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Landscape linguistics in Depok City Village Park

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ABSTRACT

This research aims to analyse language use in Village Parks Depok City, West Java. The problem raised is the issue of language signs and cultural symbols in Village Parks area of Depok City. This research used a qualitative approach. Data was collected using the observation method through photography techniques. Photos from the photo shoot function as image data. Photos are classified into three taxonomies of sings from Polsky and Cooper (1991), namely information signs, warnings and prohibitions, and warning signs. Data were analysed using a landscape linguistic approach. From the data analysis, the conclusion is obtained: the park is open to the public from 06.00 to 17.00 WIB, the park provided a children's playground, outdoor gym, and park benches. The language displayed in the park area is in the form of writing, pictures, and writing accompanied by pictures. Writing words, phrases, and sentences complies with Indonesia language rules; the Depok City Government conveyed messages to viators in the form of warnings and prohibitions. Landscape linguistics in Village Parks Depok City tends to use monolingual Indonesian.

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INTRODUCTION

Landscape Linguistics is generally defined as the study that discusses the phenomena of the language environment in the form of writing and images in public spaces. Landscape Linguistics was popularized by Landry and Bourhis (1997), Spolsky and Cooper (1994) called it cityspace. Landry and Bourhis (1997) define Landscape Linguistics as the language of common street signs, billboards, street names, place names, commercial store signs, and general signs on government buildings. He also mentioned that landscape linguistics has two functions, namely the information function and the symbolic function. An information function is a function that includes specific personal or group information such as advertisements (Sahoo & Gupta, 2021; Tucker, 2014). The symbolic function is the emergence of a feeling in the use of certain language signs by a community group (Kasanga, 2014; Tektigul et al., 2023; Thorne et al., 2021). By having these feelings, people will feel represented by the presence of language signs in public spaces (Spolsky & Cooper, 1994; Yusuf et al., 2022).

Nash (2016) writes that the linguistic landscape is broadly a linguistic study that aims to connect language with the spatial layout of place and time or spatial, semiotics with mobility, and image with social interaction in a place. Moreover, the linguistic landscape can also be a basic framework for knowing the influence of foreign languages in a place (Nash, 2016). This is certainly related to mapping monolingual, bilingual, and multilingual language use in a place. Therefore, landscape linguistics can be studied both from the point of view of sociolinguistics, microlinguistics, semiotics as well as from the study of sociology, psychology, anthropology, cultural geography (Chukwualuka et al., 2017; Ilic & Lopicic, 2021; Mandavili, 2020). In line with the opinions of Spolsky and Cooper (1994) and Landry and Bourhis (1997), the study of landscape linguistics is concerned with language in written form, in the public sphere; language that can be seen by everyone through text such as billboards and other common signs (Coulmas, 2008; Gorter, 2018; Torkington, 2009). Referring to other common signs, the scope of language in written form in public spaces can also expand, among others, to park and lake areas, and to non-government buildings, such as temples, houses of worship, museums.

The Depok City Government builds parks in each village with the aim of increasing green open space, becoming a place for community socializing and becoming a tourist destination area for tourists. As a tourist destination area, it is fitting to find language signs in various park locations that are no less interesting than written language signs found in hotels and other places. Written language signs at the location of the park as a public space in addition to being part of the study of landscape linguistics are also an important part of the tourism sector in order to provide satisfaction and convenience to visitors to get directions or to get other necessary directions.

This study specifically examines language signs in Depok City Village Park as a public space using a landscape linguistic approach. The problems raised in this study include: (1) language signs found in Depok City Village Park, and (2) cultural symbols that can be shown in Depok City Village Park. On the basis of the explanation above, this study aims to analyze the use of language in public spaces and show cultural symbols found in Depok City Village Park, West Java Province. The research is expected to give more insight into the topic discussed and become a reference for future research.

METHOD

This research uses qualitative design, with the intention that the use of language in Depok City Village Park which is the place of research can be found. In order to realize this qualitative design, this research is designed through the stages of data collection, data classification and verification, data and information analysis, as well as interpretation and drawing research conclusions.

The research sample was determined by three Depok City Village Parks, namely Taman Lembah Mawar, Taman Lembah Gurame, and Taman Jatijajar, determined based on purposive sampling. Data were collected using a method of participatory observation which in linguistics is called the *Simak Libat Cakap* (SLC) method. Data collection was also carried out using non-participation observation methods through shooting techniques, as referred to by Hult (2008). To limit the scope of the analysis, only stationary objects (linguistic grains of the landscape) are selected. The photos taken from the three Village Parks totaled 106 photos (Taman Lembah Mawar 30 photos, Taman Lembah Gurame 42 photos, Taman Jatijajar 34 photos). Photos from shooting function as image data, then given a data number and shooting area. Photos are classified into three of the eight sign taxonomies proposed by Spolsky and Cooper (1994): (1) information signs (instructions, opening hours), (2) warning notices and prohibitions, and (3) comemmorative plaques. The data were analyzed using a landscape linguistic approach.

Eight taxonomies of signs or signs according to their functions and uses that can be photographed to be used as landscape linguistic research data, namely (1) street signs, (2) advertising signs, (3) warning notices and prohibitions, (4) building names, (5) information signs (instructions, opening hours), (6) warning signs (comemmorative plaques), (7) objects (post boxes), and (8) graffiti (Spolsky & Cooper, 1994; Widiyanto, 2019), while the use of language signs in this study follows the limitations given by Backhaus (2006), namely "any piece of written text within a spatially definable frame."

RESULTS AND DISCUSSION

Taman Lembah Gurame

Taman Lembah Gurame is a fasos of Perumnas Depok I, located at Jalan Nangka No. 68, Depok Jaya Village, Pancoran Mas District, Depok City 16432. The park has an area of 33,000 m2. This park in 2019 received an RBRA (Child Friendly Play Space) certificate from the Ministry of PPPA (Ministry of Women's Empowerment and Child Protection) of the Republic of Indonesia. Facilities provided in this park include pedestrians, reflexy paths, sports fields, shelters, gazebos, CPG (Children Play Ground) areas, outdoor gym areas, information boards, office buildings, toilets and warehouses, parking areas, trash cans, sinks, retention pools, ornaments, park benches, standing letters, neon boxes.

Taman Lembah Mawar

Taman Lembah Mawar is a fasos of Perumnas Depok I, located at Jalan Mawar No. 44, Depok Jaya Village, Pancoran Mas District, Depok City 16432. The park has an area of 19,000 m2. Facilities provided in this park include pedestrians, reflexy paths, sports fields, shelters, CPG areas, outdoor gym areas, information boards, containers, toilets, trash cans, sinks, retention pools, ornaments, park benches, standing letters.

Taman Jatijajar

Taman Jatijajar is a Jatijajar Housing facility, located at Jalan Perumahan Jatijajar No. 13, Jatijajar Village, Tapos District, Depok City 16451. The park has an area of 33,000 m2. This park in 2022 received an RBRA (Child Friendly Play Space) certificate from the Ministry of PPPA (Ministry of Women's Empowerment and Child Protection) of the Republic of Indonesia. Facilities provided in this park include pedestrian, reflexy path, CPG area, outdoor gym area, information board, office building, toilet and warehouse, trash can, sink, retention pool, ornament, park bench, standing letter.

Research in the three parks found 107 data shooting results in the form of photos using Samsung A51 cellphones, then the photos were classified into: (1) information signs (instructions, opening hours), (2) warning notices and prohibitions, and (3) warning signs (comemmorative plaques), as shown in the table below.

Table 1. Classification of Shooting Research Data

Garden	Information Signs	Warnings and Don'ts	Warning Signs
TLG	10	24	8 (=42)
TLM	8	22	0 (=30)
TJJ	8	18	8 (=34)
Sum	26	64	16 (=106)

Description: TLG (Taman Lembah Gurame); TLM (Taman Lembah Mawar); TJJ (Taman Jatijajar)

Information Signs

The information marks in this discussion are classified into instructions and opening hours accompanied by linguistic discussions.

Figure 1. TLG Opening Hours

Figure 2. TLM Opening Hours

Figure 3. TJJ Opening Hours

Taman Lembah Gurame is open to the public from 06.00 to 17.00 WIB. The officers stationed in this park consist of 2 security officers, 8 park maintenance officers, 1 supervisor, 2 RBRA officers. This park area is monitored by CCTV.

Taman Lembah Mawar is open to the public from 06.00 to 17.00 WIB. The officers stationed in this park consist of 3 security officers, 7 park maintenance officers, 1 supervisor, 3 RBRA officers.

Taman Jatijajar is open to the public from 07.00 to 17.00 WIB. The officers stationed in this park consist of 2 security officers, 4 park maintenance officers, 1 supervisor, and 3 RBRA officers.

Figure 4. Directions in TLG

Figure 5. Directions in TLM

Figure 6. Directions in Qjj

Taman Lembah Gurame provides directions to specific places to visit, such as directions to the children's play ground, to the retention pool, container office, outdoor gym, toilet, and so on.

Taman Lembah Mawar provides directions to certain places to visit, such as directions to the children's play ground, and standing letters containing directions to certain areas such as retention pools, container offices, outdoor gyms, shelters, selfie butterflies, toilets, and so on.

Taman Jatijajar provides directions to certain places of visit, such as directions to the gathering point area, play area (children play ground), to the retention pool, container office, security guard post, toilet, outdoor gym, shelter, selfie butterfly, and so on.

The language displayed in this park area is generally in the form of writing and writing accompanied by pictures. There were writings accompanied by pictures, such as the words: "No Smoking Area", "City Park Regulations", "No Smoking Area". Writings in the TLG, TLM, and TJJ areas to give visitors directions use various letters written in various fonts. The main instructions are written in all capital letters. In general, the writings in the three areas are displayed attractively, with their size can be read clearly at a distance of more than three meters.

In general, the writing of words, phrases, and sentences displayed already meets the rules of Indonesian, it's just that writing the prefix "in" if followed by an adverb: here, there, between, front, back, then the prefix must be separated, as found in the sentence "No Fishing **Here"**. The prefix was supposed to be separated, becoming: "No Fishing **here"**. Similarly, in the sentence "**Here** Family Environment Loves Children", the prefix should be separated from the adverb.

The color of the lettering in the three parks generally uses white and black, and in certain writings use red, for example in writing "cool generation of garden love generation", "love", "rose valley garden", "Gurame Valley", "Keep Clean", "Today's Generation Does Not Damage the Park", "Fitness Corner", "Let's maintain sustainability and beauty", "I'm ashamed of my garden is dirty and damaged", using blue, for example in the letters "Depok City", "Play Area", "Our Area Free of Violence against Children", using orange, for example in writing the letters "Rose Valley", using yellow, for example in writing the letters "Drinkable Water", using green, for example in writing the letters "Footwear Please Remove", "Find a Park Around You", using brown, for example in writing the letters "Taman Jatijajar".

The basic color of writing, which is the color that underlies the writing of letters. The dominant basic color is blue, for example in the letters "Footwear Please Remove", "Find a Park Around You", "Drinkable Water", "Taman Lembah Gurame National Certificate", "Retention Pool", "Outdoor Gym", "Container Office", "Park Visitor Conduct", "footwear please remove", but yellow is also found as the basic color of writing, for example in the letters "hello mom and dad accompany me to play", "Our Area is Free of Child Violence," "Play Area", "Prayer Room", "Men's & Women's Toilets", "No touching thorny plants", green base color, for example in the letters "Park Visit Time at 06.00 – 17.00 WIB", "Take care of park facilities", "Take care of park facilities", "Advantures are the best way to learn", "Here is the Family Environment Dear Children", the basic color is red, for example in the letters "no fishing here", "City Park Regulations", "Stop Smoking", the basic color of black writing, for example in the letters "This area is monitored by CCTV", "No Immorality", "No Bringing Liquor", "Taman Lembah Gurame Open 06.00 to 18.00", white base color, for example in the letters "Bicycles Are Not Entered", "Men's Toilet", "Women's Toilet", "Disable Only", "Taman Jatijajar Rules", "No Smoking Area", and "Hand Washing Station".

Different colors in the letters or in the basic colors of the writing displayed to the public, it seems that the manager of this park wants to give a varied impression and a certain feeling. For example, the color red gives the impression of courage, strength, passion, energy, and joy; white color gives the impression of purity, cleanliness and virtue; blue color gives the impression of calmness and responsibility, refreshing and friendly; yellow color gives the impression of happiness, optimism, creativity; black color gives the impression of strength, elegance and formality; green color gives the impression of growth, fertility, even health to the viewer; Brown color gives the impression of strong, reliable, orange color gives a bright and energetic impression.

Warnings and Don'ts

Warnings and prohibitions set by park managers are directed to park visitors to be able to comply with the rules while in the park area. The language displayed in this park area is generally in the form of writing, writing accompanied by pictures, and pictures. If you look at table 1 above, it can be concluded that the written language displayed in the three areas of the park is dominated by warning and prohibition sentences (totaling 64). This illustrates that the manager, in this case the Depok City Environment and Hygiene Office is more important to give messages to visitors in the form of warnings and prohibitions rather than notifications or warnings.

Language is displayed in the form of writing to express warnings and prohibitions, for example, "No touching thorny plants", "No Selling and Commercial Activities in the Park Area", "No Smoking in the Park Area", "No Liquor", "No Carrying Firearms and Sharp Weapons", "No Fishing here", "No Stepping on Grass", "No Smoking Area".

The language displayed in written form accompanied by images can be seen in the standing letter below.

Figures 7, 8, 9. Warnings and Prohibitions in writing accompanied by pictures

Warning Signs

Commemorative signs in the areas of Taman Lembah Gurame, Taman Lembah Mawar, and Taman Jatijajar are displayed in the form of writing and writing accompanied by pictures. This warning sign is intended for park visitors to comply with the rules set by the park manager. Warning signs in the form of writing the findings of this study, which are in the form of phrases and sentences as follows: Non-Smoking Area, Park Facilities, Do Not Use Toys Inappropriately, Do Not Barefoot Use Footwear, Do Not Barefoot Use Footwear, Our Area is Free of Child Violence, This Area is CCTV Watched, Keep Clean, Keep Calm and Plant Tree. Throw Trash Where It Belongs!, Play Carefully

The language displayed in the form of pictures can be seen in the standing letter below.

Figure 10, 11. Warnings and Don'ts in the form of pictures

Warning signs in the form of writing accompanied by pictures can be seen in the *standing letter* below. Through this warning sign, the Depok City Government wants to emphasize that visitors are not allowed to smoke inside the park area.

Figure 12, 13. Warning Signs in the form of writing accompanied by pictures

Linguistik Lanskap Monolingual

Monolingual Landscape Linguistics displayed in the three areas of this park use one language (monolingual), using only Indonesian, English, regional languages or other foreign languages. Indonesian used to convey information, warning and prohibition signs as well as prohibition signs. For example: "Park Visiting Time 08.00 – 17.00 WIB", "Park Visitor Rules", "Traditional Game Schedule", "No touching thorny plants", "No liquor", "Evacuation Route", "Play carefully!"

Monolingual Landscape Linguistics that uses English to provide information and warnings to park visitors is found in Keep Calm and Plant Tree, No Smoking, Disable Only, Feetness Corner, Outdoor Gym, Children Play Ground, Container Office, Shelter, Love.

Bilingual Landscape Linguistics

The Bilingual Landscape Linguistics featured in the three areas of the park uses two languages to mark information about tree names, namely in Indonesian and Latin. Examples of his findings are: "Mangosteen (Garcinia Mangostana Glusiaceae)", "Ketapang Kencana (Terminalia Kencana)", "Salam (Syzygium Polyanthum Myrtaceae)", "Chickpea (Cicer Arietinum)", "Sawo Duren (Chrysophyllum Cainito)", "Pandan Bali (Cordyline Australis)", "Mango (Manifera Indica)", "Mahogany (Swietenia Mahagoni)", "Tanjung (Minusops Elengi)", Matoa Pometia Pinnata)", "Buni (Antidesma Bunius)", Pecan (Aleurites Moluccana)". The garden area is planted with various trees as mentioned above because it can absorb CO2 and produce O2. Writing with Indonesian then included foreign languages or regional languages as mandated by Article 38 Paragraph 2 of Law Number 24 of 2009 concerning Flag, Language, and National Emblem, as well as the National Anthem.

Figure 14. Bilingual Landscape Linguistics

Statues and Pictures of Butterflies for Selfie

In the area of Taman Lembah Gurame, Taman Lembah Mawar, and Taman Jatijajar there are no cultural symbols / symbols from any ethnicity. Found a sculpture and image of a butterfly called Butterfly Selfie. This butterfly figure displayed in the park area can be suspected to be used as a symbol or symbol that the Depok City Government wants to build for its people and tourists. Through the figure of statues and pictures of selfie butterflies presented in the three parks, the Depok City Government allegedly wanted to convey its philosophical message that butterfly ornaments in various colors were to express the beauty and attractiveness of the park. The garden is synonymous with flowers, a picture of cheerfulness. Behind its beauty, butterflies naturally have to go through a fairly harsh and shape-changing phase of life before finally being able to become a beautiful butterfly. An analogy for the development of human life and the struggle that must be done by humans in filling their lives personally, the growth and development of community life collectively to be able to survive to achieve happiness. Butterflies, gardens, and flowers are collaborations that act as part of the *healing* process and specifically as a terminal for recreational ornaments for selfies.

Figure 15. Butterfly Sculpture for Selfie

CONCLUSION

Landscape Linguistic Signs found in the areas of Taman Lembah Gurame, Taman Lembah Mawar, and Taman Jatijajar based on the Classification of Information Signs, Warnings and Prohibitions, and Warning Signs it can be concluded that based on Information Signs, parks are open to the public from 06.00 to 17.00 WIB, in the three parks provided children play ground, outdoor gym, and park benches. The language displayed in the three areas of the park is generally in the form of writing and writing accompanied by pictures. The writing of words, phrases, and sentences displayed already meets the rules of Indonesian. It was found that the writing of the prefix "di" should be separated if it meets an adverb but it is still written combined. The color of the lettering and the basic color of the writing are made varied to give a cheerful impression.

Warning and prohibitive sentences are more dominant than information signs and warning signs in giving messages to visitors. This illustrates the power relationship between the Depok City Government and the community and park visitors.

Warning signs are directed to park visitors in order to comply with the rules set by the park manager. A warning sign in the form of writing the findings of this study, which is in the form of phrases and sentences.

Landscape linguistics tends to use monolingual Indonesian in conveying informational signs, warnings and prohibitions, as well as warning signs in three parks as public spaces, while bilingual landscape linguistics uses Indonesian and Latin is found particularly in tree naming.

Statues and images of butterflies were found in all three areas of the park. It is suspected that through these statues and images, the Depok City Government wants to display a message of joy that can be shown by its people and tourists who visit the area.

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