

**CONAPLIN 14**  

**14TH CONFERENCE ON APPLIED LINGUISTICS**

Interdisciplinarity in Applied Linguistics:  
Empowering Collaboration through Teaching and Research

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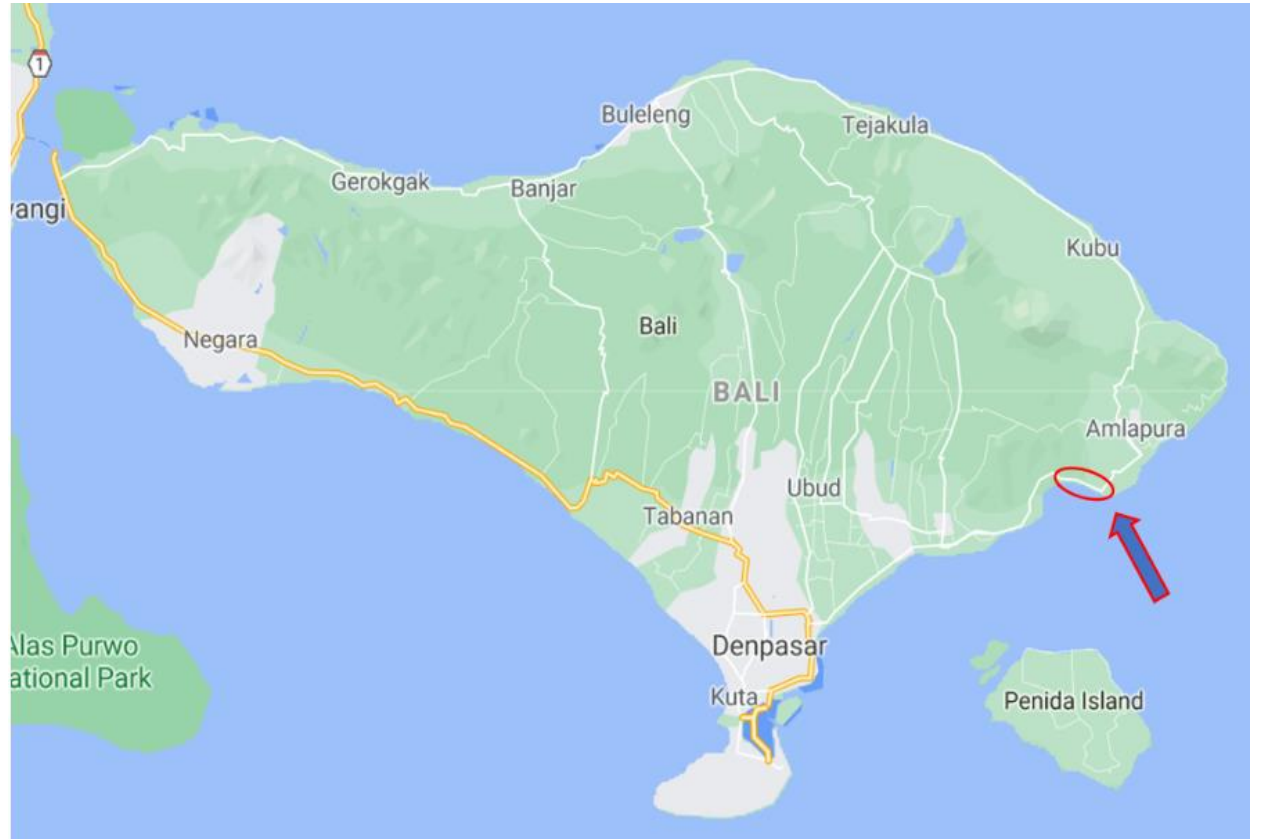
**ENGLISH VERSUS LANGUAGE POLICY**

**ON HOTEL AND RESTAURANT LINGUISTIC LANDSCAPE IN CANDIDASA**

# The purposes of the research

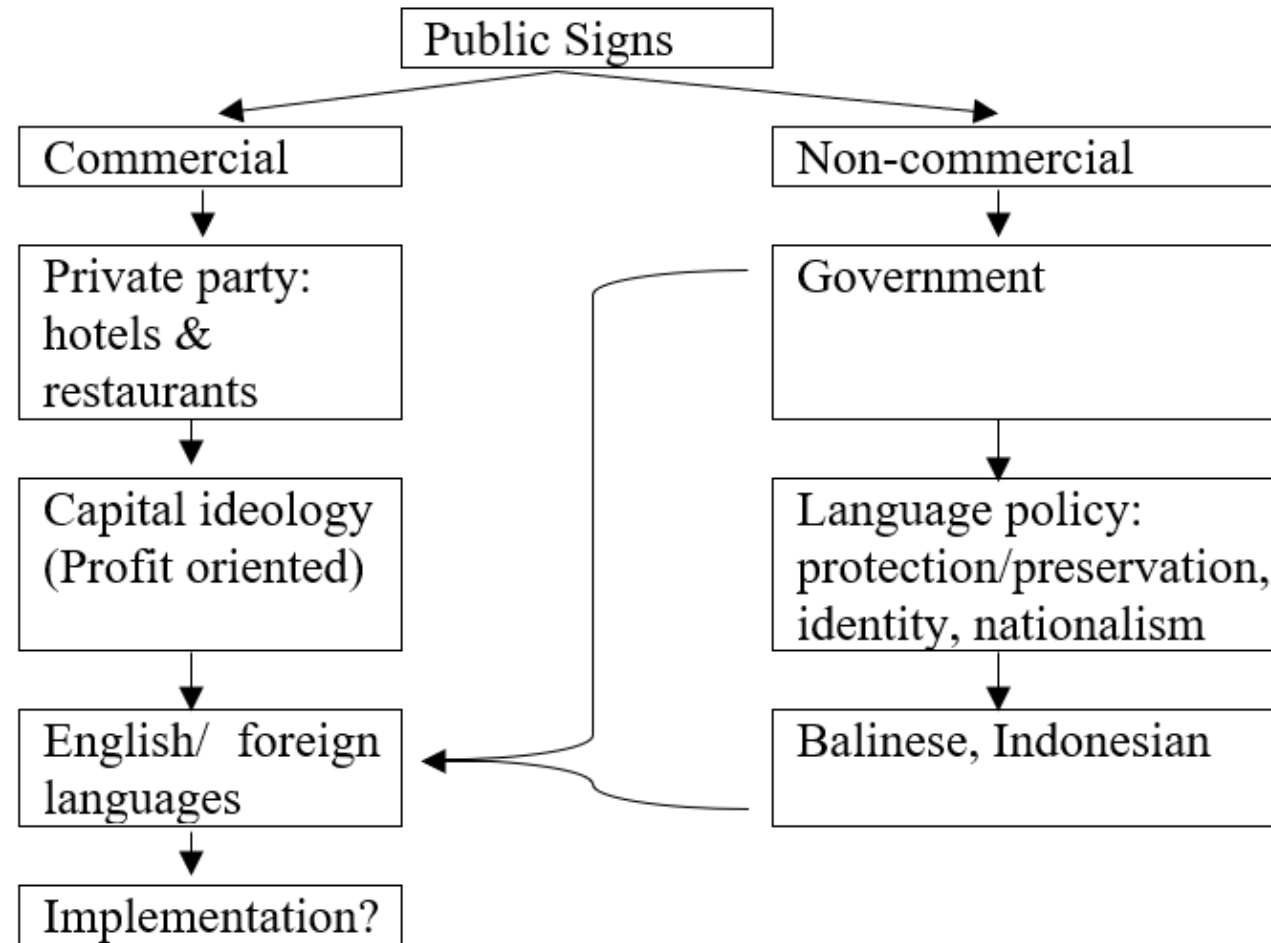
- To describe and analyze the dominance of English over Balinese and Indonesian language on hotel and restaurant public signs in Candidasa tourist area.
- To describe and analyze the implementation of government regulations on the signs

(Presidential Decree Number 63 year 2019, Bali Governor Regulation number 80 year 2018)



Source: <https://www.google.co.id/maps/@-8.5157204,114.7422399,9.37z?hl=en&authuser=0>

# Hotels and Restaurant LL in Candidasa



# Method

Qualitative study:

## Data

1. Direct photograph taking at Candidasa and Image capturing on <https://www.google.co.id/maps> → 144 pictures of signage
2. Interview of hotel and restaurant managers → reasons of choosing languages for public signs

Theory: linguistic landscape analytical categories proposed by Backhaus (2006)

# Results

Table 1. Monolingual public signs of hotels and restaurants in Candidasa

Types of public signs	English	Indonesian	Balinese
Name Board	23	9	0
Promotional signs	40	0	0
Directional sign	3	1	0
Directional+ promotional sign	2	0	0
Total of each category	68	10	0
Percentage	87.2	12.8	0
Total number of signs	78		



Figure.1. Examples of monolingual signs

Table 2 bilingual public signs of hotels and restaurants in Candidasa

Types of public signs	English + Indonesian	Balinese + English	Indonesian + Balinese	Indonesian + English	French + English	Indian + English
Name Board	11	6	3	13	1	1
Promotional signs	2	2	0	14	0	0
Directional sign	0	0	0	1	0	0
Directional+ promotional sign	0	0	0	2	0	0
Total of each category	13	8	3	30	1	1
Percentage	23.2	14.3	5.36	53.6	1.78	1.78
Total of signs	56					





Table 3 multilingual public signs of hotels and restaurants in Candidasa

Types of public signs	English + Indonesian + Balinese	Hanacaraka + Indonesian + English	Hanacaraka + Indonesian + Mandarin + English	English + Indonesian + other foreign languages
Name Board	0	3	3	1
Promotional signs	1	0	1	1
Directional sign	0	0	0	0
Directional + promotional sign	0	0	0	0
Total of each category	1	3	4	2
Percentage	10	30	40	20
Total of signs	10			



1 Friends Bar & Restaurant (Google Maps, 2021)



4 The Hungry Crocodile Resto & Lounge (Google Maps, 2021)

# Reasons

No	Reasons for using local languages on public signs	Number respondent	Percentage
1	To obey the government regulation	3	37.5
2	To get better score for accreditation or star classification	2	25
3	To maintain good relationship with government	1	12.5
4	To take part in local culture and language preservation	6	75
5	To offer the Bali-ness cultural atmosphere to guests	4	50
6	Sufficient socialization from the government	2	25

No	Reasons for not using local languages on public signs	Number respondent	Percentage
1	There is no penalty from government	2	25
2	The limited budget of the company to revise the public signs	4	50
3	The hotels are not star hotel (non-chain companies)	2	25
4	The lack of socialization and control from government	1	12.5

# Conclusions

1. English is dominant in all public signs, as the targets of the business are foreigners.
2. Balinese language is a part of supporting the business for emphasizing the 'Bali-ness' atmosphere to visitors .
3. Government has taken their roles in proposing the use of local language on the public signs without penalty.
4. Hotel and restaurant owners realize the importance of local culture and language preservation, but their financial support influences the decision to revise the public signs.
5. International chain hotels and restaurants as foreign companies also take parts in the culture and language preservation

Thank you