



**LINGUISTIC LANDSCAPE FOUND IN TANGERANG
CITY'S PARK**

THESIS

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English Studies

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**BUDDHI DHARMA UNIVERSITY
TANGERANG**

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THESIS

**Submitted as one of the requirements to obtain the Bachelors
Degree in the English Studies Program Faculty of Social Sciences
and Humanities
Buddhi Dharma University**

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STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the cited works are quote in accordance with ethical code academic writing.

Tangerang, July 17th 2025



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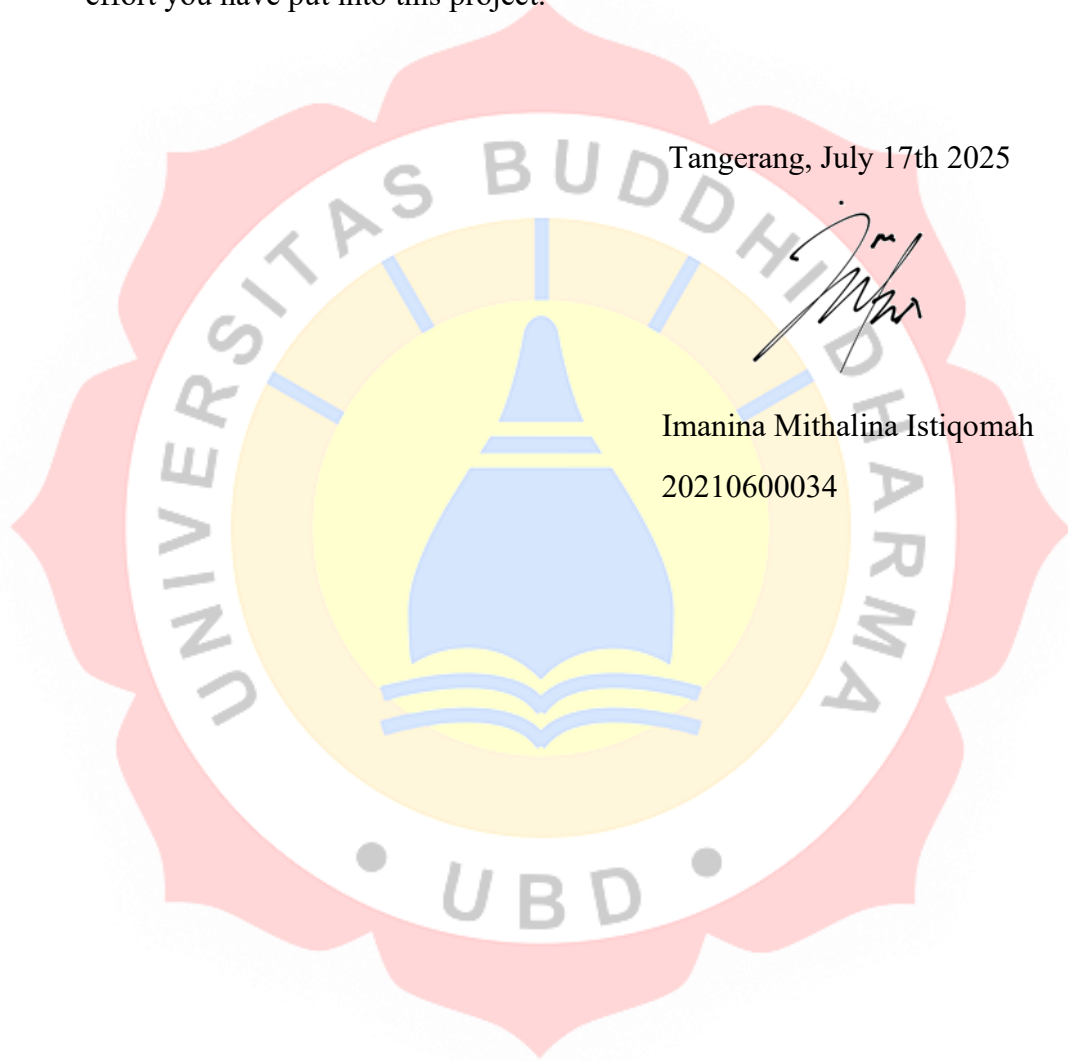
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ABSTRACT

This study investigates the linguistic landscape (LL) of public parks in Tangerang City, Indonesia, focusing on how park names reflect cultural identity, social values, and environmental awareness. The research applies the framework of Landry and Bourhis' (1997) linguistic landscape theory as the main theoretical foundation, which emphasizes language visibility in public spaces as an indicator of identity, power relations, and cultural negotiation. A qualitative approach was employed, combining direct observation, photographic documentation, and content analysis of park signboards. The findings reveal that park names such as Eco Park highlight sustainability and environmental responsibility, while Pintu Air emphasizes the symbolic value of natural resources. Other parks, like Taman Prestasi and Alun-Alun Kota Tangerang, reinforce civic pride, collective achievement, and community cohesion. Through this lens, linguistic landscapes serve not only as communication tools but also as symbolic markers of identity and social integration. The study suggests that well-designed signage strengthens inclusivity and community engagement by recognizing local linguistic diversity. Furthermore, it highlights how language choices in public spaces reflect broader socio-cultural dynamics and provide valuable insights for urban planners and policymakers. Ultimately, this research contributes to sociolinguistics by showing how language use in public spaces shapes cultural identity, social values, and environmental consciousness in a multicultural and rapidly urbanizing city.

Keywords : *Linguistic Landscape, Cultural Identity, Tangerang City Park's*

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CHAPTER I

INTRODUCTION

1.1 Background Of The Study

The phrase "linguistic landscape," or "LL," refers to the way language is used in public areas, such as in signs, ads, and place names. All types of writing that are visible in public areas are included in LL, which is a crucial indicator of social and cultural dynamics in society, claim Landry and Bourhis (1997). They contend that LL demonstrates power, identity, and the relationships between various language groups within a community in addition to reflecting the language used. Additionally, Gorter (2006) asserts that LL can be used to examine the ways in which language interacts with social and cultural contexts. He highlights that LL can offer insights into language policy, ethnic identity, and social integration and generates meaning through visual representations in the surrounding environment. Gorter also notes that LL can be used as a tool to comprehend multilingual dynamics and social change in contemporary society.

Furthermore, LL contributes to the development of both individual and collective identities, claim Ben-Rafael (2006). They point out that language used in LL can convey information about social standing and power, as well as reflect societal norms and values. As a result, LL reflects intricate social and cultural interactions in addition to being a linguistic representation. All things considered, LL is a significant area of linguistics research that integrates social and cultural contexts with language analysis to offer a more profound understanding of the role of language in society.

The term "linguistic landscape" (LL) describes how language is used in public areas, encompassing all written materials that are visible in a particular setting, including signs, advertisements, and other signage. Landry and Bourhis (1997) assert that LL can reveal information about linguistic identity and ethnicity and reflects the social and cultural dynamics of a community. As a component of LL, public signs serve as a symbol of social interaction, identity, and power in addition to being a tool for

communication. Therefore, a better understanding of language use in a wider social context can be obtained through the analysis of public marks.

The variety of languages spoken in a community is frequently represented on public signs. According to Gorter (2006), LL can reveal details about a community's social and cultural standing as well as the ways in which language shapes identity. For instance, signs reflecting ethnic and cultural diversity can be found in multilingual cities written in multiple languages. This demonstrates that public signs affirm the existence and identity of various linguistic groups in addition to providing information. Furthermore, public signs can be used as a means of expressing cultural and social messages. Jaworski and Thurlow (2010) assert that LL serves as a medium for communicating societal norms and values in addition to being a tool for communication. Signs reminding people to keep their surroundings clean or to respect others' rights, for instance, are a reflection of the social norms that are currently in place. Public signs can therefore act as a reminder to people of their obligations to the community and environment.

According to Heller (2007), linguistic diversity in public areas can foster cross-cultural communication and engagement. For instance, public signs in non-English speaking nations that use English may be a sign of global cultural influences and the necessity of communicating with foreign tourists. As a result, there is an intriguing interaction between local and foreign languages in public settings. Lastly, LL's examination of public signs can offer important insights into the social and cultural shifts occurring in society. Ben-Rafael (2006) asserts that LL analysis ought to take the larger social and cultural background into account. We can learn how society adjusts to change and how language is used to create a sense of community and identity by examining public signs. Thus, studying LL and public signs is essential to comprehending the intricate social and cultural dynamics of contemporary society.

One of the quickly expanding cities with a diverse population is Tangerang City, which is situated in Indonesia's Banten province. There are a number of pertinent reasons why Tangerang City was chosen as the research object for the linguistic

landscape (LL) study. First in recent decades, Tangerang has seen substantial urbanization and fast growth. Tangerang is one of the Indonesian cities with the fastest population growth, according to the Central Bureau of Statistics (BPS) in 2020. This leads to complicated social and cultural dynamics. Because of this, Tangerang is a fascinating place to study how language is used in public settings and how multilingual identities are created in the face of swift social change.

Second, Tangerang's status as a melting pot is supported by various studies highlighting Indonesia's ethnic diversity. For instance, the article "Multicultural Indonesia in Geographical and Cultural Perspectives" discusses the impact of UNESCO's ICH program on local cultures (2018). Additionally, the paper on "Religious and Cultural Diversity in Indonesia" explores the dynamics of acceptance among diverse groups (2023). Supriyadi (2018) asserts that this diversity fosters communication between various linguistic groups, as demonstrated by LL. Studies on LL in Tangerang can shed light on how various languages interact and function in various social contexts and how this influences local communities' sense of identity. As a result, Tangerang offers a prime illustration for researching Indonesia's multilingual dynamics.

Third, studies on LL in Tangerang can also advance knowledge of urban planning and language policy. Spolsky (2004) asserts that language policy has a significant impact on how language is used in public settings. Language representation in public spaces is influenced by local language policies in Tangerang, and LL analysis can show how the community reacts to these policies. In a multilingual society, it is critical to comprehend the connection between language policy and common language usage. In light of the aforementioned considerations, Tangerang City was chosen as the research object for the LL study. This choice is not only academically significant, but it also significantly advances our knowledge of how language, identity, and language policy interact in a society that is continuously changing.

The Central Bureau of Statistics (2021) estimates that Tangerang is home to over 2 million people from a wide range of ethnic and cultural backgrounds. According to Landry and Bourhis (1997), a community's social and cultural dynamics are reflected in its linguistic landscape (LL). A concept known as Linguistic Landscape (LL) looks at how languages are present and visible in public areas, reflecting the social and cultural dynamics of a community. LL acts as a mirror of a community's identity, power dynamics, and cultural diversity, claim Landry and Bourhis (1997). Sociolinguistics, a subfield of linguistics that studies the relationship between language and social factors, is the foundation of this idea. According to Landry and Bourhis' theory of language visibility, a language's prominence on public signage can reveal its social standing and the demographic composition of the surrounding area. For instance, the coexistence of different ethnic groups and their distinct cultural identities can be reflected in the presence of multiple languages on signs in a multicultural city like Tangerang. From a social standpoint, LL can demonstrate power dynamics within a community. The theory of language dominance, which emerged in the 1980s, holds that languages that are more visible in public places have higher social status. This visibility can have an impact on language maintenance and shift, as languages that are underrepresented may be endangered. For example, if the local government uses only one language in official signage, it may marginalize minority languages. Spolsky (2004) discusses this phenomenon, emphasizing the role of language policy in shaping linguistic landscapes, as well as the implications for social cohesion and identity. Culturally, LL reflects the values and identities of its community. The theory of linguistic pluralism, which gained popularity in the late twentieth century, emphasizes the importance of recognizing and appreciating linguistic diversity as a cultural resource.

The norms and values of Tangerang society are also reflected in LL. The dominant social norms are reflected in signs reminding park visitors to keep the area clean and not to harm park amenities. Jaworski and Thurlow (2010) assert that LL serves as a medium for social and cultural messages in addition to being a tool for

communication. Therefore, LL in Tangerang city parks can shed light on how people use public areas and the standards that are in place.



Image 1.1 Board rules

Research on LL in Tangerang city parks can also give policymakers and urban planners important information. Ben-Rafael (2006) assert that the larger social and cultural context ought to be taken into account when conducting an LL analysis. Policymakers can create public areas that are more inclusive and sensitive to community needs by knowing how park names represent local norms and values. Tangerang's park naming phenomenon may also represent the community's goals for public areas. Jaworski and Thurlow (2010) assert that LL serves as a medium for social and cultural messages in addition to being a tool for communication. We can learn more about people's expectations of public areas as gathering places, social hubs, and celebrations of cultural diversity by looking at park names.

The concept of Linguistic Landscape (LL) refers to the presence and visibility of written language in public spaces, including signs, advertisements, and place names Landry & Bourhis (1997). LL is not only a tool of communication but also a reflection of cultural identity, social values, and power relations in society. In multicultural contexts, LL plays a significant role in expressing diversity, constructing identities, and shaping social interaction Gorter (2006). Tangerang City, located in Banten Province, is one of Indonesia's rapidly growing urban centers with more than two million inhabitants from diverse ethnic and cultural backgrounds, such as Betawi, Sundanese, and Javanese. Its fast urbanization has created dynamic socio-cultural interactions

where language serves as both a unifying and distinguishing factor. Public parks in Tangerang represent spaces where social and cultural values are displayed, negotiated, and celebrated through signage. As shared communal areas, parks are not only used for leisure but also as arenas of cultural exchange, identity representation, and civic engagement.

The linguistic landscape of Tangerang parks reveals how language reflects both local identity and broader societal values. Signs emphasizing environmental awareness, such as Eco Park, highlight sustainability, while names like Taman Prestasi symbolize achievement and civic pride. These examples illustrate how LL functions beyond naming it conveys cultural meanings, strengthens community bonds, and promotes inclusivity in a multicultural setting. For instance, the park signboard “Tangerang City Park” demonstrates how LL embodies both geographical and cultural significance. Using the USAS Semantic Tagset, the word “City” belongs to category G1 (Geographical terms), while “Park” falls under L3 (Greenery, vegetation). This semantic categorization shows that park naming reflects not only physical space but also social meaning, positioning the park as a collective urban identity that fosters inclusivity and belonging.

1.2 Research Question

1. How are the park names in Tangerang City interpreted through the framework of Linguistic Landscape (LL) ?
2. What are the semantic aspects reflected in the park names of Tangerang City using the USAS Semantic Tagset?

1.3 Objectives Of The Study

1. To research how park names in Tangerang City represent cultural identity, social values, and environmental awareness through the lens of Linguistic Landscape (LL).

2. To research the semantic aspects of park names in Tangerang City using the USAS Semantic Tagset, in order to identify how meanings are constructed and conveyed in public spaces.
3. To research insights into the role of park signage as a medium of cultural representation and community engagement in a multicultural urban context.

1.4 Goal and Function

1.4.1 Goal of The Study

The main objective of this study is to comprehend and analyze the linguistic landscape in Tangerang city parks, with a focus on signboards as an essential part of public signage. This study looks at how signboards represent the cultural diversity and identity of the Tangerang community, as well as how they use both local and foreign languages. Additionally, this study intends to explore how signage conveys social messages and it is hoped that this research will be able to provide deeper insights into Tangerang's social and cultural dynamics as well as suggestions for the development of signage that is more inclusive and responsive to community needs, ultimately improving the quality of public spaces in the city.

1.4.2 Function of The Study

There are substantial theoretical and practical advantages to this research. From a theoretical standpoint, by offering comprehensive insights into how signs in Tangerang city parks reflect local culture and identity, this study advances the field of linguistic landscape theory. This study can add to the body of knowledge on the relationship between language, public space, and social identity by examining how language is used in signs (Gorter, 2006). The knowledge of language policy in public areas can also be improved by this research. This study can assist in determining how language policies can be modified to reflect Tangerang's cultural and linguistic diversity by examining how signs represent the dominant norms and values in society (Spolsky, 2004). It is anticipated that the findings of this study will serve as a theoretical framework for upcoming research on linguistic landscape in various contexts and as a guide for

scholars wishing to investigate the connection between language, public space, and identity in other cities, both in Indonesia and abroad.

Practically speaking, it is anticipated that this study will offer suggestions for more inclusive and efficient sign design in urban parks. Authorities can design signs that are easier to read and more accessible for all visitors, including those with special needs, by knowing the purpose and meaning of signs (Gehl, 2011). Additionally, this study can assist in creating more hospitable and appealing public areas by assessing the impact of signs on the experiences of locals and tourists. Good signs can promote social interaction among visitors and boost their comfort and satisfaction (Gorter, 2006). Last but not least, this study can offer insightful suggestions for improving Tangerang's public space regulations. Policymakers can create more successful plans to enhance public areas and serve the interests of local residents by knowing how signs represent community needs and expectations. As a result, this study offers both theoretical insights into the linguistic landscape and useful applications that can be used to raise the standard of Tangerang City's public areas. Policymakers can create more successful plans to enhance public areas and serve the interest of local resident by knowing how signs represent community needs and expectations. As a result, this study offers both theoretical insights into the linguistic landscape and useful applications that can be used to raise the standard of Tangerang City's public areas.

1.5 Scope and limitation

The analysis of Tangerang city parks' linguistic landscape is part of the research's scope, with a particular emphasis on signage as a crucial component of public signage. In order to comprehend how language use reflects the cultural identity of the local community, the research will identify and categorize various sign board types, such as information boards, directions, and park signboards, and analyze the language used, both locally. The social and cultural connotations of signage and how they affect visitor interactions in public areas will also be investigated in this study. However, the scope of the analysis and the number of parks that can be analyzed may be constrained by the time and resources available. Additionally, subjective interpretations of the meaning of

signage may exist, and different language usage may not be fully represented. Furthermore, this study will only examine signage; advertisements and graffiti will not be included in this analysis. There may also be a lack of data collection on park accessibility and the accessibility of relevant information. Nonetheless, it is expected that the study's conclusions will provide insightful viewpoints on Tangerang's public language usage.



CHAPTER II

THEORITICAL BACKGROUND

This chapter builds the theoretical foundation for the research by reviewing key concepts and frameworks that underlie the study of linguistic landscape (LL), particularly in public spaces such as Tangerang city parks. In addition, this chapter will review relevant previous research, highlighting the contributions and gaps that still exist in the understanding of language use and meaning in urban public spaces.

2.1 Previous of The Study

Halim (2023) examines language use in Jakarta educational A Case Study in Jakarta," utilizing sociolinguistic and educational theories as well as data from public signs in schools and universities. The effects of language in public signs on institutional identity were discovered through the use of observation and content analysis techniques. Public signs in different locations are used as data and theories of cultural identity in Nguyen's (2023) study, Evidence from Sydney," which investigates the relationship between public signs and cultural identity in Sydney. Qualitative analysis and observational methodology demonstrate how language in public signs reflects cultural identity. In "The Impact of Globalization on Linguistic Landscape: A Study in Shanghai," Zhang (2023) uses globalization theory and data from urban public signs to examine how globalization has affected language use in Shanghai. Findings about foreign language usage patterns and their effects on native tongues were obtained through the use of observation and content analysis techniques. Using data on public signs in different locations and post-colonial theory, Ochieng's (2023) research, "Linguistic Landscape in Post-Colonial Contexts: A Study in Nairobi," attempts to examine how the post-colonial context influences language use in Nairobi's public signs. The qualitative analysis approach demonstrates how local history and identity are reflected in language.

Lopez's (2022) study, "The Linguistic Landscape of Tourist Areas: A Study in Barcelona," examines language use in Barcelona's tourist areas using data from

sociolinguistics, tourism theory, and public signs at tourist destinations. Methods of observation and visual analysis show how language affects the experience of visitors. In "Bilingualism in the Linguistic Landscape: A Study in Montreal," Chen (2022) uses bilingualism theory and data from various locations to investigate the use of bilingualism in public signs in Montreal. Through the application of content analysis and observational methods, patterns of language use and their impact on community identity were identified. Krauss's (2021) study, "Linguistic Landscape and Social Integration: A Study in Berlin," makes an effort to investigate the role of public signs in social integration in Berlin by utilizing data on public signs in multicultural areas and social integration theory. Language in public signs encourages social interaction, as shown by visual analysis and observational methodology. In "Exploring Linguistic Landscape in Urban Parks: A Case Study of New York City," Smith (2021) investigates language use in parks in New York City using public space theory and images of park signs and signage as data. Observation and content analysis methodology were used to gather information about linguistic usage patterns that impact the visitor experience. Additionally, in his study "The Role of Linguistic Landscape in Shaping Urban Identity: Evidence from Paris," Baker (2020) examines how public signs in Paris shape the city's identity using social identity theory and data from signs in various districts. Interviews and qualitative analysis were used to understand the connection between language and urban identity perceptions. Last but not least, Gorter's (2019) study, at how language is used in Toronto's public signs using sociolinguistic and semiotic theories and images of public signs as data. The results of the methods used direct observation and content analysis showed that patterns of language use reflect community identity. Additionally, in his study "The Role of Linguistic Landscape in Shaping Urban Identity: Evidence from Paris," Baker (2020) examines how public signs in Paris shape the city's identity using social identity theory and data from signs in various districts. Interviews and qualitative analysis were used to understand the connection between language and urban identity perceptions.

When combined, these studies demonstrate how, in diverse urban contexts, the linguistic landscape acts as a mirror of cultural, social, and political identity. Every

study emphasizes how language used in public signs can affect user experiences, identity perceptions, and social interactions. This study is more focused on signage elements as a representation of cultural identity and social interaction in public spaces than the one on the linguistic landscape in Tangerang city parks, specifically in relation to signage.

There are many different approaches and focuses in the linguistic landscape research that has been done by different researchers in different cities around the world. In his study "A Case Study in Jakarta," Halim (2023) examined language use in public signs at universities and schools using sociolinguistic and educational theories. This study emphasizes how institutional identity is influenced by public signs. My study in Tangerang City Parks, on the other hand, will concentrate more on the signboard element as a symbol of social interaction and cultural identity in public areas outside of the classroom. Nguyen (2023) examined the connection between public signs and cultural identity in Sydney using cultural identity theory in "Evidence from Sydney." This study demonstrates how language in public signs reflects cultural identity through qualitative analysis and observational methodology. My study will highlight Tangerang's local context, concentrating on how city park signage represents visitor experiences and social interactions—topics that Nguyen's study might not have fully addressed. Globalization theory was applied by Zhang (2023) in "The Impact of Globalization on Linguistic Landscape: A Study in Shanghai" to examine how globalization has affected Shanghai's linguistic usage. This study discovered usage patterns of foreign languages and how they affect the linguistic environment. Postcolonial theory is used by Ochieng (2023) in "Linguistic Landscape in Post-Colonial Contexts: A Study in Nairobi" to investigate how language use in public signs in Nairobi is impacted by the postcolonial context. The study demonstrates how language reflects local identity and history. Although my research may touch on local history, it will primarily concentrate on the experiences and social interactions of park visitors in urban areas, offering a fresh viewpoint in the field of linguistic landscape studies.

Numerous pertinent studies have been conducted domestically. The use of bilingualism in public signs is examined by Chen (2022) in "Bilingualism in the Linguistic Landscape: A Study in Montreal" using the theory of bilingualism. This study demonstrates language usage patterns and how they affect community identity. In contrast to Chen's study, my research in Tangerang will place greater emphasis on the signage element as a representation of local cultural identity. Social integration theory is used by Krauss (2021) in "Linguistic Landscape and Social Integration: A Study in Berlin" to examine how public signs contribute to social integration in Berlin. This study demonstrates how public signs' language promotes social interaction. My study will concentrate on how urban park signage can encourage social interaction among patrons, advancing knowledge of the function of public areas in fostering community development. Public space theory is used by Smith (2021) in "Exploring Linguistic Landscape in Urban Parks: A Case Study of New York City" to examine how language is used in urban parks. The study collects data on language usage patterns that affect visitors' experiences through content analysis and observation. With a different local context and the same focus, my research in Tangerang will offer a fresh viewpoint on the linguistic landscape in urban parks. Baker (2020) in "The Role of Linguistic Landscape in Shaping Urban Identity: Evidence from Paris" uses social identity theory to explore how public signs in Paris shape urban identity. In order to comprehend the connection between language and views of urban identity, the study employed qualitative analysis and interviews. My research will put more emphasis on the element of signage as a representation of local cultural identity and social interaction, which contributes to the understanding of how public spaces in Tangerang shape community identity. Using sociolinguistic and semiotic theories, Gorter (2019) also examined language use in Toronto's public signs. This study demonstrates how linguistic usage patterns represent a community's identity. By concentrating on signage in city parks as a more precise representation of cultural identity and social interaction, my research in Tangerang will try to close this gap.

All things considered, my research in Tangerang city parks will be more focused and limited than earlier studies, with a particular focus on signage components as a

symbol of social interaction and cultural identity in public areas. This points to a research gap that can be addressed by a more thorough examination of the city park's visitor experiences and local context.

There are a number of pertinent studies that can offer more viewpoints in the context of local research on linguistic landscape. The first is a study by Pratiwi (2023) called "Language Use in Public Signs in Yogyakarta City," which examines how language in public signs reflects local cultural identity using sociolinguistic theory. The study sheds light on how language functions in local contexts by demonstrating how local cultural values and traditions have a significant impact on language use in public signs in Yogyakarta. Additionally, Sari (2022) used tourism theory to investigate how language in public signs in Bali's tourist areas impacts visitors' experiences in a study titled "Linguistic Landscape in Bali's Tourism Areas." According to the study, using both local and foreign languages on public signs enhanced Bali's tourism reputation and gave tourists a more fulfilling experience. This relates to my research, which also examines how people interact with one another in public settings.

The study "Cultural Identity in Linguistic Landscape in Jakarta" by Rahmawati (2021) examines how public signs in Jakarta represent ethnic and cultural diversity using social identity theory. This study demonstrates that the language used in public signs represents both the collective and individual identities of Jakarta's multicultural society. This discovery may offer a different viewpoint for comprehending Tangerang's local context. Furthermore, in a study by Nugroho (2020) titled "The Impact of Globalization on the Linguistic Landscape in Surabaya," the usage of language in public signs is examined through the lens of globalization theory. According to the study, Surabaya's public signs are becoming more and more in foreign languages, which may have an impact on local identity. In contrast to my research, which focuses more on local identity in Tangerang city parks, this offers an intriguing context. Lastly, the study "Linguistic Landscape in Semarang City: Between Tradition and Modernity" by Setiawan (2019) examines how Semarang's public signs depict the transition between traditional and modern values using sociolinguistic theory. The study

demonstrates how Semarang public signs' language reflects intricate social dynamics, which can help us better understand how signage in Tangerang city parks operates in comparable situations. With a more focused focus on signage as a symbol of cultural identity and social interaction, my research in Tangerang City Park can bridge the gap left by these local studies and advance our knowledge of Indonesia's linguistic landscape, particularly in Tangerang City.

The focus, context, and methodology employed distinguish this study from earlier studies. My research focuses on the signage element as a symbol of social interaction and cultural identity in public spaces, particularly in city parks, which are frequently used for community interaction and recreation. In contrast, the research conducted by Pratiwi (2023) and Sari (2022) focuses more on the language used in public signs in particular cities, like Yogyakarta and Bali, without highlighting the role that city parks play as particular social spaces. Furthermore, while Rahmawati (2021) and Nugroho (2020) investigate cultural identity and the effects of globalization in major cities like Jakarta and Surabaya, they do not particularly look at how city park signage can provide visitors with distinctive opportunities for social interaction. Although Setiawan's (2019) study also emphasizes Semarang's tensions between tradition and modernity, it skips over the details of how city park signage can be used to strengthen a sense of local identity. My research aims to close this gap by focusing more specifically on the experiences and social interactions of tourists in Tangerang city parks, as well as how local signage reflects a more profound sense of cultural identity.

2.2 Main Theory

This study is grounded in Landry and Bourhis' (1997) theory of Linguistic Landscape (LL), which emphasizes the visibility of language in public spaces as a reflection of identity, cultural values, and social power relations. LL provides a comprehensive framework to examine how signage represents cultural diversity and fosters social integration. Supporting perspectives (e.g., Gorter, 2006; Ben-Rafael, 2006)

complement the analysis, but LL remains the central theoretical lens applied throughout this study.

2.2.1 Linguistic Landscape (LL)

Originating from the need to comprehend how language functions in public spaces, the idea of linguistic landscape (LL) emerged at the nexus of linguistics, sociology, and semiotics. The early writings of sociolinguists who aimed to investigate the connection between language and society are where the study of language in its social context first appeared. The theory of language visibility, put forth by Landry and Bourhis (1997), is one of the fundamental theories in this field. It holds that the prominence and presence of languages in public signage can provide crucial information about the power dynamics, social dynamics, and cultural identities of a community. This theory is fundamental to comprehending the construction and interpretation of linguistic landscapes. It became more and more necessary to examine the linguistic landscape as societies became more multicultural and multilingual. Gorter (2006) developed the idea further by highlighting the fact that LL is a place for cultural expression and negotiation in addition to being a reflection of language use. According to him, public signs act as visual depictions of social and cultural processes, enabling scholars to study the ways in which language interacts with social integration, identity, and ethnicity. This viewpoint is especially pertinent in urban settings, where various linguistic communities live side by side and engage in interactions, influencing the linguistic landscape in distinctive ways.

The increasing awareness of how public signage influences social interactions and community identity is what led to the development of LL as a separate field of study. The idea was expanded upon by Ben-Rafael (2006), who pointed out that LL plays a role in the creation of both individual and collective identities. They maintained that public signs' language reflects the complex social and cultural interactions that exist within a community by communicating information about social status, power, and cultural values. It is essential to comprehend LL as a dynamic and complex phenomenon in order to analyze the linguistic landscape in particular contexts, like

Tangerang city parks. The linguistic landscape becomes even more important in the context of urban parks. The language used in signage is an essential part of the visitor experience because parks are public places where people from different backgrounds congregate.

According to Habermas's (1962) theory of public space, these kinds of settings are crucial for encouraging social interaction and democratic participation. Accordingly, the installation of multilingual signage in Tangerang city parks can improve social cohesion and inclusivity by facilitating communication between guests. This supports the claim made by Heller (2007) that linguistic diversity in public areas encourages intercultural interaction and communication. Because of the city's rapid urbanization and demographic shifts, Tangerang's city parks have a particularly interesting linguistic landscape. Tangerang, one of Indonesia's fastest-growing cities, has transformed into a linguistic and cultural melting pot. More than 2 million people from different ethnic backgrounds call the city home, according to the Central Bureau of Statistics (2021). The park signage, which frequently incorporates several languages, including English, Indonesian, and regional dialects like Betawi, reflects this diversity. In addition to giving tourists vital information, the existence of these languages supports the cultural identities of the various linguistic groups that make up the community.

The way language is used to create and negotiate cultural identity can be seen by examining Tangerang park signage. According to Gorter (2006), LL can be used as a vehicle for communicating social norms and cultural values. The societal values of Tangerang are reflected in signs that encourage community involvement, cleanliness, and respect for the environment. Researchers can learn more about how the community views itself and its obligations to public spaces by looking at the language used in these signs. Additionally, Tangerang city parks' linguistic landscape can offer policymakers and urban planners useful information. According to Spolsky (2004), language policy has a big impact on how people use and display language in public places. Policymakers can create more inclusive and functional signage that represents the city's

cultural diversity by better understanding the needs and expectations of the community through linguistic landscape analysis. In the end, this knowledge can improve public areas' quality and encourage social interaction between locals and tourists. To sum up, the idea of the linguistic landscape has developed from the earliest sociolinguistic studies to become an important field of study that looks at how language, culture, and social dynamics interact in public settings. A thorough framework for examining the linguistic landscape in Tangerang city parks is offered by the fundamental theories of language visibility, cultural representation, and social identity. This study intends to advance knowledge of how language works in urban settings and its consequences for social cohesiveness and cultural expression by concentrating on how signage shapes visitor experiences and community identity.

2.2.2 Cultural Representation in Park Signage

The idea of cultural representation in park signage is essential to comprehending how local identities can be reflected and celebrated in public areas. Gorter (2006) highlights that the coexistence of different languages and cultures is demonstrated by the linguistic landscape (LL), which acts as a site for cultural expression and negotiation. Signage in Tangerang city parks frequently represents regional cultural values and customs, serving as a conduit for informing locals and tourists alike about the city's rich history. Not only is this representation useful, but it is also essential in helping community members feel proud and like they belong. Park signs that use cultural symbols or the Betawi language, for example, have two uses. In addition to celebrating the local identity and history, they offer crucial information about the park's amenities and events. The language used in public signage can reflect societal norms and values and provide information about power and social standing Ben-Rafael (2006). The use of regional languages on park signs in Tangerang confirms the existence of Betawi culture, which is essential to the city's identity. In addition to improving tourists' comprehension of the community's history, this cultural representation highlights the value of regional customs in a setting that is quickly becoming more urbanized. Additionally, multilingual signage in parks can promote intercultural interaction and communication.

According to Heller (2007), linguistic diversity in public areas fosters interactions between various cultural groups, strengthening the community's social cohesion. Signs in several languages, including English, Indonesian, and regional dialects, can help close the communication gap between visitors and locals in Tangerang. In the end, this inclusivity improves the overall experience of visitors by creating an atmosphere where people from different cultural backgrounds can interact, exchange stories, and learn from one another. The theory of public space put forth by Habermas (1962), which holds that public spaces are crucial for promoting social discourse and democratic engagement, lends additional credence to the role of signage in fostering cultural exchange. Accordingly, the multilingual signage in Tangerang's city parks acts as a forum for cross-cultural discussion in addition to being a useful navigational aid. By providing information in various languages, park signage encourages visitors to engage with the local culture and participate in community activities, thereby strengthening social ties and fostering a sense of community. Furthermore, the community's overall identity formation as well as the identity formation of individuals can be significantly impacted by the cultural representation found in park signage. Gorter (2006) asserts that signs' visual components are crucial in communicating cultural meanings and values. Park signs in Tangerang that feature regional artistic styles serve as a visual celebration of the city's cultural diversity in addition to providing information. This creative portrayal can improve the park's atmosphere overall, welcoming guests and enticing them to interact with the local way of life. Beyond just being aesthetically pleasing, the effects of cultural representation in park signage also affect how guests view and use the area.

According to Jaworski and Thurlow (2010), LL is a vehicle for conveying cultural norms and values. Tangerang's collective values are reflected in the signage that encourages community involvement, environmental awareness, and cultural events. Visitors are urged to take part in protecting the park's cultural legacy and enhancing the welfare of the neighborhood by interacting with these messages. To sum up, Tangerang city parks' cultural representation in park signage is essential to reflecting and honoring the region's identity and legacy. These signs promote

intercultural dialogue and interaction in addition to providing necessary information by utilizing regional languages, cultural symbols, and multilingual signage. Park signage acts as a potent instrument for cultural expression and negotiation by improving visitors' comprehension of the community's legacy and encouraging social interaction, ultimately fostering social cohesion and identity formation within Tangerang's diverse landscape.

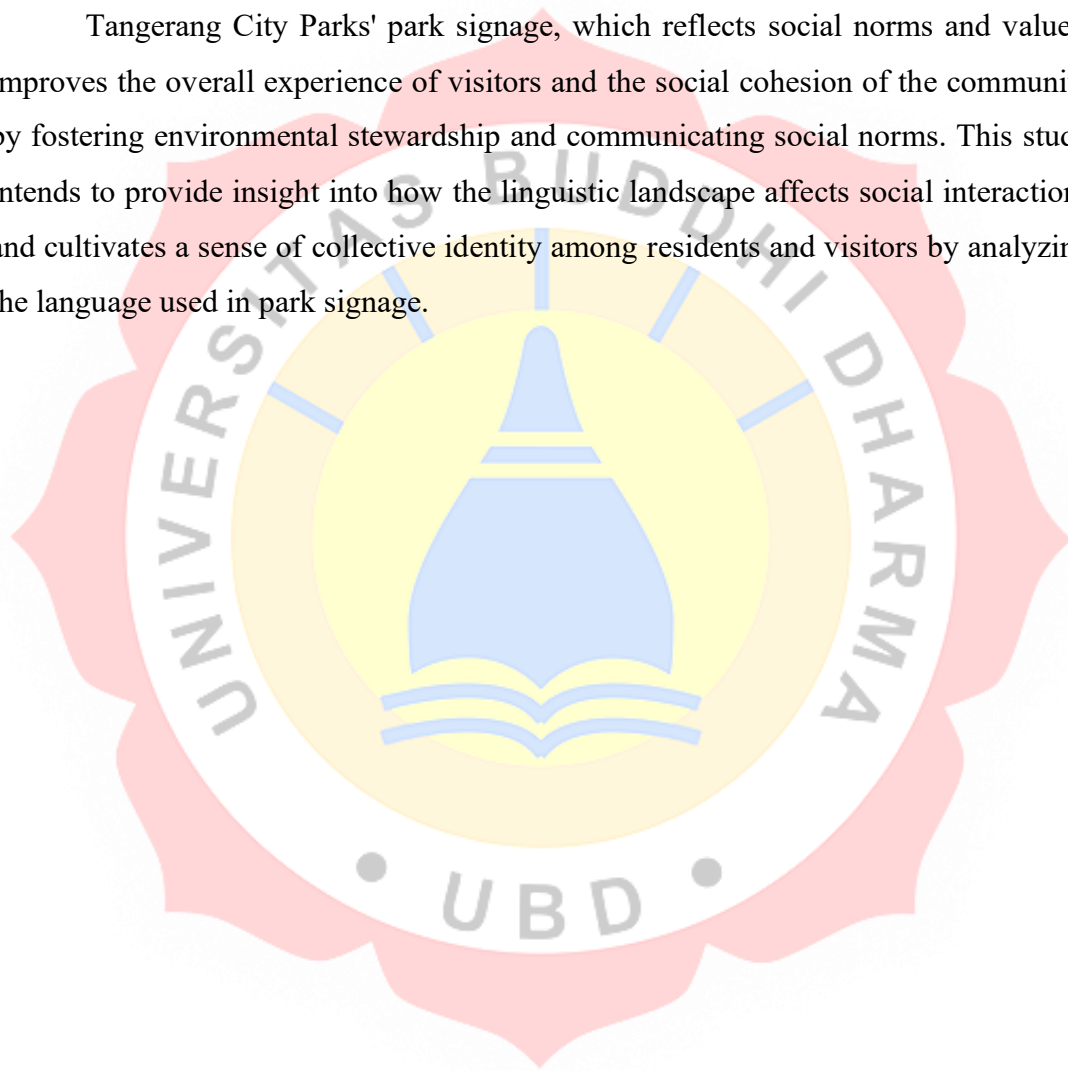
2.2.3 Social Norms and Values Reflected in Signage

Public signs are crucial for conveying social norms and values in Tangerang city parks. They also serve as a reminder of responsibilities and expectations within the community. One excellent illustration of how the linguistic landscape (LL) functions as a medium for communicating social norms is signage urging guests to maintain shared areas tidy and courteous Gorter (2006). These signs usually have messages like Please Keep the Park Clean or Respect Nature, which aim to inform park visitors of park regulations and encourage an environmentally conscious mindset. This is consistent with Heller's (2007) theory of linguistic diversity, which states that public signage can reflect the community's cultural identity while also encouraging cross-cultural interactions. Tangerang's parks promote a sense of shared responsibility among their visitors by utilizing signage to reinforce these standards.

The normative messages found on park signage reflect Tangerang society's collective values, emphasizing the importance of public space respect and communal responsibility. Ben- Rafael (2018) found that communities with strong social cohesion and shared values are more likely to engage in collective actions that benefit the community. Signage encouraging cleanliness and respect for communal areas can boost community involvement and encourage park visitors to actively contribute to Tangerang's environmental preservation. This improves social ties among neighbors while also contributing to the parks' physical appearance. Additionally, the language used on park signs may reflect broader societal values and cultural norms. According to Landry and Bourhis (1997),, linguistic landscapes have the power to reflect cultural norms and values, which in turn can affect how people behave in that environment.

Tangerang's signs emphasizing environmental conservation and social harmony speak to the local cultural values and serve as a reminder that the parks are shared resources that must be preserved in addition to being recreational spaces. Visitors can gain a better understanding of their role in preserving the environment by seeing signs that reflect this culture.

Tangerang City Parks' park signage, which reflects social norms and values, improves the overall experience of visitors and the social cohesion of the community by fostering environmental stewardship and communicating social norms. This study intends to provide insight into how the linguistic landscape affects social interactions and cultivates a sense of collective identity among residents and visitors by analyzing the language used in park signage.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

This research uses a qualitative methodology to understand the phenomenon of the linguistic landscape in Tangerang city parks through a detailed analysis of signboards. According to Creswell (2014), researchers can examine people's meanings and experiences in a complex social context by using a qualitative approach. By using this approach, the study will show how signboards represent the cultural identity of the local community and act as a communication tool.

3.2 Data Type

Primary and secondary data are the two categories of data used in this study. Direct observation and photographic documentation of sign boards in Tangerang city parks served as the primary source of data. Related literature that addresses the linguistic landscape, pertinent theories, and earlier studies on language use in public settings are examples of secondary data. It is anticipated that these data sources will give the analysis a more comprehensive context.

3.3 Data Collection Methods

The following data collection techniques were employed in this research:

1. Direct Observation: Researchers conducted direct observations in several Tangerang city parks in order to identify and document existing signboards. This observation was made by taking note of the language used, the visual design, and the social context surrounding the signboards. According to Heller (2007), researchers can better understand how language works in particular contexts by using direct observation to obtain insights into the linguistic landscape and the social dynamics at work.
2. Photography: Photographs will be taken of the signboards that were discovered during the observation. Researchers can gather visual data for additional

analysis using this technique. According to Ben-Rafael et al. (2006), who have written about the use of photography in linguistic landscape research, pictures can offer profound insights into how people use language in public settings.

3.4 Data Resource

The primary data were collected from direct field observation and photographic documentation of signboards in several Tangerang city parks. Secondary data consist of dictionaries such as *Kamus Besar Bahasa Indonesia* (KBBI), Oxford English Dictionary, *Kamus Bahasa Sunda*, and *Kamus Bahasa Jawa* to analyze lexical meanings, alongside relevant previous research in sociolinguistics and linguistic landscape studies. These resources provide both empirical evidence and theoretical support for the interpretation of park names.

3.5 Data Analysis

A content analysis method will be used to examine the gathered data. Krippendorff (2013) defines content analysis as a methodical approach to examining text and images in order to find themes, patterns, and meanings. The following procedures will be used to carry out the analysis in the context of this research :

1. Data from the signage will be grouped according to cultural context, visual components, and language type. Finding trends in language usage and signage design will be made easier with the aid of this classification.
2. Interpretation: Interpreting the signboards' meanings and how they relate to the Tangerang community's social and cultural identities is the task of this stage. This study uses a number of dictionaries to support its analysis, including: To learn the formal meanings of Indonesian words, consult *Kamus Besar Bahasa Indonesia* (KBBI, 2016). Use the *Oxford English Dictionary* (2020) to investigate the definitions of words adapted from other languages or international ideas. The cultural connotations of local nouns that appear in park names, are revealed by *Kamus Bahasa Sunda* (1989) and *Kamus Bahasa Jawa* (2005).

3. Tabulation: Tables summarizing the meaning categories, USAS symbols for each park name will be used to display the analysis's findings. These tables act as visual aids that make it easier to understand the connections between park names, their symbolic connotations, and the ideals that the community is meant to be taught.

