguistics landscape of the bottom up category of culinary businesses in Cimahi City, especially on Jalan Daeng M. Ardiwinata. The language used in the linguistic landscape of the culinary business in Cimahi City consists

of 1) Indonesian; 2) Sundanese; and 3) a foreign language, in this case English, Arabic and Chinese. There are usages of monolingual, bilingual, and trilingual languages.

Monolingual

The uses of one language (monolingual) in the linguistics landscape of the bottom up category of culinary businesses in Cimahi City, especially on Jalan Daeng M. Ardiwinata are mostly found in Indonesian, not in regional or foreign languages. This fact can be seen by observing the example in the following figure.



Fig. 1. Es Kelapa Muda Aneka Rasa



Fig. 2. Kedai Kita

Figure 1 and 2 show the use of monolingual Indonesian in several culinary businesses. It can be seen in figure (1) “Es Kelapa Muda Aneka Rasa”, figure (2) “Kedai Kita.” The use of Indonesian monolingual markers is often found in culinary businesses in the city of Cimahi, especially on Jalan Daeng M. Ardiwinata. The two examples of above data use Indonesian in full and there is no insertion of other languages, such as regional or foreign languages. This shows that the local community still adheres to the national language, the language of unity, namely Indonesian.

Culinary business in the example figure of data (1) “Es Kelapa Muda Aneka Rasa” literally explains the menu of fresh young coconut ice drinks with various flavors, additional information can be seen below the various flavors, such as original flavors (young coconut water), orange, avocado, mango, chocolate, and durian, all of which are explained in Indonesian. In the example of figure data (2) “Kedai Kita” uses the vocabulary of a shop which means a building for selling (food, drinks, etc.); shop. The use of the word “we” shows the plural first person pronouns, which speaks together with other people, including those being spoken to, which means that in that place there is togetherness.

Bilingual

Bilingual signs are also found in the linguistics landscape of the bottom-up category of culinary businesses in Cimahi City, especially on Jalan Daeng M. Ardiwinata. There are three categories of bilingual signs, namely Indonesian and Sundanese; Indonesian and English; as well as English and Sundanese.

The first category of bilingual landscape linguistics culinary business in Cimahi City, especially on Jalan Daeng M. Ardiwinata using Indonesian and Sundanese can be seen in the two examples of figure data (3) and (4) below.



Fig. 3. Es Kelapa Muda Mang Agus



Fig. 4. Mie Ayam Saporsi

Figure on data (3) above is an example of a culinary business in Cimahi City that uses two languages (bilingual), namely Indonesian and Sundanese. The culinary business in figure (3) “Es Kelapa Muda Mang Agus” shows the name of the menu offered along with the name of the owner of the culinary business. The culinary business above uses two languages, Es Kelapa Muda (Indonesian) and Mang Agus 'Uncle Agus' (Sundanese greeting to a man who is approximately the same age as uncle). If you pay attention, the figure data (4) Mie Ayam Saporsi 'Seporsi' above is written in two languages, namely Mie Ayam (Indonesian) and Saporsi (Sundanese). The culinary business clearly offers a menu that is the name of the culinary business. Bilingualism can be seen in the example of figure (4) above, the linguistic landscape of the culinary business "Mie Ayam Jepang Saporsi". The combination of Indonesian in Japanese Mie Ayam and Sundanese 'Seporsi' shows the skill of the linguistic landscape creator in making the name of his culinary business. Interestingly, even though it uses Sundanese, the word saporsi is written like Japanese characters.

The second category of bilingual landscape linguistics of culinary businesses in Cimahi City, especially on Jalan Daeng M. Ardiwinata, using Indonesian and English can be seen in the sample data figures (5) and (6) below.



Fig. 5. Nasi Uduk Ayam Spicy



Fig. 6. “MS” Snack

Global factors clearly affect the linguistic situation of public spaces in urban areas, including Cimahi City. It is proven by examples of figures (5 and 6) spreading of foreign languages (English) in combination with Indonesian. Example of figure data (5) *Nasi Uduk Ayam Spicy*, figure (6) Grosir & Eceran “MS” Snack.

The third category of bilingual landscape linguistic culinary business in Cimahi City, especially on Jalan Daeng M. Ardiwinata using English and Sundanese can be seen in the example figure (7) below.



Fig. 7. New Arrival Bakso Aci

The figure (7) above is one proof that the use of foreign languages, especially English is unavoidable, including in the linguistics landscape of culinary business in Cimahi City. In addition to bilingualism between Indonesian and Sundanese, Indonesian and English, bilingualism between Sundanese and English is also evident in the use of culinary businesses in the linguistic landscape in Cimahi City.

It is undeniable that in the example of the figure (10) shows several writings. It seems that the English language used more than the local languages. Some of these writings include Order Now, New Arrival, then Bakso Aci 'Tepung pati ubi kayu', Bakso Aci 'Bakso Tepung pati ubi kayu' Tulang Rangu 'Tulang Renyah, and 'Grab in Fast Bestie'. The use of regional languages (Sundanese) and English in the sample data figure (7) above shows that the creators of this culinary business want to combine globalization and Sundanese ethnicity. Although bilingualism in the data example (7) above has two nuances, namely local and global, it appears that the element of globality tends to dominate the element of locality.

Trilingual

Not only monolingual and bilingual signs, but also trilingual (three languages) signs also exist and are used in culinary businesses in the linguistics landscape in Cimahi, especially on Jalan Daeng M. Ardiwinata. The three languages in question are Indonesian, Chinese, and English, which can be seen in the sample image of data (8) and Arabic, English, and Japanese in the sample figure (9) below.



Fig. 8. Nasi Bakar Cuan



Fig. 9. Halal Japanese Food, Ramen & Sushi

The trilingual marker in the linguistic landscape, especially in the culinary business in Cimahi City, makes it clearer that people in this city are multilingual. The culinary business with three language markers in the example figure (8) above “Nasi Bakar Cuan Take Away Only” illustrates the combination of three languages as well as the three nuances of meaning contained in it. Nasi Bakar is the name of a food menu in the form of grilled rice (Indonesian), Cuan means profit (Chinese), Take Away Only means only take-away service, not eating on site (English). Also note the trilingualism in the figure data (9) below.

Almost the same as the example on figure (8), the figure (9) also has trilingual markers, namely Arabic, English, and Japanese. Words in three languages used in the linguistic landscape in Cimahi City are foreign languages. The nuances of globality are clearly displayed in the example of the culinary business data above. The combination of words in three

languages in the culinary business figure (9) “Halal Japanese Food, Ramen & Sushi” explains the meaning of permitted (not prohibited), Japanese food, and Ramen is a Japanese noodle soup dish, while Sushi is a Japanese food consisting of cooked rice with side dishes in the form of seafood, meat, raw or cooked vegetables.

The Use of Multilingual Text Writing Strategies in Linguistic Landscapes in Cimahi City

There are three strategies for writing multilingual texts used, namely complementary, duplicating, and overlapping, namely complementary and overlapping.

Complementary

The strategy of writing multilingual texts found in the culinary business of the linguistic landscapes in Cimahi City, especially on Jalan Daeng M. Ardiwinata is complementary, which can be seen in the two sample figures below.



Fig. 10. Warung Nasi Pedo



Fig. 11. Kangen Kopi & Space

The figure (10) shows the words Warung Nasi Pedo 'Enak'. The writing uses a strategy of writing complementary multilingual texts in bilingual writing in Indonesian and Sundanese. This shows that the information in the article contains different parts, namely the words “warung nasi” and “Pedo” and is written in different languages, namely Indonesian and Sundanese. Thus, to understand the writing, the reader must master the two languages contained in the writing.

Like the figure (10), the sample data in figure (11) also shows the bilingualism of the culinary business in Cimahi City "Kangen Kopi & Space". The bilingualism between Indonesian and English in the figure (11) belongs to the category of multilingual writing that uses a complementary strategy because the three words in the culinary business writing are different parts, both in terms of word types and their meanings and are displayed in two different languages.

Overlapping

The second multilingual text writing strategy found in the linguistic landscape, especially the culinary business on Jalan Daeng M. Ardiwinata, Cimahi City is overlapping as seen in the example figure (12) below.



Fig. 12. NgeuMilk

The sample data in figure (12) above shows the multilingual text (Sundanese, Indonesian and English) "NgeuMilk" then below is additional information in Indonesian "Mantap Susunya Fresh Taste". The word NgeuMilk is a play on words between Sundanese and English, there is the prefix ngeu- 'me-' before the word Milk 'Susu' can be interpreted as drinking milk. "Susu" which is a translation of the word Milk, while the other information has no translation. Thus, it can be concluded that the example figure (12) is categorized into multilingual writing using the overlapping strategy because only some of the information is repeated in another language, while the rest of the text is only in one language. If we look in more detail, this category of overlapping multilingual writing refers to a partial translation of a text.

4 Conclusion

The use of various languages in the linguistic landscapes, especially the culinary business on Jalan Daeng M. Ardiwinata, Cimahi City consists of monolingual, bilingual, and trilingual. The languages used include 1) Indonesian; 2) regional language (Sundanese); and 3) a foreign language (English, Arabic, Chinese, and Japanese).

Based on the findings of linguistic landscape data, especially culinary businesses on Jalan Daeng M. Ardiwinata, Cimahi City, there are two strategies for writing multilingual texts, namely complementary and overlapping. Strategy of writing multilingual texts, duplicating is not found in the linguistic landscape in Cimahi City.

References

- [1] Androutsopoulos, J. K.: English on Top: Discourse Functions of English Resources in the German Mediascape. *Sociolinguistic Studies*, 6, 209–238. (2013).
- [2] Artawa, K., & Mulyawan, I. W.: *Keberadaan Out Door Sign Di Kawasan Wisata Kuta (Kajian Linguistic Landscapes)*. Denpasar. (2015).
- [3] Ben-Rafael, E., Shohamy, E., Amara, M. H., & Trumper-Hecht, N.: Linguistic Landscape as Symbolic Construction of the Public Space: The Case of Israel. In D. Gorter (Ed.), *Linguistic Landscape: A New Approach to Multilingualism* (pp. 7–30). Toronto: Multilingual Matters Ltd. (2006).
- [4] Erikha, F.: Konsep Lanskap Linguistik pada Papan Nama Jalan Kerajaan (Râjamârga): Studi Kasus di Kota Yogyakarta. *Paradigma, Jurnal Kajian Budaya*, 8(1), 38. (2018). <https://doi.org/10.17510/paradigma.v8i1.231>
- [5] Gorter, D.: Introduction: The Study of the Linguistic Landscape as a New Approach to Multilingualism. In D. Gorter (Ed.), *Linguistic Landscape: A New Approach to Multilingualism* (pp. 1–6). Toronto: Multilingual Matters Ltd. (2006).

- [6] Graddol, D.: *English Next*. British Council. (2006).
- [7] Huebner, T.: Bangkok's Linguistic Landscapes: Environmental Print, Codemixing and Language Change Peter. In D. Gorter (Ed.), *Linguistic Landscape: A New Approach to Multilingualism* (pp. 31--51). Toronto: Multilingual Matters Ltd. (2006).
- [8] Kasanga, L. A.: English in Advertising in Lubumbashi, Democratic Republic of Congo. *World Englishes*, 38(3), 561–575. (2019). <https://doi.org/10.1111/weng.12424>
- [9] Kusumaningsih, D.: Pengindonesiaan Kata dan Ungkapan Asing pada Nama Badan Usaha, Kawasan, dan Gedung (Studi Kasus Kawasan Perniagaan Sepanjang Jalan Slamet Riyadi Surakarta). *Asosiasi Dosen Bahasa Dan Sastra (ADOBSI)*, 1(Vii), 555–559. (2015).
- [10] Landry, R., & Bourhis, R. Y.: Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(1), 23–49. (1997). <https://doi.org/10.1177/0261927X970161002>
- [11] Purnanto, D., Yustanto, H., Ginanjar, B., & Ardhan, D.: English Operation in Public Space: Linguistic Landscape in Culinary Business of Surakarta, Indonesia. *Journal of Language and Linguistic Studies*, 18(1), 345–360. (2021). <https://doi.org/10.52462/jlls.186>
- [12] Reh, M.: Multilingual Writing: A Reader-Oriented Typology — With Oxamples from Lira Municipality (Uganda). *International Journal of the Sociology of Language*, 2004(170), 1–41. (2004). <https://doi.org/10.1515/ijsl.2004.2004.170.1>
- [13] Sebba, M.: Multilingualism in Written Discourse: An Approach to the Analysis of Multilingual Texts. *International Journal of Bilingualism*, 17(1), 97–118. (2012). <https://doi.org/10.1177/1367006912438301>
- [14] Stroud, C., & Mpendukana, S.: Towards a Material Ethnography of Linguistic Landscape: Multilingualism, Mobility and Space in a South African Township. *Journal of Sociolinguistics*, 13(3), 363–386. (2009). <https://doi.org/10.1111/j.1467-9841.2009.00410.x>
- [15] Sudaryanto.: *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan secara Linguistik*. (1993). Retrieved from <https://buecherlisting.trade/files/download-free-metode-dan-aneka-teknik-analisis-bahasa-pengantar-penelitian-wahana-kebudayaan-secara-linguistik-seri-ildep-64-by-sudaryanto-pdf.html>
- [16] Wijana, I. D. P.: Bahasa, Kekuasaan, dan Resistansinya: Studi Tentang Nama-Nama Badan Usaha di Daerah Istimewa Yogyakarta. *Humaniora*, 26(1), 56–64. (2014). <https://doi.org/10.22146/jh.v26i1.4700>
- [17] <https://cimahikota.bps.go.id/publication/2021/01/01/dbb7fb005599e13cc7f2733c/statistik-daerah-kota-cimahi-2020.html>