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Linguistic Landscape Mapping as Identity Representation in Higher Education Institution

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Abstract. Not only functioning to demonstrate the importance of language use in public space, linguistic landscapes can also represent an institution's identity. Taking an example of a higher education institution, linguistic landscapes can have the objective to establish the language regulation applied and also embody the identity or ideology of the higher education institution itself. This research is a continuation from the previous research which analyzes the bilingual linguistic landscapes found in vocational campus in Indonesia. However, the objective of this research is to explore more about the linguistic landscape mapping in a bigger context, which identifies the monolingual, bilingual, and multilingual types in one of vocational campus in Indonesia along with their information function. This research used a qualitative approach. The results show that only monolingual and bilingual types are found, but a multilingual linguistic landscape is not found. The monolingual linguistic landscapes are built using Indonesian language and English language. Furthermore, the bilingual linguistic landscapes are built using the combination of Indonesian, English, Arabic, and Chinese languages. The information functions of the linguistic landscapes found range from being the place or location marker until informing the institution's slogan. In conclusion, the linguistic landscapes found in the campus area determine this institution's identity which is aiming for an international acknowledgement while at the same time still prioritizing its nationalism value.

Keywords: Linguistic Landscapes; Identity Representation; Campus.

INTRODUCTION

Linguistic landscape is a language found in public spaces, such as buildings, street names, place names, billboards, and public road signs. In general, the pattern of language use in linguistic landscape is the use of linguistic material forms with a certain form of code or language. The code can be in the form of monolingual, bilingual, or multilingual which serves as an information marker and symbolic marker of a region (Yendra, 2020). The main focus of the linguistic landscape is to uncover the visibility and importance of language use used in public space (Yulismayanti et al, 2022). The study of the linguistic landscape has in recent years developed into an interdisciplinary study that is associated with several approaches, especially changes in the economy and social order (Rahmawati et al, 2023). Different opinions also explain that the study of the linguistic landscape is related to various theories and clusters of science, such as linguistics, sociolinguistics, geography, advertising, education, economics, and so on (Aini et al, 2023).

The study of the linguistic landscape examines the field of language policy and planning. According to Khoiriyah & Savitri (2021), the benefits of linguistic landscape study are as a means of multilingual documentation in certain social contexts as well as to assess policies regarding language made locally. Thus, the landscape linguistic can present important clues about the existence of multilingualism in society that reflect the social-linguistic reality experienced by a group or community due to official language policies (Khoiriyah & Savitri, 2021). In addition, the study of linguistic landscape also shows how the relationship of language and semiotics or the study of signs together forms the identity and ideology of a region and the individuals involved in a region and place (Im, 2023).

Research on linguistic landscape can be conducted in many public spaces, one of which is in the area or education area. The importance of mapping the linguistic landscape in educational institutions aims to determine the regulation of language use in educational institutions and can also represent the ideology or identity of the educational institution itself. One of the interesting higher education institutions to study the mapping of the linguistic landscape is Politeknik Negeri Jakarta since Politeknik Negeri Jakarta has a vision that leads to the

internationalization of institutions. Therefore, it can be said that the linguistic landscapes that support the internationalization of institutions do not only include the use of international languages, but also creates an environment that also empowers national and local languages appropriately. In addition, this vision is also a picture of the ideology or identity to be achieved by the institution itself. One of the markers for accelerating the achievement of the vision of Jakarta State Polytechnic is by looking at the use of bilingual Linguistic Landscape (LL) found in the Jakarta State Polytechnic campus area.

Some previous studies that also examine linguistic landscapes in educational areas include Sartini (2021), Yoniartini (2021), Nosiani et al (2019), & Andriyanti (2019). Furthermore, Ardhan et al (2024) previously also conduct similar research that explores the bilingual linguistic landscape in one of vocational campus in Indonesia, which is also Politeknik Negeri Jakarta. According to this, thus, this opens up opportunities for the researcher to continue exploring more about the linguistic landscape mapping at Politeknik Negeri Jakarta in a bigger context and using more abundant data.

This study aims to determine the mapping of linguistic landscapes along with the variations of languages that make up the linguistic landscapes, including the monolingual, bilingual, or multilingual variations. Furthermore, this study also analyzes the information function of the linguistic landscapes found in the main campus area of Politeknik Negeri Jakarta.

METHODS

This research applied descriptive qualitative method. Qualitative methods can be applied to examine objects with natural conditions where researchers are placed as key instruments and descriptive approaches can be used to analyze an object with the aim of explaining the description of a phenomenon systematically, factually, and accurately about the object under study (Utami et al, 2021). The descriptive quality approach was used because this study explored and described the phenomenon of language variations used as linguistic material in the linguistic landscapes found in the main campus area of Politeknik Negeri Jakarta along with their informational functions.

The data used in this study were all linguistic material, in the form of code or written language contained in the linguistic landscapes spread at Politeknik Negeri Jakarta. Researcher collected 65 (sixty five) linguistic landscapes formed using different languages. The data collection stage was carried out using documentation, listening, and note-taking techniques. The documentation technique was applied in visual data retrieval in the form of linguistic landscape images, which were taken using a cell phone. Then, listening and note-taking techniques were used in data collection in the form of code or written language with the aim of completing information on visual data that had been previously documented. Meanwhile, in the data analysis stage, the data that had been collected were then classified based on the combination of languages that make up the linguistic landscapes. Furthermore, the data were presented in the form of tables and the percentage of occurrence was also written. In addition, the linguistic landscapes were also classified based on the accompanying information function and written in table. The last step in the data analysis stage was to draw conclusions from this research.

RESULT

Before the linguistic landscapes at Politeknik Negeri Jakarta are discussed further in this section, the language policies issued by the Indonesian government will be explained first. The latest regulation is Presidential Regulation of the Republic of Indonesia No. 63 of 2019 concerning the Use of Indonesian Language. In this regard, the linguistic landscape has been regulated in article 40 paragraph which states; (1) Indonesian language must be used in public signs, road signs, public facilities, banners, and other information tools that are public services; (2) Other information as referred to in paragraph (1) may be in the form of text or images displayed and/or sounds heard in public places; (3) Writings, images, and/or sounds as referred to in paragraph (2) may be accompanied by regional languages and/or foreign languages as equivalents. Guided by this regulation, the discussion of the types of linguistic landscapes found at Politeknik Negeri Jakarta campus area is explained in this discussion section.

Based on the data collected, the linguistic landscape mapping at Politeknik Negeri Jakarta campus area is classified according to the language variations, which are monolingual, bilingual, and multilingual linguistic landscapes. The number and percentage of language variations forming the linguistic landscapes found can be seen in table 1 below.

Table 1
Language Variations of Linguistic Landscapes Found

Language Variation	Total	Percentage
Monolingual	35	51%
Bilingual	33	49%
Multilingual	0	0%
Total	**68**	**100%**

Source: data processed

According to the data classification of language variations that form the linguistic landscape at Politeknik Negeri Jakarta in table 1, it can be seen that there are only 2 (two) out of 3 (three) forming language variations, which are monolingual, with as many as 35 linguistic landscapes found and bilingual, with as many as 31 linguistic landscapes found. However, multilingual linguistic landscapes are not found.

Monolingual Linguistic Landscapes

As the name suggests, monolingual linguistic landscape is linguistic landscape formed using 1 (one) language only. The use of this monolingual linguistic landscape can be in the form of Indonesian language, foreign language, or even local language. The language variations of monolingual linguistic landscapes found in the campus area of Politeknik Negeri Jakarta are grouped in the table 2 below.

Table 2
Language Variations of Monolingual Linguistic Landscapes

Language Variation	Total	Percentage
Indonesian Language	28	80%
English Language	7	20%
Total	**35**	**100%**

Source: data processed

Based on the classification of monolingual linguistic landscape forming language variation data found at Politeknik Negeri Jakarta in table 2, it can be seen that there are 2 (two) forming language variations. Monolingual linguistic landscape data that are most frequently found use Indonesian language, with as many as 28 data. Furthermore, the English language is also found to be used in the monolingual linguistic landscapes, with as many as 7 (seven) data. Accordingly, a total of 35 monolingual linguistic landscapes are found and spread at the campus area.

Monolingual Linguistic Landscapes Variation of Indonesian Language

Monolingual linguistic landscape mapping using Indonesian language at Politeknik Negeri Jakarta campus area is found as the most frequently used variation. These linguistic landscapes are found in different kinds of media, particularly as location or place signage. This is in accordance with government regulation regarding linguistic landscape which states "Indonesian language must be used in public signs, road signs, public facilities, banners, and other information tools that are public services."

The examples of code or language written in the monolingual linguistic landscapes using Indonesian language are "*Politeknik Negeri Jakarta*", "*Masjid Darul Ilmi*", "*Jurusan Teknik Sipil*", and so on, in which they signify the public signs using Indonesian language. Several documentations of monolingual linguistic landscapes using Indonesian language can be seen on figure 1 below.



Source: data processed

Figure 1
Indonesian Language Variation of Monolingual Linguistic Landscapes

Monolingual Linguistic Landscapes Variation of English Language

Monolingual linguistic landscape mapping using English language at Politeknik Negeri Jakarta campus area becomes the second type found. Linguistic landscapes that contain texts or writings in English language are found with as many as 7 (seven) data. These linguistic landscapes are found mostly in posters made by the students and spread on the wall magazine board.

Examples of writings contained in the monolingual linguistic landscapes using English language are "*We are not Numbers", "75 Years of Resistance",* and so on. Within the context of the posters, the writings are related to the genocide happening in Palestine and the students are voicing their stance on this matter using this type of linguistic landscape. The documentation of monolingual linguistic landscapes using English language can be seen on figure 2 below.



Source: data processed

Figure 2
English Language Variation of Monolingual Linguistic Landscapes

Table 3
Information Functions of Monolingual Linguistic Landscapes

Information Functions	Total	Percentage
Place/Location Marker Board	18	51.4%
Appeal	5	14.3%
Announcement in Wall Magazine	5	14.3%
Congratulatory	3	8.6%
Vision Mission Statement	3	8.6%
Slogan	1	2.8%
Total	**35**	**100%**

Source: data processed

Based on the information function data in table 3, it can be seen that the most frequent information functions obtained from text or writing in the monolingual linguistic landscapes at Politeknik Negeri Jakarta are as place or location markers with a total of 18 data. This can be seen on place markers or locations that are found in many main points throughout the main campus area. Then, the second most frequent information function of the monolingual linguistic landscapes is found to contain appeals, with as many as 5 (five) data. The function of this advisory information is known to be aimed at various audiences, such as employees, students, and guests. Examples of appeals found include calls for occupational safety procedures, calls for health protocols, calls for parking rules, and others.

Furthermore, the announcement function in the wall magazine that becomes the information function of the bilingual linguistic landscapes at Politeknik Negeri Jakarta, with a total of 5 (five) data are also found. The majority of announcements on the wall magazine board are made by students with various purposes, such as for voicing their stance related to particular issue and announcement for student movement. Linguistic landscapes which have an information function as a congratulatory greeting and as vision mission statement are found as much as 3 (three) data each. The function of the congratulations can also be found in the area around the main field and also the head office (directorate building). Moreover, the function of informing the vision mission statement of the institution can be found in many areas, mostly inside department buildings and classrooms.

In addition, the function of the information obtained from the bilingual linguistic landscapes found in Politeknik Negeri Jakarta campus area is to inform the slogan of the campus itself, with as many as 1 (one) datum found, such as the slogan "*Biasakan yang Benar, Jangan Benarkan yang Biasa*". This function is found in the banner located inside the head office (directorate building).

Bilingual Linguistic Landscapes

Table 4.
Language Variations of Bilingual Linguistic Landscapes

Language Variation	Total	Percentage
Indonesian + English Languages	31	94%
Indonesian + Arabic Languages	1	3%
Chinese + English Languages	1	3%
Total	**33**	**100%**

Source: data processed

Bilingual linguistic landscapes are formed from the use of 2 (two) languages. When looking at the classification of bilingual linguistic landscape forming language variation data found at Politeknik Negeri Jakarta in table 4, it can be seen that there are 3 (three) forming language variations. Linguistic landscape data using Indonesian and English languages are the most commonly found variation at Politeknik Negeri Jakarta area, with as many as 31 linguistic landscapes Then, linguistic landscape data using Indonesian and Arabic languages as well as Mandarin and English languages are found with the same number, namely 1 (one) linguistic landscape each. Thus, the total of data found consisting the language variations of the bilingual linguistic landscapes in Politeknik Negeri Jakarta is as many as 33 data.

Bilingual Linguistic Landscape Variation of Indonesian and English Languages

Bilingual linguistic landscape mapping using Indonesian and English languages at Politeknik Negeri Jakarta campus area is found in announcements, congratulatory greetings, wall magazines, location instructions, institutional slogans, and so on. Examples of writings contained in the bilingual linguistic landscapes are "*The New PNJ Mind Set Culture Set System Set, Sudahkah Saya Berpakaian Rapi dan Menggunakan Kartu Tanda Pengenal?*", "*Gedung Perpustakaan (Library), Gedung Parkir (Parking Lot)*", and others.

Bilingual linguistic landscape mapping using Indonesian and English languages at the campus area is found at points that can accommodate more audiences, such as location instruction found outdoor, which is in the campus field or main roads at the campus area and also

institutional slogan found inside the head office (directorate building). Some examples of bilingual linguistic landscape variation of Indonesian and English languages can be seen in figure 3 below.



Source: data processed

Figure 3
Indonesian and English Language Variation of Bilingual Linguistic Landscapes

Bilingual Linguistic Landscape Variation of Indonesian and Arabic Languages

Bilingual linguistic landscape mapping using Indonesian and Arabic languages at Politeknik Negeri Jakarta is found in the material on posters made by students who are members of Islamic spiritual club contained in wall magazines. In the Linguistic Landscape (LL), the information obtained from the writing on the poster is "Keutamaan di Bulan Haram.... *Allah Azza Wa Jalla melarang untuk berbuat zhalim pada diri kita...*". In addition, there is also one of the excerpts of the Qur'anic verse in the poster, namely Surah At-Taubah verse 36 which is written using Hijaiyah (Arabic) letters. An example of the bilingual linguistic landscape variation of Indonesian and Arabic languages found at the campus area can be seen in figure 4 below.



Source: data processed

Figure 4
Indonesian and Arabic Language Variation of Bilingual Linguistic Landscapes

Bilingual Linguistic Landscape Variation of Chinese and English Languages

Bilingual linguistic landscape mapping using Chinese and English languages is found on building marker board at the latest Politeknik Negeri Jakarta facility, namely at the training center which becomes the cooperation program between Politeknik Negeri Jakarta and LiuGong Machinery Corporation headquartered in China. In the linguistic material contained on the room marker board, there is writing in Chinese languages with the English language equivalent below it, which is "校企合作人才培养与发展中心 – *School-Enterprise Cooperation Talent Training and Development Centre*". The example of the linguistic landscape using Chinese and English language variation found at the campus are can be seen in figure 5 below.



Source: data processed

Figure 5
Chinese and English Language Variation of Bilingual Linguistic Landscapes

Table 5
Information Functions of Bilingual Linguistic Landscapes

Information Functions	Total	Percentage
Place/Location Marker Board	13	39%
Appeal	7	21%
Announcement in Wall Magazine	4	12%
Direction Indicator	3	9%
Congratulatory Greeting	3	9%
Slogan	2	6%
Business Advertisement	1	3%
Total	**33**	**100%**

Source: data processed

Based on the information function data in table 5, it can be seen that the most frequent information functions obtained from text or writing in the bilingual linguistic landscapes at Politeknik Negeri Jakarta are as place or location markers with a total of 13 data. This can be seen on place markers or locations that are found in many main points throughout the main campus area. Then, the second most frequent information function of the bilingual linguistic landscapes is found to contain appeals, with as many as 7 (seven) data. The function of this advisory information is known to be aimed at various audiences, such as employees, students, and guests. Examples of appeals found include calls for the use of clothing for students, calls for occupational safety procedures, and calls for health protocols.

Furthermore, the announcement function in the wall magazine that becomes the information function of the bilingual linguistic landscapes at Politeknik Negeri Jakarta, with a total of 4 (four)

data are also found. The majority of announcements on the wall magazine board are made by students with various purposes, such as for recruitment of student committees to preaching media for students who are members of religious spirituality club. Linguistic landscapes which have an information function as a direction indicator and as a congratulatory greeting is each found as much as 3 (three) data. The function of directional information is located on the main road of the campus and congratulations can also be found in the area around the main field and also the head office (directorate building).

In addition, the function of the information obtained from the bilingual linguistic landscapes found in Politeknik Negeri Jakarta campus area is to inform the slogan of the campus itself, with as many as 2 (two) data found, such as the slogan "SPIRIT". The last information function found based on the bilingual linguistic landscapes found at Politeknik Negeri Jakarta campus area is as a business advertisement. This is related to one of the business units owned by the campus, which is in the form of a coffee shop located near the main campus field.

CONCLUSION

Based on the results of this study, it can be concluded that there are only 2 (two) out of 3 (three) types of linguistic landscapes found in the campus area of Politeknik Negeri Jakarta, which are monolingual and bilingual linguistic landscapes. The monolingual linguistic landscapes in the campus area are formed from 2 (two) language variations, namely.

1) Indonesian and 2) English languages. Furthermore, the bilingual linguistic landscapes in the campus area are formed using 3 (three) language variations, which are 1) Indonesian and English, 2) Indonesian and Arabic, and 3) Mandarin and English languages. In addition, the functions of information contained in the linguistic landscapes at Politeknik Negeri Jakarta are as a place-marker, appeal, announcement on wall magazines, directions, congratulations, slogans, vision mission statements, and business advertisements. To sum up, the function of both monolingual and bilingual use in the linguistic landscapes found in Politeknik Negeri Jakarta can be considered to represent this institution's identity. The use of foreign languages in several linguistic landscapes found, especially English, is a necessity as a mirror of globalization, modernity, and internationalization of Politeknik Negeri Jakarta, which is in accordance with the vision of this institution, namely "Becoming an International Superior Polytechnic to Support the Nation's Competitiveness". However, it can also be seen that Jakarta State Polytechnic still prioritizes Indonesian which describes national identity and nationalism. Last but not least, Politeknik Negeri Jakarta should also start employing multilingual linguistic landscapes in their campus area so that the achievement of their vision can happen faster.

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