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THE LINGUISTIC LANDSCAPE OF AMED: LANGUAGE CONTESTATION

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Abstract: This study aims to analyse the linguistic situation in Amed, namely to determine linguistic contestation. This research uses a qualitative approach with a descriptive method. The study was conducted in Amed tourism area. Data collection was conducted by observation and documentation. Language contestation data was analyzed using the theories of Landry and Bourhis (1997). The results of this study found that there are several language variations that appear on outdoor media in Amed, ranging from Balinese, Indonesian, English, French, Russian, Italian, to Balinese script. Of all the language variations found, English is the language that dominates the highest influence in outdoor media texts, both in monolingual, bilingual and multilingual forms created in bottom-up and top-down ways.

Keywords: Landscape linguistics, contestation, Amed

INTRODUCTION

Amed is one of the tourism area in East Bali. Geographically, Amed is located on the eastern tip of the island of Bali which is very close to the vast stretch of beach and ocean. Amed is known for its various natural treasures. Underwater tourism is currently a favorite attraction in the Amed area, with most visitors coming to

Amed to do snorkeling and diving activities. As one of the popular tourist areas in East Bali, Amed is visited by many tourists both domestic and foreign. The number of tourist visits in 2019 reached 995,825 people consisting of 727,541 foreign tourists and as many as 268,251 domestic tourists (Central Bureau of Statistics of Karangasem Regency, 2019). This is evidenced by the existence of many tourism support facilities in the Amed area. This certainly encourages tourism business players to support the development of tourism supporting factors, such as hotel accommodation, restaurants, transportation, information centers, and tourist attractions. There are a lot of accommodations in the Amed tourism area, in 2020 there were 372 tourist lodges, 371 jasmine hotels, 10 star hotels and 146 restaurants in Karangasem Regency (Central Bureau of Statistics of Karangasem Regency 2021).

The arrival of domestic and international guests in Karangasem creates a multilingual situation not only in the spoken language but also in the language of public signs. Apart from being the tourism destination of East Bali, Amed is also not spared from economic, socio-cultural, and political activities that use a distinctive language. Directly, the interactions that occur lead to several language variations that grow and develop rapidly. The interaction between local people with tourists, tourists with tourists, or local people with local people can even cause multilingual interactions. Wardhaugh (2006: 83) uses the term multilingualism to refer to a situation where a speaker masters more than one language.

This study of languages on public signs is devolved under linguistic landscape framework which was coined by Landry and Bourhis (1997). One of the studies that examined the linguistic landscape in Bali was conducted by Mulyawan (2021) which revealed that the growth of tourism has led to changes in language use and outdoor signage design in Ubud. The use of English and Indonesian has increased, while the use of Balinese has decreased. The study also found that the visual design of outdoor signage has become

more standardized and commercialized, with less emphasis on local language design. Another research was conducted by Wulansari (2020) which revealed that foreign languages (Chinese and English) dominate the landscape in Indonesia, especially in Bali. This fact was revealed in this study based on several influencing factors, namely economic, cultural, and social factors. Meanwhile, according to Pidada (2021), language use in public spaces in the western Denpasar area is dominated by variations in writing systems that use more than one language (bilingual & monilingual). The information function revealed shows that the information contained in the sign shows the existence of cultural relations, political relations, and economic relations. In addition, Paramarta (2022) who studied the linguistic landscape in the north Bali region, especially Singaraja, revealed that Balinese language still remains marginalized by Indonesian language even though Governor Regulation No. 80/2018 successfully increased the use of Balinese script on road signs.

Despite the growing body of studies on linguistic landscape in Bali, However the study specifically on language contestation of Amed is still limited. This research aims to analyze the information gaps that still exist in previous studies. Some previous researchers have identified linguistic landscape studies that exist in several areas in Bali, such as Denpasar, Ubud, and Singaraja. They generally focused on multilingualism and the preservation of Balinese on signage. In addition, until now not many researchers have conducted research in the East Bali area, precisely in the Amed tourism area. Therefore, a linguistic landscape study in the Amed area needs to be conducted to fill the research gap. This research has some differences with previous studies, especially this research will discuss how languages contest the signs in the Amed tourism area.

The concept of linguistic landscape (LL) was initially introduced by Landry and Bourhis in their seminal research titled "Linguistic Landscape and Ethnolinguistic Vitality: An Empirical

Study," which was published in 1977. The concept of linguistic landscape (LL), as posited by Landry and Bourhis, pertains to the linguistic system and its manifestation in diverse forms within public spaces and spheres. Landscape linguistics (LL) is a subfield within the discipline of sociolinguistics that focuses on the study of language and its relationship with social phenomena in society. Landscape linguistics is a scholarly field that centers its inquiry on the utilization of language within the public sphere. The majority of these studies were carried out in major metropolitan areas or densely populated regions (Backhaus, 2006).

The concept of linguistic landscape pertains to scholarly investigations concerning the presence, portrayal, significance, and understanding of languages that are visibly exhibited in public spaces. Language serves as more than just a means of oral communication; it can also be visually represented or exhibited in public settings. The term "LL" was initially introduced by Landry and Bourhis (1997) to refer to a linguistic phenomenon encompassing the use of a specific language for public street signs, billboards, street and place names, shop names, and government buildings within a defined set of regions, territories, or urban areas. According to Landry and Bourhis (1997), the linguistic landscape serves two primary functions, namely the conveyance of information and the expression of symbolic meaning. The marker serves the purpose of differentiating the geographical region of the population by providing the designation of the specific location. In essence, language serves as a distinguishing characteristic of a particular speech community, demarcating it from other populations that employ distinct languages. The inclusion or exclusion of a group's language on road signs in symbolic functions has an impact on individuals' sense of belonging to that particular group. Symbolic functions exhibit a close association with the depiction of ethnic identity.

METHOD

This research is a descriptive qualitative research using 149 outdoor media in Amed as the subject. The method of data collection was carried out by observation and documentation techniques assisted by tools in the form of cameras. The boundary of the data collection area is as far as 13 km along the Amed road, especially in the tourism center area which is dense with tourism activities, because basically, the main road at a geographical point can be used as a location boundary that can represent the language landscape in other areas. The data analysis technique used is based on the concept of Creswell (2013: 276-284), namely; 1. Processing and preparing data for analysis; 2. Reading the data; 3. Analyzing in more detail by coding the data; 4. Apply the coding process to describe the settings, people, categories, and themes to be analyzed; 5. Indicate how the descriptions and themes will be restated in the qualitative narrative/report; 6. The final step is to interpret the data.

RESULTS

Language Contestation on Monolingual Outdoor Signs

The main statement in this discussion concerns how the condition of LL in Amed on outdoor media that appears monolingually, either with bottom-up or top-down types. In the context of LL in Amed tourism center area, outdoor media are created as supporting public facilities & services which include outdoor signs of tourism accommodation, shop names, commercial information posters, government signboards and others. The number of monolingual outdoor signs in Amed will be presented in Table 1.

Table 1 Monolingual outdoor sign

No	Type	English	Indo-nesia	Bali-nesse	French	Spai-n	Italian
	Bottom-up						
1	Tourism facility signboard	28	1	1	3	2	1
2	Name of	3	5	1	-	-	-

	shop/stall/business						
3	Commercial outdoor sign	24	1	-	1	-	-
4.	Public notice board	2	-	-	-	-	-
5	Political billboards	-	4	-	-	-	-
	Number of each category	57	11	2	4	2	1
	Number of signs	77					
	Percentage	74%	14,3%	2,6%	5,2%	2,6%	1,3%
	Top-down						
1	Public notice board	-	4	-	-	-	-
2	Tourist attraction signboard	-	1	-	-	-	-
3	Government nameplate	-	1	-	-	-	-
	Number of each category	0	6	0	0	0	0
	Number of signs	6					
	Percentage	0%	100%	0%	0%	0%	0%
Total number of each category		57	17	2	4	2	1
Total number of signs		83					
Total percentage		58,7%	20,5%	2,4 %	8,4 %	2,4%	1,2%

From table 1, it can be seen that the bottom up sign is dominated by English by displaying a percentage of 74%, besides that there are 57 (68.7%) outdoor media that use English monolingually which is dominated by buttom-up outdoor signs. Then there are 17 outdoor media (20.5%) that use Indonesian, this data is still dominated by Buttom - Up outdoor signs. After that in the next rank there are 4 outdoor media (8.4%) that use French, followed by Spanish & Balinese each totaling 2 outdoor media with the same percentage, namely (2.4%). Furthermore, there are also other foreign languages found in only 1 outdoor media with the lowest percentage (1.2%), namely Italian.

It is interesting to see from Table 1 that foreign languages dominate the monolingual outdoor media in Amed, especially English which is buttom-up in nature. Then the presence of English dominates the national language, Indonesian, almost three times the percentage of Indonesian. In addition, the presence of several other

foreign languages in Amed's outdoor signs reflects the ideology of commercialism. Although the number is minimal, the presence of French, Spanish and Italian reflects the high mobility of these three nationalities to visit Amed. This gives businesses the opportunity to install outdoor signs that can attract visitors in an intimate way.

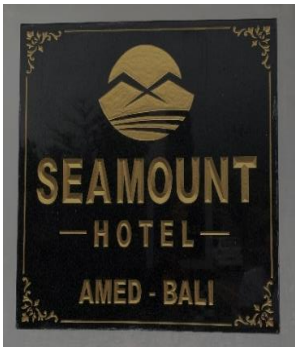


Figure 1.
Hospitality
Accommodation
Sign Board



Figure 2.
Restaurant
Commercial
Information Sign
Board

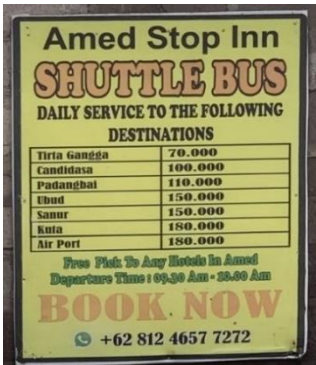


Figure 3.
Land
Transportation
Commercial
Information
Sign Board

Next are examples of monolingual English signage. These three signboards are bottom-up signboards based on the ideology of commercialism, as seen in Figure 4.1, which is the name of a hotel, while Figures 4.2 & 4.3 are commercial information poster boards offering services/products from a company. This data is one of the concrete evidences showing that language contestation in outdoor media in Amed tourism area is dominated by English. The assumptions that can be taken from the language use of the three images allow several conjectures. The first possibility is that the company owner wants to boost the prestige of the business. So that using English in full can increase international tourist visits. The second possibility, the owner of the company has not or does not know the language policy that applies in Bali specifically or in

Indonesia nationally, causing the focus and purpose of the company owner is an economic factor that is also able to shift the National ideology.

Language Contestation on Bilingual Outdoor Signs

The existence of different interests risks giving rise to language combinations in determining language selection on outdoor media. In the aspect of the chosen language, of course, there are influencing factors, both in terms of ideology, goals and target readers. One of the main supporting factors in the selection of language on outdoor media in the Amed tourism center area is none other than commercial goals in navigating the existing tourism business situation. However, on the other hand, sometimes the choice of language is still a consideration for business owners with the existing language policy regulations, especially the policy of the 2019 Bali Governor's regulation which requires Balinese script writing on outdoor media. Apart from that, of course, there are other language combinations that appear in the Amed Tourism center area. To illustrate the LL situation on Bilingual outdoor signs in Amed will be presented in table 2.

Table 2. Bilingual outdoor sign

No	Type	Indo +Bali	Eng+ Russ	Eng+ Indo	Latin +Aks	Eng +Bali	French +Eng	Ind+ Spai n
	Bottom-Up							
1	Tourism facility signboard	-	1	25	-	10	2	2
2	Name of shop/stall/business	3	-	2	-	1	-	-
3	Commercial outdoor sign	-	-	6	-	-	-	-
4	Public notice board	-	-	3	-	-	-	-
5	Political billboards	1	-	-	-	-	-	-
	Number of each	4	1	36	0	11	2	2

	category							
	Number of signs	56						
	Percentage	7,1%	1,8%	64%	0%	19,6%	3,6%	3,6%
	Top-down							
1	Public notice board	-	-	2	-	-	-	-
2	Tourist attraction signboard	-	-	-	2	-	-	-
3	Local government nameplate	-	-	3	-	-	-	-
	Number of each category	0	0	5	2	0	0	0
	Number of signs	7						
	Percentage	0%	0%	71,4%	0%	0%	0%	0%
	Number of each category	4	1	41	2	11	2	2
	Total number	63						
	Percentage	6,3%	1,6%	65%	3,2%	17%	3,2%	3,2%

From table 2. it can be seen that in the use of language in the Amed tourism area, there is a phenomenon of bilingualism by stating that there are 41 outdoor media (65%) that use a combination of English + Indonesian which is dominated by bottom-up signs. Then there are 11 outdoor media (17%) using a combination of English + Balinese which is still dominated by bottom-up signs. After that, it was followed by the use of the combination of Indonesian + Balinese with a total of 4 outdoor media (6.3%), followed by a combination of Latin + Balinese characters, French + English and Indonesian + Spanish each totaling 2 outdoor media with the same percentage (3.2%). Furthermore, there is also a combination of two other foreign languages, namely English + Russian which was found in only 1 outdoor media with the smallest percentage (1.6%). It is interesting to see from Table 4.2 that the English+Indonesian combination dominates the bilingual outdoor media in the Amed tourism area, especially the bottom-up outdoor media.



Figure 4.
Public Notice Board



Figure 5. Public Notice Board

Figures 4 & 5 are examples of bilingual signage images that use a combination of Indonesian+English. This type of public announcement aims to urge a regulation to the reader. In Figure 4.11, the English text at the top of the sign reads "TAXI ONLINE DROP ONLY" which, if examined further, contains the message that taxis from outside Amed are only allowed to drop guests, in other words, online taxis are not allowed to pick up customers or visitors in Amed. The statement was also reinforced verbally by the crossing out of four online transportation application logos with red lines. There is also an exclamation sentence in Indonesian that reads "DISINI BUKAN TEMPAT PANGKALAN TAKSI ONLINE" as an emphasizing sentence, which is written at the bottom. The presence of this image in the Amed tourism area raises assumptions related to the social jealousy that occurs between online and local taxi drivers, so that to resolve the conflict, the customary village government makes a decision that can be used as a middle ground for both parties concerned. In contrast to picture 4.4, picture 4.5, which reads "PLEASE, NO PLASTIC", implies an invitation to readers not to use plastic. The implied invitation has a specific

purpose written in English and Indonesian in it. Unlike figure 4.4 which is made in a top-down manner, the signboard in figure 4.5 is made in a bottom-up manner made by the company. This is evidenced by the words "*CAMESSA HOTEL*" on the signboard.



Figure 6.

Bilingual English + Bali Outdoor Signs

In the observation findings, there is also a bilingual outdoor sign with a combination of English+Balinese which is made bottom up. In Figure 4.6, a Balinese language that reads "*UYAH*" when translated means "*SALT*" appears, the presence of English dominates in the picture which has the words "*SALT LODGE, HOTEL*" which reflects that the sign is one of the tourism accommodation type outdoor signs. Then there are the words "*AMED*" written at the bottom, directly indicating the location of the hotel is in Amed. The choice of the word "*UYAH*" in the image assumes one of the factors that caused, namely the location factor of the hotel adjacent to the central area of salt cultivation which is quite popular in Amed, giving rise to the idea of the business owner to give the name, so that it can directly boost the popularity of the business.

Language Contestation in Multilingual Outdoor Signs

In addition to monolingual and bilingual outdoor signs, there are also some outdoor signs that use more than two languages or monolingual. In many cases & situations, multilingual language emerges and develops as a result of the interference of various complex and interrelated factors. A more specific study of LL situations on multilingual outdoor signs will be presented in table 4.3 as well as descriptively explained.

Table 3. Multilingual outdoor sign

NO	Type	Indo + Bali + Eng	Indo+Eng+ Aksara Bali
	Bottom-up		
1	Tourism accommodation outdoor sign (Hotel /cafe/restaurant/dive)	1	2
	Top-down		
	-	-	-
Number of each category		1	2
Total number	3		
Percentage		33,3%	66,7%

From table 3. it can be seen that there are only two multilingual language combinations found in outdoor media in the Amed tourism area, namely 1 outdoor media (33.3%) a combination of Indonesian+Bali+English and 2 outdoor media a combination of Indonesian+ English+Balinese script with percentage (66.7%). The interesting thing that can be seen from table 4.3 is that only bottom-up outdoor media was found. Even though it is relatively small, this data shows that there are efforts from the community/business people to open up and introduce regional languages into the realm of the business economy, especially the tourism business.



Figure 7.

Multilingual English+Bali+Indonesian Outdoor Sign

Figure 7. is an example of a multilingual board that contains 3 different languages, namely Indonesian, Balinese and English. In the picture, the dominating language is English. While the Balinese language which is still below the Indonesian language there is only one word that represents "SANDAT" which if translated means "YLANG YLANG" the word is also depicted directly on the signboard there is a picture of a yellow kenanga flower. Indonesian is represented by two words that appear, namely "TAMAN" and "WARUNG". Then there is English which has the largest number of words "HOME STAY, SPA, PHONE". When viewed in terms of writing and design of the signboard, it emphasizes Balinese nuances. This is supported by the font of the words "TAMAN SANDAT" written at the very top, and the addition of a sandat flower image that adds to the natural impression.

DISCUSSION

Language contestation that occurs in Amed has similarities and differences with Paramarta's (2022) findings on language

contestation in the Candidasa area. The similarities that can be identified are about the National language policy implemented in Indonesia, as well as local languages, especially Balinese. Given the research areas/locations of Amed and Candidasa which are tourism areas in Karangasem regency, it identifies that the use of foreign languages, especially English in outdoor media occurs based on the ideology of commercialism. However, there are differences that affect the existence of top-down outdoor media between Amed and Candidasa. Compared to Amed, which is located at the eastern end of the island of Bali, Candidasa certainly dominates the existence of top-down outdoor media. This is clearly influenced by Candidasa's specific location on the main road connecting Klungkung-Karangasem-Singaraja districts.

In addition, this research also has similarities and differences with Mulyawan's (2019) research on LL in Ubud. In the study, Balinese as a local language was in a position below the use of English. It is the same with English in Amed, whose presence still dominates the use of language in outdoor media, especially Balinese as a local language. On the other hand, the orientation of outdoor sign readers with a high commercialism ideology situation is able to shift the existence of cultural aspects & Balinese language identity as a local language. In the research in Ubud, the commercial dimension of outdoor signs is not only represented by the number of language uses as in Amed, but also in the form of existing visual designs based on the influence of globalization and tourism (Gorter & Cenoz, 2016).

The linguistic situation in Amed is also similar to that in Tokyo. Backhaus (2006) found that bottom-up outdoor signs dominate the linguistic situation in Tokyo. This situation is similar to the linguistic situation in Amed, where most of the outdoor signs in Amed are made bottom up. The situation reflects that the linguistic landscape in Amed is more determined by the community than the government. Likewise, in terms of language choice,

outdoor signs in Tokyo and Amed are dominated by English both monolingually and multilingually, which gives a broader picture of the influence of English's position as an international language. On the other hand, It represents an effort to facilitate the viewer to obtain the meaning of information given by the sign easily (Daar, et al., 2023). Regarding the emerge of dominated language in public space, Andriyanti (2019) through her study highlighted the efforts to achieve its balanced proportion.

Not only in Tokyo, English also dominates the linguistic situation in the Philippines. Manalastas (2023) found that English dominates in the sign space of the National Museum of Anthropology in the Philippines. In his research, Manalastas relates the academic condition of the reader to the existing linguistic situation. According to him, the dominant use of English is beneficial for the middle and upper class but not for the lower middle and marginalized, especially for those who are not proficient in English. Compared to Amed, the presence of English is actually beneficial for the community, especially for those in the tourism industry. Apart from making it easier for foreign visitors to understand the writing on outdoor signs in Amed tourism area, English can also be a spontaneous learning medium for local people in learning foreign languages (Chen, 2016; Mulyawan, 2020). .

CONCLUSION

Based on the research results presented in the previous chapter, this study found several findings which are summarized as follows. First, the languages that appear on outdoor media in Amed include Balinese, Indonesian, English, French, Italian, Spanish and Russian. These languages appear in various phenomena, namely monolingual, bilingual and multilingual. The parties who have the status as makers and owners of outdoor signs are business owners and the government according to the purpose and function needed. By knowing the dominance of the language found, it can then be

known the language contestation that occurs in the Amed tourism area. Based on all the data obtained, monlingual outdoor signs are dominated by English with data acquisition of around 58.7%. Then the bilingual outdoor sign is dominated by the combination of English + Indonesian with a percentage of 65%. Likewise, the percentage of multilingual outdoor signs is dominated by a combination of Indonesian + English + Balinese characters totaling 66.7%. From the details of the data obtained in the occurrence of language on outdoor signs in Amed, it can be concluded that the presence of foreign languages has a considerable influence in the choice of language on outdoor signs in Amed.

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