ANALYSIS OF THE LINGUISTIC LANDSCAPE OF NAKULA STREET SIGN IN SEMINYAK, BALI

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Abstract: *This study analyzes the use of language on signs along Nakula Street in Seminyak, Bali, an area known as an international tourist destination. The purpose of this study is to identify the dominant language types used on the signs and to analyze the creative linguistic devices employed to attract attention. Data from 118 signs were collected through virtual documentation using Google Maps Street View. The results show that the majority of the signs (66.95%) are monolingual, with English being the most dominant language (50.83%). Bilingual signs (32.20%) often combine Indonesian and English. In addition, various linguistic devices such as code-mixing, transliteration, and slang were also found. These language choices reflect business owners' strategies to communicate with international tourists while maintaining local cultural identity. This study provides a deeper understanding of how language in public spaces can reflect identity, culture, and commercial goals in a multicultural tourism environment*

INTRODUCTION

Language is more than just a tool for communication; it is also a way to express social and cultural identity (Pramesti & Hermawan, 2024). In multicultural tourism areas like Bali, language connects people from different linguistic backgrounds. One way to see how language works in these contexts is through the **linguistic landscape**—the public display of language on road signs, billboards, shop names, and government notices (Landry & Bourhis, 1997).

In Bali, especially in Seminyak, the linguistic landscape is unique. Local languages like Balinese and Indonesian mix with foreign languages, especially English. English dominates in tourism-related areas, symbolizing global connections, while local languages help maintain cultural identity. Nakula Street in Seminyak is a clear example. Lined with boutiques, restaurants, spas, and souvenir shops aimed at foreign tourists, its signage shows strong language contact, making it an ideal place to study how language is used as a commercial strategy in a multicultural setting.

Previous studies have explored linguistic landscapes in other parts of Indonesia. For example, Vitasari and Setyawan (2025) found that bilingual Indonesian–English signs were common on Palagan Street, Yogyakarta, often using code-mixing. Similarly, Setyawan, Rahmawan, and Yuniarto (2024) found English dominance on Prawirotaman Street, Yogyakarta. In Medan, Zahra et al. (2021) found that coffee shop signs often used Indonesian and English. However, most of these studies focus on language choice or distribution rather than looking deeper into **linguistic devices**. This study fills that gap by examining how devices such as code-mixing, transliteration, lexical blends, and slang are used to attract attention and build brand identity on Nakula Street.

The aims of this study are:

1. To identify the dominant language types on public signs.
2. To analyze the linguistic devices used along Nakula Street, Seminyak, Bali.

This research is expected to provide a better understanding of how language, culture, and tourism interact in Bali.

LITERATURE REVIEW
1. Linguistic Landscape
The term *linguistic landscape* was introduced by Landry and Bourhis (1997) to describe the presence of language in public spaces. Gorter (2006) explains that it covers monolingual, bilingual, and multilingual language use.

Types of Linguistic Landscape (Spolsky, 2015):

1. **Monolingual** – one language.
2. **Bilingual** – two languages.
3. **Multilingual** – three or more languages. According to Cenoz and Gorter (2006), how the language is presented—such as font size and type—also shows the importance of each language.

Public Naming: A name is a label for an object or entity (Djajasudarma, 2009). In business, a store name can attract customers. Ben-Rafael et al. (2006) note that language choice is influenced by power relations, community identity, and consumer reactions.

2. Linguistic Devices
Apart from identifying languages, researchers also look at **linguistic devices**—strategies used to make signs more effective and attractive. Examples include:

- **Code-Mixing**: Mixing two languages in one phrase.
- **Transliteration**: Writing words from one script into another while keeping pronunciation.
- **Lexical Blends**: Combining parts of two words into one.
- **Hybrid Syntactic Structures**: Mixing grammar rules from different languages.
- **Abbreviation**: Shortening words or phrases.
- **Homophones**: Words that sound the same but have different meanings.
- **Figurative Language**: Non-literal expressions for style or effect.
- **Speech Acts**: Language that performs an action, such as giving instructions.
- **Politeness Strategies**: Using respectful or soft expressions.
- **Slang**: Informal language to give a modern or trendy feel.

RESEARCH METHODOLOGY

This study used a **mixed-methods approach**, combining quantitative and qualitative analysis. Quantitative analysis measured the amount and distribution of data, while qualitative analysis described and interpreted the meaning and function of linguistic devices.

Data Source: The main data came from 118 signs along Nakula Street, Seminyak, Bali. The data included both text and images.

Data Collection: Data were collected virtually using Google Maps Street View. All visible signs were captured through screenshots.

Data Analysis: Following Miles and Huberman's (2019) model:
1. **Data Reduction** – selecting relevant signs.
2. **Data Presentation** – organizing findings in tables and descriptions.
3. **Conclusion Drawing** – interpreting results to answer research questions.

FINDINGS AND DISCUSSION

1. Findings

In this section, findings will be presented to answer the two research questions. Your answer the first research question, what is the most dominant linguistic landscape used in signboard at Nakula Street, Seminyak Bali.

1. Linguistic Landscape on Nakulastreet, Seminyak Bali

In this section, the author finds three parts of the linguistic landscape (monolingual, bilingual, multilingual) along Nakula Street, Seminyak Bali.

Table 1. Generally, sign board types "monolingual, bilingual, multilingual" (100% total)

Kind	Sum	Percentage
Monolingual	79	66.95%
Bilingual	38	32.20%
Multilingual	1	0.85%
Total	118	100%

Table 2. Categories from Each Language

a. Monolingual (Percentage of 79)

The following are the author's findings on a sign that uses one language (monolingual) on Nakulastreet, Seminyak Bali:

Language	Sum	Percentage
English	60	50.83%
Indonesia	17	14.40%
Japanese	2	1.69%

b. Bilingual (Percentage of 38)

Based on the two languages (Bilingual) on the signboard on Nakulastreet, Seminyak Bali, it was found that several combination languages were found as follows:

Language Combinations	Sum	Percentage
Indonesia – English	25	21.18%
English – Balinese script	3	2.54%
English – French	3	2.54%

English – Japanese	1	0.85%
English – Mandarin	1	0.85%
English – Balinese	1	0.85%
English – Japanese	2	1.69%
English – Balinese Script	2	1.69%

c. Multilingual (Percentage of 1)

In this section, the results of the findings of sign board that use more than two languages (multilingual), here are the details:

Language Combinations	Sum	Percentage
Indonesia – English – Mandarin – Balinese Script	1	0.85%

Based on the results of observations of 118 signboards on Nakulastreet, Seminyak Bali, it was found that most of the signs use only one language (monolingual). The number of monolingual boards is 79 boards, or about 66.95% of the overall data. Meanwhile, boards that use two languages (bilingual) amounted to 38 boards (32.20%), and those that use three or more languages (multilingual) only 1 board, or 0.85%, were found.

From the signboards that use one language, it was found that English is the most widely used. Of the total 79 monolingual boards, as many as 60 boards (50.83%) use English. This shows that business actors on Jalan Nakula prefer English so that it is easy to understand by foreign tourists. Indonesian is used on 17 boards (14.40%), while Japanese only appears on 2 boards (1.69%).

For signage that uses two languages (bilingual), a combination of Indonesian and English is the most commonly used. Of the 38 bilingual boards, as many as 25 boards (21.18%) use an Indonesian-English combination. Other combinations such as Indonesian–Balinese script, English–Chinese, English–French, to English–Japanese, are only found in 1–3 boards. This suggests that the use of two languages on signage aims to reach two groups at once: local communities and foreign tourists. Meanwhile, the use of three or more languages (multilingual) is very rare.

In this study, there is only one sign board that uses four languages at once, namely Indonesian, English, Chinese, and Balinese script. This study shows that the use of language in signage on Jalan Nakula Seminyak is greatly influenced by tourist destinations and the presence of foreign tourists. English is the main choice because it is considered the most effective to attract and facilitate communication with foreign tourists. On the other hand, the presence of Indonesian and local scripts shows that local identity is maintained in several signboards.

2. Types of linguistic devices relevant to linguistic landscape analysis in Nakulastreet, Seminyak Bali

After knowing the results of the types of language use that appear in the sign board, it provides an overview of the use of language in public spaces. However, to better understand the social functions and communication strategies of these boards, it is important to look at the forms of language used, such as the use of Code Mixing,

Transliteration, Lexical Blends, Hybrid Syntactic Stuctures, Abbreviation, Homophones, Figurative Language, Speech act, Politeness Strategies, and Slang. It aims to understand the communication strategies used by business owners in attracting readers' attention, building brand identity, and adapting to local and international audiences. The following are the findings of the signboard that is included in the Types of linguistic devices relevant to linguistic landscape analysis in Nakulastreet, Seminyak Bali:

1) Code Mixing

Code-mixing occurs when speakers alternate between two or more languages within a single sentence, phrase, or utterance, without changing the topic of conversation. This is often driven by lexical needs, communication efficiency, or social identification. Analysis:

a. Waroeng Cabean Nasi campur & Kopi autentic food & Coffee shop

This signboard is a classic example of code-mixing. "Waroeng," "Nasi campur," and "kopi" are pure Indonesian words referring to the type of establishment and its main products. Meanwhile, "autentic food" and "Coffee shop" are English phrases. The use of English here is not merely an addition but a strategy to broaden the target market. The phrase "autentic food" appeals to tourists or expatriates looking for an original local culinary experience, while "Coffee shop" targets a segment of society familiar with modern café culture. This blend creates an impression that the place is a fusion of local tradition and global trends, which can attract both locals and tourists. It demonstrates linguistic adaptation for commercial purposes.

b. Infinity INK Tattoo more tattoo moresexy yeee.

The phrase "more tattoo more sexy yeee." is an example of highly

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informal and expressive code-mixing. The entire phrase uses English, but with a touch of Indonesian informality ("yeee.."). The use of English here is not for functional purposes (like providing clearer information) but to create a specific brand image. The word "sexy" and the expression "yeee.." convey an impression of modernity, daringness, coolness, and confidence, which perfectly aligns with the image of the tattoo industry. This shows how code-mixing can be used to build a brand persona that appeals to a specific audience (young people or those seeking an edgy lifestyle).

2) Transliteration

Transliteration is the process of converting text from one writing system (alphabet) to another, character by character, with the aim of maintaining the phonetic or spelling correspondence as closely as possible. Unlike translation, transliteration does not change the meaning, only the written form.

a. Dharma Buddha Temple 廣化佛法寺

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This example shows culturally significant transliteration. "Vihara Buddha Dharma" is written in Latin script, which is commonly used in Indonesia. However, the addition of "廣化佛法寺" (Guǎnghuà Fófǎ Sì) written in Han (Mandarin) script is a form of transliteration of the name

of the monastery into its original script or script relevant to the Chinese Buddhist tradition. This is not just a rewrite; It is an attempt to connect local identity with broader cultural and spiritual roots. The presence of Latin characters side by side with Han characters (Hanzi) on the signage on Nakula Street indicates not only the practice of transliteration, but also what Shohamy and Gorter (2009) call the practice of multiscription in multilingual public spaces. This practice is commonly found in multicultural tourist areas, where the use of diverse scripts aims to reach audiences with different language backgrounds while expressing cultural identity and local values. The emergence of the Hanzi script alongside the Latin script not only serves as a means of information, but also has a symbolic function—showing respect for the roots of Chinese culture while maintaining global accessibility. Shohamy and Gorter (2009) explain that the presence of many characters in public signage not only expands the reach of readers, but also becomes a symbol of cultural pluralism and an open attitude of a city towards diversity. This is reinforced by the findings of Ketut et al. (2023) who state that scripts in linguistic landscapes play an important role as symbols of ethnic identity, cultural status, and power, as well as being a tool for affirming or negotiating group identities in public spaces. Thus, transliteration and script selection are not purely technical decisions, but part of broader social, cultural, and economic communication strategies in the linguistic landscape.

b. Restaurant & Bar My Mimi 秘密

This signboard combines the Latin script "resturan & bar my mimi"

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with the Han characters "秘密" (mìmi). The word "mimi" in the name uses phonetic transliteration of the Han characters, which means "secret." The use of Han characters here is very strategic to add a sense of exclusivity and mystery to the brand. The word "secret" in the name of a restaurant or bar can evoke curiosity and make customers feel like they are part of something special or hidden. This is a form of transliteration utilized for emotional branding and creating a unique appeal, beyond just identification.

3) Lexical Blends

Lexical blending is a morphological process that creates new words and is present in many languages, Grlj, T. (2022). Renner, V. (2015) said lexical blending involves conscious play with various outcomes, sometimes institutionalized together, which can enhance the wordplayfulness and creativity.

a. Aut'Bag (be authentic be you!)

"Aut'Bag" is a clever blend of "authentic" and "bag." The apostrophe here might be used to abbreviate "authentic" to "Aut'" or to add a stylistic touch. This blend directly communicates two things: the type of product (bag) and the brand's value (authenticity). The slogan "be authentic be you!" further reinforces this message, connecting the product with a personal philosophy. The formation of this word demonstrates an effort to make the brand sound unique and full of character. It's more than just a name; it's a statement about the product's identity and its audience

4) Hybrid Syntactic Structures

Krasnowska & Woliński (2023) say Hybrid syntax structures are formal systems that combine different grammatical frameworks, the most common of which are phrase structures (which focus on hierarchical word groupings) and dependency structures (which focus on word-to-word relationships), to deal with complex or intermittent syntactic patterns within a language. This can improve the accuracy and consistency of syntactic analysis by combining constituency (grouping) and dependency (relationship) information.

a. Selling Cotton Hand-Woven Fabrics Fabriesfabrie

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 This sentence clearly shows a hybrid syntactic structure. The phrase "Jual kain tumanggal" is an Indonesian structure ("Jual" as verb, "kain tumanggal" as object). However, the following phrase "cotton hand-woven fabries" is an English compound noun structure. If it were pure English, it would likely be "hand-woven cotton fabrics." "Fabries" itself might be a misspelling of "fabrics." This combination indicates a less than seamless transition between languages, yet the core message is conveyed: this place sells tumanggal fabric which is a hand-woven cotton product. The grammatical error ("fabries") or unusual word order (e.g., "cotton hand-woven fabries" instead of "hand-woven cotton fabrics") does not impede understanding, demonstrating a priority on information transfer over strict grammatical adherence. This is common among small businesses interacting with diverse markets.

b. Visa extension visa, passport, working permit (kitas), retirement visa

This example is a list of services that combines English and Indonesian

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elements in a format that doesn't strictly follow the syntactic rules of either language, yet is highly functional. "Visa extension visa" is a slightly redundant phrase (perhaps intended as "visa extension services" or "visa for extension") but clear. "Passport," "working permit (kitas)," and "retirement visa" are specific English terms, with "(kitas)" being an Indonesian explanation for "working permit." This structure is a list of

service items, not a complete sentence. Its effectiveness lies in the quick and direct clarity of information. This is a form of hybrid syntax that arises from the need to quickly and concisely convey various services to an audience that may use English as a common language for immigration terms but also understands local terms.

5) Abbreviation

An abbreviation is an abbreviated version of a word or phrase formed by omitting a specific letter or syllable or by using an initial letter, Kulsum (2024). Its function is for compression/space saving, shortening words or phrases to save space.

    a. BES Bali Expatriate Services

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"BES" is a direct abbreviation of "Bali Expatriate Services." The use of such abbreviations is very common in the corporate and service world. Its primary purpose is to make the name more concise, memorable, and professional. Abbreviations like this also convey a sense of modernity and efficiency. For the target audience (expatriates in Bali), this abbreviation will be immediately recognizable and associated with the services provided, indicating professionalism and specialization.

    b. ATM BCA

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"ATM" is a universal abbreviation for "Automated Teller Machine," while "BCA" is an abbreviation for the bank name "Bank Central Asia."

This combination is an example of abbreviations that are highly common and familiar to the general public. The presence of both abbreviations together on a machine or signboard requires no further explanation due to their very high recognition level. This shows how abbreviations, once entrenched in public consciousness, become an integral part of daily communication and instantly convey important information.

6) Homophone

Based on Stone, L (2021), homophones are words that have the same pronunciation but different spellings and meanings for example, "pair" and "pear". This will help in learning new words in a second language by using familiar sounds. Learners can detect and recognize new homophone words faster if they already know the term with the same pronunciation, Liu & Wiener (2020).

a. Es The Indonesia

This is a clever wordplay using homophones. "The" in English is pronounced similarly to "teh" in Indonesian (which means tea). By writing "Es The Indonesia" instead of "Es Teh Indonesia," the brand creates light humor and a unique appeal. It demonstrates creativity in product naming that can elicit a smile and make the name more memorable. This is a branding strategy that relies on the audience's familiarity with both languages and their ability to grasp the wordplay.

b. Jancook

The word "Jancook" is an example of a homophone used in a very bold way. The word is deliberately made to sound similar to "jancuk," a very vulgar curse word in Javanese. By changing the last letter from "u" to "oo" and "k," the brand attempts to remove the negative connotation and make it something funny and provocative without being explicitly vulgar. The use of this homophone here is to attract immediate attention and create a shock value, making the name very sticky in people's minds. This is a risky strategy but can be highly effective in creating a memorable and distinct brand.
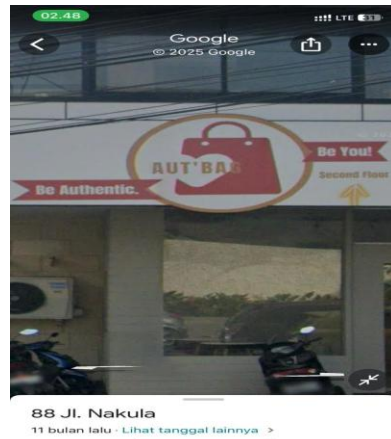
7)   Figurative Language

Figurative language allows the reader to see, describe, or understand an idea more clearly than colloquial language, Dobrovol'skij & Piirainen (2021).

a. The smallest chef in the world – THE LITTLE CHEF

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The phrase "The smallest chef in the world" is an example of hyperbole, an exaggerated statement for dramatic effect. Literally, such a small chef is impossible, but this is a way to create immense appeal and uniqueness for the "Le Petit Chef" dining experience (which is actually an animated projection of a tiny chef on the dining table). This hyperbole serves to build anticipation, create wonder, and attract attention from potential customers seeking a truly different and unforgettable dining experience.

b. Be authentic be you!

The slogan "Be authentic be you!" is an example of an inspirational and persuasive message that uses figurative language in an abstract and emotional sense. While there are no literal metaphors or similes, the phrase uses language that evokes positive feelings and values. It encourages individuals to embrace their true identity, which is often a key message in modern branding aiming for emotional connection with consumers. This slogan doesn't just describe a product; it invites the audience to adopt a certain mindset, which is highly effective in building brand loyalty.

8) Speech Act

A speech act is an utterance that serves a purpose beyond simply transmitting information, Christison (2018). In the context of signboards or advertisements, speech acts are often directive or informative.

    a. Open 24 Hours Medical Service Dr. Adi & Associates

This signboard is an example of a very clear informative speech act. The information "Open 24 Hours" is a declaration that informs the
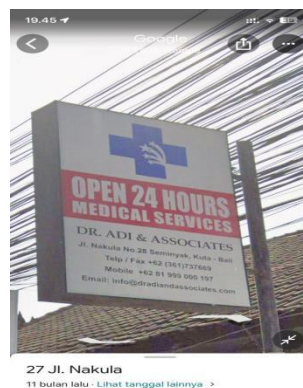
public that the medical service is available at all times. This is crucial information for potential patients who might need medical assistance at any hour. The presence of "Dr. Adi & Associates" further identifies the

service provider. The speech act here aims to provide certainty and eliminate doubt about the availability of the service.

b. Secure Parking TS Suites

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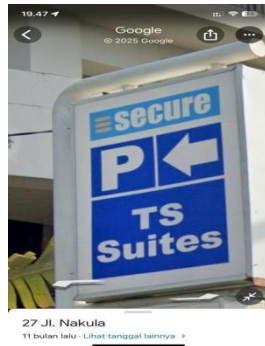
The phrase "Secure Parking" is an example of an assertive speech act that claims or states a fact about the parking facility. The word "Secure" is a guarantee or a quality claim made by the service provider (TS Suites) to potential customers. This speech act functions to reassure and build trust in the offered facility. It is a statement intended to provide a sense of safety and comfort to those who will use the parking facility.

9) Politeness Strategies

Politeness tactics are communicative activities that aim to show respect, reduce challenges to the self-esteem of others ("face"), and maintain harmony in social interactions, Putri (2023). This makes direct and unambiguous communication used when efficiency takes precedence over politeness.

a. 1 customer 1 machine

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This rule, "1 customer 1 machine," despite being imperative (a command or prohibition), is conveyed in a very direct, concise, and neutral manner. Instead of using more formal or threatening phrases like "Do not use more than one machine" or "Please limit one customer per

machine," this formulation opts for a minimalist and factual style. This is an example of negative politeness strategy (in Brown & Levinson's theory), which aims to minimize imposition on the hearer's freedom of action, or at least present it in a less demanding way. As such, the rule feels more like a clear guideline than a strict prohibition, making it generally more acceptable.

10) Slang

Slang is an informal and non-standard vocabulary that is highly expressive and emotional, often violating the literary or standard language conventions by which it is commonly used in spoken language and associated with specific social groups or subcultures, Hajizade & Universiteti (2020).

a. Cabean

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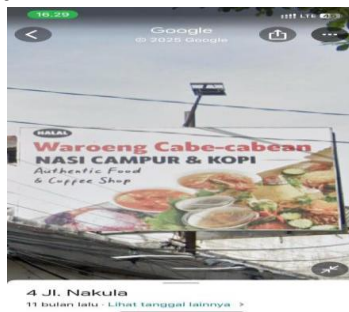
The word "Cabe-cabean" is Indonesian slang that used to carry negative connotations or certain stereotypes (typically for teenage girls considered mischievous or impolite). However, in the context of "Waroeng Cabe-cabean," this usage is a reappropriation or humorous and provocative re-use. The goal is to attract attention and create a unique, bold, and memorable name. It relies on the audience's familiarity with the slang and their ability to understand that its use here is for stylistic effect, not to convey the literal derogatory meaning. This shows how slang can be utilized to build an edgy or popular brand identity.

b. Jancook

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As explained in the Homophones section, "Jancook" is an adaptation of the Javanese curse word "jancuk." In this context, the use of "Jancook" is a very bold and provocative use of slang.

It indicates an attempt to create a highly memorable and edgy brand. By slightly modifying the spelling, the brand tries to avoid direct vulgarity while still retaining the "feel" of the strong original word. This is a strategy that targets an audience who appreciates coarse humor, uniqueness, and boldness in branding, which can be highly effective in generating buzz and differentiation in the market.

Discussion

The frequent use of English in signage along Nakula Street shows its role as the main language in tourism. Many businesses prefer English because it helps them reach international visitors more effectively. At the same time, bilingual signs—especially those combining Indonesian and English—are also common. These allow businesses to connect with both local people and tourists.

Besides the choice of language, businesses also use creative language strategies. These include mixing languages, using local scripts, shortening words, or using slang. Such strategies are not just about giving information, but also about creating attractive and memorable brand identities. This finding is similar to studies in other tourist areas in Indonesia, though Nakula Street seems to focus more on international appeal than preserving local language.

CONCLUSION

This study shows that most signs on Nakula Street use only one language, and that language is usually English. This supports the idea that the area is strongly oriented toward tourism. Some signs also use two languages, mostly Indonesian and English, which helps reach both local and foreign audiences.

We also found that many signs use creative language features such as code mixing, abbreviations, or slang. These are used to make the signs more interesting, reflect the business identity, and connect with a wide audience. In short, the signage not only gives information but also shows how businesses try to balance between global trends and local culture.

Suggestions

Future research could:
1. Study other tourist areas in Bali to compare language use across locations.
2. Interview shop owners or sign creators to understand why they choose certain languages or styles.
3. Explore how tourists react to different types of signage to see what works best in communication.

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