



**International
Journal of Society, Culture & Language
IJSCL**

Journal homepage: www.ijsc.net
ISSN 2323-2210 (online)

**Language, Identity, and Modernity:
A Case of Hotel Images in Karawang City, Indonesia**

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ARTICLE HISTORY:

Received April 2023
Received in Revised form June 2023
Accepted June 2023
Available online July 2023

KEYWORDS:

Image
Hotel
Karawang City
Linguistic landscape
Modern identity

Abstract

This study aims to reveal the image of hotels in the City of Karawang as the identity of modern industrial areas and linguistic landscape studies. In this research, a descriptive qualitative methodology is employed. Techniques for data collection rely on photographic documentation and visual analysis. Based on the distribution of language choices and the function of the linguistic landscape, the findings of this study indicate that English predominates the linguistic landscape in hotels in Karawang City. Therefore, the position of the Indonesian language is diminished. Using English on signboards, directory signs, food and beverage menus, and other special facilities contributes to the modern image of hotels in Karawang City. There are two functions of the linguistic landscape of hotels in Karawang City: informational and symbolic. The information function informs the hotel's name and the completeness of the facilities, cleanliness, and comfort. Likewise, the symbolic function of the linguistic landscape of hotels in Karawang City symbolizes industrialization and modernity.

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<http://dx.doi.org/10.22034/ijsc.2023.2003223.3051>

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1. Introduction

Karawang is one of the districts in West Java, Indonesia. The city of Karawang has a history of Indonesia's struggle for independence and relics of the Jiwa Temple and the Jaipong dance art, better known as Goyang Karawang. The city has earned the nickname City of Base Struggle and Rice Granary. Over time Karawang became an industrial city. Karawang is the largest industrial city in Indonesia, even the largest industrial city in Southeast Asia (Sinergis, n.d.). Migrants come from both within and beyond the country. This fact promotes urban development in various industries, including the emergence of upscale hotels in the city. The rise of these hotels is directly related to the demand for lodging for arriving business travelers. Entrepreneurs are unlikely to find ordinary lodging, and business people from other countries require a pleasing and sophisticated temporary residence. As a result of becoming an industrial metropolis, the city is expanding. Aside from business people, many tourists visit this city. One of the indicators for the emergence of hotels in Karawang is this causal element.

The scope of language use in public spaces includes the language of road signs, advertising billboards, street names, place names, commercial store names, and directory signs on government buildings that combine to form the linguistic landscape of a region or an urban agglomeration (Landry & Bourhis, 1997). Language studies that emphasize the use of written language in public settings are referred to as linguistic landscape studies, or LL for short. Signboards and directory signs are included in LL, according to Gorter (2006) and Ben-Rafael et al. (2008), who also claimed that LL refers to information directory signs located outside or inside a building or building zone. In addition, a language can be represented by material properties (the sign itself) as revealed by experts (Alsaif Ali S & Starks, 2020; Cook, 2015; Du Plessis, 2010; Kasanga, 2014; Stroud & Mpendukana, 2009).

Examining a place's LL can find dominant, influential, and marginalized languages (Cenoz & Gorter, 2008; Leeman & Modan, 2009). Thus, LL is a study that can reveal the existence of domination and power of a language in building its power and influence

over other languages. Language competition in the public space is unavoidable and is a reality that may be regulated by regional and central government policies. A language that survives competition can then take on a role and dominate other languages. Then the surviving language has influence and plays an important role in a region/country.

Based on the period's social occurrences, Texts displayed in public places help to create social power relations, whether consciously or unconsciously. LL's media information that is spread out in public areas, especially in hotels in Karawang City, such as signboards, directory signs, food and drink menus, special facilities, and other information, are part of the analysis of this study. In this regard, information and other directions at the hotel accommodate three things (Purnanto & Ardhan, 2020). First, the people's social circumstances as domestic citizens, who also require hotels to satisfy their needs for social facilities; Second, the visitors from outside the city come from diverse social and racial groups; third, the immigrants from other nations come from different walks of life. With multiple concepts offered, visitors can choose a hotel according to their wishes, standards, and preferences. In terms of the linguistic landscape, this research is undoubtedly fascinating to see the image that is constructed based on the distribution of language use and the language choice that appears on LL signboards, LL directory signs, LL food and beverage menus, LL special facilities, as well as LL functions found in hotels – the hotels in Karawang City can express the modernity of an industrial city.

The fact that LL hotels in Karawang City use a lot of English, mainly on most signboards, directory signs, food and drink menus, and special facilities, contributes to the impression that one is like in a foreign. Why? This phenomenon has increased the image of Indonesian as the national language on the margins. Using English in most hotel LL signs in Karawang City demonstrates modernity, identity, and globalization. Thus, the existence of hotels in industrial areas, such as the City of Karawang, should be acknowledged, as they are not merely places to pause and rest; rather, hotels offer a space for linguistic confirmation of modern identity. With this LL approach, it

is hoped that the relationship between language, identity, modernity, and social reality can be revealed from the identification of language use.

2. Theoretical Framework

Research on LL has been carried out by many researchers in several countries, including (Adetunji, 2015; Coluzzi, 2016; Kasanga, 2014; Lanza & Woldemariam, 2013; Lee, 2019; Nikolaou, 2016) Nordh et al., (2022). Lanza and Woldemariam's (2013) research deals with the use of international brand names and English in the linguistic landscape of Addis Ababa, Ethiopia. The results show that national identity and development discourse is being affected by global brand copying. The use of English and international brand names in the linguistic landscape is regarded by locals as prestigious, indexing their aspirations for modernity in capital cities in the global South. Next is Kasanga's research (2014) which focuses on social and political actions of protest, the signs brought by the protesters are a means of mediation to clarify demands and express feelings. Moving signs in the study of linguistic landscapes undermine the idea of territoriality as a permanent place since the discourse of signs is a potent weapon for giving cultural and political significance to protest. The aspect of the linguistic landscape regarding the use of making meaning in *Ìbàdàn*, a large city in Nigeria, is the focus of Adetunji's research (2015). The findings demonstrate that sign makers align this layered sign scenario with the body of work on layering in linguistic landscape study.

Coluzzi's (2016) research focus is the role and meaning of road directory signs in Bandar Seri Begawan, Brunei Darussalam, focusing on the use of English. The results of his research show that the three languages have a high degree of diversity (Malay, English, and Chinese). Even though Malay is the only official language in the country, English has a strong presence in the linguistic landscape. English is an international language associated with luxury and economic success. In addition, English seems to play an interesting role as an impartial and neutral language, accepted and promoted by both Malays and non-Malays and the government of Brunei. The research conducted by (Nikolaou, 2016) focuses on the linguistic composition of commercial signboards in the linguistic landscape (LL) of Athens,

Greece. His findings suggest that many shops often creatively use a language other than Greek, either monolingually or combined with Greek, resulting in a multilingual situation. English is emerging as the strongest linguistic player. The multilingual character of commercial directory signs is not only informative but also symbolic, reflecting a desire to project a cosmopolitan, sophisticated, and trendy outlook.

Other LL research, among other things, reveals the language attached to billboards in the two most visited tourism districts in Seoul, namely Myeongdong and Insadong (Lee, 2019). Her research focuses on the beauty and food businesses and analyzes the language displayed and its content and role in directory signs. The results show that the beauty industry relies heavily on English in general, but the power of K-Beauty being popularized by the 'Hallyu' (Korean Wave) outside of Korea invites linguistic accommodation in the form of using Mandarin and Japanese. The beauty business category generally displays more English usage than the gastronomy business. Also, as an area specializing in tradition and cultural heritage, Insadong uses signs exclusively in Korean rather than Myeongdong.

Yannuar and Tabiati (2016), Silva (2017), Erikha (2018), Harbon and Halimi (2019), and Andriyanti (2019) are renowned LL researchers in Indonesia. Yannuar and Tabiati (2016) examined the language used and displayed in Malang's public places. Their research focuses on several areas in Malang, including Malang Big Market, Malang Square, Soekarno Hatta Street, and Veterans Street. In this study, English is linked to modernism and lifestyle. This study's finding that English remains a challenge, despite its rising use, especially for street merchants in the old town area, is intriguing.

LL's next research in Indonesia focuses on non-commercial billboards in the linguistic landscape of Jakarta. The linguistic landscape on the selected non-commercial billboards is five main roads around downtown Jakarta (da Silva, 2017). These findings indicate that infrastructure discourse is mostly available, and Indonesian is the dominant language. English is present to some extent, particularly in terms of technology-related content and English prestige. Semantically, only a few

words in English experience an expansion of meaning when used in the Indonesian context. The choice of language on non-commercial billboards shows the exclusivity of Jakarta's linguistic landscape. Meanwhile, Erikha (2018) examines the names of the main roads (*râjamârga*) around the Yogyakarta Palace in terms of their function as place name markers (information function) and carriers of certain messages (symbolic role). The findings of this study reveal two functions of the linguistic landscape constructed by street signboards. First, the informational function refers to the Javanese's geographic location and social space, which are presented as one ethnic group. At the same time, the use of *hanacaraka* orthography emphasizes language boundaries. Second, the symbolic function refers to conveying a collection of meanings (according to Paraning Dumadi's philosophy), namely to describe the Javanese as an ethnic group, to show that Javanese is the local community's native language, to demonstrate the vital link between government power and place-naming practices, and even for economic purposes by attracting (foreign and domestic) tourists to Yogyakarta.

It differs from the research conducted by Harbon and Halimi (2019), which collects (digitally) and analyzes food/nutritional directory signs/text to determine which languages are represented in a place and the type of message for each language. This study found that most of the texts and images were in Indonesian and only a few in Sundanese, Arabic, Japanese, and English. There is a 'misalignment' between the health-oriented linguistic landscapes within the school setting and the less healthy linguistic landscape outside the school setting, an issue that may concern schools and the community. There is also Andriyanti (2019), who focuses more on sign patterns in the linguistic landscape of schools and what they represent in terms of language situations in multilingual contexts. The linguistic landscape of the schools studied reflects what languages are used and are locally relevant to the school environment and how these languages are positioned. The conclusion is that Indonesian is very dominant, while Javanese is marginalized. English is frequently used in school directory signs, but the results of this study indicate that signmakers lack proficiency. The use of

Arabic is related to the school's Islamic identity. Javanese is used as a cultural symbol. Due to this significance, Andriyanti suggested that the existing multilingualism in Yogyakarta's schools must be maintained, and efforts must be made to attain a proportional balance.

Purnanto and Ardhian (2020) analyzed LL in relation to the hotel concept conveyed by hotel names in Malang, Indonesia. Their research reveals that Indonesian and English are the most common monolingual languages; bilingualism appears in six patterns: Indonesian + English, Indonesian + Javanese, English + Mandarin, English + Japanese, English + Javanese, and English + Arabic. Meanwhile, Wijayanti and Diani (2022) are more concerned with the designation of hotels in Central Java's Magelang City and Regency. Several hotel names displayed excellent and correct spelling according to Indonesian spelling, as determined by the results. Nevertheless, some hotel names incorporate foreign language patterns.

Other research regarding LL includes a study conducted by Indarti (2020), finding the construction of the social identity of the people of Batu Regency through LL analysis. Indarti used a quantitative method to classify the dominant language from two hundred LL data. Indarti concludes that LL uses eight languages: Indonesian, Javanese, English, Mandarin, Japanese, Arabic, Korean, and French. It is known that the language with the dominant identity in Batu Regency is Indonesian, followed by English and Javanese; the rest are other languages. Then, Artawa and Sartini (2018) investigated human movements and changes in identity in Kuta, an Indonesian tourist destination in Bali, based on LL. Artawa collected information regarding the language used on several outdoor public directory signs. The qualitative research method, by applying LL theory, is then interpreted based on the concept of market ideology. Artawa and Sartini concluded that the Balinese language's marginalization as a symbol of local identity had been eroded by more prestigious languages, such as Indonesian, English, and others.

Meanwhile, Lu et al. (2020) explore the linguistic landscape, particularly the choice of language in linguistic signs in the village of Hongcun, China. Hongcun is a traditional

village as a tourist destination. Lu concluded that LL employs multilingualism as a strategy for tourism development, specifically by using standard Chinese characters that are dominant compared to traditional Chinese characters and conspicuous English, thereby increasing tourist satisfaction.

Sari and Savitri (2021) examined LL store names in Sidoarjo City based on their monolingual, bilingual, and multilingual forms; the syntax pattern of the phrase; and the LL function. The research employs a descriptive qualitative method with data collection in the form of the names of clothing stores, culinary establishments, and boards on Jalan Gadjah Mada, Jalan K.H. Mukmin, Jalan Diponegoro, and Jalan Pahlawan obtained by photographing shop signboards, i.e., the documentation method. The data analysis techniques used are the Equal Comparing Comparison and Distinguishing Comparison techniques. Sari and Savitri concluded (1) LL store names in Sidoarjo Kota have 6 phrase patterns, (2) there are monolingual, bilingual (Indonesian-Javanese speaking, the phrase patterns tend to be DM pattern), mixed (monolingual, bilingual, and multilingual) found contestation between Indonesian and English, and (3) the function of information on store naming LL in Sidoarjo City is to provide information on product and service offerings as well as store locations, while its symbolic function is to show ownership, identity, and regional origin.

Song et al. (2022) also researched the restaurant's outdoor signs that can affect customer perceptions. This research examines the display character and flow of text that can impact customer perceptions of the status and authenticity of ethnic restaurants—Japan and Taiwan—thus influencing their interest in visiting restaurants. Meanwhile, Mulyawan et al. (2022) examine the presence of the Balinese language and script on road signs in Singaraja, North Bali. Then the data is investigated to reveal the government's primary and secondary target areas in protecting the Balinese language. Research data was obtained by observation and photography of 151 road signs. The study shows that the presence of Indonesian has marginalized the Balinese language, and the governor's regulations have only increased the use of Balinese script instead of Balinese.

The next research is linguistic landscape about using architectural materials in community mosques in Malang, Indonesia (Yusuf & Putrie, 2022). Mosques of the Nahdlatul Ulama (NU) and non-NU communities were selected to see their strategy in challenging the representation of the identity of each group. Furthermore, Mulyawan et al. (2022) examine Batukau Temple, a remote Hindu temple on the slope of Mount Batukau. The site has expanded its function from a spiritual site to a spiritual and tourist destination. This additional status altered the appearance of the language in that region. Mulyawan investigated outdoor sign language contestation at Batukau Temple using direct observation methods, photographic techniques, and previous comparison data from online media sources. The conclusion is that Balinese script is less prevalent, and Indonesian and English are used on external signs that are not spiritually related, such as informational signs about the environment, education, sanitation, and prohibition. In addition, during the pandemic, all languages were used to prevent Covid-19. Edu-Buandoh (2016) research reveals colonialism in Ghana, which changed its linguistic structure. The use of English among Ghanaians has shaped the construction and reconstruction of the identity of the elitism and subjectivity of the Ghanaian people. His findings lead to the representation of identity in different pragmatic contexts. Wernicke (2020) conducts a subsequent study on the identity of language instructors and cultural ownership, which can contribute to developing intercultural identities that challenge the ideology of standardizing language, monolingualism, and linguistic and cultural puritanism. Identity research was also carried out by Ting and Ting (2020), which focused on ethnic identity and the orientation of other ethnic Chinese groups in Malaysia. The findings of this research indicate that the Chinese moderate their ethnic identity, but their positive orientation towards other groups falls short of the level of cultural adaptation required for assimilation.

Based on these studies, the authors hypothesize that LL's research on lodging and hotel issues is still limited, making the topic of discussion intriguing. In addition, the author will disclose the image of industrial area hotels, particularly in Karawang, which has rapidly developed and made LL a symbol of modernity in the city.

3. Methodology

3.1. Corpus

The LL study used a qualitative descriptive research method. Data collection techniques employed photographic documentation. The research data is LL data taken at six hotels in Karawang City: Akshaya Hotel, Fajar Indah Hotel, Grand Citra Hotel, Mercure Hotel, Novotel Hotel, and Swissbell Hotel. The reason for choosing data from the six hotels is because they all have the same classification, namely 4-star hotels, and are located close to the city center as a business center. With the ease of data collection at the six hotels, the authors could obtain the desired photo data for research purposes, such as signboards, directory signs, and other information, both outside and inside the hotel. Therefore, the authors consider the six hotels to be representative of the actual use of signboards, directory signs, and information in Karawang City hotels. The data is in the form of the written text of the hotel name displayed at the hotel entrance and other directory signs/information contained in the hotel.

3.2. Procedure

According to the LL tradition, the analytical method is an analysis of the use of language displayed in hotels in Karawang City. LL's research work procedures are: (1) classifying and calculating the frequency and distribution

of language use; (2) analyzing the use of language choices based on the LL data classification of hotels in Karawang City, namely LL signboards, LL directory signs, LL food and beverage menus, and LL special facilities in hotels, so that monolingual, bilingual, and multilingual forms are found; (3) analyzing the LL function.

4. Results

The results of the image hotels in Karawang City as an expression of modernity in industrial areas are divided into three parts, including 1) distribution of language use; (2) the use of language options based on LL data classification of hotels in Karawang City, namely LL signboards, LL directory signs, LL food and beverage menus, and LL special facilities in hotels; and (3) the LL function.

4.1. Distribution of Language Use

Table 1 describes the hotel names and the distribution of language use displayed on signboards, directory signs, food and beverage menus, meeting packages, fitness centers, and other information at Karawang City hotels. The position or location of the signboards, directory signs, food and beverage menus, meeting packages, fitness centers, and other information can be found outside and inside the hotel. For more details, observe the language usage distribution in Table 1.

Table 1

Distribution of Language Use

| Hotel's name | The Language use (Direction and Information) | | | |
|-------------------------------|--|---------------------|------------------------------------|-------------|
| | Monolingual Indonesian | Monolingual English | Bilingual (Indonesian and English) | Total |
| Fajar Indah Hotel | 6 | 2 | 3 | 11 |
| Akshaya Hotel | 2 | 22 | 6 | 30 |
| Citra Grand Hotel & Residence | 7 | 34 | 14 | 55 |
| Mercure Hotel | - | 2 | 9 | 11 |
| Novotel Hotel & Resort | - | 4 | 14 | 18 |
| Swiss-Belhotel Karawang | 3 | 8 | 11 | 22 |
| Total | 18 12,24% | 72 48,98% | 57 38,78% | 147 100% |

Based on Table 1, it can be seen that there are two languages used in monolingual form for signboards, directory signs, and other information in six hotels in Karawang City,

Indonesia, namely Indonesian and English. English dominates the monolingual form (48.98%), followed by Indonesian (12.24%) and the bilingual version (38.78%). In this

bilingual form, English typically takes precedence over Indonesian. This position's location demonstrates that English has authority over other languages (Indonesian). In addition, multilingual forms are not found in signboards, directory signs, room facilities, laundry, spas, etc. It is known that Karawang City, as an industrial area, accommodates more international languages, English and Indonesian.

According to LL's data, the directory signs, signboards, and other information at Hotel Akshaya and Hotel Citra Grand appear to be in English rather than Indonesian. The LL displayed at several different hotels, such as the Mercure Hotel, Novotel Hotel, and Swiss Bell Hotel, use bilingual markers, namely Indonesian and English, on signboards, directory signs, and information inside the hotel. It differs from the LL data on signboards, directory signs, and other information at Hotel Fajar Indah, which mostly uses monolingual Indonesian, compared to English and bilinguals (Indonesian and English). Thus, it can be seen that of the six-hotel data above, only Fajar Indah Hotel prioritizes Indonesian, while other hotels prefer foreign languages (English) rather than Indonesian.



Figure 1
Fajar Indah Hotel Signboard

According to the LL data sample from the six hotels studied, they all use Indonesian and a foreign language, mainly English. Figure 1 shows the LL data of the Fajar Indah Hotel signboard using monolingual Indonesian. In addition to the hotel name, the information at the bottom of the signboard includes the complete address and telephone number, and facsimile of the hotel. Other information can

4.2. Use of Language Options

This section will discuss language options classified based on selected LL data, including LL signboards, LL directory signs, LL food and beverage menus, and LL special facilities inside the hotel.

4.2.1. Signboard Linguistic Landscape

On most signboards, the hotel name is not the sole information; moreover, the printed linguistic landscape frequently includes the hotel's address, phone number, and other amenities supporting its operations. The hotel name clearly shows the identity and existence of a hotel and is generally posted in front of the building. The use of language choices in the linguistic landscape of hotel signboards in Karawang City appears in several languages. There are foreign languages (English), national languages (Indonesian), and local languages. A hotel name in any language shows the identity the hotel owner desires and his views on the business (hotel) he is building and developing. Consider the data samples on language options contained in the following linguistic landscape of hotel signboards in Karawang City.



Figure 2
Citra Grand Hotel Signboard

be found in the English words "Hotel & Restaurant" above the hotel name. The name of this hotel, Hotel Fajar Raya, already follows the structure of the Indonesian language, employing the norms of Head (*Diterangkan/D*) and Modifier (*Menerangkan/M*), in which the Head (*D*) comes first, followed by the Modifier (*M*).

The LL data for the hotel signboard in Figure 2 shows the name of Citra Grand Hotel & Residence using bilingual Indonesian and English options. Then at the bottom, there is additional information on the name of the place or location of the hotel, “Karawang, West Java, Indonesia”, using English as well. The use of the choice of language in the data sample of Figures 1 and 2, both of which use a bilingual form of Indonesian and English,

illustrates that the use of a foreign language, especially English, can increase the prestige and selling power of the hotel among visitors, especially business people who will stay in Karawang City. The hotel name, Citra Grand Hotel & Residence, is written in English following the Modifier (*Menerangkan/M*) and Head (*Diterangkan/D*) rules, with the modifier (M) coming first, followed by the Head (D).



Figure 3
Mercure Hotel Name



Figure 4
Novotel Hotel Name



Figure 5
Swiss-Belhotel Name



Figure 6
Akshaya Hotel Name

Consider the LL data sample in the four figures above while discussing hotel names. Figure 3 shows the hotel name LL “Mercure Hotels” printed on the information board; Figure 4 shows the hotel name LL “Novotel Hotels & Resorts” printed on the hotel glass mat; and Figure 5 shows the hotel name LL “Swiss-Belhotel” printed on the white sugar, creamer, and instant coffee packaging. At the same time, the hotel name LL, “Hotel

Akshaya,” is printed on the hotel footwear/sandals in Figure 6.

By examining the four hotel names, as shown in Figure 3, Mercure Hotel uses monolingual, i.e., English, by following the English structure: Modifier (*Menerangkan/M*) and Head (*Diterangkan/D*). At the same time, the hotel name “Novotel” in Figure 4 is the name used in the form of the acronym if extended to Novo Hotel, which also uses English. The LL

data for the hotel name “Swiss-Belhotel” in Figure 5 is in English. Swiss-Belhotel is a hotel name that uses an English structure and name. It differs from the hotel name “Hotel Akshaya” in Figure 6. Hotel Akshaya comes from Sanskrit, which means eternal or imperishable, usually for people’s names, both male and female. Consequently, according to LL hotel name data, three of six hotel names are monolingual English, while one is monolingual Indonesian. The name of one hotel is written in Indonesian and English, while the name of the other is written in Indonesian and Sanskrit.

4.2.2. Directory Sign Linguistic Landscape

The linguistic landscape of a hotel is not only written on the hotel signboard but also on the directory signs that are scattered inside and outside the hotel. The choice of language used in the linguistic landscape of directory signs in Karawang City hotels is also apparent in several languages. There are foreign languages (English), Indonesian, or regional languages. Please look at the data samples on language choices found in the linguistic landscape of directory signs for hotels in Karawang City below.



Figure 7
Akshaya Hotel Directory Sign



Figure 8
Citra Grand Hotel Directory Sign



Figure 9
Swiss-Belhotel Directory Sign



Figure 10
Akshaya Hotel Directory Sign



Figure 11
Mercure Hotel Directory Sign

Observing the LL sample data on the directory signs above, Figures 7, 8, and 9 use monolingual English, while Figures 10 and 11 use English and Indonesian bilingual. The data sample of Figure 7 is the LL data of a directory sign with the words “ROOMS, TOILET, RESTO” accompanied by arrows indicating directions. The directory signs are information guides aimed at visitors to the Akshaya Hotel so that visitors can easily read and know the hotel’s directions to the rooms, toilets, and dining room. Likewise, in the example of Figure 8, the LL directory signs display some words “LOBBY, ZENFUKU RESTAURANT, THE GRAND BAR & LOUNGE, DRUG STORE, MEETING ROOM, THE GRAND CAFÉ, SPA & FITNESS, SWIMMING POOL & GARDEN, BUSINESS ROOM, KTV” along with a description of its location/position. These directory signs are deliberately made by the hotel owner with the reason to facilitate and satisfy visitors who want/are interested in going to the lobby, restaurant, bar, drug store, meeting room, café, spa and fitness center, swimming pool & garden, business room, and KTV entertainment at Citra Grand Hotel. The Figure 9 data example is the LL data of a directory sign with the words “JANITOR ROOM”. The information board indicating the janitor’s room is addressed to Swiss-bel hotel visitors who have an interest/require assistance from a janitor.

It is different from the data sample in Figure 10 above. Figure 10 LL data is a directory sign using bilingual: Indonesian and English with the words “Mushola” and “Mosque”. The two inscriptions indicate a place of worship for Muslims in the Akshaya Hotel area. Likewise, for Figure 11 data, there is an inscription in English “TAP THE KEY CARD ON THE PANEL BELOW THEN PUSH THE FLOOR NUMBER” Then, at the bottom, there is an inscription “*TEMPELKAN KARTU PADA PANEL DI BAWAH INI LALU TEKAN NOMOR LANTAI TUJUAN*” which is the translation in Indonesian. The two inscriptions indicate that the hotel proprietor considers it insufficient for the LL signboard to use only one language. However, this objective is pursued by giving English precedence over Indonesian. This can be demonstrated by the emergence of a foreign language (English) before Indonesian.

4.2.3. Food and Beverage Menu Linguistic Landscape

Hotel catering is one of the most thrilling aspects of the hospitality industry. The techniques for concocting, processing, preparing, and serving food and beverages differ substantially from those used at home or in a typical coffee establishment. Similarly, hotel menus differ from restaurant menus; each hotel has standard and special menus. In this section, we will discuss the use of language choices in the linguistic landscape of food and beverage menus in Karawang City hotels. About the food and drink menus that can be read on the LL of several hotels here, the use of foreign language options (English) is more prominent. The data sample below is the use of language choices found in the linguistic landscape of the food and beverage menus of hotels in Karawang City.



Figure 12

Akshaya Hotel Food Menus

The food and beverage menus can be seen in the LL Data of Figure 12 at the Akshaya Hotel. The LL data for the food and beverage menu shows that the use of English is prominent, while Indonesian is only found in the names of typical Indonesian food menus. The written list of food and drink menus is contained in the menu book available in the hotel room. You only need to call and ask the hotel staff what type of food and drink you want; then, the hotel staff will deliver the type of food or beverage that has been ordered. This is evidenced by the inscription on the LL food menu above, written in English “CALL 5 TO ORDER”. Other English inscriptions seen on the LL food and beverage menu are “APPETIZER” along with the name of the menu, such as “Fruit Salad, Wing Drum Stick, Spring Roll”; “SOUP” along with the name of the menu “tomato cream soup and mushroom

cream soup”; DESSERT and its menu names Banana Split and Mix Fruit Platter; ORIENTAL with a menu of beef teriyaki; STEAK with a menu of Grilled Salmon Steak, Chicken Steak, Grilled Tenderloin Steak, Sirloin Steak. A drink menu is also monolingual in English, as stated in the SOFT DRINK, TEA, COFFEE, CHOCOLATE, and BEER data. The use of Indonesian is only limited to types of typical Indonesian food menus, as shown in the data, “*nasi goreng kampung, sop buntut, sate ayam*, “fried village rice, oxtail soup, chicken satay,” and others. Another example is in the LL data of the food and beverage menus in Figure 13.



Figure 13

Citra Grand Hotel Food Menus

The LL data of Figure 13 above is a list of menus found at Citra Grand Hotel. The dominance of the English language fills the menu book. In Figure 13's data, the English writing is BREAKFAST: AMERICAN BREAKFAST, INDONESIAN BREAKFAST, TWO EGGS ANY STYLE, along with the names of other menus. However, the only writing on the hotel's breakfast menu, namely the BUBUR AYAM menu, is LL, which is in Indonesian. It indicates that the BUBUR AYAM menu concept is still maintained as an Indonesian menu with no English translation. Figure 14's LL data on the menu of food and beverages provides an additional illustration.



Figure 14

Novotel Hotel Food Menus

Like the LL data of Figure 13, Figure 14 data is also the LL data of the food menu contained in the Novotel Hotel. The dominance of English also fills the menu book at the hotel. Please pay attention to the English writing in Figure 14 data: KIDS PIZZA, CHUNKY FISH FINGER, MINI HOTDOG, FRENCH FRIES SAUSAGES, of course, with price tags that match the type more attractive than the menu list, the menu book also shows some tempting food photos. These pictures are made to explain more about the shape of the food written on the side.

4.2.4. Special Facilities Linguistic Landscape

Not all hotels have special facilities. Only certain class hotels provide these special facilities according to the criteria for the class of consumers/hotel visitors. These facilities are deliberately made by hotel entrepreneurs/owners as an attraction and are intended for consumer/visitor satisfaction. As with the previous discussion, which examined the use of language choices in the linguistic landscape of signboards, directory signs, and food and beverage menus, this research will also investigate the linguistic landscape of special facilities found in hotels in Karawang City, especially the use of language choices. The sample data below are examples of linguistic landscape figures of special facilities located in hotels in Karawang City.



Figure 15
Swiss-Belhotel Fitness Facility



Figure 16
Citra Grand Hotel Laundry Facility



Figure 17
Citra Grand Hotel Spa Facility

The LL data of Figures 15-17 is the LL data of special facilities found in several hotels in Karawang City. Not all hotels provide special facilities like sports venues, swimming pools, fitness centers, etc. Figure 15 says, “FITNESS CENTER OPEN HOUR 06.00 AM—10 PM, Gym,” one of the LL data found at Swiss-belhotel Karawang. Regarding the choice of language, it is clear that the inscription uses monolingual English. Thus, it can be seen that English is very dominant and prioritized in the LL special facilities at this hotel. Another example is the same as in Figure 16, where the words “CITRA GRAND HOTEL & RESIDENCE, KARAWANG WEST JAVA INDONESIA, LAUNDRY BAG” are printed on the laundry bag in the Citra Grand Karawang Hotel room. The choice of language at the LL special facilities at the hotel appears to use a monolingual form of English. Likewise, the example that can be seen in Figure 17 is the inscription LL “SIERRA SPA & LOUNGE,” which uses the monolingual English language option.

Of the three LL data samples of special facilities at the Karawang City hotel: the fitness facilities in the data sample of Figure 15, the laundry facility in the data sample in Figure 16, and the spa facility in the data sample in Figure 17, are part of the special service facilities a hotel whose language choice is English. It is known that English is the international language, the language of business, the language of technology, and the lingua franca of today’s world, so it is almost certain that the facilities are in English in every hotel. Therefore, it can be underlined

that based on some of the sample data above, it proves that English prevails over/dominates the hotel business sector, especially in industrial cities such as Karawang City.

Based on the four LL categories of hotels in Karawang City, such as LL signboards, LL directory signs, LL food and beverage menus, and LL special facilities found in hotels, it can be concluded that from the use of language choices, it is known that English dominates hotel public spaces in Karawang. As a world language with a high level of legibility, English is an indicator of the progress and modernity of an area, including the industrial area in Karawang.

4.3. LL Function

The linguistic landscape is classified into an information function and a symbolic function. The information function generally aims to differentiate the LL of one geographic area from another. In this context, the information function seeks to provide information about the existence and identity of the facilities and services offered by hotels in the city of Karawang. The symbolic function in this context provides a more specific explanation based on the language and non-language symbols displayed in the LL of hotels in Karawang City.

4.3.1. Information Function

Based on the found LL data of hotels in Karawang City, the discussion of the information function of LL hotels in Karawang City can be seen as follows.



Figure 18
Hotel Akshaya Facility

The hotel's name is listed on a number of amenities/items in the Akshaya Hotel room, one of which is the shampoo facility in the bathroom, in the LL data sample of Figure 18, serving as the information function. The intention is to identify the hotel's name on nearly every item offered to hotel guests. Other examples include hotel names intentionally pinned on hotel slippers, hotel towels, and drink packets (tea, coffee, and sugar). The function of this information is also readily apparent in Figure 19, which depicts notice data. There are inscriptions containing information that is addressed to the Fajar Indah guests. These informative inscriptions include "JAGALAH KEBERSIHAN DI LINGKUNGAN ANDA, BUANGLAH SAMPAH PADA TEMPATNYA, HINDARI OBAT TERLARANG, JAGALAH KETERTIBAN 'KEEP YOUR ENVIRONMENT CLEAN, PLEASE DISPOSE OF TRASH PROPERLY, DRUG FREE ZONE, KEEP ORDER.'"

Thus, it can be concluded that the information function contained in the linguistic landscape of hotels in Karawang City aims to provide information on the existence and identity of hotels, as well as provide an explanation of rules and instructions that aim to facilitate and give satisfaction to hotel visitors. The linguistic landscape displayed on the signboards, directory



Figure 19
Fajar Indah Hotel Notice

signs, food and beverage menus, and special facilities at the hotel indicates that the hotel wants to provide complete information to consumers/visitors. After all, both domestic and foreign consumers have the right to obtain complete and adequate information. Therefore, LL hotel names can be used as information/ references for potential customers to choose a hotel according to their wishes and satisfaction standards. The facts prove that using language options with a predominance of English in signboards, directory signs, food and beverage menus, and exceptional hotel facilities has succeeded in giving a different image, such as being contemporary/modern, clean, and having international standard facilities. Domestic and international consumers will automatically evaluate and select hotels with a positive reputation.

4.3.2. Symbolic Function

Based on the data obtained, the image of hotels in Karawang City symbolizes the linguistic landscape. The image is shown through the use of the hotel name and its symbol, the logo attached to it, the use of a foreign language/English, and the use of image symbols contained in other directory signs. Some data samples below will explain the intended symbolic function.



Figure 20
Symbol and Logo of Citra Grand Hotel



Figure 21
Mercure Hotel Directory Sign

Figure 20 shows the symbolic function in the LL of a hotel in Karawang City. There is a four-star symbol that accompanies the Citra Grand Hotel logo. The four-star mark and the illuminated logo illustrate that the existence of this hotel has unquestionable high class. In addition, the above LL data sample reveals that the Citra Grand Hotel has a hotel-and-residence concept. This concept informs consumers, particularly international consumers, that this hotel is not only a transient residence/stay but also a long-term residence. It has been proven that many foreign businesspeople have stayed in the hotel for many years. Besides explaining to consumers, the hotel name and concept written in English on the LL also symbolizes the hotel has higher prestige, selling power, and social class. The data sample of Figure 20 also has a symbolic function to show the area where the hotel is located. The use of the word KARAWANG, WEST JAVA, INDONESIA in LL of Citra Grand Hotel indicates that the hotel is situated in Karawang, West Java, Indonesia. Figure 21 shows one of the LL data of the women's toilet directory sign. The directory sign of LL Data is attached to the front door in Indonesian and English, WOMEN'S TOILET, FEMALE REST ROOM accompanied by a symbol/picture symbolizing woman. Similar directory signs using bilinguals are found in almost all LL hotels in Karawang City.

5. Discussion

According to the purpose of this study, identifying the use of language, particularly in public spaces, will disclose the relationship between language, identity, and modernity of hotels in Karawang City. The fact that the LL approach from Landry and Bourhis (1997) is very beneficial for this study appears pertinent to the scope of language use in public spaces, particularly in hotels in Karawang City, which include LL signboards, LL directory signs, LL menus, food and beverage, and LL special facilities. Thus, English is known as a symbol of industrialization, an international symbol, and a symbol of the diaspora. The use of English, displayed on LL signboards, LL directory signs, LL food and beverage menus, and LL special facilities in Karawang City hotels, gives a positive image, such as depicting progress and modernity. The sound and positive image that is built is important

because, with this image, these hotels can be better known and sell well in the market, so they are very supportive of business interests. This excellent and positive image can also give consumers a good and positive impression.

According to the opinions of several researchers, such as Cenoz and Gorter (2008) and Leeman and Modan (2009), LL research at a place can identify dominant, influential, and even marginalized languages at a given location. This can be explained by a number of the study's findings. From this study, it can be concluded that based on the language distribution of the LL data of hotels in Karawang City, there are two languages used in monolingual form for LL signboards, directory signs, and other special facilities in six hotels in Karawang City, Indonesia, namely the language Indonesian and English. The monolingual form is dominated by English at 48.98%, followed by Indonesian at 12.24%, while the bilingual form has a usage rate of 38.78%. In this bilingual form, English typically takes precedence over Indonesian. This location also affirms the superiority of English over other languages (Indonesian).

Therefore, English is the predominant language in hotels in Karawang City. This places Indonesian in a subordinate position. Thus, it is possible to conclude that the image of hotels in Karawang City reflects modernity; one of the indicators is the use of English on LL signboards, LL directory signs, LL food and beverage menus, and LL other special facilities. There are two functions of the linguistic landscape of hotels in Karawang City: informational and symbolic. The information function informs the hotel's name and the completeness of the facilities, cleanliness, and comfort. Likewise, the symbolic function of the linguistic landscape of hotels in Karawang City symbolizes industrialization and modernity.

Future LL research is very challenging and needs to be continued and sustainable, as evidenced by research objects that can be found anywhere, anytime, and effortlessly. The use of language in public spaces can be done not only in physical spaces but can be done in virtual spaces and this is more flexible, considering that today is an all-digital era.

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