

Landscape Linguistics: Language Variations in Pantai Panjang Bengkulu



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ABSTRACT: Language in the public space describes the linguistic phenomenon of the environment where language is found. An outdoor sign in a public space represents the language the surrounding community uses. The presence of an outdoor sign in an area depends on the status of the area. An area or place can have many space marks, while there are few or none in other areas. This indicates that the sign is part of the character of a place or region. The study investigates the language variation in outdoor signs in Pantai Panjang Bengkulu. Pantai Panjang Bengkulu is a tourist destination beach located in Bengkulu Province. Additionally, Bengkulu Province has six languages with nine dialects, which makes Bengkulu a multilingual society, prosperous in language variations. The study is qualitative; the data collection technique uses observation, while the analysis uses a content analysis technique. The resulting study showed that from 1290 outdoor signs in Pantai Panjang Bengkulu. The medium of the signs is a written medium divided into 13 medium types and the medium mostly used is a billboard. Meanwhile, the formal language is the dominant formality variation in Pantai Panjang Bengkulu. Furthermore, the language functions in this area are symbolic and informative.

KEYWORDS: Linguistics Landscape, Language Variation, Pantai Panjang Bengkulu

I. INTRODUCTION

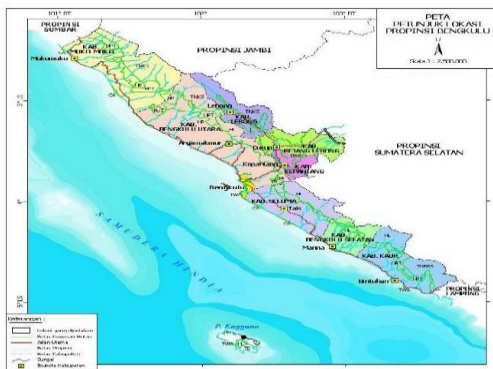


Figure 1: Map of Bengkulu Province (Source Google Map)

Bengkulu is the 26th province of Indonesia, with a geographical location that extends along the west coast of Sumatra which stretches for 567 km. Bengkulu has an area of 19,919 km² with a population of 1.99 million (2019). Bengkulu consists of 9 regencies and 1 city which was established on November 18, 1968, based on Law Number 9 of 1967.

Bengkulu's geographical location is directly adjacent to 4 other provinces in Sumatra. In the west, Bengkulu is directly opposite the Indian Ocean. Meanwhile, in the east are fertile highland hills. The geographical fact makes Bengkulu several beautiful natural tourist destinations.

As a tourist destination, many outdoor signs, which function as information, are used to attract visitors. The information sources are from the government, the private sector, and individuals. The language forms of these outdoor signs are fascinating to study. According to Gorter (2006), a scientific approach is needed to describe the linguistic situation in an area. It can describe

and photograph the linguistic situation in the public sphere, which usually involves the state and the city. A study that photographed the linguistic phenomena in public spaces was first conducted by Landry and Bourhis (1997). It uses a scientific approach called landscape linguistics.

Language in the public space describes the linguistic phenomenon of the environment where language is found. From 1997 to 2021, many studies have examined language in public spaces that have spread to almost all corners of the country and the world. The study focuses on the linguistic zone (macro and micro) and explores multidisciplinary studies. Firstly, language policy is a landscape linguistics study that reveals law violations in using official languages in public spaces. The language presented often ignores the policy on using official languages (Slobodo, 2009). Secondly, language ideology. According to Marter (2010), every written language contains an ideology. Using the landscape linguistics approach, the ideology contained in a language phenomenon

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Figure 2: The Icon of Pantai Panjang Bengkulu
(Source Ctzonehasenbkl)

in a region can be formulated. Thirdly, landscape linguistics can also be used to examine linguistic data for language learning, tourism, and cultural commodities, and the last Landscape linguistics vinegar includes sociolinguistics studies.

Sociolinguistics is a combination of sociology and linguistics. Socio means the same as social: everything related to society, community groups, and social functions. Linguistics discusses the elements of language (phonemes, morphemes, words, sentences) and the relationship between the structural elements. According to Halliday, sociolinguistics is institutional linguistics concerned with linking language with the people who use that language. This study analyses the relationship between language and language speakers in society and gives meaning to shifts in word formation. The study of shifts in the word-formation system reveals a shift in the way of thinking and seeing the speakers' social, cultural, and political problems. In addition, sociolinguistics touches on the social identity of speakers and the social identities of listeners involved in the communication process. The process includes the social environment in the communication process, synchronic and diachronic analysis of the social dialects, and different social assessments.

II. LITERATURE STUDY

Sociolinguistics studies the aspects of society or language, especially the differences (variations) in language related to social factors. Sociolinguistics is an interdisciplinary study, as described by the term's socio- and linguistics elements. Several landscape linguistics studies use a sociolinguistic approach to analyze a phenomenon found. Mulyawan (2017) and (2019) researched the linguistic landscape in Kuta Bali. The first research focuses on commercial outdoor signs in Kuta Bali, where the research identifies the phenomenon of commercial outdoor signs in Kuta. According to Mulyawan, the sign represents the latest communication pattern in Kuta. The community communicates services and products to foreign and local tourists visiting Kuta through signs. The results show that from 1132 outdoor signs found, the number of landscape linguistics services and products is balanced. In the second study, located in the village of Kuta, the results showed that there were 2,549 signs found along the main road, and they generally used English, with a percentage reaching up to 51%. Likewise, Wulansari (2020) focuses on the use of language in public spaces in Bali. The results show that English is the language that dominates outdoor signs in Bali, followed by Indonesian, Balinese, and Chinese.

Furthermore, the landscape linguistics research in Java showed a different result. Conducted by Fakhroh and Rohmah (2018), it focuses on the visible language and the proportion of top-down and bottom-up signs in the city of Sidoarjo. The results show that Indonesians dominate landscape linguistics in Sidoarjo. The foreign languages that are most commonly found are English and Arabic. In contrast, Javanese, the mother tongue, is rarely found. In addition, Florenta and Rahmawati (2021) analyze the meaning and description of multilingual phenomena on beach signboards in the Gunung Kidul area. The results show that the Javanese language dominates, where there is a code-switching process between the Ngoko and Kromo languages.

Then, Leimgruber's (2017) research focuses on urban environments in shops on Montreal's St Catherine Street with a comparative perspective. The result shows that signs of the linguistic landscape at St Catherine show the interaction between the federal bilingualism policy. Meanwhile, provincial legislation strengthens the visibility of French and local languages, thereby impacting the global linkage between the 'grassroots' and commercial worlds on the linguistic landscape on the road.

From the studies above, it can be concluded that the presence of an outdoor sign in an area depends on the status of the area. An area or place can have many space marks, while there are few or none in other areas. This indicates that the sign is part of the character of a place or region. For example, outdoor signs in Kuta and Bali reflect that all outdoor signs are part of facilities supporting the development and sustainability of Kuta and Bali as international tourist destinations. So, the dominant language used in outdoor signs is English. On the other hand, in other areas, such as Sidoarjo, Indonesian is more dominant.

According to Gorter (2006), landscape linguistics is an approach that can describe a multilingual linguistic situation or linguistic landscape in an area. In the LL study with a sociolinguistic approach, the phenomena studied are not only multilingual. Still, they can also include studies on language contact, code-mixing, social and cultural aspects, language choice, language shift and change, language variations, language functions and roles, design of forms and stretches, and language and language learning.

Fishman and Chambers explain that language variation is not random but follows a particular pattern. The pattern has a social meaning, showing the emergence of systematic linguistic variations (dependent variable) about social structure (independent variable). The relationship between the two variables is mutually influencing and does not dominate each other, so the best assumption to describe between the two is a correlation. Language variation has a pattern that resembles their mother tongue. The

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differences that arise are influenced by the dominant factors determining the language variation. Language variations related to the location of language use are called geographic variations. In comparison, those related to social groups are called social variations. Language variations related to language use and situations are called functional variations (Aslinda and Syafyaha, 2010).

According to Hartman and Stork (1972), Language variations are divided into four: speakers' variations (idiolect, dialect, sociolect, basilect, chronolect, vulgar, slang, colloquial, jargon, argot, and ken); Formality language variations (frozen, formal, consultative, casual, and intimate); facilities language variations, which are divided into oral and written variations; function language variations which referred to language use. Language variations can be viewed from 1) association, education, profession, hobbies, and experience, and 2) usage, which is a mixture of vocabulary elements between regional languages and foreign languages.

Based on all previous studies, this research focuses on language variation in Pantai Panjang Bengkulu, where the aim is to provide an overview of how the language variations exist on the outdoor sign in Pantai Panjang Bengkulu. The study uses a sociolinguistic approach. Sociolinguistics explains the human ability to use language rules appropriately in various situations. Variations in the language used in a different society are adapted to the situation and conditions of a particular society. The occurrence of language variations is due to the very diverse social interaction activities of the community. Language variations can be interpreted as different ways to express the same thing (Mayerhof, 2013). Differences in class, community, occupation, and activities will affect the diversity of languages. In language community members usually consist of several people with different social and cultural backgrounds. The language they use will vary because of variations from one person to another.

III. RESEARCH METHODOLOGY.

This study used a qualitative descriptive research design. The location of this study is geographical, where the focus of this research is language variations on outdoor signs of the Pantai Panjang Bengkulu. According to Spradley, the research location is divided into three important elements: setting, participants, and events. The place of this research is Pantai Panjang Bengkulu. The participants were all outdoor signs found in the area of Pantai Panjang Bengkulu. The events are the variations of language that exist in the outdoor sign in Pantai Panjang Bengkulu.

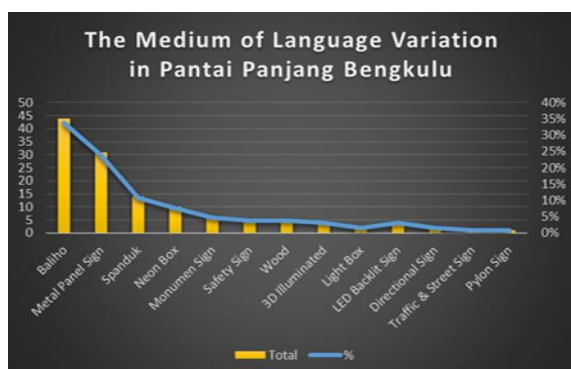
The data source is the most important part of the research. The accuracy of the selection and the type of data source will determine the depth of the information to be studied. The data source that was obtained could be in the form of places, informants, events, documents, and sites (Blaxter, et al). In this study, the data source is a document. The documents are photos of outdoor signs in Pantai Panjang Bengkulu. The data are language variations found in all of the outdoor media signs. The location of those signs includes the main streets of Pantai Panjang namely Jalan Pariwisata Pantai Panjang, Lempuing, Ratu Agung Regency Bengkulu.

This study uses observation. In the process of observation. The author recorded/documentated the required data using a smartphone camera. The data collection technique is non-interactive. Where in the process of collecting there is absolutely no influence between the researcher/author and the source of the data.

Data analysis uses the content analysis method (Spradley, 2006), where the analysis technique is divided into four stages: domain analysis, taxonomic analysis, componential analysis, and finally the analysis to find cultural themes.

IV. RESULT & DISCUSSION

Pantai Panjang Bengkulu is a beach located in Bengkulu Province. It is located about 4 km from the city center. This beach has a coastline that reaches 7 km and a beach width of about 500 meters. Pantai Panjang is located in Bengkulu City in the Ratu Agung District, Teluk Segara District, and Ratu Samban District. The data are photos of outdoor signs found in the Panjang Bengkulu that totaled 1290 data. The data is then classified and analyzed based on their domain. The domains of this research are the medium, the function, and the formality of language variation of the outdoor sign in Pantai Panjang Bengkulu.



Graph 1: The Medium of Language Variation in Pantai Panjang Bengkulu

The Medium of The Language Variation in Outdoor Signs in Pantai Panjang Bengkulu

The medium of language variation in Pantai Panjang Bengkulu is written that consists of 13 types there are billboards, banners, neon boxes, pylon signs, monument signs, metal panels, directional signs, traffic and street signs, safety signs, LED-backlit signs, lightboxes, 3D Illuminated signs, and wood.

The top three language variation mediums are billboards (34%), metal panel signs (24%), and banners (12%) (Graph 1). A billboard (also known as hoarding in the UK) is a prominent outdoor advertising structure, similar to an oversized poster used to promote a brand, offering, or campaign by displaying advertisements. It is generally located in high-traffic areas, such as along highways or near shopping malls, to pique the attention of the

highest number of drivers and pedestrians. (<https://www.feedough.com>). Companies generally use billboards as outdoor signs on

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Pantai Panjang for commercial purposes, whose jargon is adapted to the local utterances. Casual and intimate language variations are most widely used in this medium.

Metal Panel is one of the perfect media to promote business. Metal Panel uses materials that are easily adapted to the tastes and demands of the company. Metal panels can also be installed indoors or outdoors because they not only last a long time or are durable but also have an affordable price (signaramaindonesia.com). In outdoor signs in Pantai Panjang Bengkulu, this medium is widely used by local governments to provide counseling, prohibitions, and welcome greetings. The formal language variations that most found used this medium, likewise Figure 3 that the translation is ‘WARNING, TO ALL RESIDENTS OF BENGKULU CITY, FORBIDDEN TO BUILD BUILDINGS ON 100 METERS FROM THE SHORELINE’



Figure 3: Metal Panel

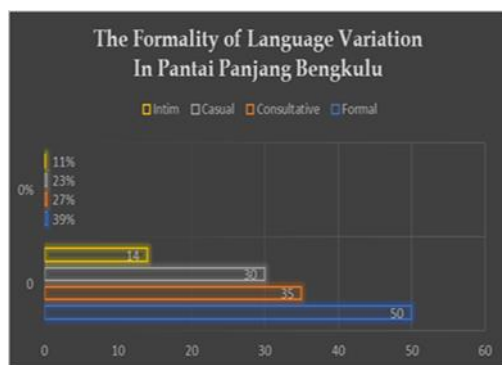
A banner is a piece of clothing containing propaganda, slogans, or news that the public needs to know. Banners are also an information medium made using paint, screen printing, or machine paint. Banners containing text, color, and pictures are usually placed on the side of the road so that the general public knows a company and its products. Nowadays, banners are used as a promotional medium, which is quite popular because the price is relatively low and the process is fast (signaramaindonesia.com). The following figure (Figure 4) is the banner found on Pantai Panjang Bengkulu the content is a warning about COVID-19 from the Police department to visitors in Pantai Panjang. ‘BEWARE OF COVID-19...!!! WEAR ON A MASK...!!! OBEY THE HEALTH PROTOCOLS’



Figure 4: Banner

The three lowest mediums used in outdoor signs on Pantai Panjang Bengkulu are pylon signs, traffic/street signs, and directional signs. The Pylon sign is the sibling of the neon box which is an outdoor advertising media for the outdoors that functions as a company signboard. The pylon sign contains information that offers products or services so the public can easily recognize and understand them (cvastro.com). Meanwhile, traffic and street signs are part of road safety equipment containing symbols or just letters, numbers, sentences, or mixes between them that

serve to convey messages to road users in the form of warnings, prohibitions, and instructions as efforts to discipline and make it comfortable and safe for road users and the activities of the people around them. Based on Department For Transport in the book Know Your Traffic Signs (Syahroni, 2019). Finally, Directional signs are used to guide people to the nearest restrooms, help them find parking, or point them to the main office in addition to many other uses. There are several directional, wayfinding, and arrow signs, but the most common are aluminum signs for indoor and outdoor use. A brushed aluminum arrow sign is both elegant and practical to guide people inside a building. (Signs.com)



Graph 2: The Formality of Language Variation in Pantai Panjang Bengkulu

The Formality of Language Variation on Outdoor Signs in Pantai Panjang Bengkulu.

The Bengkulu community is a multilingual society that is rich in language variations. According to the linguistic map released by the Ministry of Education and Culture, Bengkulu Province has six languages. Firstly, the Bengkulu language has nine dialects: The Muko-muko dialect, the Lembak dialect (Lembak 1 & Lembak 2), the Nasal dialect (1 and 2), the Serawai-Pasemah dialect, the Pekal dialect, the Kaur dialect, and the Bengkulu city dialect. Secondly, the Enggano Language is spoken on the Enggano island, North Bengkulu Regency. Thirdly, the Javanese used by immigrants from Central Java and Yogyakarta who participated in the transmigration program in the 1980s. Fourth, the Minangkabau is mainly used by the people of the Muko-muko district. Muko-muko is a district directly adjacent to the province of West Sumatra. Fifth, the Rejang is used by people who

live in district Kepahiang, Rejang Lebong, Lebong, Central Bengkulu, and parts of North Bengkulu. This language has five dialects (Argamakmur, Curup, Kepahiang, North Lebong, and South Lebong). The last is the Sundanese; like the Javanese, the Sundanese entered Bengkulu brought by migrants who transmigrated from West Java Province. Based on this, it can be concluded that the language variations in Bengkulu are based on social diversity and the speakers’ diversity.

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The formality of language variation is divided into five aspects: formal, consultative, casual, and intimate. The outdoor signs on Pantai Panjang Bengkulu show it is 39% formal, 27% consultative, 23% casual, and 11% intimate. (Graph 2).

Formal is the most common language variation in the Pantai Panjang Bengkulu outdoor signs. Formal is a variation of language that has the characteristics of complete and complex sentences, using appropriate grammatical patterns and standard vocabulary. The formal language found in outdoor signs in Pantai Panjang Bengkulu is characterized by the use of standard Bahasa Indonesia, more complex sentence structures, infrequent use of personal pronouns, use of capital letters throughout, and lack of colloquial or slang terms. Likewise, Figure 5 and Figure 6.



Figure 5: Formal Language Variation 1



Figure 6: Formal Language Variation 2

Figure 5 is an announcement to Fort Marlborough visitors. The content is information on visiting times and parking areas in Fort Marlborough. This is the translation ‘ANNOUNCEMENT, Marlborough Fort is open every day from 08.00 to 17.00 WIB. Parking for visitors (except V.I.P.) Merchants are directed at the side of the plaza, under the right side of Marlborough Fort. Thank you.’

Figure 6 is the announcement from the Ministry of Forestry to visitors to the Natural Tourism Park in Pantai Panjang and Pulau Baa. The sign informs the name of the area, its width, the prohibition to cultivating, occupying, encroaching, or cutting trees, and the punishment (fine and imprisonment). In English, the outdoor sign translates as ‘Ministry of Forestry, Directorate General of Forest Protection and Nature Conservation Bengkulu Natural Resources Conversion Center. Area: the natural tourism park of Pantai Panjang and Pulau Baa. Wide: 967, 20 Ha. Prohibited from cultivating, occupying, encroaching, and cutting trees in the forest threat of punishment: imprisonment for a maximum of 10 years. Fine: Rp. 5,000,000,000 (five billion rupiah). Legal basis: Undang- Undang No. 41 Of 1999 Concerning Forestry’.

The consultative is an operational language that focuses on production results. The language used is a mixture of formal and casual variety. The consultative variation is the second most widely used language variation in outdoor signs in this region. Figure 7 is an example;



Figure 7: Consultative Language Variation

The sentence in Figure 7 contains information about Pantai Panjang and Pulau Baa Tourism Park. The sentences used in this outdoor sign are consultative, a mixture of formal and casual language variations. The formal language variation used standard Bahasa Indonesia with grammatical and vocabulary patterns likewise WELCOME IN THE NATURE TOURISM PARK PANTAI PANJANG & PULAU BAAI. The casual language variation describes in Slogans Take care of the ecosystem, take care of the sea and enjoy the beauty, PROTECT YOURSELF and YOUR FAMILY from COVID-19 Prevent with 3M. The 3M is an abbreviation in the Indonesian language that the meaning Washing hands, wearing a mask, and Keeping a distance. The slogans in Figure 7 used persuasive phrases to provide certain information, persuade, influence, and motivate the readers, but they were not under the Bahasa standard. This shows that the capital letters are placed inappropriately. Moreover, the variety of language used in writing these slogans is between the formal variety and the informal variety.

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Casual language variation is a variety of language that uses allegro utterances or shortened utterances, and morphologically and syntactically, the word elements are mixed with regional languages. Figure 8 and Figure 9 are examples;



Figure 8: Casual Language Variation 1



Figure 9: Casual Language Variation 2



Figure 10: Casual Language Variation 3

The translations of Figure 8 and Figure 9 are The *Seblak* of Nov's Mom unbeatable. *Seblak* is Sundanese food and *CIPOK – Cireng Popcorn*". *CIPOK* is an abbreviation that meaning is a snog used to promote *cireng* as a local food. Meanwhile, Figure 10 is the endorsement of Bengkulu athletes toward PON. The sentences used in this outdoor sign are mixed Indonesian language with the Bengkulu City dialect and the translation is 'let's support Bengkulu athletes towards PON Papua XX Oct 2021 achievement on Cendrawasih land. We are great, we are going to Papua!! TAKE MEDALS HOME'.

Finally, intimate language variation. Intimate is a language variation that uses incomplete, short, and unclear forms of language. This variety of language is a form of communication indicating that the participants have the same knowledge about the topic. The example below; *KINYAM, LEPEH SELERO, Kedai Mak Kaw, Sembam Ikan "Marola"* (see Figure 11)

Kinyam is Lembak 1 dialect, the meaning is tasting. This word refers to a restaurant that serves a local menu, especially Lembak's taste like Ikan Pais, Tempoyak, Gulai Rebung, etc. Meanwhile, *Lepeh Selero* is the Minang Kabau language meaning "take off your appetite". This language variation describes that the restaurant served the Padang's menu, namely rendang, chicken curry, jerked meat, and everything Padang cuisine.

Kedai Mak Kaw and *Sembam Ikan "Marola"* are Bengkulu city dialects. This is the daily conversation of young people in Bengkulu City. *Kedai Mak Kaw* is regularly translated as "Your Mother Shop" but the sense of this expression is "This is our shop so that you can lounge and relax here". while, the meaning of *Sembam Ikan* is various fish dishes, whereas "*Marola*" is an expression that describes feeling satisfied.



Figure 11: Intimate Language Variation of Outdoors Signs in Pantai Panjang Bengkulu

The Function of Outdoor Signs on Pantai Panjang Bengkulu

The function of outdoor signs in Pantai Panjang Bengkulu depicts a symbolic and informative function. The symbolic function of the outdoor signs describes the identities of the various tribes that inhabit Bengkulu. It is shown in the choice of language used to promote their businesses. The symbolic function also shows the strong cultural relations between the Indigenous Bengkulu, Minang Kabau, Javanese, and Sundanese cultures in this area. This is evidenced by the use of bilingualism and multilingualism in some of the outdoor signs. Meanwhile, regarding the informative function of outdoor signs in the Pantai Panjang Bengkulu, provide information about prohibitions, appeals, announcements, education, and campaign and commercial advertisements.

Pantai Panjang Bengkulu is still a local tourist area. This fact concluded from the language used to fulfill the functions. The outdoor signs in Pantai Panjang Bengkulu only use Indonesian, Bengkulu, and several other regional languages such as Minangkabau, Javanese, and Sundanese. English as an international language is not found in this area.

V. CONCLUSION

Language variation is a variety of language use used by heterogeneous communities. Language variations describe individual and social phenomena, which are influenced by linguistic and non-linguistic factors. Sociolinguistics divides language variations into several points of view, in this study the author examines language variations from the point of medium, formality, and function.

On the outdoor signs that exist in the Pantai Panjang Bengkulu, the medium of language variation is entirely using writing facilities that use 13 outdoor sign media, and billboards are the media that are widely used by Bengkulu people and government to convey information in public spaces. Meanwhile, in terms of the level of formality, outdoor signs in the Pantai Panjang Bengkulu mostly use formal language, where the language used is complete and complex sentences with appropriate grammatical patterns and standard vocabulary. Finally, the function of language variations that exist in outdoor signs in this area is symbolic and informative.

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