



The Linguistic Landscape in Lovina, Bali: A Sociolinguistic of Globalization Perspective

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Abstract. This study examines the linguistic landscape of Lovina, Bali, from a sociolinguistic globalization perspective by analyzing language scales, indexical meanings, and polycentric norms in public signage. As a tourism destination, Lovina represents a multilingual space where global, national, and local languages interact through commercial and public signs. This research used a qualitative descriptive approach involving 100 public signs collected from tourism-related areas, including hotels, restaurants, cafés, travel agencies, souvenir shops, and public facilities. Data were collected through photographic documentation and observation, then analyzed through organization, coding, categorization, interpretation, and contextual analysis. The findings indicate that English has the highest visibility as a global linguistic resource related to tourism, international communication, and economic value. Indonesian remains important as a national language supporting accessibility and public communication, while Balinese represents local identity and cultural authenticity. The study reveals that public signs convey social identity, economic orientation, and cultural meanings. Moreover, the linguistic landscape reflects polycentricity through negotiations among global tourism demands, national language norms, and local cultural values. The findings emphasize the role of linguistic landscapes as social and cultural representations and as resources for English language education, particularly English for Specific Purposes, Critical Language Awareness, and multimodal literacy development.

Keywords: Indexicality; Language Scale; Linguistic Landscape; Polycentricity; Sociolinguistics of Globalization.

1. INTRODUCTION

Bali is one of the tourist destinations in Indonesia, commonly recognized as the “Island of the Gods” Bali is rich in cultural diversity, including traditional arts, breathtaking natural beauty such as beaches, mountains, and rice fields, as well as a variety of traditions. Bali also hosts numerous popular tourist attractions that are renowned both domestically and internationally. Each year, a large number of international and domestic tourists visit and enjoy Bali’s destinations, significantly influencing its sociolinguistic landscape. According to Artawa et al. (2023), the interaction between local culture and the forces of globalization has become increasingly visible in the use of language in Bali, where Indonesian and Balinese are the main languages spoken by locals. At the same time, the presence of international tourists introduces foreign languages, particularly English. The linguistic landscape in Bali, especially in areas rich in tourism, reflects the interaction between local and foreign cultures. In the context of English language education, linguistic landscapes provide authentic linguistic input that represents real-world language use. This exposure enables learners to observe how English is used in natural settings, beyond classroom instruction. Consequently, it supports the development of learners’ sociolinguistic and pragmatic competence.

Lovina, located in North Bali, represents an example of a region where globalization and local culture interact closely. Known for its black-sand beaches and its famous dolphin-watching tours, Lovina which once began as a quiet fishing village, has transformed into a bustling tourist destination. Popular for activities such as diving, snorkeling, and dolphin watching in the open sea, Lovina also offers rich cultural experiences, including festivals and traditional Balinese cuisine. This transformation has had significant economic impacts as well as effects on local linguistic practices and social interactions. Sakhiyya and Martin-Anatias (2020) argue that the revitalization of endangered languages in Indonesia, including those in tourism areas, is crucial for preserving local cultural identity amidst the pressures of globalization. In this context, the use of local languages in public signage and everyday interactions becomes increasingly important in maintaining cultural heritage and community identity.

Based on preliminary observation conducted in the Lovina area, many public signs display the use of English, Indonesian, and Balinese. English is often used to attract international tourists, while Indonesian and Balinese are used to reflect national and local identity. Interestingly, similar types of signs may appear across different locations but convey different meanings depending on their context. These observations suggest that language use in public signage is not only functional but also reflects broader sociolinguistic processes. From the perspective of scale, language use operates at global, national, and local levels (Blommaert, 2010). In terms of indexicality, language choices signal social meanings such as prestige, modernity, and cultural identity (Silverstein, 2003). Furthermore, language use is influenced by multiple norms, including global tourism demands, national policies, and local cultural values, reflecting polycentricity (Blommaert, 2010). Therefore, a more interpretative approach is necessary to understand how linguistic landscape reflects complex social realities in tourism contexts.

Previous empirical studies on linguistic landscape in tourism contexts have shown that language use in public signage is closely linked to globalization, economic orientation, and cultural identity. Research conducted by Landry and Bourhis (1997), Backhaus (2007), Ben-Rafael et al. (2006), Shohamy & Gorter (2009), as well as more recent studies in the Indonesian and Balinese context such as Sakhiyya & Martin-Anatias (2020), Pendit et al. (2022), Suprastayasa & Rastitiati (2023), and Maharani et al. (2024), consistently indicate that English tends to dominate tourism signage, Indonesian functions as a national and regulatory language, and local languages are often employed symbolically to represent cultural identity. These

studies have contributed significantly to understanding multilingual practices in tourism-driven public spaces.

However, despite the growing body of research, several important gaps remain. One major limitation of previous studies lies in their tendency to analyze linguistic landscape phenomena from separate analytical perspectives. Some studies focus primarily on language dominance and hierarchy, while others emphasize indexical meanings or sociolinguistic scale. For instance, studies by Maharani et al. (2024) highlight the scale of language use in tourism signage, whereas Pendit et al. (2022) concentrate on indexicality and symbolic meanings. Nevertheless, these dimensions are rarely examined simultaneously within a single analytical framework. As a result, there is still limited understanding of how scale of language use and indexicality interact to produce layered social, cultural, and economic meanings in public signage.

In addition, although the concept of polycentricity has been introduced within the sociolinguistics of globalization (Blommaert, 2010) and has begun to appear in linguistic landscape studies in Indonesia (Susianti et al., 2022), its application remains relatively underdeveloped. Previous studies on linguistic landscape have extensively examined the presence and distribution of languages in public spaces, particularly in tourism areas. However, many of these studies tend to focus on descriptive aspects, such as language dominance and visibility, without providing a comprehensive analysis of the underlying sociolinguistic processes. Moreover, existing research often examines key concepts such as scale, indexicality, and polycentricity separately rather than integrating them within a single analytical framework. In addition, studies conducted in tourism contexts have rarely explored how these three dimensions interact in shaping the meaning and function of public signage. As a result, there is still limited understanding of how language use in linguistic landscapes reflects complex social meanings, power relations, and multiple normative influences simultaneously. Therefore, this study aims to fill this gap by analyzing the linguistic landscape of Lovina, Bali through an integrated sociolinguistic approach that combines scale, indexicality, and polycentricity to provide a more comprehensive understanding of multilingual signage in a tourism setting.

Based on these gaps, the novelty of this study lies in its integrated analytical approach to the linguistic landscape of a tourism area. This research simultaneously examines scale of language use, indexicality, and polycentricity within a single empirical setting, allowing for a more comprehensive interpretation of multilingual public signage. By combining these three dimensions, the study moves beyond descriptive accounts of language presence and offers a

deeper explanation of how languages function as social resources that index identity, economic orientation, and cultural values. Furthermore, this study provides empirical novelty by focusing on Lovina, North Bali, a tourism destination that has received relatively limited attention compared to more established areas in Bali. Through this localized focus, the research captures how global, national, and local linguistic forces intersect in shaping public signage in an evolving tourism context. In doing so, this study not only extends existing theoretical discussions on linguistic landscape and sociolinguistic globalization but also contributes new empirical insights into how multilingual practices are negotiated and visualized in tourism-driven public spaces.

2. LITERATURE REVIEW

Linguistic Landscape Theory

Linguistic Landscape refers to the study of language as it appears in public spaces and social environments, particularly through visible written signs such as shop signs, billboards, street names, public notices, and commercial signage. From a sociolinguistic perspective, linguistic landscape is not merely concerned with the presence of languages, but with how language use in public spaces reflects broader social structures, power relations, and ideological processes. Blommaert (2010) conceptualizes linguistic landscape within the framework of sociolinguistics of globalization, emphasizing that linguistic signs in public spaces are indexical, stratified, and socially unequal. According to Blommaert, language in the public sphere operates across different sociolinguistic scales, ranging from local and national to global levels. These scales shape how languages gain visibility, authority, and value in specific contexts, particularly in spaces influenced by global mobility such as tourism areas.

Sociolinguistics of Globalization

The sociolinguistics of globalization examines how global cultural flows, economic structures, and mobility reshape linguistic practices, ideologies, and semiotic landscapes. Blommaert (2010) argues that globalization introduces new communicative conditions characterized by increased mobility, technological connectivity, and superdiversity a profound diversification of linguistic repertoires and social identities. As languages circulate across transnational networks, their meanings and values shift depending on scale, context, and social positioning.

Scale of Language Use

The concept of scale originates from linguistic anthropology and sociolinguistics and refers to the hierarchical levels at which linguistic practices operate from local interactional scales to national policy scales and global mobility scales (Blommaert, 2007). Scale theory asserts that languages do not function uniformly across contexts; rather, they acquire different meanings, values, and levels of legitimacy depending on the social scale in which they circulate.

Indexicality

Indexicality, rooted in Peircean semiotics, refers to the capacity of linguistic forms to point to or signal social meanings, identities, and ideological orientations that go beyond their literal or referential meanings (Peirce, 1955). In this perspective, language functions not only as a system of representation but also as a semiotic resource through which speakers and sign producers position themselves socially and culturally. Linguistic choices therefore become meaningful indicators of social values, power relations, and contextual norms embedded in specific communicative settings.

Polycentricity

Polycentricity, introduced by Blommaert (2010), describes sociolinguistic environments influenced by multiple centers of linguistic normativity, each imposing different expectations, values, and authoritative standards. In polycentric linguistic landscape environments, language users orient to these centers simultaneously, producing layered and hybrid linguistic practices. This often results in creative signage that blends English, Indonesian, and Balinese to target diverse audiences with distinct expectations. Susianti et al. (2022) found that Balinese tourism signage reveals strategic orientations toward multiple normative pressures, as business owners mix languages to achieve cultural appeal, marketability, and communicative clarity. Polycentricity thus reveals how multilingual repertoires are not governed by a single grammatical or ideological logic, but by negotiations across plural, dynamic centers of authority.

Linguistic Landscape as an EFL Learning Resource

Linguistic landscape can function as an authentic learning resource in English language education because it presents language as it is used in real social contexts. Public signs expose students to written language that appears naturally in public spaces, such as street signs, commercial signs, advertisements, tourism information, and service-related notices. Gorter, Cenoz & van der Worp (2021) explain that linguistic landscape can be used as a resource for language learning and for raising language awareness. Similarly, Al-Jarf (2021) states that

linguistic landscapes provide authentic language input through brief, meaningful, and contextual texts that students encounter in everyday environments. Therefore, the linguistic landscape of Lovina can be used as a contextual EFL learning resource because it provides real examples of English used in tourism and public communication.

3. RESEARCH METHOD

This study employed a qualitative approach with a descriptive research design to investigate the linguistic landscape of Lovina, Bali, focusing on language scales, indexical meanings, and polycentric norms within the context of globalization. This approach was selected because it enables an in-depth exploration of language practices, meanings, and social realities in natural settings (Sugiyono, 2018; Creswell, 2014). Public signs were analyzed as socio-semiotic representations reflecting cultural, economic, and ideological aspects of language use (Shohamy & Gorter, 2009).

The research was conducted in the Lovina tourism area, Buleleng Regency, North Bali, Indonesia. The data consisted of approximately 100–150 multilingual public signs from tourism-related spaces, including hotels, restaurants, cafés, travel agencies, souvenir shops, and public facilities. The study focused on signs containing English, Indonesian, and Balinese, while unclear or unreadable signs were excluded.

Data were collected through photographic documentation and observation. The instruments included photographs, field notes, and observation checklists to record sign categories, language composition, visibility, and sociolinguistic meanings. Data analysis followed Creswell's (2013) qualitative procedures, including data preparation, coding, categorization, interpretation, and presentation of findings. The analysis focused on how language choices represent identity, economic orientation, and globalization processes in Lovina's linguistic landscape. Data trustworthiness was ensured through credibility, transferability, dependability, and confirmability strategies based on Lincoln and Guba (1985).

4. FINDINGS AND DISCUSSION

Language Scales Used in Public Signs in Lovina Area

The first research question asks what language scales are used in public signs in the Lovina area. The findings show that the public signs operate across global, national, local, and mixed scales. English appears as the most dominant language and represents the global scale because it is closely associated with international tourism, mobility, and commercial accessibility. This finding is consistent with Backhaus (2007), who explains that English often

becomes highly visible in linguistic landscapes even in places where it is not the first language of the local community. In Lovina, English is not dominant because it is the everyday local language, but because tourism gives it high communicative and economic value.

The dominance of English in Lovina also supports Blommaert's (2010) view that language resources move across scales and gain different values depending on where and how they circulate. In a local Balinese village context, English may not be the primary language for daily interaction. However, in Lovina's tourism space, English is scaled upward as a language of global mobility and economic participation. It allows restaurants, cafés, dive centers, transportation services, accommodation providers, and tourist information services to become readable to international visitors. Therefore, English functions as a practical language for communication and also as a symbolic marker of tourism readiness.

At the same time, the findings show that Lovina is not a completely English-only tourism space. The presence of Indonesian in monolingual, bilingual, and mixed-scale signs demonstrates that national scale remains important. Indonesian is used to reach domestic tourists, local residents, public readers, and Indonesian-speaking customers. This supports Spolsky's (2009) view that public language choices are shaped by both communicative needs and social norms. In Lovina, Indonesian continues to function as a national language that provides accessibility beyond the international tourist market. Its presence shows that the linguistic landscape is not only designed for foreign tourists, but also for Indonesian readers who participate in the same tourism space.

Balinese appears less frequently than English and Indonesian, but its presence is significant. In the data, Balinese is often represented through script, names, or cultural references rather than through extended informational text. This suggests that Balinese functions more symbolically than instrumentally in Lovina signage. It is used to index local identity, authenticity, and cultural belonging, but it is rarely used as the main medium for practical information. This pattern is important because Bali is globally recognized through its local culture, yet the visibility of the Balinese language in public signage is still limited. The finding therefore shows a tension between cultural identity and tourism communication.

The mixed-scale signs strengthen the interpretation that Lovina's linguistic landscape is layered. Bilingual and multilingual signs do not simply combine languages randomly. They combine global, national, and local resources to address different audiences and meanings. For example, English may provide tourist readability, Indonesian may provide national accessibility, and Balinese script may provide cultural authenticity. This layered arrangement supports Shohamy & Gorter's (2009) argument that linguistic landscapes are public spaces

where language ideologies, identities, and power relations are displayed. In Lovina, the hierarchy of scale is clear: English is most visible, Indonesian remains functional, and Balinese appears as a selective but meaningful cultural resource.

Indexicality of Social, Economic, and Cultural Status in Lovina Area

The findings show that signs in Lovina do not only provide literal information. They also point to social identities, economic activities, and cultural meanings. This is in line with Silverstein's (2003) concept of indexicality, which explains that linguistic forms can point to social meanings beyond their direct semantic content. In Lovina, English, Indonesian, Balinese script, business names, visual design, and register choices all contribute to indexical meaning.

From the social perspective, the signs construct Lovina as a tourism-oriented, hospitable, modern, and service-based space. Informal and semi-formal registers are highly visible because many signs are produced by restaurants, cafés, bars, spas, shops, and tourism services. These signs often use simple, direct, and accessible language to create a friendly relationship with readers. Informal register indexes closeness and casual tourism consumption, while semi-formal register indexes service orientation and professionalism. Formal register appears more frequently in institutional, public service, regulatory, and accommodation-related signs, where authority and credibility are important.

This finding shows that register is closely connected to audience orientation. A food stall sign using Indonesian menu items indexes familiarity and accessibility for domestic or local readers. A spa sign using English service terms indexes wellness tourism and international visitor orientation. An institutional sign using Indonesian and Balinese script indexes public authority and local legitimacy. Therefore, the same public space contains several social identities at once. Lovina is not represented only as a beach destination; it is also represented as a space of hospitality, leisure, lifestyle, public service, wellness, and cultural identity.

The economic indexes show that language is also used as an economic resource. Culinary tourism signs, tourism service signs, hospitality signs, lifestyle signs, and wellness signs use language to make their products and services visible in the tourism market. This supports Heller's (2011) argument that language in late modern economies can become a resource that adds value to products, services, and identities. In Lovina, English increases market accessibility because it allows businesses to communicate with international tourists. Indonesian supports domestic and local economic participation. Balinese names and scripts add cultural value by making a service appear more locally rooted and authentic. The high frequency of culinary tourism signs is particularly meaningful. Restaurants, cafés, warungs, food stalls, and menu boards are central to Lovina's linguistic landscape. Food-related signs

often combine English with Indonesian or local references. This shows that food is not only sold as a product; it is also packaged as a cultural and tourism experience. English expressions such as restaurant, fresh seafood, breakfast, bar, grill, and food make the service accessible to international visitors. Indonesian words such as warung, mie goreng, kopi, nasi, and aneka maintain national familiarity. Local references such as Bali, Balinese food, or Balinese script add cultural authenticity. These signs show how economic communication and cultural representation are intertwined.

The cultural indexes further show that Lovina's public signs are culturally layered. The global cultural index is dominant because many signs use English and international branding to project modern, tourist-oriented identity. However, global-national, national, global-local, national-local, and global-national-local signs show that cultural identity is not singular. A sign can be globally readable and locally meaningful at the same time. This supports the idea that linguistic landscape is a multimodal and ideological space (Shohamy & Gorter, 2009; Kress, 2010). Cultural meaning is produced not only through words, but also through scripts, layout, typography, color, business type, and the relationship between sign and place.

The use of other foreign languages, such as French, Turkish, Thai, Spanish, and Chinese, also adds to the indexical complexity of Lovina. Even when these languages appear in small numbers, they carry strong symbolic meanings. A French café sign can index cosmopolitan lifestyle and European culinary identity. A Thai restaurant sign can index ethnic culinary authenticity. A foreign-language tourist information sign can index audience specialization. This confirms that the linguistic landscape of Lovina is shaped not only by English, Indonesian, and Balinese, but also by other global resources that support niche tourism markets and cosmopolitan branding.

The Influence of Polycentricity in Lovina Area

The findings show that Lovina is a polycentric linguistic landscape because public signs are influenced by more than one center of normativity. Following Blommaert (2010), polycentricity refers to a sociolinguistic condition where speakers and sign makers orient to several normative centers at the same time. In Lovina, these centers include global tourism norms, national Indonesian norms, and local Balinese cultural norms.

Global norms are the most visible in the findings. They are represented by English and other foreign-language resources, especially in tourism-related businesses such as restaurants, bars, dive centers, hotels, spas, travel services, property businesses, and tourist information services. This shows that many sign makers feel the need to follow the global expectation of tourism readability. English becomes a normative requirement because it is expected to be

understood by international visitors. In this sense, English does not only function as a language choice; it functions as a norm that shapes how a business should appear in a tourism space.

National norms remain important because Indonesian appears in signs related to domestic accessibility, public service, institutional communication, local business, and everyday commercial activities. Indonesian provides a shared language for Indonesian-speaking readers and supports communication with domestic tourists. This finding shows that the presence of English does not eliminate the role of Indonesian. Instead, both languages coexist with different functions. English tends to address global mobility, while Indonesian maintains national accessibility and public legitimacy.

Local norms appear less frequently but remain meaningful. Balinese language, Balinese script, local names, and cultural references are used to anchor signs in the Balinese context. They may not always carry the main practical message, but they add cultural authority and authenticity. Local norms therefore function as symbolic centers of belonging. Their selective appearance shows that local identity is often inserted into signage when it strengthens the cultural value of the business or institution. This finding supports the idea that local language visibility in tourism areas may be shaped by both cultural pride and market considerations.

The combination table in the findings shows that global-only signs are the largest category, followed by global-national signs, national signs, global-national-local signs, global-local signs, and national-local signs. This pattern demonstrates that polycentricity in Lovina is uneven. Global norms are dominant, but they do not fully erase national and local norms. Instead, several signs negotiate multiple centers at once. For example, a restaurant sign may use English for menu visibility, Indonesian for the business type, and Balinese script or name for local identity. This layered arrangement shows how polycentricity works in actual public signs.

The influence of polycentricity can also be seen in how signs manage different audiences. A global-only sign assumes that international readability is the most important need. A national sign assumes that Indonesian-speaking readers are the primary audience. A global-national sign tries to reach both foreign and domestic visitors. A global-local sign combines international readability with local authenticity. A global-national-local sign shows the most complex negotiation because it brings together global tourism language, Indonesian national accessibility, and Balinese local identity. These patterns confirm that public signage in Lovina is not governed by one language ideology alone. This finding is consistent with the sociolinguistics of globalization because language choice in Lovina is shaped by mobility, market, identity, and place. Blommaert (2010) argues that globalized sociolinguistic

environments are characterized by the movement of semiotic resources across different scales and centers of authority. Lovina clearly illustrates this process. A sign may be physically located in a Balinese village, use Indonesian administrative elements, and display English commercial vocabulary. The sign is therefore local, national, and global at the same time.

Educational Relevance: ESP, Critical Language Awareness, and Multimodal Literacy

The findings of this study are relevant to English language education because the signs provide authentic examples of language use in tourism. From the perspective of English for Specific Purposes (ESP), Lovina's public signs show how English is used for concrete professional and service purposes. ESP focuses on language that is shaped by learners' specific needs and communicative contexts (Hutchinson & Waters, 1987; Dudley-Evans & St John, 1998; Basturkmen, 2010). In Lovina, English is used to name services, promote products, describe menus, provide tourism information, advertise accommodation, and attract international visitors. These real examples can be used as teaching materials for tourism English, hospitality English, and business communication.

For ESP learners, the signs demonstrate that English in tourism is not limited to grammar or vocabulary lists. It is used to perform specific functions: attracting customers, explaining services, guiding visitors, creating trust, and constructing a market identity. For example, words such as tourist information, dive center, guest house, spa, transport service, breakfast, restaurant, and property are not neutral vocabulary items. They are part of professional tourism communication. Therefore, analyzing linguistic landscape data can help learners understand how English operates in real tourism contexts and how language choices are connected to audience, service, and business purpose.

The findings are also relevant to Critical Language Awareness. CLA encourages learners to question how language choices are connected to power, ideology, inequality, identity, and social meaning (Janks, 2010). In Lovina, the strong visibility of English raises important questions: Why is English dominant in a Balinese tourism area? Who benefits from English visibility? Why does Balinese appear less frequently even though Lovina is located in Bali? Why is Indonesian used in some public and local business signs but not in others? These questions help learners understand that language choice is not neutral. It is shaped by economic pressure, tourism ideology, national accessibility, and cultural representation.

Through a CLA perspective, students can examine how English may create opportunities and limitations. On one hand, English helps businesses communicate with international tourists and participate in the tourism economy. On the other hand, English dominance may reduce the visibility of local languages or make public space less accessible to

readers who are not familiar with English. Indonesian and Balinese therefore have important roles in balancing global communication with national and local identity. This kind of analysis can encourage students to think critically about language use, not only to learn English as a skill but also to understand its social consequences.

The findings also connect strongly with multimodal literacy. Multimodal literacy refers to the ability to interpret meanings that are produced through multiple semiotic modes, such as written language, images, color, layout, typography, script, and spatial placement (The New London Group, 1996; Kress, 2010). Public signs in Lovina are multimodal texts. Their meanings are not produced by words alone. A sign may use English vocabulary, Balinese script, modern typography, tropical images, traditional ornaments, food images, or formal institutional layout. Each of these elements contributes to the overall meaning of the sign.

In classroom practice, Lovina signage can be used as authentic multimodal material. Students can be asked to identify the language used, determine the target audience, interpret the visual design, and explain the social, economic, or cultural meaning of the sign. For example, a spa sign can be analyzed in terms of English wellness vocabulary, visual images of relaxation, and the implied audience of international tourists. A public warning sign can be analyzed in terms of Indonesian language, official logos, and regulatory authority. A multilingual tourist information sign can be analyzed in terms of global accessibility, national legitimacy, and local cultural representation.

This educational relevance is important because the study is situated in English language education. The linguistic landscape of Lovina can support contextual language learning by connecting classroom knowledge with real public texts. It allows students to see how English is used outside textbooks and how language interacts with tourism, economy, identity, and culture. Therefore, linguistic landscape analysis can become a bridge between sociolinguistic theory and language education practice.

Synthesis of Findings and Educational Implications

The three research questions are connected to each other. The scale analysis shows which languages operate at global, national, local, and mixed levels. The indexicality analysis explains what social, economic, and cultural meanings these languages signal. The polycentricity analysis explains how different normative centers influence signs at the same time. Together, these three analyses show that Lovina's linguistic landscape is shaped by globalization, tourism economy, national communication, and local cultural identity.

Table 1. Synthesis of Findings and Educational Relevance.

Research Focus	Main Finding	Sociolinguistic Meaning	Educational Relevance
Scale of language use	English and global scale are dominant, while Indonesian and Balinese appear as national and local layers.	Lovina is strongly oriented toward global tourism but remains connected to national accessibility and local identity.	Provides authentic ESP materials for tourism vocabulary, service communication, and audience-oriented language use.
Indexicality	Signs index social identities, economic activities, and cultural meanings.	Language choices signal hospitality, modernity, tourism economy, local authenticity, and public legitimacy.	Supports CLA by helping learners question how language represents power, market value, and cultural identity.
Polycentricity	Signs are influenced by global, national, and local normative centers.	Public signage negotiates English tourism norms, Indonesian public norms, and Balinese cultural norms.	Develops multimodal literacy by encouraging learners to interpret language, script, design, and spatial context together.

Table 1 summarizes how the findings contribute to both sociolinguistic analysis and language education. The dominance of English shows the importance of global tourism communication, but the continued presence of Indonesian and Balinese shows that local and national meanings are still active. This balance is useful for ESP because tourism students need to understand not only English vocabulary, but also how language is adapted to different audiences and contexts.

The indexical findings are useful for CLA because they show that public signs are not neutral. A sign can privilege one audience over another, promote a certain cultural image, or assign higher value to one language. Students can learn to ask why some signs use English only, why some include Indonesian, and why Balinese often appears only symbolically. Such questions help learners become more critical readers of public language.

The polycentric findings are useful for multimodal literacy because they show that meaning is produced through layered semiotic resources. A public sign may combine English words, Indonesian administrative terms, Balinese script, business names, images, colors, and layout. To understand the sign fully, readers need to interpret all these elements together. This makes linguistic landscape analysis a strong educational approach for connecting language, culture, and visual communication.

Overall, the discussion shows that Lovina's linguistic landscape is not merely a collection of business signs. It is a public text shaped by globalization, tourism, national language accessibility, and local cultural identity. English dominates because of the global tourism economy, Indonesian remains important because of national communication, and

Balinese contributes cultural authenticity and place identity. These findings support the view that public signs are valuable materials for sociolinguistic research and English language education.

5. CONCLUSION AND SUGGESTIONS

Based on the research findings presented in the previous chapter, this study draws several conclusions according to the three research questions. First, the language scales used in public signs in the Lovina area include global scale, national scale, local scale, and mixed scales. The global scale is the most dominant because English appears as the most visible language in the data. English is used widely in tourism-related public signs because it is considered effective for communicating with international visitors. The use of English shows that Lovina's linguistic landscape is strongly connected to global tourism communication and commercial visibility.

Although English dominates the public signs, Indonesian remains important as the national language. Indonesian appears in signs that address domestic tourists, local residents, public readers, and institutional users. It functions as a language of national accessibility and public communication. Balinese appears less frequently, but its presence is still significant. Balinese is mostly represented through script, names, local cultural references, and symbolic markers. Therefore, the language scale in Lovina is not purely global. It is layered because global, national, and local language resources appear together in different forms.

Second, public signs in Lovina reflect the indexicality of social, economic, and cultural status. The signs index social meanings by constructing images of hospitality, modern lifestyle, global tourism, cosmopolitan identity, public service, institutional credibility, and local cultural identity. The register used in the signs also reflects audience orientation. Informal register is mostly used to create friendliness and closeness with customers and tourists. Semi-formal register is used to present service accessibility and professionalism. Formal register is used in public, institutional, and regulatory signs to show authority and credibility.

The signs also index economic meanings because they represent the economic activities that shape Lovina as a tourism area. Culinary tourism business is the most visible economic index, followed by tourism services, accommodation, lifestyle businesses, local businesses, wellness services, and public service-related signs. English supports international market access, Indonesian supports national and local accessibility, while Balinese or local elements add authenticity and place identity. This shows that language choice in Lovina is closely related to economic function and business strategy.

Culturally, the signs show that Lovina's public space is dominated by global cultural orientation, but national and local identities still appear. Global cultural index appears through English and international branding. Global-national cultural index appears when English is combined with Indonesian references, products, or place names. National cultural index appears when Indonesian becomes the main language of communication. Global-national-local, global-local, and national-local indexes appear when local cultural elements such as Balinese script, local names, or Balinese place identity are included. Therefore, the cultural meanings of Lovina public signs are not singular. They are layered and negotiated through language choice, script, naming, and visual design.

Third, different language norms or polycentricity influence the linguistic landscape in Lovina by shaping how signs orient to global, national, and local centers at the same time. Global norms are the strongest because many signs use English to follow the expectations of international tourism communication. National norms remain important because Indonesian is needed for public accessibility and domestic communication. Local norms appear more selectively, but they are meaningful because they connect signs to Balinese identity and cultural authenticity. The combination of global, national, and local norms shows that public signs in Lovina are polycentric. A sign may be influenced by tourism market demands, national language accessibility, and local cultural representation simultaneously.

Overall, this study concludes that the linguistic landscape of Lovina is strongly global-oriented but not completely detached from national and local identities. English dominates because of tourism and commercial needs. Indonesian remains necessary for national accessibility and public communication. Balinese appears as a symbolic cultural resource that strengthens local identity. The public signs in Lovina therefore show a negotiation between global tourism, national language function, and local cultural belonging.

Based on the findings of this study, several suggestions are proposed for related parties. For public sign makers and business owners in the Lovina tourism area, language choice should be carefully considered before producing public signs. English may be used to support communication with international tourists and to strengthen tourism promotion. However, the use of Indonesian and Balinese should not be neglected. Indonesian is important for national accessibility and communication with domestic visitors, while Balinese script, local names, or cultural references can strengthen local identity and cultural authenticity. Therefore, multilingual signs should be arranged clearly and proportionally so that they remain readable, informative, and meaningful for different audiences.

For tourism stakeholders and local government, greater attention should be given to the visibility of local language and culture in public signage. Since Lovina is located in Bali, the presence of Balinese script and local cultural markers can help reinforce the identity of the place as a Balinese tourism destination. Local government and tourism stakeholders may provide guidance or recommendations for sign makers regarding the appropriate use, spelling, placement, and visual presentation of Balinese script and cultural elements. Such efforts are important to maintain a balance between effective tourism communication and the preservation of local language and culture.

For English language education, public signs in Lovina can be used as authentic learning materials, particularly in English for Specific Purposes related to tourism and hospitality. Through public signs, students can observe how English is used in real tourism communication, such as in restaurants, hotels, travel services, spas, transportation services, and tourist information. In addition, analyzing public signs can help students develop awareness of audience, purpose, register, and cultural meaning in tourism-related English. Therefore, linguistic landscape materials can support contextual English learning and encourage students to understand the relationship between language, tourism, and local identity.

For future researchers, this study is limited to 100 public signs collected in the Lovina tourism area. Further studies are suggested to involve a wider research area, a larger number of signs, or additional data sources such as interviews with business owners, tourists, and local residents. These interviews may provide deeper insights into the reasons behind language choices in public signage. Future researchers may also compare linguistic landscapes in different tourism areas in Bali or examine how tourism development influences the visibility of English, Indonesian, and Balinese in public spaces over time.

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