



---

## Exploring linguistics landscapes in Depok City Square Park

Supriatnoko\*, Department of Business Administration, Politeknik Negeri Jakarta, Depok, West Java, Indonesia

\*Email for Correspondence: supriatnoko@bisnis.pnj.ac.id

---

### ABSTRACT

**Keywords:**

linguistic landscapes  
Depok City Square  
Park  
written language  
cultural symbols

This research aims to explore the language use and cultural symbols in public spaces in Depok City Square Park, West Java Province. The research raised the issue of language signs and cultural symbols in Depok City Square Park. This research uses a qualitative approach. It uses the observation method through photography techniques. The photo taken serves as image data. Photos are classified into five taxonomies of Spolsky and Cooper (1991) signs, namely road signs, advertising signs, information signs, warning and prohibition signs, and warning signs. Data were analyzed using a Linguistic Landscapes approach. From the data analysis, the conclusion is obtained: Depok City Square Parks is open: Tuesday to Friday at 07.00 am-17.00 pm. Saturday and Sunday at 06.00 am to 18.00 pm, the park equips a children's playground, BMX Area, sports fields and park benches. The language signs displayed in the park area are in the form of writing and text accompanied by pictures. Writing words, phrases and sentences complies with Indonesian language rules; The Depok City Government conveyed messages to visitors in the form of warnings and prohibitions. Linguistic Landscapes tends to use monolingual Indonesian. Betawi cultural symbols can be found in the area of this park called *Gigi Balang*.

---

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

---

### INTRODUCTION

The Depok City Government has been building parks in every sub-district and main square of Depok City with the aim of increasing green open space, becoming a public space for people to socialize and increasing the number of tourist destination areas in an effort to increase the number of domestic and foreign tourists. As a place that provides comfort, beauty, convenience, and joy, the tourist destination area needs to be cared for, maintained, beautified with flowers, trees, play facilities and games and equipped with language signs in various corners and locations of the park. Language signs in the park area, apart from helping the tourism sector in order to provide satisfaction and convenience for tourists, also to obtain other necessary information.

This research explores language signs in Depok City Square Park as public space using a Linguistic Landscapes approach. The research raised the issue of language signs found in Depok City Square Parks, and cultural symbols that can be displayed in Depok City Square Park. On the basis at the explanation above, this research aims to explore the language use and cultural symbols in public space in Depok City Square Parks, West Java Province.

This research is based on Linguistic Landscapes studies. The focus of Linguistic Landscapes studies is to analyze linguistic objects according to the language used, namely on syntactic or semantic aspects (Maruani & Amit-Cohen, 2013; Palang et al., 2011). The linguistic facts that mark this public space are social fact related to general phenomena. The classic opinion says that Linguistic Landscapes is defined as a study that discusses environmental phenomena of language in the form of writing and images in public spaces. Linguistic Landscapes was popularized by Landry & Bourhis (1997). He also stated that Linguistic Landscapes is the language of public road signs, advertising boards, street names, place names, commercial shop signs, and public signs on government buildings and personal/private buildings (Landry & Bourhis, 1997; Muriungi & Mudogo, 2021; Puzey, 2016). Landry & Bourhis (1997) also stated that landscape linguistics has two functions, namely an informational function and symbolic functions. Informational functions are functions that include personal or specific group information such as advertising. The symbolic functions are the emergence of a feeling in the use of certain language signs by community groups. On the other hand, the symbolic function of the Linguistic Landscapes relates to people's identification with a certain speech community (Gorter, 2018), and the status

and value given to the different languages spoken in it. This function has a more political and sociocultural motivation and can be related to feelings of language loyalty.

By analyzing the Linguistic Landscapes, researchers can examine how “social actors” use language to attract customers, depending on the audience of the message and/or the type of business (Gorter, 2018). Therefore, the findings of this study contribute important insights to sociolinguistics, marketing, and economics (Mazzaro et al., 2024). Spolsky and Cooper (1994) call it cityspace. By having these feelings, community groups will feel represented by the presence of language signs in public spaces (Spolsky & Cooper, 1994; Yusuf et al., 2023). Nash (2016) writes that Linguistic Landscapes is generally a linguistic study which aims to connect language with the spatial layout of place and time, semiotics with mobility, and images with social interaction in a place. More than that, Linguistic Landscapes can also be a basic framework for understanding the influence of foreign languages in a place (Nash, 2016). This is related to the mapping monolingual, bilingual and multilingual language use in a place. Therefore, Linguistic Landscapes can be studied both from the perspective of sociolinguistics, microlinguistics and semantics and from sociological, psychological and cultural geography studies. The scope of public space can also expand, reaching parks, lakes, theaters, places of worship, museums and so on which can be classified as tourist destination areas (Supriatnoko et al., 2023).

This research aims to explore the language use and cultural symbols in public spaces in Depok City Square Park, West Java Province. The research raised the issue of language signs and cultural symbols in Depok City Square Park. The research is expected to give more insight into linguistic landscapes and its implementation in society, as it is the continuation of the previous research entitled “Landscape linguistics in Depok City Village Park” by the same researcher.

## METHOD

The research used a qualitative approach, with the target that language use in Depok City Square Park, which is the research site, can be found. The research involved 4 participants, namely two people who are responsible for the management of the Depok City Square Park, appointed by the Head of the Depok City Community Forest Park UPT and two more staff from the Depok City Environment and Cleanliness Service, namely as parties who coordinate in park management. The research sample was Depok City Square Park, which was determined based on purposive sampling. This park is a place to obtain research data to answer problems and achieve research objectives.

Data were collected using the participant observation method through an interview technique which in linguistics is called the “*Simak Libat Cakap*” (SLC, Watch Involve Speak) method. Data collection was also carried out using non-participatory observation methods through photography techniques. This refers to the opinion of Hult (2008) which states that data collection in Linguistic Landscapes studies is based on photography. With the existence of a digital camera, it is possible for Linguistic Landscapes researchers to take an unlimited number of pictures (Gorter, 2006: 2), while interviews are prepared to explain and validate the information obtained from the captures images, to guarantee the accuracy and reliability of the data. The procedure carried out by the researchers was to ask additional probing questions, ask for clarification, and confirm the coherence of the data in the research by conducting these interviews (Meidianti, et al., 2024).

Spolsky and Cooper (1994) mention eight taxonomies of signs or signs according to their function and use which can be photographed to be used as Linguistic Landscapes research data, namely (1) street signs, (2) advertising signs, (3) warning and prohibition signs, (4) building names, (5) information signs (directions, opening hours), (6) warning signs, (7) objects (boxes post), and (8) graffiti (Widiyanto, 2019), while the use of language signs in this research follows the limitations given by Backhaus (2006), namely “any piece of written text within a spatially definable frame.”

To limit the scope of the analysis, only stationary objects (linguistic items of the landscape) were selected. There are 33 photos taken from Depok City Square Park. The resulting photo functions as image data, then given a data number and shooting area. Photos are classified into five of the eight taxonomies of signs proposed by Spolsky and Cooper (1994), namely (1) road signs, (2) advertising signs (directions, opening hours), (3) information signs, (4) warning and prohibition signs (warning notices and prohibitions), (5) warning signs (commemorative plaques). Data were analysed using a landscape linguistic approach.

## RESULTS AND DISCUSSION

### Depok City Square Park

Depok City Square Park is located on Boulevard Grand Depok City Street No. 25, Jatimulya, Cilodong, Depok Coty, West Java 16413, built in 2019 on an area of 3.9 hectares, inaugurated on January 12, 2020 by the Guardian Depok City K.H. Dr. Mohammad Idris, M.A. Depok City Square Park was built as a green open space and is a public space for all people of all ages. Tourists or visitors who enter this park do not have to buy an entrance ticket or it is free. This park is managed by the Technical Implementation Unit of Depok City Grand Forest Park Service (UPTD Tahura/Taman Hutan Rakyat). The construction of Depok City Square Park is an implementation of the mandate of Law Number 26 of 2007 concerning Spatial Planning where each

City/Regency is recommended to meet the need for Green Open Space (*Ruang Terbuka Hijau/RTH*) of at least 30% of its area and 20% of it is designated for Green Open Space public. This park was built to provide a variety of the fairly completed public facilities that will meet the various activity needs of residents with various specialization backgrounds and ages. Facilities provided include vehicle parking, directions, information boards, jogging track, bicycle path, pavilion/padepokan, prayer room, fountain, football and basketball court, spectator stand, BMX arena and skate park, wall climbing for adults and children, Viewing Tower, Co-working space, Floating Deck, ornaments and toilets. The general public or educational institutions can use the facilities available in the park area for activities to be carried out at the park, provided that they must write a letter first explaining the purpose, type of activity and number of activity participants, addressed to the Head of UPTD Tahura Depok City, Head of the Environment and Hygiene Service, or to the Mayor of Depok. In 2022, this park received an RBRA (Child Friendly Play Sapce) certificate from The Ministry of PPPA (Ministry of Women's Empowerment and Child Protection) of the Republic of Indonesia.

Research at Depok City Square Park found 33 data from photos taken in the form of photo using a Samsung A51 cellphone, then these photos were classified into: (1) road signs, (2) advertising signs, (3) information signs (instruction, opening hours), (4) warning and prohibition signs, and (5) warning signs, as shown in the table below.

**Table 1.** Classification of Photographic Research Data

Park	(1)	(2)	(3)	(4)	(5)	Total
Square	13	2	9	5	4	33

Description: (1) road signs, (2) advertising signs, (3) information signs (direction, opening hours), (4) warning and prohibition signs, and (5) warning signs

### Signs in Depok City Square Park

Referring to the classification of signs according to Spolsky and Cooper (1994), five signs are the subject of discussion.

#### Road Signs

In general, road signs are installed on highways, but they can also be installed in certain locations such as tourist destination areas on large areas of land and provide various public facilities to meet various activity needs. Therefore, it is important to install road signs in tourist destination areas such as Depok City Square Park.



**Figure 1.** Road Signs to the Visited Location

In general, road signs are installed in Depok City Square Park to provide instructions or information to visiting tourists so that they can get easy directions to reach the location they will visit from the time they arrive until they leave the area.

Referring to the 5 classifications discussed in this article, a total of 13 roads signs were found, consisting of road signs to the location to be visited, evacuation route road signs, meeting point location road signs, foothpath road signs, car park entrance signs, road signs motorbike parking entrance, car parking sign, motorbike parking signs.

### ***Advertising Signs***

Advertisements according to KBBI (2002), namely notifications to the public regarding goods or services being sold, placed in mass media (such as newspapers and magazines) or in public places. Advertisements contain sign elements in the form of the object being advertised.

In Depok City Square Park area, 3 advertising signs were found attached to the fence outside the park, namely the Depok City logo, the Bank Jabar Banten (BJB) logo, and Depok friendly city. The Depok City logo is thought to convey a message to the public and tourists as the owner of the park, BJB as the banking partner of the Depok City government, and Depok friendly city as a friendly city for anyone who comes and tours the city of Depok.



**Figure 2.** Advertising Signs

### ***Information Signs***

This research found 9 Information signs. They include instructions and opening hours. Signs of information were found that tourists visiting this park include the Basic of the State of Pancasila, the Legend of Depok City Square, ready-to-drink water taps, games on the playground, hand washing places, trash cans, hermitage, toilets. Depok City Square Park is open: Tuesday to Friday at 07.00 am to 17.00 pm. Saturday and Sunday at 06.00 am to 18.00 pm.



**Figure 3.** Information Signs

### ***Warning and Prohibitions Signs***

Warning is defined as advice, a warning to warn. Prohibition is an order or rule not to carry out an action (Indonesia's Department of Education, 2002). When put together, these two words mean a strong warning and a prohibition which if tourists do not heed or obey while they are in this park area, they will risk receiving sanctions from the park management.

In Depok City Square park area, 5 warning and prohibition signs were found. These signs are addressed to all tourists visiting and while in the park. Warning and prohibition signs are made in relation to the rules not to carry out actions that damage park facilities, pollute the park area, or act disgracefully.





**Figure 4.** Warning Notices and Prohibitions

### *Warning Signs*

It has been said that warning is defined as advice, a warning to warn. There were 4 warning signs found posted in the park area. Tourist are given warnings so that while they are in the park area they will not face difficulties, sanctions or disasters. They can freely express their joy in their hearts, the comfort of their activities, enjoy the beauty of the garden, the freshness of the air, and relieve all fatigue from their daily routine. Warning signs generally start with the word "Don't" or through a command sentence such as: "Keep a safe distance. Don't lean back! Sit up straight," and in the sentence: "Don't shake the game to fast! Take turn playing."



**Figure 5.** Warning Signs

### **Use of Written Language in Depok City Square Park**

Tourist destination areas as public spaces can also be called concept spaces because they contain policies and regulations (Muriungi & Mudogo, 2021). Language policies are clearly visible in the language used on public signs, government affairs, and teaching media in schools (Hult, 2008). Language policy is an attempt by someone who has or claims authority to change the language practices of others.

The language displayed in Depok City Square Park area is generally in the form of text and text accompanied by pictures. It was found only in the form of writing, such as the words: "Depok City Square Park", "No smoking", "Padepokan", "Andong", "Attention: It is forbidden to climb/climb this wall". Writing was found accompanied by pictures, such as: "Ready to drink water faucet", "Evacuation route", "Skate board area", "BMX area", "Children's playground", "Types of children's games", "Pancasila", "How to wash hands", "Do not damage park facilities", "Depok City Square", "Depok friendly city", "Gathering point", "Mask required area", "Depok City Square Park Regulations", "Toilet", "Enter the parking square".

The use of written language in the Depok City Square Park uses various letters written in various fonts. The main instructions are written in capital letters. In general, the writing in Depok City Square Park is displayed attractively, with its size being able to be read clearly at the distance of more than three meters.

In general, the writing of words, phrases and sentences displayed complies with Indonesian language rules, and an ineffective sentence was found in the children's playground image, which read "This playground is specifically intended for children, not immature parents." This sentence would be more effective if written as follows, "This play area is specifically for children, not for childish parents."



**Figure 6.** Written language

The color of the letters in Depok City Square Park is generally white and black. White writing is more often found than black writing, for example in the words: "Ready-to-drink water faucet", "Padepokan", "Exit", "Evacuation route", "Skate board area", "Wall climbing", "Tobacco", "Viewing tower", "Swing", "Slide", "Eggrang". Black writing, for example: "Areas where masks must be worn", "BJB Bank", "Prohibited from selling/distributing commercial brochures". Certain writings use red, for example the words "Depok City Square", "Prohibited."

The basic color of the writing, namely the color that underlies the written letters. Basic color blue, orange, green, yellow, gray, brown was found. In the basic blue color, for example the words "Enter motorcycle", "Car parking", "Stilts", "Spring horse", "Water faucet ready to drink". The basic color is orange, for example in the writing on the signage "Mushola, Retention, Gallery, Playground", "BMX area", "Skateboard area", "Children's playground". The basic color is green, for example the words "Evacuation route", "How to wash your hands", "Gathering point". With a yellow base color, for example in the words "Do not step on grass", "Do not commit immoral acts". The basic color is brown, for example in the words "Padepokan", "No cigarettes are prohibited", "No drugs are allowed", "Alcoholic drinks are not allowed". In a gray base color, for example in the words "Legend."



**Figure 7.** Written language accompanied by pictures



**Figure 8.** White color of letters

Different colors in the writing of the letters or in the basic color of the writing displayed to the public, it seems that the management of Depok City Square Park wants to give a varied impression and a certain feeling. For example, blue gives the impression of calm and responsibility, refreshing and friendly; orange gives a bright and energetic impression; green gives the impression of growth, fertility, and even health to those who see it; brown gives the impression of being strong, reliable; red gives the impression of courage, strength, passion, energy, and joy; white gives the impression of purity, cleanliness, and virtue; yellow gives the impression of happiness, optimism, creativity; black gives the impression of strength, elegance and formality.



**Figure 9.** Orange is the basic color of writing

### **Monolingual Landscape Linguistics**

The monolingual Linguistic Landscapes displayed at Depok City Square Park uses one language (monolingual) only using Indonesian, English or other foreign languages. Indonesian is used to convey road signs, advertising signs, information signs, warnings and prohibitions signs as well as warning signs. For example: “Field”, “BJB Bank”, “Regulations! Prohibited from carrying weapons”. Monolingual Linguistic Landscapes which uses English to provide road signs, information to park visitors is found in the words, “Exit”, “Children’s Playground”.

### **Bilingual Landscape Linguistics**

The bilingual Linguistic Landscapes displayed at Depok City Square Park uses two languages to provide information signs and the names of plants, flowers and trees, namely in Indonesian with English, and in Indonesian with Latin. Examples of findings are: “Gathering Points: Assembly Point”, “Andong: Cordyline Fruticosa”, “Tembesu: Fagraea Fragrans”, “Ornamental Banana: Musaornata”.

Writing in Indonesian is then included in a foreign or regional language as mandated by Article 38 Paragraph 2 of Law Number 24 of 2009 concerning the Flag, Language and National Emblem, as well as the National Anthem. The Depok City Square Park area is planted with various types of trees with the aim of absorbing CO2 and producing O2.

Sentences also found in sociolinguistic studies are called code mixing between Indonesian and English in writing posted in Depok City Square Park. Examples of finding are: “VIP dan Information Center”, “Area Skateboard”, “Area BMX”.





**Figure 10.** Bilingual Landscape Linguistics

### Cultural Symbol

In the Depok City Square Park area, cultural symbol of the Betawi ethnic group were found. A Betawi cultural symbol called *Gigi Balang*. This symbol can be seen on the signpost of the Padepokan Building and the Information Building. *Gigi Balang* is a lined triangular ornament that has various motifs, a combination of green and yellow. The green color symbolizes the harmony of the Betawi ethnic group which can collaborate with other ethnicities and the yellow color symbolizes warmth, intelligence and talent in business. The philosophical message of the *Gigi Balang* ornament is honesty, diligence, righteousness, tenacity and patience. *Gigi Balang* ornaments are present in Depok City come from Betawi ethnicity.



**Figure 11.** Various gigi balang ornaments (Faiz et al., 2020)

As is known from the origins of the occupation of Depok City, demographically most of the population of Depok City comes from Betawi ethnicity, so the nuances of Betawi culture can be felt in the Depok City Square Park area. Pay attention to the information building below, the green and yellow risplang, as one of *Gigi Balang's* motifs.

If we trace the existence of various ornaments with the balang tooth motifs throughout the Depok City area, we can also find their presence at bus stops, on bridge railings and in other meeting buildings. This shows the strong influence of Betawi culture in Depok City.



**Figure 12.** Betawi cultural symbol



## CONCLUSION

Depok City Square Park features linguistic landscapes categorized into road signs, advertising signs, information signs, warning and prohibition signs, and commemorative plaques. The park is open to the public from Tuesday to Friday and from 06:00 am to 18:00 am. The language used is monolingual Indonesian, with colorful letters and base colors. Warning signs are more often used to remind visitors to follow park rules, highlighting a power relationship between the Depok City Government and the community. The park also features Betawi cultural symbols, indicating the city's connection to Betawi culture.

## REFERENCES

- Backhaus, P. (2006). Multilingualism in Tokyo: A look into the linguistic landscape. *International Journal of Multilingualism*, 3(1). <https://doi.org/10.1080/14790710608668385>
- Faiz, M. S., Saidi, A. I., & Rudyanto, G. (2020). KAJIAN SEMIOTIKA KONOTASI ORNAMEN BETAWI GIGI BALANG. *Jurnal Seni Dan Reka Rancang: Jurnal Ilmiah Magister Desain*, 3(1). <https://doi.org/10.25105/jsrr.v3i1.8289>
- Gorter, D. (2018). Linguistic landscapes and trends in the study of schoolsapes. *Linguistics and Education*, 44. <https://doi.org/10.1016/j.linged.2017.10.001>
- Hult, F. M. (2008). LANGUAGE ECOLOGY AND LINGUISTIC LANDSCAPE ANALYSIS. In *Linguistic Landscape: Expanding the Scenery*. <https://doi.org/10.4324/9780203930960-12>
- Indonesia's Department of Education. (2002). *Kamus Besar Bahasa Indonesia*. Balai Pustaka.
- Landry, R., & Bourhis, R. Y. (1997). Linguistic landscape and ethnolinguistic vitality: An empirical study. *Journal of Language and Social Psychology*, 16(1). <https://doi.org/10.1177/0261927X970161002>
- Maruani, T., & Amit-Cohen, I. (2013). Marketing landscapes: The use of landscape values in advertisements of development projects. *Landscape and Urban Planning*, 114. <https://doi.org/10.1016/j.landurbplan.2013.02.012>
- Mazzaro, N., Minjarez Oppenheimer, N., & González de Anda, R. (2024). Spanish Loyalty and English Prestige in the Linguistic Landscape of Ciudad Juárez, Mexico. *Languages*, 9(2), 41. <https://doi.org/10.3390/languages9020041>
- Muriungi, S. W., & Mudogo, B. A. (2021). LINGUISTIC LANDSCAPE IN A MULTILINGUAL CONTEXT: A CASE OF KENYAN UNIVERSITIES. *LLT Journal: Journal on Language and Language Teaching*, 24(2). <https://doi.org/10.24071/llt.v24i2.3673>
- Nash, J. (2016). Is linguistic landscape necessary? *Landscape Research*, 41(3). <https://doi.org/10.1080/01426397.2016.1152356>
- Palang, H., Spek, T., & Stenseke, M. (2011). Digging in the past: New conceptual models in landscape history and their relevance in peri-urban landscapes. *Landscape and Urban Planning*, 100(4). <https://doi.org/10.1016/j.landurbplan.2011.01.012>
- Puzey, G. (2016). Linguistic Landscapes. In *The Oxford Handbook of Name and Naming*. Oxford University Press.
- Spolsky, B., & Cooper, R. L. (1994). The Languages of Jerusalem. In *Journal of Linguistic Anthropology* (Issue 1). Clarendon Press. <https://doi.org/10.1525/jlin.1994.4.1.107>
- Supriatnoko, S., Mustofa, A., Sinaga, M. O., & Sugianingsih, N. M. W. (2023). Landscape linguistics in Depok City Village Park. *Interdisciplinary Social Studies*, 3(3). <https://doi.org/10.55324/iss.v3i3.604>
- Yusuf, D. M., Sihotang, T., Silaen, G. F., Anissa, N., & Saragih, G. M. (2023). Tinjauan Perspektif Sosiologi Terhadap Aspek Penting Yang Memiliki Hubungan Terhadap Efektivitas Penegakan Hukum Di Masyarakat. *Jurnal Pendidikan Dan Konseling (JPDK)*, 5(2), 1118–1122.