

LINGUISTIC LANDSCAPE FOUND IN TANGERANG CITY'S PARK

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ABSTRACT

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This study examines the linguistic landscape (LL) of public parks in Tangerang City, Indonesia, to understand how park names reflect cultural identity, social values, and environmental awareness. Using Landry and Bourhis' (1997) LL framework, this research analyzes the visibility of language in public spaces as an expression of identity and power relations. The qualitative approach included direct observation, photographic documentation, and content analysis of signboards in 14 city parks. The findings indicate that park names such as Eco Park highlight environmental sustainability, Taman Prestasi reflects civic pride, and Pintu Air symbolizes the importance of natural resources. These linguistic representations show that public park signage functions not only as a communicative tool but also as a symbolic medium for expressing collective identity. The study contributes to sociolinguistics by demonstrating how language use in public spaces shapes cultural meaning, environmental awareness, and social interaction in a multicultural city.

1. INTRODUCTION

Language serves as a sign of social identity, philosophy, and cultural history in addition to being a tool for communication. Language use in public places is a reflection of how cultures handle variety, portray themselves, and create shared meaning. This perspective is covered within the topic of Linguistic Landscape (LL), a concept first developed by Landry and Bourhis (1997), referring to "the visibility and salience of languages on public and commercial signs in a given territory or region." LL therefore investigates language as it appears on signboards, public notices, billboards, and institutional nameplates all of which operate as semiotic resources that express identity, power, and cultural orientation.

The LL offers a crucial perspective for comprehending how languages coexist and interact in everyday life in multilingual nations like Indonesia. The sociolinguistic environment of Indonesia is marked by complex multilingualism, with regional languages including Javanese, Sundanese, and Betawi being extensively spoken while Bahasa Indonesia serves as the country's official language. The dynamic interplay between local identity and national unity is reflected in language choice in public spaces such as streets, markets, parks, and

transportation hubs in urban regions. Public signage's language exposes underlying power dynamics, cultural goals, and ideological preferences.

The province of Banten's Tangerang City is a perfect location for this kind of study. Tangerang, a fast-growing metropolitan area that borders Jakarta, has seen substantial urban modernization, cultural blending, and population increase. As part of its urban beautification and environmental programs, the local government has constructed and refurbished a number of public parks, including *Taman Potret*, *Taman Gajah Tunggal*, *Taman Prestasi*, *Eco Park*, and *Taman Hutan Kota*. Because the names and signage in these areas visibly convey values, histories, and beliefs, these parks are not just physical landscapes but also linguistic landscapes.

Naming public areas is a cultural act that entails deliberate decisions concerning representation, according to sociolinguistic theory. Backhaus (2007) asserts that language used in public places is a type of social semiotics that expresses who is being represented by the name and who has the authority to name. While *Eco Park* encourages environmental awareness and global sustainability debate, *Taman Prestasi* Achievement Park transmits municipal pride and communal accomplishment. These word choices are never neutral; they have ideological significance that reflects political narratives and group identities.

Additionally, Tangerang Parks' linguistic landscape demonstrates an intriguing harmony between localization and globalization. While occasional English features, like "Eco Park," offer global modernism and environmental consciousness, the majority of park titles employ Indonesian to emphasize national identity and accessibility. This combination reflects what Scollon (2003) refer to as "geosemiotics," which holds that language's meaning is influenced by its cultural and spatial surroundings.

Understanding how the linguistic environment serves as a socializing and instructional medium is another crucial aspect of this research. In addition to naming a location, public signage in parks encourages social inclusion, civic engagement, and behavior. Signs that highlight environmental preservation, safety, and cleanliness, for example, convey moral principles that promote societal harmony. Accordingly, the language landscape has both informational and symbolic purposes. Landry & Bourhis, (1997) it informally directs social behavior and symbolically reinforces identity.

Tangerang's fast urbanization poses problems for social cohesiveness and environmental sustainability. As a result, parks become places where community, language, and the environment come together. The local government engages in a subtle act of language policy by naming parks with names that have ideological connotations. Every public language choice, according to Spolsky (2004), reflects policy judgments on the kinds of values that should be evident in society. As a result, examining the linguistic landscape of

Tangerang parks enables us to identify the ideological goals ingrained in urban language policy in addition to linguistic preferences.

Gorter (2006) on multilingual visibility, Landry and Bourhis (1997) on linguistic landscape and ethnolinguistic vitality, and Ben-Rafael (2006) on identity and symbolic creation in public spaces all contribute to the theoretical framework of this study. Their frameworks aid in the explanation of how language's visual presence reflects cultural goals, community values, and social structures. Furthermore, the idea that parks serve as linguistic venues where civic discourse and cultural negotiation take place is supported by Habermas's (1962) concept of the public sphere.

This study seeks to examine how the park names in Tangerang City represent linguistic, cultural, and environmental meanings in light of these frameworks. It specifically aims to characterize the linguistic elements present in park names, evaluate the cultural and social values represented in these linguistic choices and, investigate the ways in which these linguistic landscapes influence public awareness and collective identity. There are various reasons why this study is important. First, by offering actual data from a multilingual urban Indonesian milieu, it advances the discipline of sociolinguistics. Second, by demonstrating how linguistic symbols reflect deeper socio environmental values, it advances semiotics and cultural studies. Third, it provides local authorities with information about how language choices in public areas might promote social cohesiveness and cultural identity.

Communication and identity are inextricably linked by the ongoing interactions between language and society in public settings. The linguistic environment both reflects and impacts the vibrancy of a community's linguistic life, as Landry and Bourhis (1997) highlight. A language's social presence and speakers' sense of belonging are strengthened when it is made apparent in the physical world. While allowing for localized expression, Tangerang's regular use of Bahasa Indonesia in park names and informational signage reinforces the city's common identity as part of a larger national framework. According to Gorter (2006), linguistic landscapes show both intended futures and current language practices. The vocabulary employed in Tangerang's parks conveys the city's aspirations to develop into a contemporary, orderly, and ecologically conscious urban community. The city urges its inhabitants to internalize these ideals by exposing them to phrases that imply harmony, pride, and sustainability on a regular basis. The linguistic environment thus serves as an ideological tool for social change.

To sum up this part, comprehending the linguistic landscape of Tangerang's parks entails comprehending how the city interacts with its citizens. Pride, self-control, and concern for the environment are values that are spread through these public statements. Therefore, studying this landscape is more than just linguistic analysis, it is cultural interpretation that shows how identity, ideology, and environment come together in the language of daily urban life. Moving on from this broad conceptual overview, the methodological framework

employed in this study is presented in the part that follows. In order to comprehend the deeper meanings ingrained in their linguistic design, it describes how the researcher gathered, categorized, and analyzed linguistic data from Tangerang City's parks.

II. METHODS

This research applies a qualitative descriptive approach to analyze data collected from direct field observation and photographic documentation of park signboards across Tangerang City. The data were obtained from fourteen major parks, including Eco Park, Taman Prestasi, Taman Herbal, Taman Potret, and Alun-Alun Kota Tangerang.

The primary data consist of park names and visual documentation, while the secondary data derive from academic literature on LL, sociolinguistics, and cultural identity (e.g., Landry & Bourhis, 1997; Gorter, 2006; Spolsky, 2004). Dictionaries such as Kamus Besar Bahasa Indonesia (KBBI) and Oxford English Dictionary were used to determine semantic meanings. The data analysis follows Krippendorff's (2013) content analysis method: classification, interpretation, and tabulation.

III. RESULTS

The analysis reveals that the names of Tangerang City's parks embody social ideals, environmental goals, and civic identity. Each park name carries symbolic meaning reflecting the relationship between people, place, and culture.

Park Name	Lexeme Source	Meaning / Symbolism
Eco Park	KBBI / Oxford Dictionary	Represents ecological awareness and sustainability.
Pintu Air	KBBI, Javanese & Sundanese lexicons	Symbolizes access to nature and the importance of water as life source.
Taman Prestasi	KBBI	Expresses achievement, pride, and community spirit.
Taman Hutan Kota	KBBI	Signifies the balance between urban life and nature conservation.
Taman Herbal	KBBI / Oxford Dictionary	Reflects traditional health knowledge and natural medicine culture.

These names function as semiotic markers visible linguistic signs that communicate local values. For instance, Eco Park explicitly promotes environmental stewardship, while Taman Prestasi celebrates collective achievement and civic pride.

IV. CONCLUSION

Language functions as a symbolic resource in the creation of urban identity and communal values, as demonstrated by the linguistic landscape of Tangerang City's parks. The results show that park names are representations of cultural memory, ambitions, and social

ideology rather than just identifiers. Citizens are reminded of their identity and values through the semiotic prominence of language in public areas.

The city's sociocultural goals are reflected in the language environment. In keeping with the worldwide ecological discourse, park names like Eco Park and Taman Hutan Kota emphasize sustainability and environmental management. Taman Prestasi and Taman Potret, on the other hand, honor cultural innovation, civic pride, and the desire to create a forward-thinking urban community. Language serves as a vehicle for moral and environmental teaching. Ecological consciousness, reverence for the natural world, and shared responsibility are fostered by the employment of language symbols in park signage. By using Indonesian as the major language and occasionally using English to express modernity and global connectivity, the city's naming decision also promotes inclusivity and unity.

The language environment serves as a visual identity formation policy. It demonstrates how the public's perspective of values, culture, and belonging is shaped by the government through linguistic visibility. In this way, linguistic landscapes are included into soft power tactics that foster shared meaning and social cohesiveness among a varied population. In conclusion, Tangerang's parks' linguistic landscape exemplifies a harmonious fusion of environment, culture, and language. It raises awareness of sustainable living and invites people to consider how they relate to the urban ecosystem. By showing that even seemingly insignificant linguistic components, like park names, convey potent messages about identity and ideology, the study advances sociolinguistic research.

By comparing linguistic landscapes in various locations or by incorporating multilingual textual analysis of other urban artifacts like street names, murals, or commercial signage, future research may expand on this work. Our comprehension of how language visibility continues to influence Indonesia's changing cultural and linguistic identity would be enhanced by such investigations.

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