Languages on Display: Multilingual Signage at Pererenan Beach

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Abstract
This study describes the language phenomenon that occurs at Pererenan Beach, Badung Regency, Bali. A variety of outdoor signage were found at this beach, such as banners, information boards, signboards, etc. The data was collected through observation and photographic documentation and subsequently analyzed using qualitative methods. In these public signs there are interesting language phenomenon, namely the phenomenon we know as multilingualism. Multilingualism that appears in the form of code mixing, bilingualism, and interference. A comparison of data collected from two years shows that outdoor signs at Pererenan Beach need to be made better in the context of aggregate. Aggregate signs at Pererenan Beach are still dominated by non-permanent aggregate signs. A better long-lasting aggregate signs could be made of stone or ceramic components. Although these code mixing, bilingualism, and interference do not lead to misunderstandings in interpreting the information contained in the outdoor signs, but it is still an interesting phenomenon to be discussed.

Keywords: *Linguistic Landscape, Bali Beach, Code Mixing, Interference, Foreign Language Matching*

Introduction

When two people meet, they conduct conversations in which there will be some utterances. People are often found speaking using a certain language, then suddenly changing the language or variety with another different language or variety. Changing languages, in this case, is interpreted as an act of switching languages (code) as a whole or mixing one language (code) with another different language (code). As a result, this phenomenon contributes to the development and understanding of the concepts of code-switching and code-mixing. The code here is meant as a verbal component that can be in the form of morphemes up to a complex system of a language. Usually this kind of utterance occurs in speech situations that have speech partners with different language backgrounds. The use of various languages can also trigger interference. Interference occurs in the use of language that is not appropriate, such as the mixing between the mother tongue and a foreign language, in terms of grammar or words. We can utilize vocabulary to enhance our ideas when speaking, engaging in conversations, or writing, such as when creating a story (Lutfa et al., 2024).

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The situation in the tourist area, especially in this study at Pererenan Beach (Figure 1) is the existence of a speech situation where the speaker and the addressee have different languages. Because there are indigenous people and tourists who come from various regions and even countries. The interactions between various people from different ethnicities finally create a multilingual society. This certainly triggers the emergence of multilingual phenomena which can be in the form of interference, code-switching, and also code-mixing.
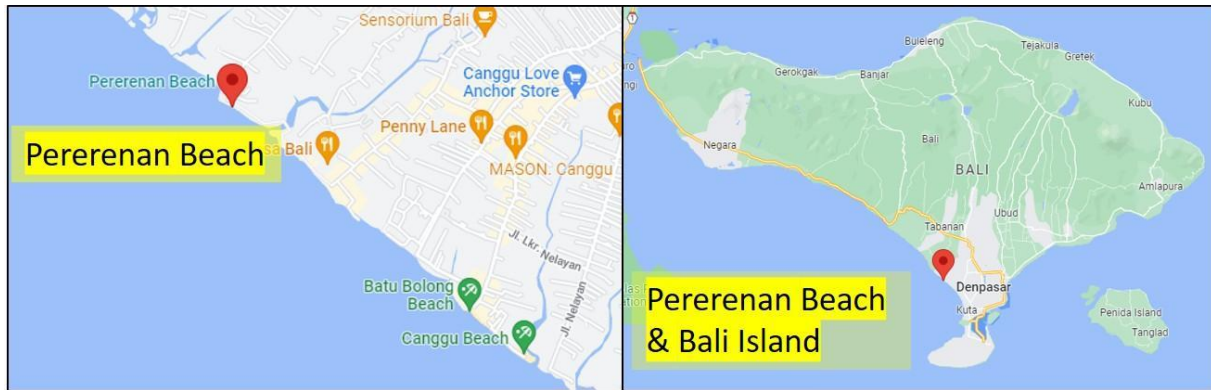

Figure 1. Pererenan Beach and Bali Island
Source: Google Map

Bali has long developed into a world tourist destination. It can even be said that foreign tourists are more familiar with Bali than they are with Indonesia. This is because Bali has become a major world tourist destination due to its great potential. Recently, the area that has begun to develop is the Canggu area. The area of Canggu is also well known around the digital nomads among other two specific locations Medellin or Lisbon (Jiwasiddi et al., 2024). There are at least 9 beaches that become tourist magnets in the Canggu area, including: Canggu Beach, Echo Beach, Batu Bolong Beach, Kayu Putih Beach, Pererenan Beach, Berawa Beach, Seseh Beach, Mengening Beach, and Nelayan Beach (Bunyamin et al., 2023).

Denman (2024) from Condé Nast Traveler Magazine made a review of the best tourist destinations in Asia to visit in 2025. One of these tourist destinations is Pererenan Beach which offers surfing locations and a variety of culinary delights. Pererenan Beach is included in the "Tourist Areas and Attractions" according to the Decree of the Mayor/Regent of Bali in 2019. This beach is directly adjacent to Canggu Beach, Batu Bolong Beach, Munggu Beach, etc. These beach areas are developing and are in great demand, especially by foreign tourists. Various tourist activities at Pererenan Beach include watching the sunset, surfing, swimming, jogging, photography and having dinner on the beach (Dewi et al., 2023). Various tourists from around the globe with their various languages meet the local people in the area, who do not have various language ability, this then leads to language phenomenon such as code-switching.

The occurrence of code-switching and code-mixing does not only occur in spoken language. Code-mixing (Ohoiwutun, 1997, p. 69) is the use of more than one language or code in one discourse according to unclear patterns. In line with this opinion, Chaer & Agustina (1995, p. 154) emphasized that code-mixing can also be a mixture of fragments of words, phrases, and clauses of a language in the language used.

The emergence of code-mixing can be due to compulsion, because there is no equivalent term in a particular language. In addition, it can also be because code-mixing speakers want to show their educated status, this happened during the old order, where to show the

prestige of education, people tended to use Dutch terms (Chaer & Agustina, 1995, pp. 70–71).

This manifestation of multilingualism emerges due to an individual's or community's ability to speak or use multiple languages (Andriyani, 2020). This can refer to individuals who are proficient in several languages, as well as communities that use more than one particular language. Multilingualism is a common phenomenon, especially in areas where more than one language can be spoken or where people come from different linguistic backgrounds. This can bring a number of benefits, such as the improvement of understanding in communication and understanding between different groups, as well as better cognitive and educational development.

Language selection and multilingualism also occur in the linguistic landscape studies on outdoor signs in restaurants. Artawa et al. (2023) revealed that there are three languages often used on outdoor signs in the Ubud area, Bali. These languages are Balinese, Indonesian and English. Moreover, a blend of language use was observed, specifically between Balinese and English, as well as Indonesian and English. This linguistic combination indicates that English plays a dominant role in the communication system within public spaces. Meanwhile, Balinese and Indonesian are primarily used for naming systems on outdoor signs in Ubud. This suggests that efforts are still needed to promote Balinese and Indonesian to achieve equal status with English. Other than the previous research, this research reveals code-mixing and interference in the use of language on outdoor signs in other tourist areas in Bali, namely on Pererenan Beach.

Method

This research is qualitative descriptive. Using this approach, this research provides an explanation of the language used and the codes used at the research location on Pererenan Beach, Bali (Bungin, 2017, pp. 5–7). The language codes and their meanings and representations in outdoor signs are studied qualitatively.

This study uses data collection methods and techniques in the form of a scrutinizing method followed by a note-taking technique (Sudaryanto, 2015, pp. 203–207). In utilizing the scrutinizing method, direct observation was carried out at the research location to see the linguistic phenomenon in the form of outdoor signs at Pererenan Beach, Bali. Data was collected using the note-taking technique, on this occasion the photo taking technique was used to collect data. The data source was in the form of outdoor signs Situated in Pererenan Village, Mengwi District, Badung Regency, Bali, Indonesia, Pererenan Beach is a well-known coastal destination. Pererenan Beach is located in the southern part of Bali Island (See Figure 1). This southern area is famous for its beaches, temples, and cultural attractions. Therefore, this area is very popular with tourists, both local and foreign. Photographic data of outdoor signs at Pererenan Beach was collected using a mobile phone camera on two separate occasions, specifically on October 16, 2022, and November 17, 2023. These images serve as visual documentation to support the study, capturing the linguistic and visual elements present in the signage at that location.

This study then uses data analysis methods and techniques in the form of the equivalence method (Sudaryanto, 2015, pp. 13–15). The equivalence method uses a determinant from outside of the language, separate and not part of the language (langue) observed. The equivalence method applied in this study is the referential equivalence method, which is used to analyse the relationship between the text and its intended reference or object. This method focuses on examining how linguistic expressions correspond to real-world entities or concepts, ensuring that the meaning conveyed in the text aligns accurately with the objects being described or represented. Through this approach, the study aims to assess the effectiveness and clarity of textual references in relation to their contextual significance. In

addition, it also utilizes the translational method whose determinant is another language to recognize linguistic phenomena in the form of interference that occurs in outdoor signs.

Results

Outdoor signs can be analyzed through a linguistic landscape approach, which examines the use of language in public spaces. Linguistic landscape refers to the visibility and linguistic features of outdoor and commercial signage within a specific area (Landry & Bourhis, 1997, p. 23). Linguistic landscape research on this occasion was carried out at Pererenan Beach area. Linguistic landscape studies can encompass various elements, including traffic signs, billboards, street and place names, commercial shop signs, informational boards, and signage on government buildings, all of which collectively shape the linguistic character of a specific area (Landry & Bourhis, 1997, p.25).

Multilingualism in outdoor signs refers to the use of more than one language on a sign or signage placed outdoors. This can help people who do not speak the language used on the sign to still get the information they need. By using more than one language, outdoor signs can be more inclusive and help people from different cultural and linguistic backgrounds access the information they need. Outdoor signage is crucial for drawing in visitors and sharing key information, making strong communication strategies essential for boosting visitor engagement (Purnawati et al., 2025).

Mulyawan & Erawati (2019) conducted a study related to outdoor signs in Kuta Village because the area is a rapidly developing tourist spot. The study revealed that outdoor signs feature a variety of languages, reflecting a multilingual landscape. The findings indicate that the use of local (Balinese) and national (Indonesian) languages is limited in outdoor signage. Around 52.26% of outdoor signs use English. This shows that the community is multilingual to support the status of Kuta Village as an international village. Furthermore, Wulansari (2020) studied multilingual signs in Bali and found that English has an important role in Bali. English is the most commonly used language on signboards across Bali Island, followed by Indonesian, Balinese script, and Chinese script. This prevalence is largely due to the high number of tourists visiting the island for vacations. In order for tourists to more easily recognize the language in public spaces, English is used. However, the Balinese people also use Balinese script in street signs. This is done to keep the manuscript from becoming extinct.

This research began with an on-site visit to Pererenan Beach, where data collection was conducted by documenting various outdoor signs. The process involved observing and recording linguistic elements present in signage to support the analysis. Pererenan Beach does not have as many outdoor signs as previously imagined. From the data I obtained a total of 34 photos of outdoor signs on October 16, 2022 and 30 photos of outdoor signs on November 17, 2023. There were nine photos containing mixed code and interference data. The data analysis is described as follows:

Code-Mixing

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Data 1   Data 2

In data 1 to 5, there is code mixing. Chaer & Agustina (1995, p. 151) explains that in code-mixing, there is a primary language that serves as the main code, maintaining its function and autonomy. Meanwhile, other languages incorporated into the text appear only as fragments, lacking independent function or autonomy as a distinct code. Code-mixing based on Indonesian gets code from English. From a linguistic perspective, the code-mixing observed in these outdoor signs manifests in three distinct forms: words, phrases, and sentences. These varying levels of integration illustrate how different linguistic elements from multiple languages coexist within a single sign. Specifically, the code-mixing in this context occurs between Indonesian and English, demonstrating a blending of vocabulary and grammatical structures that contribute to the occurance of code-mixing of the signage. Data 1 shows code-mixing in the phrase structure "ENTRANCE BEACH FEE". This phrase is an English phrase that adopts the sequential arrangement of Indonesian phrases. A better equivalent in English could be "BEACH ENTRANCE FEE", because the phrase uses a sequential order according to the phrase structure in English. Meanwhile, in data 2 and 4, there is code-mixing in the form of incorporating both English and Indonesian. in naming the beverages sold: *Es Kelapa Muda, Cold Beer, Small Beer, Soft Drinks, Kopi Panas.*

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Data 3   Data 4

In data 3 there is also code-mixing. The code-mixing that occurs in data 3 is the use of a foreign language, which is commonly used in colloquial language, namely the word "NGECHARGE". The word "NGECHARGE" is a verb formed from the prefix *me(N)* which is combined with the code in English in the form of the word CHARGE. This word is commonly used in society even though in Indonesian we have an equivalent, namely "*mengisi daya*".

In data 5, a linguistic phenomenon also appears in the form of code-mixing. The code-mixing in data 5 is in the form of mentioning the name "IBU ANA". All the other signs in data 5 use English. But then a fragment of Indonesian appears in the form of the word "*IBU*", the English equivalent should be "Mrs.".

Data 5

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Bilingualism

The characteristic of bilingualism is shown in the use of two codes or two different languages in one discourse where one code or language is the equivalent of the other code or language. In data 6 there is a discourse in English at the top, then the equivalent of the discourse written in Indonesian is placed at the bottom.

DONT PARK HERE
KEEP OUR GRASS GROWTH WELL
JANGAN PARKIR DISINI
AGAR RUMPUT BISA TUMBUH DENGAN BAIK

Data 7 also shows bilingualism. The language placement that occurs in data 7 is the same as in data 6. In both data, it appears that the position of English is more important than Indonesian.

DAMAGE OR LOSS OF YOUR ITEM
NOT OUR RESPONSIBILITY
KERUSAKAN/KEHILANGAN BARANG ANDA
BUKAN TANGGUNG JAWAB KAMI

Data 6   Data 7

Interference

Interference refers to the influence of a language into another language in its use. This influence can be in the form of the influence of language structure. In data 8 and 9, a linguistic phenomenon occurs in the form of interference. In data 8, there is a phrase "COCONUT FRESH". The influence of Indonesian enters English structure. In Indonesian, the phrase "*KELAPA SEGAR*" is commonly found. The translation carried out on this phrase is still influenced by word orders in Indonesian. In addition, there is another phenomenon shown by data 9, namely matching that does not fully use the English language structure. The interference of Indonesian into English that occurs in data 9 is in the form of "PERERENAN

BEACH PARKING FEE WAIVED WHEN COMING TO DINE AT ARTE". It appears that this sentence still has a strong Indonesian language structure. A better matching could be "PERERENAN BEACH PARKING WAIWED FOR DINING AT ARTE".

Data 8   Data 9

Conclusion

Code-mixing is actually done by people who use one basic language, but for some reason they mix their speech with another language or code. This is also the case with outdoor signs at Pererenan Beach as shown by data 1 to 5. In addition, there is a unique linguistic phenomenon, namely the problem of matching foreign languages that still do not fully use foreign language structures as shown by data 6 to 9.

Landscape linguistic studies are quite diverse. From a comparison of data collected at two different times (2022 and 2023), it can be suggested that outdoor signs need to be made better in the context of aggregate signs on Pererenan Beach. Aggregate signs on Pererenan Beach are still dominated by non-permanent aggregate signs made from wood and canvas (print media). More longlasting aggregate signs made from stone, sand, and ceramic components are still relatively rare.

Acknowledgements

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