

## **Linguistic Landscapes and Communication Strategies to Promote Cultural Heritage Tourism**

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### **ABSTRACT**

The goal of this research is describing the relationship between language landscapes and communication strategies to promote cultural heritage tourism. To analyze the data a research method was selected using descriptive qualitative with collecting data through dept interview, observation, and photographing. Meanwhile Linguistic landscapes uses as the object of this research and the result shows that linguistic landscapes and communication strategies can be intertwined to promote cultural heritage tourism.

**Key words:** Linguistic Landscapes; Communication Strategies; Cultural Heritage Tourism

### **INTRODUCTION**

Linguistic landscape refers to the visible language and communication that surround us in our environment, including signs, billboard, posters, and other types of written and printed material. It takes important tool for preserving cultural heritage because reflecting the diversity of languages and culture that exist within a particular geographic area. the linguistic landscape is the visibility and salience of language in the public space of a given territory. (Bloomaert : 2013). In line with (Landry and Bourhis, 1997; Gorter, 2006), he states that the use of language in broader social and cultural contexts, as well as the relationship between language, identity, and power in multilingual societies.

Cultural heritage tourism and linguistic landscape are two related concepts that have received increasing attention in recent years. Cultural heritage tourism refers to travel that is motivated by the desire to experience the cultural and historical aspects of a destination, while linguistic landscape refers to the visible language use in a particular area, including the signs, graffiti, and other forms of written communication. Moreover, cultural heritage tourism and linguistic landscape could examine the ways in which language use contributes to the tourist experience and the preservation of cultural heritage. For example, the study could investigate the ways in which language

is used in signage, information materials, and other aspects of the tourist infrastructure, and how this affects the perception of a destination and its cultural heritage.

Effective communication strategies can help to raise awareness and interest in a destination's cultural heritage, increase visitor engagement and satisfaction, and ultimately, contribute to the economic social development of the destination. Linguistic landscape research can also help to promote cultural heritage tourism by raising awareness of the linguistic and cultural diversity of a place. By highlighting the different languages and writing systems used in public places, linguistic landscape research can help to create a sense of pride and appreciation for the cultural heritage of place, encouraging visitors to explore and engage with that heritage furthermore it can also help to inform and promote culture heritage tourism.

## **LITERATURE REVIEW**

Cultural tourism explores and introduces the cultural heritage of an area including its language and culture. Linguistic landscape has very close relationship with cultural tourism because language is an integral part of the culture of region. Linguistic diciplines are beneficial and can be combined with other diciplines, such as landsacape and tourism diciplines. From (Syafroni&roni: 2023) research showed that labelling are used as the primary material for counseling Subang Museum officers, who showed great anthusiasim during the counseling session. The servant recommends that future services expand by including additional data, places, and diverse locations.

Linguistic landscape indicates that LL typically occurs in densely populated aread like metropolitan cities, where commercial signs are prevalent and people are more likely to be influenced. These signs, such as product advertisements and symbols in public areas, can be seen as a marker of the city's progress. However, linguistic landscape is also a valuable tool for research (Albury:2018). Furthermore Starnberg's (2020) conducted study about the use of Nordic words and graphemes with large cities, positive association with region. Although LL is often associated with large cities, it is also possible from small cities to have features of lingustic landscape, as all language use occurs in specific places that become named and digned. Therefor, named place in space constitu a linguistic and language landscape.

## **METHOD**

Descriptive qualitative is used for this research method. Data were collected by capturing photos at Kota Lama Semarang and depth interview with tourguide together with two visitors. Here are the process on conducting research.



Figure 1. Research process

The process of conducting research was started by finding research question, research design then data collection and data analysis and the last process published result. The problem emerged when the linguistic landscape implemented in cultural heritage tourism, how it can work with communication strategies to promote cultural heritage. Next, descriptive qualitative is selected as research design. Conducting data collection by observation, deep interview, and capturing photos surrounds Kota Lama Semarang. After all data have been fixed, the main point of the research is data analysis. At last, by the number of research result will be reported and published.

## **RESULT AND DISCUSSION**

### **Aspects of Linguistic Landscapes to support cultural heritage tourism**

There are five aspects supporting cultural heritage tourism from linguistic landscape view, such as physical environment, culture, language, signs, and identity. (1) physical environment includes elements such as topography, climate, vegetation, and building present in an environment. It influences the use of language and signs in a particular area. (2) Culture, includes values, norms, tradition, and symbols present in a society. Culture influences the use of language and sign. (3) Language, the variation of language used in particular area. Language variation can occur due to geographic, social, and cultural factors. (4) Sign, this aspect includes all visual and non-visual sign present in particular area. sign can be symbols, images, letters, and numbers. (5) Identity is influenced by language, sign, culture, and physical environment.

### **The appearance of information and symbol of Linguistic landscape in cultural heritage tourism**

The presence of language in linguistic landscape has two functions, namely information and symbol. The information indicates that language in linguistic landscape marks the areas as inhabited by specific community while the symbolic function is related to the presence or absence of the local language as a form of the community's attitude in regulating bilingualism or multilingualism. The inclusion of language is valued, desired, promoted, or simply acknowledge. (Leimgruber&Ferdenandez-Mallat, 2021).

The result of this research on linguistic landscape is taken from pictures in Kota Lama, specifically in Monad Diephuis located at jalan Kepodang no 11-13 Kota Lama Semarang and Pringsewu. Here are the linguistic landscapes;



Figure 2. Monod diephuis



Figure 3 Monod diephuis Building Inscription

As stated above the linguistic landscapes has two functions, information and symbolic function. From figure 2 and 3 it shows information function that The former Monod Diephuis is located in the middle of the Hoogendoorstraat, now Jalan Kepodang 11-13. According to a plaque which states that the last stone was laid by Maryke Kerlen on September 18, 1921, this two-story office building is influenced by de Stijl's modern architectural style with a flat roof and rectangular windows that extend vertically in a row. The future function of Monod Huis is for batik galleries, public libraries, wedding halls and VIP hotels without leaving the main function for social activities in the Old Town area of Semarang. On the other side, by the symbolic function the inscriptions uses monolanguage that is dutch language.



Figure 4. Newspaper de locomotief

Giving information as one of function on Linguistic landscape, it shows from this newspaper *De Locomotief*, which was owned by a Dutch, was originally called *Semarangse Advertentieblad* and finally changed its name in 1863. This newspaper was published in 1851 with its office in the Old City of Semarang, currently located on *Jalan Kepodang*. The newspaper, which existed from 1852 to 1956, became a pioneer of the mass media which vigorously promoted the rights of the natives. Form the symbol function on linguistic landscapes, this newspaper used monolanguage dutch reflecting the presence and the power of Dutch.



Figure 5 Street sign at Jl Kepodang

On this street sign uses bilingual, Indonesia and Dutch. The use of both languages was influenced by historical and cultural factors. During the Dutch colonization, Dutch was the official language for government and trade in Indonesia, and many street names used Dutch language. In addition, the use of both languages can also be an effort to preserve the Dutch culture heritage in Indonesia and appreciation for Dutch contribution to Indonesia heritage. The use of bilingual on street sign can be strengthen national identity.

### **Communication strategies to promote cultural heritage tourism**

Based on the result from the interview, there are several communication and linguistic landscape strategies to promote cultural heritage tourism at Kota Lama:

1. Creating interesting promotian material: the first thing to do is to create attractive and informative promotional material than can be used such as vidio promotion, brochures, leaflets, or website. The promotion material should showcase the unique and beautiful culture as well as demonstrate that culture tourism is worth visiting.

2. Conducting social media campaign through istagram, facebook, and twitter. Providing effective in promoting culturea tourism.
3. Using linguistic landscape can be defined as the visual display of language in public spaces. In promoting cultural tourism, adding culture elements to the linguistic landscape such as displaying characters other unique characteristics on stree sign or direction board, and also keeping the exisiting of original linguistic landscape.
4. Collaborative with local communities, in this case, local communities have deeper knowledge of the culture and they can help promote more effectively, collaborating with local communities can help developing promotional strategies and can increase cultural tourism visitor. According to the interview data from official Kota Lama tour guide, they often gave training to local communities such as pedicab drivers, seller, and local people surrounds Kota Lama. After gaining experience and knowledge from training, they were not willing to undergo certification as officially registered tour guides.
5. Creating cultural tour packages, to attract visitors, cultural tour packages can be created that offer a complex experience of regional culture. These tour package can include accomodations, culture tours, regional cuisine, and various other cultural activities. Based on the interview that has been conducted with official tour guide from Kota lama semarang, they offered tour packages are suitable for the visitors' need. There are actually 7 tour packages available but the most popular ones are short route and sugar route. The short route tour package spend one hour duration, it started from Pringsewu, then continues to Kepodang and Gereja Blenduk. Almost all visitors are sastisfied because they not only got historical stories about kota lama but also can take photos to fullfill their personal social media. Visitors who took this kind of short route are elementary students, junior highs chool students, and from various communities.  
The next tour package is called the sugar route, this name is taken from the history of Oei Tiong Ham as the owner of sugar company and was recognized as the richest man in Southeast Asia. The duration of this package is around two hours started from Srigunting park, Kepodang, Mberok bridge, Gereja Blenduk, and back to Srigunting park. Visitors who choose this route are researcher, collage students with specific purpose.

## CONCLUSION

In conclusion linguistic landscapes and communication strategies on cultural heritage tourism can be used as a mean to promote and preserving cultural heritage tourism. Effective communication strategies include the use of monolingual and bilingual, giving information and symbol on linguistic landscapes, having excellent strategies to promote the cultural heritage such as collaboration with local communities, provide attractive tour package and ofcourse using linguistic landscape will enrich the cultural heritage and also as the identity of the area.

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