



Linguistic Landscape in Singaraja, Bali: A Sociolinguistics of Globalization Perspective

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Abstract. This study examines the linguistic landscape of Singaraja, Bali, from a sociolinguistics of globalization perspective, focusing on how languages are represented, structured, and interpreted in public spaces. The research aims to analyze linguistic scale, indexicality, and polycentricity as reflected in public signage along Jalan Udayana, a semi-urban corridor characterized by educational, administrative, and commercial activities. Employing a descriptive qualitative approach, the study collected data from 100 public signs selected through purposive sampling. Data were obtained through systematic observation and photographic documentation, with analysis guided by Creswell's qualitative procedures, including data organization, coding, categorization, and interpretation. The findings reveal that five sociolinguistic scales are present in the linguistic landscape: global, national, national-global, national-local, and national-local-global. Among these, the national-global scale is the most dominant, indicating a strong interaction between Indonesian as the national language and English as a global linguistic resource. This pattern suggests that public signage is not merely communicative but also symbolic, reflecting modernity, professionalism, and participation in global consumer culture. Additionally, indexical meanings embedded in language choices indicate social, economic, and cultural positioning, while the coexistence of multiple language norms demonstrates polycentricity in language use. Overall, the study highlights that the linguistic landscape of Singaraja reflects layered sociolinguistic processes shaped by globalization, where local, national, and global influences interact dynamically. The findings contribute to a deeper understanding of how language operates in semi-urban public spaces beyond tourism-driven contexts.

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

1. INTRODUCTION

Singaraja is a historic town in Bali that plays an important role in the social, cultural, and educational development of North Bali. As the former capital during the Dutch colonial period and the political center of the Buleleng Kingdom, the town has long been a meeting place for diverse ethnic, cultural, and linguistic groups. Today, Singaraja also functions as an educational hub with institutions ranging from elementary schools to universities, including Ganesha University of Education (Undiksha), creating an environment rich in social and linguistic interactions. Such diversity is reflected in the signs, billboards, and other written displays in public spaces, which together form the city's linguistic landscape (Landry & Bourhis, 1997).

In the context of globalization, language use in public spaces goes beyond simple communication and carries symbolic and ideological meanings. Shohamy and Gorter (2009) emphasize that linguistic landscapes are not merely descriptive but reflect how language is used to assert identity, power, and social positioning. Similarly, Blommaert (2010) argues that globalization reshapes linguistic practices by introducing multiple centers of linguistic norms that coexist and interact simultaneously, influencing how languages are used and perceived at local, national, and global levels.

In the context of English language education, linguistic landscapes can function as a source of authentic language input that reflects real-world communication practices (Cenoz & Gorter, 2008; Sayer, 2010). Exposure to public signs allows learners to develop vocabulary knowledge as well as sociolinguistic and pragmatic competence, as students interpret how language is used in meaningful social contexts. Furthermore, linguistic landscapes support context-based and place-based learning by encouraging students to critically understand how language reflects identity, power, and cultural values in everyday life (Rowland, 2013).

Several studies in Indonesia support these theoretical claims by showing how linguistic landscapes reflect broader social dynamics across different spatial and social contexts. Research on culinary signage in Yogyakarta reveals a strong presence of bilingual and multilingual patterns, indicating that language choices on public signs are shaped by the interaction of local identity and global orientation, particularly in socially diverse urban settings (Vitasari & Setyawan, 2025). Similar tendencies are found in tourism-driven areas in Bali. Studies in Sanur demonstrate how multilingual signage reflects socioeconomic orientation and ideological contestation, with English and Indonesian dominating public signs while local languages function symbolically to signal cultural identity (Susianti et al., 2025). In Gianyar, especially around temple areas, multilingual signage conveys cultural and semiotic meanings closely tied to place, tradition, and identity, reinforcing the symbolic role of local language within a tourism and heritage context (Pendit et al., 2024).

Beyond Bali, studies in other regions of Indonesia consistently show that Indonesian and English dominate public signage in urban, commercial, and tourism-related spaces, while local languages tend to appear less frequently and often serve symbolic or identity-marking functions rather than communicative ones (Dewi et al., 2025; Datang et al., 2022; Junining et al., 2025; Benu et al., 2025). Research in semi-public and non-tourism settings, such as street signage in Singaraja, religious spaces in West Denpasar, public spaces in Mataram, and transportation hubs in Malang, further confirms the strong dominance of Indonesian on top-down signs, reflecting national ideology and language policy, while bottom-up signs display more varied multilingual practices shaped by community participation and local social dynamics (Paramarta, 2022; Pidada, 2021; Setiawan, 2023; Putri et al., 2025).

However, research focusing on linguistic landscapes in semi-urban contexts such as Singaraja is still limited. Most existing studies are situated in larger cities or areas deeply affected by tourism and globalization, where language use is heavily influenced by commercial and visitor-driven demands. There are fewer studies examining linguistic landscapes in smaller urban spaces that are shaped more by educational, cultural, and everyday social interactions

than by mass tourism. Research on linguistic landscapes in semi-urban contexts suggests that multilingual patterns in such spaces differ from those in major urban centers, indicating the need for more localized and context-sensitive investigations (Riani et al., 2021).

More importantly, existing linguistic landscape studies in Indonesia tend to emphasize descriptive categorization of language presence and dominance, while paying limited attention to how languages operate across different sociolinguistic scales, index social meanings, and are regulated by multiple centers of linguistic norms. Few studies explicitly adopt a sociolinguistics of globalization perspective that integrates the concepts of linguistic scale, indexicality, and polycentricity to explain how public signage reflects layered power relations, social stratification, and competing language ideologies in everyday public spaces. As a result, the dynamic processes through which local, national, and global languages are ordered, evaluated, and negotiated in semi-urban contexts remain underexplored.

Preliminary observation conducted in the selected area of Singaraja shows that similar types of signs, such as shop signs and promotional banners, are found across locations. However, variations can be seen in the language choices, particularly in the use of English alongside Indonesian. This suggests that although the signs may appear similar on the surface, they may carry different social meanings depending on the context, audience, and spatial setting. The focus on Jalan Udayana, Singaraja is significant because this area represents a different sociolinguistic setting from tourism-oriented spaces in Bali. While tourism areas are often shaped by direct contact with international visitors, Jalan Udayana is more strongly characterized by educational, institutional, local commercial, and everyday social activities. Therefore, the use of English and other linguistic resources in this area is not assumed to be driven primarily by tourism, but by modernization, institutional presence, commercial branding, and local community interaction. This distinction is important because different spatial contexts may produce different patterns of scale, indexicality, and polycentricity in public signage.

To address these gaps, the present study explores the linguistic landscape of Jalan Udayana, one of the main public streets in Singaraja. Jalan Udayana was selected because it is an active public area that accommodates various social, educational, and commercial activities, making it a suitable site for examining language use in public spaces. This study adopts a sociolinguistics of globalization perspective by focusing on linguistic scale, indexicality, and polycentricity to examine how language choices on public signs reflect social, cultural, and economic orientations. By foregrounding these dimensions, this research moves beyond

descriptive accounts of language presence and provides a deeper sociolinguistic explanation of how multilingual public signage operates in a semi-urban context shaped by globalization.

2. LITERATURE REVIEW

Linguistic Landscape

Linguistic landscape refers to the use of language in public spaces, such as billboards, street signs, shop signs, and graffiti. In sociolinguistics, linguistic landscape is used to understand how language in public spaces reflects social, cultural, and political conditions in society. One basic definition of linguistic landscape is given by Landry and Bourhis (1997), who describe it as the presence of different languages on public and commercial signs in a certain area. They explain that linguistic landscape has two main functions: an informational function, which shows how language is used in public communication, and a symbolic function, which represents identity, social status, and language ideology.

Linguistic Landscape in English Language Education

Linguistic landscape has increasingly been recognized as a valuable resource in English Language Education because public signs provide authentic examples of language use in real social contexts. In English as a Foreign Language (EFL) learning, linguistic landscape enables students to observe that English exists not only in textbooks but also in multilingual public spaces where it interacts with national and local languages. Cenoz and Gorter (2008) argue that linguistic landscape can serve as an additional source of language input, while Sayer (2010) explains that public signs can be used as pedagogical resources because they encourage students to observe authentic language use beyond the classroom.

Sociolinguistic Scales

The concept of sociolinguistic scales was developed by Jan Blommaert (2010) in *The Sociolinguistics of Globalization* to explain that language operates at different levels of social organization. Language use is not uniform across contexts; instead, it is shaped by hierarchical layers ranging from local interactions to national systems and global networks. Each level provides different norms, expectations, and values that influence how language is used and interpreted.

Orders of Indexicality

The concept of indexicality comes from semiotic theory. According to Peirce (1955), a sign does not only show literal meaning, but also points to something beyond it. In sociolinguistics, this idea was developed by Silverstein (2003), who explained that linguistic forms can index social meanings such as identity, status, ideology, and group membership. He

introduced the term order of indexicality to explain that these meanings are layered and socially organized.

Polycentricity

Polycentricity refers to sociolinguistic situations in which language use is shaped by multiple centers of norms and authority. In the framework of Jan Blommaert (2010), language is not regulated by a single, fixed standard. Instead, it is influenced by several normative centers that operate at different sociolinguistic scales, such as local, national, and global levels.

3. RESEARCH METHOD

This study employed a descriptive qualitative research design to explore the linguistic landscape in Singaraja, Bali, from a sociolinguistics of globalization perspective. The research was conducted along Jalan Udayana, a central public road representing a semi-urban space where local, national, and global language practices intersect. The primary data consisted of 100 public signs selected through purposive sampling, including commercial signs, shop names, informational boards, and public notices that contain relevant linguistic elements. Data were collected through systematic observation and photographic documentation, with the researcher acting as the main instrument supported by an observation sheet and a digital camera. The observation focused on identifying language use, linguistic scale (local, national, global), indexical meanings, and the presence of multiple language norms (polycentricity). Data analysis followed Creswell's qualitative procedures, including data organization, familiarization, coding, categorization into themes, narrative presentation, and interpretation. The analysis was guided by theories of linguistic landscape (Landry & Bourhis), sociolinguistics of globalization (Blommaert), and indexicality. To ensure trustworthiness, the study emphasized credibility through consistent observation procedures and the use of photographic evidence, allowing the findings to be grounded in observable and systematically documented linguistic data.

4. FINDINGS AND DISCUSSION

Language Scales in Public Signs Along Jalan Udayana

The first research question examines the sociolinguistic scales represented in public signs in Singaraja. Analysis of the 100 public signs documented along Jalan Udayana identified five sociolinguistic scales: Global Scale, National Scale, National–Global Scale, National–Local Scale, and National–Local–Global Scale. The National–Global Scale emerged as the most frequent category, accounting for 31 signs (31%), followed by the Global Scale with 30 signs

(30%), the National Scale with 22 signs (22%), the National–Local Scale with 13 signs (13%), and the National–Local–Global Scale with 4 signs (4%). This distribution suggests that public signs along Jalan Udayana are characterized by layered linguistic resources operating simultaneously across local, national, and global levels rather than relying on a single language orientation.

The predominance of the National–Global Scale reflects the sociolinguistic characteristics of Jalan Udayana as a semi-urban public corridor where educational institutions, government offices, commercial businesses, financial services, and retail stores coexist. These diverse settings require sign producers to communicate effectively with Indonesian-speaking communities while simultaneously projecting a modern and competitive image. Consequently, Indonesian is maintained to ensure communicative accessibility, whereas English is incorporated to enhance commercial attractiveness, professionalism, and brand value. This explains why the combination of national and global linguistic resources appears more frequently than the use of a single scale.

This pattern aligns with Blommaert’s (2010) concept of sociolinguistic scale, which argues that linguistic resources possess different degrees of mobility, circulation, and social value. Rather than functioning simply as different languages, English, Indonesian, and Balinese operate at different sociolinguistic scales. English functions as a global resource associated with international branding and modern consumer culture, Indonesian serves as the primary national resource for public communication, and Balinese represents local identity through cultural and place-based references. The coexistence of these resources demonstrates that the linguistic landscape reflects layered sociolinguistic scales shaped by globalization rather than merely multilingual language use. Consistent with Blommaert’s (2010) perspective, linguistic resources acquire different values depending on the sociolinguistic scale in which they operate, as reflected in the prominence of English on commercial signs, which functions not only as a language choice but also as a marker of prestige, modernity, and participation in global consumer culture.

These results are consistent with previous linguistic landscape studies conducted in Bali. Dewi et al. (2025) found that English is highly visible in hotel and restaurant signage because of tourism and multilingual market demands, while Artawa et al. (2023) similarly argue that public signs reflect the interaction of global, national, and local linguistic resources. The present study supports these arguments but extends them to a different context. Unlike tourism-oriented areas, Jalan Udayana demonstrates that multilingual language practices are also shaped by education, government institutions, professional services, and everyday commercial

activities. This suggests that globalization influences language use not only through tourism but also through ordinary semi-urban economic and social life.

A similar result is reported by Paramarta (2022), who reported that Balinese language and script remain visible on public signs in Singaraja despite the dominance of Indonesian. Likewise, the present study shows that Balinese resources mainly function as markers of local identity, whereas Indonesian and English perform broader communicative and commercial roles. Similar observations are reported by Susianti et al. (2025), although the present research demonstrates that the interaction of global, national, and local linguistic resources occurs within a semi-urban public corridor rather than a tourism-oriented environment.

Collectively, these results have both theoretical and practical implications. Theoretically, they reinforce Blommaert's (2010) argument that linguistic landscapes should be understood through the interaction of multiple sociolinguistic scales rather than through language distribution alone. Practically, the study demonstrates that language choices in public signage simultaneously fulfill communicative, commercial, institutional, and cultural functions, illustrating how globalization is negotiated in everyday public spaces.

The findings indicate that the linguistic landscape of Jalan Udayana is shaped by the interaction of global commercial orientation, national communicative accessibility, and local cultural visibility within a semi-urban context.

Indexicality of Social, Economic, and Cultural Status in Public Signs Along Jalan Udayana

The second research question examines how public signs reflect the indexicality of social, economic, and cultural status in Singaraja. The analysis identifies three major forms of indexical meaning: social, economic, and cultural. Socially, Modern Lifestyle Identity is the most dominant category (54%), followed by Community Identity (24%), while Educational Identity, Institutional Identity, and Professional Identity appear less frequently. Economically, Modern Consumerism and Consumption Culture accounts for 35% of the signs, whereas Local Small-Scale Economy represents 22%. Culturally, Global Lifestyle / Consumer Culture is the largest category (30%), followed by Indonesian Local / National Culture (28%) and Balinese Local Culture (15%). These patterns show that public signs along Jalan Udayana simultaneously construct social identities, economic values, and cultural meanings.

The predominance of Modern Lifestyle Identity, Modern Consumerism, and Global Lifestyle Culture reflects the characteristics of Jalan Udayana as a semi-urban public corridor where commercial businesses, educational institutions, government offices, and professional services operate together. In this environment, sign producers seek not only to provide

information but also to attract customers and establish credibility. Consequently, English and contemporary branding are widely adopted to project modernity and professionalism, while Indonesian and Balinese remain important for maintaining accessibility, community relations, and local identity.

This interpretation aligns with Blommaert's (2010) concept of orders of indexicality, which argues that linguistic resources carry socially organized meanings beyond their literal functions. In the present study, English indexes modernity and global consumer culture, Indonesian indexes communicative accessibility and institutional legitimacy, while Balinese indexes local identity and cultural heritage. These findings demonstrate that language functions not only as a communicative resource but also as a symbolic resource through which businesses and institutions construct social, economic, and cultural identities. This indicates that the same language may convey different meanings depending on the commercial, institutional, or cultural context in which it is used. Therefore, the meanings indexed by linguistic resources are shaped by the social context in which they are used, rather than by the language itself.

These findings are consistent with previous linguistic landscape studies. Mulyawan et al. (2022) found that public signs communicate meanings beyond their informational function by reflecting changing social and cultural values within public spaces. Similarly, Artawa et al. (2023) argue that the combination of Indonesian, Balinese, and foreign languages represent not only communicative purposes but also cultural identity and social orientation. Comparable findings are reported by Paramarta et al. (2022), who show that different linguistic resources carry distinct symbolic and functional meanings in public communication, while Benu et al. (2025) demonstrate that multilingual signage also indexes identity, market orientation, and cultural values. The present study supports these findings but extends them to a semi-urban context, showing that layered indexical meanings emerge not only in tourism settings or virtual spaces but also in educational institutions, government offices, professional services, and everyday commercial activities along Jalan Udayana.

These findings have both theoretical and practical implications. Theoretically, they reinforce Blommaert's (2010) concept of orders of indexicality by demonstrating that multiple social, economic, and cultural meanings can coexist within a single semi-urban linguistic landscape. Practically, they show that public signs function not only as informational media but also as resources for constructing identity, expressing economic positioning, strengthening institutional legitimacy, and maintaining cultural visibility.

The findings answer the second research question by demonstrating that public signs along Jalan Udayana reflect social, economic, and cultural status through layered indexical

meanings. Rather than serving only as informational media, the signs function as sociocultural resources that communicate identities, values, and social meanings within a semi-urban public space.

Polycentricity in Public Signs Along Jalan Udayana

The third research question examines how different language norms influence the linguistic landscape in Singaraja. The analysis shows that public signs along Jalan Udayana are influenced by multiple centers of normativity: Global Norms, National Norms, National–Global Norms, National–Local Norms, and National–Local–Global Norms. Among these categories, National–Global Norms are the most dominant, accounting for 31 signs (31%). This indicates that language choices are shaped by multiple sources of authority rather than by a single linguistic standard. Consequently, different types of public signs display different language orientations according to the normative centers that guide their communicative purposes. These findings suggest that public signage is produced through continuous negotiation among competing linguistic expectations rather than through adherence to a single dominant norm.

The predominance of National–Global Norms reflects the characteristics of Jalan Udayana as a semi-urban public corridor where commercial businesses, educational institutions, government offices, and professional services coexist. In this environment, sign producers must satisfy different normative expectations simultaneously. Indonesian is maintained to ensure accessibility and comply with national communicative norms, while English is incorporated to project professionalism, modernity, and commercial competitiveness. At the same time, Balinese script and local cultural references remain visible in certain signs to express local identity and cultural affiliation. As a result, language choice becomes a process of negotiating multiple norms rather than following a single linguistic authority.

This interpretation aligns with Blommaert's (2010) concept of polycentricity, which argues that language users orient to multiple centers of authority when producing and interpreting language. While sociolinguistic scale explains where linguistic resources circulate, polycentricity explains why particular linguistic resources are selected and which normative centers influence those choices. In the present study, global norms are represented through English and international branding, national norms through Indonesian and official communication, and local norms through Balinese script and regional cultural references. These findings demonstrate that language choices in public signs are shaped by the interaction of multiple normative centers operating within the same public space.

These findings are broadly consistent with previous linguistic landscape studies. Artawa et al. (2023) found that Indonesian, Balinese, and foreign languages reflect different normative orientations influenced by both local and global forces. Similarly, Paramarta et al. (2022) showed that language choices on the Bali Provincial Government website are shaped by different institutional orientations, demonstrating that multiple centers of authority operate in public communication. Comparable findings were reported by Purnawati et al. (2022), who observed that government and private signs follow different language norms, while Setiawan (2023) found that language competition in Mataram reflects the interaction of national, local, and global linguistic ideologies. The present study supports these findings while extending them to a semi-urban public street where multiple language norms are negotiated across commercial, educational, institutional, and professional settings. While many previous studies focused mainly on tourism destinations or institutional settings, this study shows that polycentricity is also evident in everyday semi-urban environments, where globalization operates through routine commercial, educational, and administrative interactions.

These findings reinforce Blommaert's (2010) argument that linguistic landscapes are shaped not only by multilingualism but also by the coexistence of multiple normative centers. They demonstrate that language choice in public signage reflects a continuous negotiation between global commercial expectations, national communicative requirements, and local cultural values. This highlights the usefulness of polycentricity for understanding how globalization operates within everyday public spaces beyond tourism-oriented contexts.

This research demonstrates that different language norms influence the linguistic landscape of Jalan Udayana by shaping the language choices of sign producers according to multiple sources of authority. The dominance of National–Global Norms highlight that many signs combine national communicative accessibility with global commercial orientation, while National–Local and National–Local–Global Norms show that local cultural values continue to be maintained through Balinese script, regional linguistic resources, and local cultural references.

Contribution to English Language Education

The findings of this study contribute to English Language Education by showing that the linguistic landscape can be used as an authentic and context-based resource for EFL learning. This finding is consistent with Cenoz and Gorter (2008), who argue that the linguistic landscape serves as an additional source of authentic language input for language learners. The public signs along Jalan Udayana demonstrate that English is not only presented in classroom materials but also appears in real public spaces together with Indonesian and Balinese. As a

result, students are able to observe how English functions in everyday communication and understand language use beyond formal classroom settings.

The multilingual characteristics of the public signs are particularly valuable for developing students' critical language awareness. By examining authentic signs, students can understand that language choice is not neutral but is closely connected to identity, power, audience, and social value. In the context of Jalan Udayana, English is frequently associated with modernity, professionalism, and global commercial appeal, Indonesian represents public readability, national communication, and institutional authority, while Balinese script and local linguistic markers symbolize cultural identity and local belonging. Such observations encourage students to critically analyze the social meanings conveyed through different language choices.

Another important implication concerns the development of multimodal literacy. Public signs communicate meaning not only through written language but also through visual elements such as layout, typography, color, script, size, and overall visual arrangement. Moreover, the linguistic landscape of Jalan Udayana provides opportunities for place-based EFL learning because it offers authentic local teaching materials that connect English learning with students' immediate social and cultural environment. This finding is also in line with Sayer (2010), who explains that public signs can function as pedagogical resources by allowing learners to observe authentic language use beyond the classroom. This pedagogical value is further supported by Padmadewi et al. (2023), who argue that the linguistic landscape can be incorporated into language teaching through project-based learning to help students connect language practices with their surrounding environment.

This study suggests that public signs can serve as meaningful pedagogical resources for English language learning. Integrating the linguistic landscape into classroom activities can help students develop critical language awareness, multimodal literacy, and place-based understanding of English as a language that interacts dynamically with Indonesian and Balinese in constructing identity, communication, and social meaning.

5. CONCLUSION AND SUGGESTIONS

Conclusion

This study investigated the linguistic landscape of public signs along Jalan Udayana, Singaraja, by analyzing 100 public signs through Blommaert's sociolinguistics of globalization, particularly the concepts of sociolinguistic scale, orders of indexicality, and polycentricity. The

findings show that the linguistic landscape of Jalan Udayana is multilingual, multi-scalar, and shaped by the interaction of global, national, and local linguistic resources.

First, this study found five sociolinguistic scales in the public signs: Global Scale, National Scale, National–Global Scale, National–Local Scale, and National–Local–Global Scale. The National–Global Scale is the most dominant category (31%), indicating that Indonesian and English are frequently combined in public signage. Indonesian primarily functions to ensure accessibility and institutional communication, whereas English projects modernity, professionalism, and commercial appeal. Meanwhile, Balinese appears more selectively through Balinese script and local cultural markers, reflecting the continued presence of local identity in public spaces.

Second, the findings demonstrate that public signs reflect various forms of social, economic, and cultural indexicality. Beyond providing information, the signs index social identities, economic values, institutional legitimacy, consumer practices, and cultural belonging. This confirms that language choice in public signs carries broader social meanings that represent relationships between language, identity, economy, and culture.

Third, the findings reveal that the linguistic landscape of Jalan Udayana is characterized by polycentricity, where multiple centers of normativity influence language use. The dominance of National–Global Norms indicates that sign producers negotiate between national communicative norms and global commercial expectations, while local norms continue to function as important markers of Balinese cultural identity.

This study concludes that the linguistic landscape of Jalan Udayana reflects the dynamic interaction of English, Indonesian, and Balinese within a multilingual public space. Viewed through Blommaert's sociolinguistics of globalization, public signs represent not only different language scales but also different social meanings and normative orientations. Furthermore, the findings suggest that linguistic landscapes can serve as authentic and context-based resources for English Language Education by fostering students' critical language awareness, multimodal literacy, and understanding of language use in multilingual public spaces.

Suggestions

Based on the findings and conclusions of this study, several suggestions are proposed for local government and policymakers, business owners and sign makers, educational and cultural institutions, English Language Education, and future researchers.

First, local government and policymakers are encouraged to continue supporting the balanced use of Indonesian, English, and Balinese in public signage. Greater encouragement for the implementation of Bali Governor Regulation No. 80 of 2018, together with clearer

multilingual signage guidelines, may help strengthen the visibility of Balinese script while maintaining a balance between global, national, and local linguistic resources in public spaces.

Second, business owners and sign makers are encouraged to consider not only commercial objectives but also communicative accessibility and cultural representation when designing public signs. The balanced use of English, Indonesian, and Balinese script can help businesses project a modern and professional image while remaining accessible to local communities and reflecting local cultural identity.

Third, educational institutions and cultural organizations are encouraged to utilize public signage as a medium for promoting linguistic and cultural awareness. Since this study found that Balinese appears less frequently than Indonesian and English, greater incorporation of Balinese script and local cultural references in public spaces may contribute to cultural preservation and strengthen public awareness of local linguistic heritage.

Fourth, English Language Education may benefit from using linguistic landscape as an authentic and context-based learning resource. Public signs can expose students to the use of English in real-life multilingual contexts beyond the classroom. Teachers may use linguistic landscape data to develop students' vocabulary, sociolinguistic awareness, critical language awareness, multimodal literacy, and understanding of how different languages function within particular social and cultural contexts.

Future researchers are encouraged to investigate linguistic landscapes in broader geographical areas, compare tourism and non-tourism settings, or examine different types of public spaces to provide a more comprehensive understanding of multilingual language use. Future studies may also incorporate interviews with sign producers and sign readers to explore the motivations behind language choices and audience interpretations. In addition, research on digital linguistic landscapes and further investigation of polycentricity may provide deeper insights into how multiple centers of normativity influence language use in contemporary multilingual public spaces.

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