

Linguistic Landscape of Open Space Naming in PIK

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ABSTRACT

The observation of languages in public spaces, including signboards and written text, falls under the concept of linguistic landscape (LL). The research aims to analyze language patterns and uncover the meanings embedded in the names of these public spaces. By applying the principles of linguistic landscape theory (Landry and Bourhis, 1997), which examine how public language reflects social identities and dynamics. This research adopts a descriptive and qualitative approach to investigate the linguistic landscape of open space naming in Pantai Indah Kapuk. Data were collected through observations and interviews with several informants. The main objective is to identify language patterns using the Kamus Besar Bahasa Indonesia (KBBI) and the Oxford English Dictionary (OED). Furthermore, to explain the meanings of the names, the author analyzed the presuppositional meanings according to Nystroom: categorial, associative, and emotive. The author using the UCREL Semantic Analysis System (USAS) to decode categorial meanings, while associative and emotive meanings were derived from interview data. The results of this study are as follows: Analyzing the names of eight open spaces in PIK revealed the language pattern where English is the most dominantly used language. Additionally, the author identified eight categorial meaning, USAS categories Z2, W3, and M7 being the most dominant. The categorial meanings that emerge from the names of open spaces are related to geography, natural features, and specific locations based on USAS categories. Furthermore, the most common associative meaning is positive, highlighting the identity, culture, history, and environment of PIK. Finally, the emotive meanings found indicate positive emotions such as joy and satisfaction, reflecting the ability of these locations to leave a deep and lasting impression on visitors.

Keywords: Linguistic Landscape, PIK, Presuppositional Meaning

INTRODUCTION

Language as a tool or way for humans to communicate with each other. (Mailani et al., 2022) Communication between people takes place in different ways, including oral and written conversations. Beside words people can communicate through sign. We can find various sign in environment, such as in public spaces, sign on signage, restaurant, mall, open spaces, airport, station and many others places. Directions, traffic signs, and store names are some examples of important information or messages that can be communicated using signs. People use these signs to communicate. However, some people are unaware that the signs all around them can be used to communicate. The linguistic landscape encompasses everything that appears in the surrounding environment, including text, images, and signs.

"Language Landscape" can be defined in conjunction with the term "linguistic", which refers to the study of language, such as the studies of language on visible signs in an area or public space. According to (Landry & Bourhis, 1997) in their journal, linguistic landscape is "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration". In general, two concepts are associated with the use of the term "linguistic landscape", which is abbreviated in LL.

According to (Landry & Bourhis, 1997), there are two primary purposes for which the landscape of linguistics might be used: informative and symbolic.

Information about a region's linguistic diversity and degree of participation in the globalization process is said to be provided by the information function. Symbolic functions are connected to the language status, demographic strength, and institutions of ethnic group (Herlander, 2005). Public signage is associated with social functions, which may inspire readers to pick up the language. Social function conveys a social group's viewpoint on sign-related topics and is linked to both local and national identity. In society, language is a symbol for interethnic relationships and socioeconomic struggles. Differences in LL within a region are influenced by various elements, such as the standard of living of individuals, the living patterns of communities, and, of course, the region's status.

The work of linguistic landscape has been done in various cities in Indonesia. Here are three previous studies that the author found, one of them is done by (Putra et al., 2024) "Linguistic landscape study: signs of public transportation places in Sidoarjo Regency". The study examined the linguistic landscape in public transportation areas in Sidoarjo Regency, revealing the presence of monolingual signs in Indonesian and English, as well as bilingual signs. Similar research was also found by the author, in the journal by (Denil et al., 2024): "Geographical Effect against Linguistic Landscape on Coffee Shop Signboard in West Padang Subdistrict." This research examines the language use on 60 coffee shop signboards in the West Sumatra Subdistrict, focusing on the dominance of language and the influence of

circumstances and geographical conditions on the language's usage. And the last case was done by (Iye et al., 2023) in their journal entitled: "Language contextualization in public space in Maluku Province: A landscape linguistics study". The study reveals 40 signboards in the province contribute to the linguistic landscape, including local languages at tourist attractions and school names.

In this study, the author was curious in the existence of Linguistic Landscapes in the Pantai Indah Kapuk area of North Jakarta. Pantai Indah Kapuk or commonly shortened to PIK (originally Pantai Indah Kapuk Waterfront City), is a planned development which could be found in the Tangerang Regency, Banten; Kapuk, Cengkareng, West Jakarta; and Penjaringan, North Jakarta. PIK is one of the most prestigious elite residential areas in Jakarta. Not only a residential area, but now the PIK area is becoming growth and developing rapidly into a tourist attraction. PIK offers an exclusive and high-quality urban lifestyle for its citizens, making it one of the leading destinations in Jakarta. For this reason, The City of Pantai Indah Kapuk may be a suitable subject for research about its multilingual language environment.

Naming practices represent a lot of social issue, represent the community in a region as well as some previous research done by (Kumala, 2021a) in her research entitled Linguistic Landscape Study: Examining the Existence of Chinese Benteng in Tangerang this type of research is descriptive, using a qualitative approach. This study focuses on Pasar Lama, Tangerang. The author investigated the topography in the Pasar Lama as evidence of the presence of Cina

Benteng from the colonial era to the present age. The findings revealed that the Pasar Lama area keeps on functioning as a cultural center, offering a variety of cultural experiences even in the modern period.

On the other hand, the study's main focus is the linguistic landscape, in relation to the identification of open spaces in PIK. This study employs descriptive and qualitative methods similar to previous studies, but the locations and subjects of study differ. This study's objective is to clarify how naming practices in open spaces in PIK reflect the community's unique identity, values, and social dynamics. This study is expected to make new contributions to understanding naming practices in public areas and their consequences for cultural and social identities in PIK, while also complementing prior findings.

RESEARCH METHODOLOGY

This study takes a descriptive and qualitative approach to the Linguistics Landscape in Pantai Indah Kapuk. This study attempts to characterize and assess the diversity of languages found in the environment through in-depth data collection. Various linguistic signals such as writing, symbols, and spoken language will be thoroughly examined utilizing descriptive approaches. This qualitative study will investigate the social, cultural, and linguistic meanings of the linguistic scene in Pantai Indah Kapuk, providing profound insights into language use in public areas or open spaces.

This work of linguistics landscape is to investigate the language situation in Pantai Indah Kapuk, Jakarta. In terms of to

know the language patterns exhibited in the naming of open spaces. This work confines the extent of studied area as Pantai Indah Kapuk is considered to be a large scaled area, selecting only on location to represent various language activities. The author will analyzed and select the naming of open spaces as a public areas for this study.

This study used primary data. In using primary data, the author usually identifies the target population before choosing and collecting data sources. In this case, identifying the specific group of people interacting with or affected by public signs in public spaces may be necessary. For example, the target population could include pedestrians, commuters, tourists, or residents who frequent areas where public signs are displayed.

To gathered the data, the author wants to captured all the sign from the naming of each open spaces in PIK area. The author also uses record and note-taking techniques in obtaining the data. As a result, the author owns the data, and all obtained data must be unique and original. The author conducted direct interviews with informants in eight open spaces including Batavia PIK, Pantjoran, By The Sea, Aloha, Land's End, Orange Groves, Indonesia Design District and Taman Doa Our Lady of Akita.

With the criteria, informants are visitors and staff or workers in the open space. With an age range of 17 to 60 years old. The author assume that the more mature the age of the informant, the more information will be obtained. Author chose informants randomly through observation first, then approached and

asked permission to conduct interviews with pre-prepared questions.

FINDING AND DISCUSSION

The data was separated into two categories: monolingual and bilingual. Monolingual signs were divided into two categories: (1) Bahasa Indonesia (25%), (2) English (50%). The bilingual sign were classified into one group, Bahasa Indonesia - English (25%). This shows that the most commonly used language was English (50%).

Groups	Languages	Number	Percentage
Monolingual	Bahasa Indonesia	2	25%
	English	4	50%
Bilingual	Bahasa Indonesia - English	2	25%
TOTAL		8	

In the table above, English has become the majority language for naming open spaces in PIK. Several practical and cultural considerations can explain why English is commonly used to name open places in Pantai Indah Kapuk (PIK). First, English is the most commonly spoken language in the world, particularly in business and tourism. PIK is a prominent and rising neighborhood in Jakarta that aims to attract not just residents, but also foreigners, tourists, and international investors. Using English names makes the region more appealing and easy to traverse for non-Indonesian speakers. This makes PIK stand out as an international-friendly destination.

Furthermore, English is widely regarded as a modern and prestigious language. Naming parks, areas, and recreational spaces in English gives PIK a more modern and sophisticated image. This is critical for making the region more appealing to potential visitors and investors searching for a place that seems modern and cosmopolitan. People prefer

to link English names with a higher standard of living and modern amenities, which increases the area's appeal. In conclusion, the use of English is reflected an identity of PIK. Because PIK is known as a prestigious area in Jakarta.

A. USAS Category

The author found the two most dominating categories in the categorial meaning grouping. Overall, there are 8 place names to be identified using USAS. The results show that there are 8 different types of categories to investigate the categorial meaning of each name, namely "Z2, W3, M7, S5, Q2.1, L3, S9, and H5". The table below shows the 8 USAS categories found to identify the categorial meaning of each naming.

Code	Category	
	Main Category	Sub-Category
Z2	Z "names and grammar"	2 "geographical names"
W3	W "world and environment"	3 "geographical terms"
M7	M "movement, location, travel, and transport"	7 "places"
S5	S "social actions, states, and processes"	5 "groups and affiliation"
Q2.1	Q "language and communication"	2.1 "speech etc: communicative"
L3	L "life and living things"	3 "plants"
S9	S "social actions, states, and processes"	9 "religion and the supernatural"
H5	H "architecture, housing and the home"	5 "furniture and household fitting"

Of the 8 USAS categories used, the 3 most used categories were Z2, W3, and M7. Each was used 3 times to categorize the categorial meaning of each name. For categories H5, S5, S9, Q2.1, and L3, each was only used once.

Thus, the first most dominating USAS category is Z2. The Z2 category refers to geographical names. It includes names of countries, cities, regions, and other geographical places. The second, most dominating category is W3. The category refers to terms related to geographical terms or includes different types of natural features such as (1) seas, rivers, and lakes (bodies of water), (2) mountains, valleys, and plains, (3) islands and peninsulas and other geographical features related to the physical and geographical environment. Finally, the

third most dominating category is M7. M7 includes terms related to movement, location, travel and transportation in specific places.

B. Associative Meaning

Based on the data analysis above, the author has investigated the associative meaning that arises towards several open spaces in PIK. Actually, associative meaning is something that appears in a person's mind or cognitive when hearing something, one of which is a place name. Associative meaning can be positive associative meaning or negative associative meaning depending on the experience of each informant. After conducting the analysis, the author can draw a conclusion if the most dominating associative meaning or the most found is positive associative meaning. There are 8 open spaces that became the research location. Each of these open spaces has a different concept and theme. Based on the data analysis above, the name of the open space in PIK has 8 association meanings.

The dominant positive associative meanings found in PIK highlight its cultural and social aspect through various open spaces. Each of these spaces, such as Batavia PIK with its historical reference to colonial Jakarta, Pantjoran reflecting Chinese culture, and By The Sea emphasizing geographical features, contributes uniquely to PIK's identity. Furthermore, locations like Aloha evoke tropical beach vibes, while Land's End underscores PIK's distinctiveness. Orange Groves connects to greenery and citrus gardens in Sicily, Italy, while Taman Doa Our Lady Of Akita resonates with Japanese influences, and IDD represents luxury. These associative meanings collectively enrich PIK's landscape by encapsulating diverse cultural elements and environmental characteristics. They underscore PIK's appeal not only as an elite residential area but also as a multifaceted destination that offers a rich

tapestry of experiences for its visitors and residents alike.

C. Emotive Meaning Dominance

Based on the analysis of various open spaces in PIK, the dominant emotive meaning is positive. While some places elicit negative emotive meanings, such as discomfort due to weather or high prices, the vast majority of visitors have positive emotions when visiting these locations. This is reflected in visitors' expressions of happiness, satisfaction, and enjoyment at various locations, including Batavia PIK, Pantjoran, By The Sea, Aloha, Land's End, Orange Grooves, Taman Doa Our Lady Of Akita, and Indonesia Design District.

The presence of positive aspects such as natural beauty, adequate facilities, a family-friendly atmosphere, and diverse attractions at each location helps visitors leave with a positive experience. Although there are some situations that cause discomfort or disappointment, such as hot weather or high prices, their impact on the overall emotional experience is usually not equal to the positive feelings that arise from these places. As a result, PIK not only provides an exclusive environment and luxurious infrastructure, but also a satisfying and memorable experience for visitors that is mainly positive emotions.

CONCLUSION

Based on the identification and analysis of 8 open space names, author managed to reveal the language pattern of naming open spaces in PIK. And the results show that English is the most widely used language in naming public spaces in PIK. The use of English as the most dominant language in PIK reflects PIK's identity as an elite area in Jakarta. English is used to facilitate communication, considering that PIK has developed into a major tourist destination in Jakarta. Not only does it attract visitors from within the city, but also from outside the city and even abroad. By choosing

English, PIK ensures that visitors from various backgrounds can easily interact and enjoy the various facilities available. This reinforces PIK's image as a modern, cosmopolitan and inclusive area, and cements its position as a prestigious destination that accommodates the needs of international travelers. The use of English in open spaces such as recreational parks, entertainment centers, and shopping malls further establishes PIK as an area that keeps up with the times and offers a prestigious and classy experience.

This research also found the categorial meaning of 8 open space names as the object of research. The author obtained eight patterns of categorial meaning behind the naming of open spaces in PIK, including USAS category Z2, W3, M7, S5, Q2.1, L3 and S9. Of these 8 categorial patterns, the most dominating are USAS categories Z2, W3, and M7. Thus, the first most dominating USAS category is Z2. The Z2 category refers to geographical names. The second, most dominating category is W3. The category refers to terms related to geographical terms. The third most dominating category is M7. M7 includes terms related to specific places. The study reveals that the naming of open spaces in PIK predominantly follows the categories of geographical names, natural features, and specific locations, highlighting a strong thematic influence of geography and distinct places in the area's toponymy.

Furthermore, the author examined the meaning of the names of open spaces in PIK. The author investigates the associative meaning behind each naming. The most common association meaning is the positive association meaning. The dominant positive associative meanings found in PIK highlight its identity, culture, history and environment through various open spaces. The associations that emerge are historical, geographical, and reflect the identity of PIK itself. PIK is

known as a prestigious area that offers luxury. From the associative meanings generated, it can be concluded that the name reflects its identity, culture and environmental conditions. These associative meanings collectively enrich PIK's landscape by encapsulating diverse cultural elements and environmental characteristics. They underscore PIK's appeal not only as an elite residential area but also as a multifaceted destination that offers a rich tapestry of experiences for its visitors and residents alike.

And the last one is the emotive meaning that the author managed to identify through the interview process, which is an essential component in understanding the overall impact of these locations on their visitors. This emotive meaning is reflected in visitors' expressions of happiness, satisfaction, and enjoyment at various locations, including but not limited to Batavia PIK, Pantjoran, By The Sea, Aloha, Land's End, Orange Grooves, Taman Doa Our Lady Of Akita, and the Indonesia Design District. The author notes that the emotive meaning found is intricately based on what visitors feel when they come to these places, encapsulating a range of positive emotions that arise during their experiences. These positive emotions, such as joy, contentment, and delight, suggest that these locations possess the ability to leave a deep and lasting impression on each person.

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