

## **Names of Accommodation in Sayan Tourism Village Bali: A Linguistic Landscape Analysis**

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### **Abstract**

This research aimed at analyzing the choices of words or terms used for commercial accommodation in Sayan Tourism Village, Bali. The data were collected by taking pictures of accommodation signages using handphone camera. The data were then selected and a number of 107 pictures were appropriate to be analyzed. Firstly, they were classified on the bases of similarity in choice of words and languages used and quantitatively presented. Secondly, they were analyzed using qualitative approach. The results showed that there were 21 (twenty-one) variations used in signages or name plaques to refer to accommodation namely: Cottage, Kubu, Pondok, Puri, Rumah, Bungalow, Villa, Resort, House, Guesthouse, House, Accommodation, Casa, combination of Kubu and House, Kubu and Villa, Pondok and Griya, Pondok and Guest House, Pondok and Villa, Casa and Villa, Villa and Rumah, and using name only without word representing accommodation. It was also found out that multilingualism existed in the naming of accommodation, by using Balinese, Indonesian, English and Italian. The term “villa” was the most frequently used then followed by “pondok”, and “house”. The other terms were not used as many as these three terms.

**Keywords:** choice of words, accommodation, linguistic landscape, Sayan tourism village

## A. Introduction

The connection between language and tourism has long been known. Over the past ten years, a lot of sociolinguistic research has focused on the multifunctionality of language in the tourism industry. The lingua franca of the globe, English, acts as the very embodiment of tourism procedures and facilitates communication between hosts and visitors. It also functions as a standalone good that can be bought and sold, which facilitates the interchange of goods and services in tourism-related activities. Since written signals are productive indications with substantial economic and social ramifications that are present in the landscape of tourist attractions, they can have an impact on people who would visit a certain site (Rong, 2018).

The idea of linguistic landscape has come a long way since Landry and Bourhis' pioneering work introduced it. It has been the subject of a growing number of studies in recent years, and these studies have looked at it from diverse angles, disciplinary perspectives, and geographical locations around the world (Gorter 2018, Banckhaus 2006, and Ben-Rafael, Shohamy, Amara, and Trumper-Hetch2006). Gorter (2018), for instance, investigated linguistic landscape on the learning environment or school environment. Ben-Rafael, et. al. (2006) looked into the comparison pattern of linguistic landscape invarious homogeneous and mixed Israeli cities as well as in East Jerusalem. Backhaus (2006) focused the study on official and non-official signs in Tokyo.

Linguistic landscape studies with particular settings on tourism destination or tourism area have been done by a number of authors such as Rong, Olmedo and Garau (2015); Ruzaitè (2017); Mulyawan (2017); Yan (2019); Lu, Li and Xu (2020); Abdullah & Wulung (2021); Rastitiati & Suprastayasa (2022); da Silva, Tjung, Wijayanti, & Suwartono, (2022). Rong (2018) explored English used in the market-driven Chinese tourism context in the light of wider questions regarding linguistic landscape seen from a sociolinguistic approach. Olmedo and Garau (2015) investigated minority language “Catalan” in Mallorca, Spain; and Lu, Li and Xu (2020) focused their research on the presentation of linguistic landscape and the language choice in Hongchun, rural tourism destination in China.

Accommodation as one of the essential facilities for tourists has also been an area of interest for linguistic landscape studies. Datang, et.al. (2022) studied the linguistic landscape in a new tourism destination of Laboan Bajo on mapping the language used on tourist accommodation signages and investigated the factors which caused the dominance of foreign language. The findings showed that foreign influences on the identity was so massive in the language used on accommodation signboard. The dominance of foreign language especially English in language contestation was also experienced by Ubud, a

wellknown tourism destination in Bali as seen from the linguistic landscape of the accommodation signboards (Krisnawati and Ariani, 2022).

Although several studies have been conducted to investigate various aspects of linguistic landscape in different tourism destinations and some studies investigated linguistic landscape of accommodation, the naming of accommodation has been absent in the literature of linguistic landscape. Therefore, the current study aimed to analyze the linguistic landscape of commercial accommodation in a tourism village of Sayan in Bali by focusing on the choice of words or terms used to name the commercial accommodation as written in the signages and name plaques.

## **B. Literature Review**

### **Linguistic Landscape**

The idea of linguistic landscape has come a long way since Landry and Bourhis' pioneering work introduced it. Landry and Bourhis (1997) described it as follows: "The linguistic landscape of a given territory, region, or urban agglomeration is formed by the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings." It has been the subject of a growing number of studies in recent years, and these studies have looked at it from diverse angles, disciplinary perspectives, and geographical locations around the world (Gorter 2018). According to Gorter and Cenoz (2006), Linguistic Landscape is a branch of sociolinguistics and applied linguistics that studies written language in public settings. According to the definition, LL merely refers to a condition in which language is visible or appears on business and government signs in a certain location.

Linguistic landscape studies with particular settings on tourism destination or tourism area were conducted by a number of authors such as Rong, Olmedo and Garau (2015); Ruzaitė (2017); Mulyawan (2017); Yan (2019); Lu, Li and Xu (2020); Abdullah & Wulung (2021); Rastitiati & Suprastayasa (2022); da Silva, Tjung, Wijayanti, & Suwartono (2022). They analyzed linguistic language in tourism destination from different perspectives.

### **Accommodation**

Tourism accommodation is a location designed specifically for tourists to stay in while visiting tourist destinations, such as hotel, villa, guest house, bungalow, or homestay (Munavizt 2010). He further explained that there are three different sorts of accommodations: (1) Commercial lodging, or lodging that is created and run with the intention of making money. Hotels, motels, hostels, cottages, bungalows, inns, guest houses, apartment, and inns are some of these lodging options; (2) Semi-commercial housing or housing that is

constructed and maintained for both social and business objectives (underprivileged populations), such as hospitals, homestays, summer camps, guest houses, and rooming houses; (3). Accommodations developed and run only for non-commercial purposes, that is, without a focus on making a profit.

### **Tourism Village**

According to Priasukmana and Mulyadin (2001), Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside itself starting from social culture, customs, daily life, has a distinctive building architecture and village spatial structure and from socio-economic life or economic activities that are unique and interesting and have the potential to develop various tourism components, such as attractions, accommodation, food and beverages, souvenirs, and other tourism needs.

This is in line with what Nuryanti (1999) said, that a tourist village is a form of combination between attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with the procedures and traditions that apply so as to make the village a tourist destination. A village can be called a tourist village if it has tourism potential that can be developed, a tradition and culture that characterizes it, accessibility and supporting infrastructure, security and order are maintained, and cleanliness is guaranteed.

The basis for the development of a tourism village is an understanding of the character and capabilities of the existing elements in the village, such as: environmental and natural conditions, socio-culture, community economy, layout structure, historical aspects, community culture and buildings, including indigenous knowledge (local knowledge and capabilities) owned by the community.

### **C. Research Methods**

This Linguistic Landscape (LL) study uses a qualitative research method that is pursued by documenting or taking photos of linguistic landscape objects. The research data are in the form of signboards owned by accommodation businesses in Sayan Tourism Village, Ubud, Bali. The photo data was taken from December 1, 2022 to December 31, 2022. A total of 107 photos of signboards were collected, classified into different sub categories, such as Bungalow, House for rent, House, Cottage, Guest House, Kubu, Villa House, Villa, Pondok, Puri, Resort, and Accommodation Only Name.

The data were analyzed based on subjective interpretation to provide sociolinguistic analysis. Then the results of the analysis were described descriptively to better understand the meaning of the language used on the signboards of accommodation in Sayan Tourism Village. The method used in

presenting the results of the analysis is a combination of formal and informal methods. The technique in applying the formal method is by utilizing several photos to provide contestation of the language used. Meanwhile, the technique in applying the informal method is by using descriptions to detail the overall analysis.

#### D. Result and Discussion

Sayan Tourism Village is located next to a world-famous tourist area of Ubud, Bali. The increasing number of tourist visit to Ubud has certainly some impacts on the development of tourism supporting facilities in the tourism village of Sayan. The village host domestic and international tourists. Tourists who visit Ubud may stay in Sayan since there seem to be no clear distance between out skirt of Ubud and the Village of Sayan. It therefore open opportunities for the local people to provide accommodation facilities to the tourists.

Since the tourists who visit the village are mostly from different part of the globe, multilingual phenomenon is obvious in the name of the accommodation in Sayan Village. This multilingualism was also recorded in a number linguistic landscape study in tourism area (Datang, Munawarah, Triwinarti, Lauder, 2022; Rastitiati and Suprastayasa, 2021). Besides the local Balinese language and Indonesian national language, English and Italian were also used to name the accommodation. The table below shows that different terms from different languages used to name the accommodation business.

Table 1. The Choice of word in naming accommodation business

<b>The Choice of Words</b>	<b>Total</b>	<b>Percentage</b>
<b>Balinese</b>		
Pondok	20	18,69
Kubu	1	0,93
Puri	1	0,93
<b>Indonesian</b>		
Rumah	4	3,74
<b>English</b>		
Villa	33	30,84
Bungalow	7	6,54
House	12	11,21
Guest House	2	1,87
House for Rent	2	1,87
Resort	4	3,74
Accommodation	1	0,93
<b>Italian</b>		
Casa	1	0,93

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The Choice of Words	Total	Percentage
<b>Combination of term</b>		
Kubu and House	1	0,93
Kubu and Villa	1	0,93
Pondok and Griya	1	0,93
Pondok and Guest House	1	0,93
Pondok and Villa	2	1,87
Casa and Villa	1	0,93
Villa and Rumah	1	0,93
<b>Total</b>	<b>107</b>	<b>100</b>

Source: The author data analysis (2023)

### E. Discussion

Tabel 1. shows the quantitative data about the languages and terms used in the signages of accommodation in Sayan Tourism Village which comprises of four languages namely Balinese, Indonesia, English, and Italian and a combination of two or more languages.

#### The Use of Balinese

There are three Balinese words used in naming the accommodation in Sayan Tourism Village namely: *kubu*, *pondok*, *puri*. *Kubu* and *puri* were used only once while *pondok* was used in 20 accommodations. *Kubu* refers to a very simple building which is built temporarily, used for having a break. This building is usually built in a farm land for a place to have rest when the owner works in their land. In addition, the use of word *kubu* is also meant to humble the speaker to refer to a permanent or even a very good house. Similar to *kubu*, *pondok* also refers to a simple house for Balinese family. On the contrary, *puri* refers to a house of a higher caste people in Balinese community. Nowadays, however, this term is used not only to refer to a house of higher-class people but also to a house of commoners. The use of “*puri*” in naming the accommodation is likely to present elegance and high profile of the accommodation. It also probably intended to provide an image of staying in a traditional “higher class” accommodation.



Figure 1. The use of Balinese for accommodation name  
Source: Author collections (2023)

### The Use of Indonesian

Some accommodations use Indonesian word of rumah and pondok as the name. According to Indonesian dictionary, rumah means a house, no matter how the condition is. The word rumah is equivalent to house in English and in this study there are 4 accommodation use “rumah”. Pondok is an Indonesia term as well as Balinese term to refer to a simple house. Nowadays the term pondok is commonly used as the name of housing complex such as Pondok Indah Permai, Pondok Galeria. As seen in the data Pondok is also used for naming accommodation in Sayan Tourism Village such as Pondok Rama. The use of pondok in accommodation name is popular as the number of accommodation using it is 20 accommodation.

### The Use of English

English is the dominant language used in accommodation names in Sayan Village. Villa is used in thirty three accommodation (33), followed by house (13), bungalow (7), resort (4), guest house (2), house for rent (2), and accommodation (1). The dominance of English in linguistic landscape of accommodation name due to the fact that the village is visited mostly by foreign tourists in which English is the main language of communication. This results confirmed the findings of linguistic landscape studies in a number of tourism destinations in which English is the dominant language used in signages, name plaques and other written commercial information put in public (Datang, Munawarah, Triwinarti, and Lauder 2022; Mulyawan, 2019).



Figure 2. The use of English for accommodation name  
Source: Author collections (2023)

### The Use of Italian

The word Casa from Italian language which means house in English, is also used for accommodation commercial name. The use of 'casa' come into existence in the recent years. In this study one accommodation was named by using the word "casa". In addition we found that another accommodation uses casa to name their wards and combines it with villa so that becomes "casa villa ...."



Figure 3. The use of Italian for accommodation name  
Source: Author collections (2023)

### Using Combination of Terms

Accommodation names in Sayan Tourism Village, other than using Balinese, Indonesian and English single word as commercial name, they also use a combination of two different languages, which actually have the same meaning. There are three combinations namely: 1) Balinese-English, 2). Italian-English and 3). English-Indonesian. The combination of Balinese-English is seen in "KubuDarma House" "KubuDarma Villa", "PondokGusdy Guest House" and "Pondok Iman Villas". The combination of Italian-English is used in " Casa Raja Villa" and the combination of English-Indonesian is in " Villa Rumah Lambung".



Figure 4. The use of combination of languages for accommodation name  
Source: Author collections (2023)



The use of a combination of two languages in naming tourism accommodation seems likely done with a certain intention. The use of Balinese-English is meant to maintain Balinese language as well as providing quick information to international tourists. The combination of Italian-English is perhaps used to attract the attention of Italian tourists and English-speaking tourists, and the combination of English-Indonesian is intended not only to grab international tourists, but also the Indonesian domestic tourists.

## F. Conclusion

The linguistic landscape of Sayan Tourism Village especially in the center tourism area is dominated by the signboards of commercial accommodation. This study was focused on the name of accommodation as written in the signboards. The finding showed that the words or terms which refer to house were used in naming accommodation businesses Bali. They can be classified in terms of the languages used namely Balinese, Indonesia, English, Italian and a combination of those languages. The words or terms that refer to "house" is then combined with a name of the accommodation. The name of accommodation also used more than one word that refer to accommodation, in this case it used double words even though they were from different language. Further study needs to be conducted to find out the motivation of the owner of the accommodation to choose the name.

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