Psychological Analysis of Landscape Linguistics in Public Spaces in Buru Island

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ABSTRACT

Landscape Linguistics is a study that focuses on the use of language in public spaces, both monolingual, bilingual and multilingual. The purpose of this study is to analyze the linguistic psychology of landscapes in public spaces on Buru Island. The research method used is qualitative. In this study, researchers took sources from the nameplate or baleho found on Buru Island, precisely in Namlea Village. The data sources are several photos in public places on Buru Island. Analysis of research data, namely when researchers collect the results of information board documentation scattered on Buru Island, all of the documentation is classified according to their respective characteristics, namely, signboards, billboards and other information. Then the meaning and function are determined by using Landscape linguistic studies. The results of the study found that in the public space of the Buru Island community there were two variations of the language used, namely Indonesian and the Maluku dialect, as well as the Landscape function, namely Formal and Informal.

1. Introduction

When we leave the house, go to a place whether it is housing, highways, offices, economic centers, educational centers, religious places, and whatever it is, we will see so many texts on display, either in the form of nameplates, street names, directions, banners, and others. In addition, when we sit and enjoy passing vehicles, there are also many mobile texts attached to any kinds of vehicles. Of course, these texts aim to provide us with information on the names of places, names of goods and services, information, and so on. Landscape linguistics is mass communication in the form of signs outside the room, these signs are in the form of traffic signs, billboards, place names, street names and so on (Mulyawan, 2021).

Furthermore, if we pay attention, how are the languages chosen to fill the texts. There are Indonesian, English, traditional monolingual or bilingual languages which are a combination of English and vice versa. Landscape Linguistics Analysis follows the approach of (Cenoz & Gorter, 2006). This approach is divided into seven levels: (1) microlinguistic analysis, (2) language code type analysis, (3) language behavior analysis, (4) psychological analysis, (5) socio-psychological analysis, (6). Sociological analysis with ith this gradual analysis, the aspects in Landscape Linguistics (LL) will be revealed according to the LL function on the information function and the symbolic function. Microlinguistic analysis relies on the use of lingual units of phrases in LL texts, how the text is written in the form of phrases, clauses, phrases+clauses, clauses+phrases, clauses+clauses. It also discusses the use of language codes, monolingual, bilingual, and what language is used. Analysis at this level looks at how the behavior of the language used (Mulyawan, 2021).

The next analysis is psychological analysis (Widiyanto, 2019). This analysis contains two things: understanding of the meaning of the text (both lexical meaning and cultural meaning) and attitudes towards the text (how is the psychological condition when the text is made and read, whether happy, happy, sad, disappointed, and angry). This analysis involves social relations in the components of the analysis, such as ethnicity, social status, religion, and gender. Landscape Linguistics claims that the signs in the landscape are in the form of text or illustrations that can be read or photographed which can be dissected linguistically and culturally (Grzech & Dohle, 2018). The sign in question is a sign used by the user community to disseminate general messages to the public in the form of information or instructions, warnings and the like. This sign is often found in commercial and non-commercial contexts such as advertisements,

whose main function is so that the sign can be seen and read by consumers and is interested in the goods and services being sold.

The main focus of Landscape Linguistics (LL) is to reveal the clarity (Visibility) and the importance of written language used in the public sphere. In short, it can be said that LL is a portrait of the linguistic situation in the public realm. About general patterns of language use, language functions, language attitudes in a region or country. Linguistic landscape is also the presence of language between space and place. Therefore (Farran, B., Hortobágyi, 2020) reveals that LL describes part of an interdisciplinary study of the presence of various language issues that interact with other languages in the public sphere. Although LL is a relatively new term in linguistic studies, this concept has been in contact with other concepts such as, sociolinguistics, multilingualism, language policy, cultural geography, semiotics, literature, education and social psychology.

Through the interaction of language in the public sphere, we can trace the symbolic construction of space and the use of language to mediate social and political relations. This is confirmed by the statement (BenRafael, Eliezer, Shohamy, Amara, 2006) that LL refers to language objects that mark public spaces. On the other hand, (Landry & Bourhis, 1997) suggested that Landscape Linguistics (LL) has two functions, information functions and symbolic functions. In the information function, the meaning of symbols distinguishes the geographical area of the population and gives the place name of a language. In other words, the language acts as a marker in the area of the speaking community, which distinguishes it from other densely populated areas with different languages.

In terms of symbolic function, the presence or absence of a group's language on road signs (for example) affects the sense of belonging to the group. The symbolic function is also closely related to the expression of ethnic identity. According to (Lou, 2016) and (Blommaert, 2013), space is a place for human social interaction, and is involved in various cultural activities. The interaction space can be evaluated as a form of action, as complex, and as containing layers of activity. Therefore, the evidence presented by Landscape Linguistics' research is that people's communication patterns expressed in written language mark the area of the speaker's community, and a distinguishing feature from other densely populated areas. Focusing on the LL Conceptual Framework and Place Names, it is also closely related to subjects between minority and majority languages, and local language policy efforts related to changing place names and people's attitudes towards them. Subject (Kostanski, 2004). In short, there is a relationship between LL, name, and language guidelines, which are included in many problems such as language as group ID (Puzey, 2016). Various signs of public space reflect and govern the layout in which it works. Socio-cultural, sociolinguistic, and political characteristics of space determine the appearance and function of signs, and signs determine who is the recipient of the sign. (Blommaert, 2013). This public space nameplate is certainly not made without reason. The characters have a message and are not at all neutral. related to social structure, hierarchy and power (Stroud & Mpendukana, 2009). This is because public space is a space as well as a means to regulate and control power.

Landscape Linguistics is truly socially iconic, with a linguistic panorama spanning streets, street corners, parks and buildings. These are all places where the public life of the church takes place. Such nature has become a symbol of society, community and community. (BenRafael, Eliezer, Shohamy and Amara, 2006) Landscape Linguistics is considered important because it not only explains the background and portraits of our daily lives, but is also a valuable language learning resource.

Landscape Linguistics also shapes transactions as members of society and gives them an identity. And most importantly, everywhere and anyone can use it for free. In this research, of course, there are references to previous research, namely the research of Sahril, et al. in 2019 the Linguistic Landscape of the City of Medan, the study of Onamstika, semiotics and spatial. In this study, it was found that the use of Landscape Linguistics in Medan City uses English more than the Medan language itself. Then the 2019 research, the research by Gunawan Widyanto, examined Landscape Linguistics at the Radya Pustaka Surakarta Museum. The results of his research are the use of existing Linguistic Landscapes, namely using bilingual, monolingual, and multilingual signs to convey information about historical heritage objects. The differences and similarities with the research are both the Landscape Linguistics study which is used as a theory, both see the signboard and information as the object of research, but there is something different from the two previous studies, namely Sahril sees the signboard with semiotics and spatial studies. Then Gunawan saw the sign of the language used, while this research focusing on the function and meaning of information boards in public spaces on Buru Island.

2. Method

This research method is qualitative. In this study, researchers took sources from the nameplate or baleho found on Buru Island, precisely in Namlea Village. The data sources are several photos in public places on Buru Island. Analysis of research data, namely when researchers collect the results of information board documentation scattered on Buru Island (Sugiyono, 2011), all of the documentation is classified according to their respective characteristics, namely, signboards, billboards and other information. Then the meaning and function are determined by using a Landscape linguistic study.

3. Result and Discussion

There are two factors that need to be considered in the study of Landscape Linguistics or LL, namely the producers of the text and the consumers of the text. These two actors influence each other in the results of the shared meaning of the text. Text producers not only consider the production of the text, but who enjoys the text product. Whether the text is considered appropriate by consumers or not. So, it needs to be seen, what is the function of LL in seeing this. LL functions are divided into two: information functions and symbolic functions. (Landry and Bourhis, 1997) explain the informational function.

Therefore, the function of information here refers to texts made by governments and individuals. The information function here emphasizes what information is given to the reader of the text regarding the information provided by both parties. The text also helps to emphasize the power of language across the region. Texts made by individuals are more diverse than texts made by the government. This is because there are no rules about text patterns. This information feature is related to information, general information, and product and service names provided to readers on behalf of the location. In addition to the information function, LL also has a symbolic function. This function marks which symbol results from the occurrence of the text action.

The symbolic function is associated with linguistic politics, linguistic imperialization, linguistic marginalization, linguistic discrimination, and social factors that cause it. These social factors include cultural relations, group identity (ethnicity, gender, social status), power relations (economic, political, demographic), and language status (official and informal languages) (Shohamy, 2012).
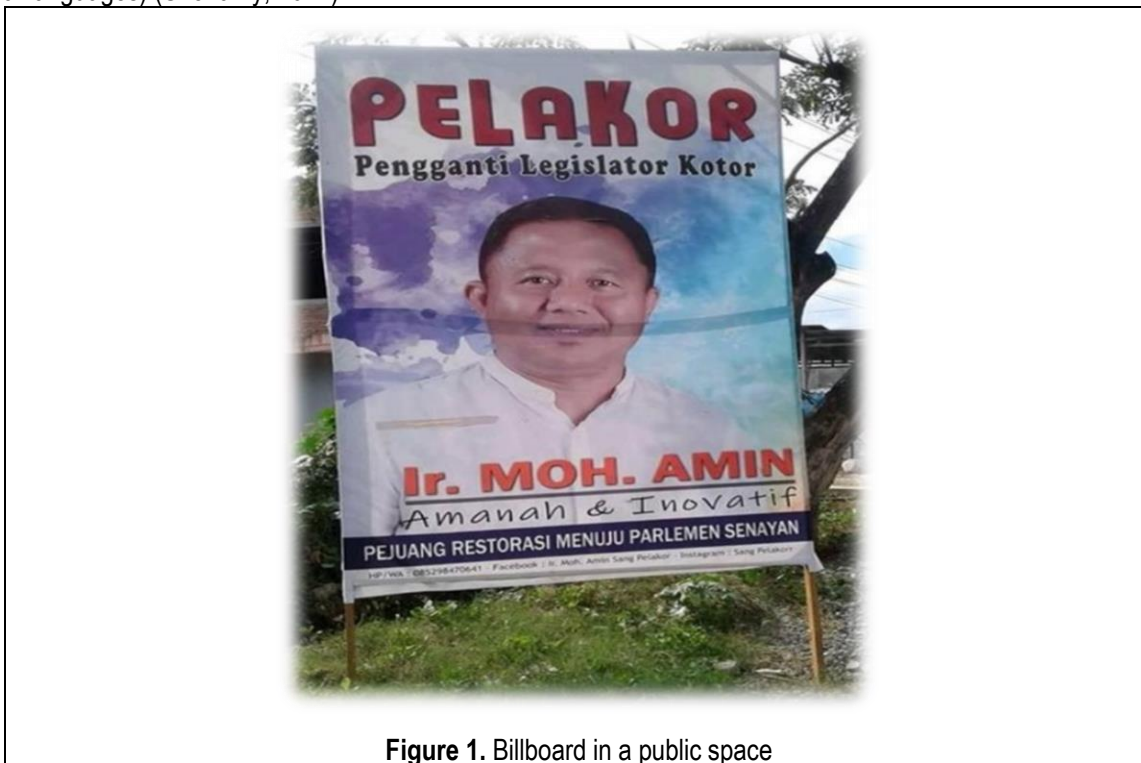

Figure 1. Billboard in a public space

In data one above, there is a billboard in a public space with the words "Pelakor" this writing is a bilingual text which means that it only uses one language. If you look at the lexical meaning of the word Pelakor, it means the term refers to a woman who is considered to have triggered a rift in someone's household. The word pelakor is also literally

an acronym for (Perebut Laki Orang). However, if you look pragmatically, what you want to convey on this Baleho board is that the actor is a Substitute for Dirty Legislators. Functionally, the baleho maker wants to reveal that not all members of the DPR or legislators are clean. If we look at the data above, the author expresses his angry expression to dirty legislators, in this case legislators who are corrupt and do things that are not wanted by society or violate the ethics.

Figure 2. Billboards on one of the beaches in Buru Island

Based on the two data above, it is classified as a text that has one variant because in writing the baleho it only uses one language, namely Indonesian, but there are some unique things found on the baleho board. It is marked by the words Come and Cheat. Lexically, the word "Ayo" is an exclamation or encouragement. Meanwhile, the word "Selinkuh" lexically means like to hide something for one's own interests: not being frank, dishonest, cheating, or obnoxious. The meaning of the word is an invitation that is less positive because from the lexical meaning of the words let's go and cheating means inviting people to take selfish actions. If the two data above are analyzed using pargmatics, the word "come on" is an invitation to the community to save the environment because the baleho maker acronyms the word Save the Environment with the word SELINGKUH.

Based on the Landscape function, this baleho is an official baleho issued by the environmental service in collaboration with CV Green City which aims to invite the local community to keep the environment clean. In data 2 above, the information maker, namely the environmental service, expresses a firm attitude that is spiked with the sentence Cheating so that readers can see and are interested in the contents of the announcement.

Figure 3. Information Board at Batoboy Beach on Buru Island

The data above is an information board located on the beach, linguistically the form of information conveyed using Indonesian with the exclamation "jangan memancing dan pasang jaring" (don't go fisihing and set the net). This complete case is indicated by the absence of a G consonant at the end of each word. So in this text, the correct sentence editorial should be "Dilarang memancing dan menjaring ikan" (it is prohibited to cath the fish in this area), lexically the word "dilarang" means ordering not to do something or not to allow something. So the lexical meaning of the following text is a prohibition against the community not to do fishing and setting the net to catch fish around the beach area. The information maker wants to disclose the prohibition by marking the installation of information boards as a form of prohibition.

Based on the function of the landscape, the information is non-formal information because on the information board it is not the government or official agency that issues or publishes the announcement. In data 3 it is also seen that the author expresses his anger towards other people who always catch fish, both fishing and putting up fish nets.

Figure 4. Garbage Disposal Site in Bara Village

Data 4 above is the information boards at the garbage disposal site in Namlea Village. Linguistically, the sentence seen in the picture above is "Saudara EEE Tolong Buang Sampah dalam Bak Jua". At this writing, the delivery described is bilngualism, which means using two languages, namely Indonesian and Maluku. Lexically, the word brother means a person who is the same and the same father or only the same father, brother or sister. However, in Ambonese dialect, brother is used as a nickname. Furthermore, the word "please" means asking for help. As well as the words "put the garbage in the basket ", and the word "Jua" is used by the people of Maluku as a word of affirmation. So in this context the announcement maker wants to convey to the public to throw garbage in the bin, don't throw it outside the trash can. From a landscape perspective, the data is informal because it is the local community who make the announcement. If we look at the announcements in data 4 above, it can be seen that the announcement maker expresses angry emotions to other people, in this case people who throw trash out of place.
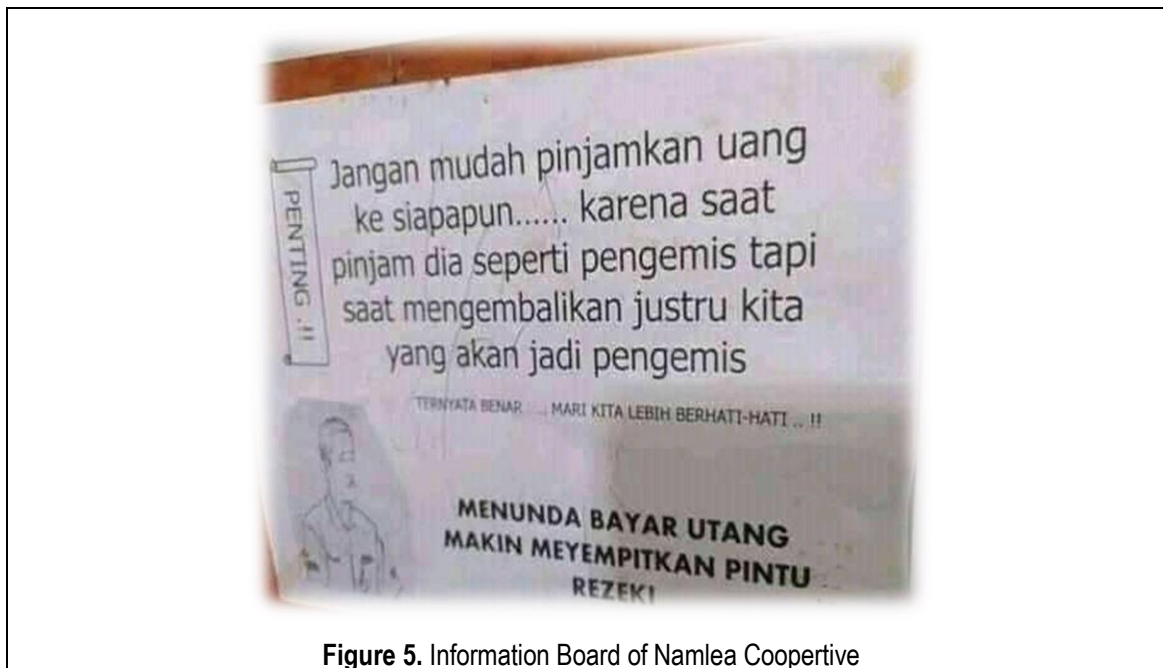
Figure 5. Information Board of Namlea Coopertive

Data 5 above is an information on board located in one of the cooperatives in Namlea village. Lexically, the use of language in this announcement is marked by the sentence "don't lend money to anyone". Because when he borrows, he is like a beggar but when he returns it, we will become beggars. The meaning of the sentence is an appeal made by the cooperative owner not to lend money to anyone. However, in the context of this call, it is a prohibition for other people not to lend money because they will experience difficulties when billed. This information maker wants to convey about accounts payable that there must be a letter of agreement first before lending to someone else. In landscape, the five data above are informal because the people who make the announcements are the local community or employees of the cooperative.

If we look at the announcement made by the cooperative, it can be explained that the author of the text expressed his disappointment to other people, namely people who borrowed money and did not keep their promises. This is what the author of the text also emphasized with the words "Menunda bayar utang makin menyempitkan Rezki" or Delaying paying debts narrows the sustenance.

Figure 6. Billboard at the intersection of Lima Namlea. Buru Island

Data 6 above is an announcement made by the Department of Industry and Trade of Buru Regency. The location of the baleho is in the puja and village of Namlea. Lexically, the sentence on the baleho is an invitation from the trade office to the people of Namlea Village to attend the existing cheap market, the cheap market will be opened on 5-7 April 2021. However, if analyzed in context, the announcement is a promotion of the trade office to the public that there will be a cheap market opening which is open for two days. From a landscape perspective, the data above is formal because the one who made the announcement was the Department of Industry and Trade of Buru Regency.

4. Conclusion

Based on the six figures (data) of outdoor signs on Buru Island, Namlea sub-district. It can be concluded that the typography used is mostly monolingual (one language), namely Indonesian. However, there is one bulletin board, namely an announcement on data four that uses bilingual which means two languages, namely Indonesian and Maluku. Meanwhile, information boards or announcements contained in the data are informational appeals. OR recommendations to the surrounding community and there are two landscape functions in all the data found, namely Formal and Informal.

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