

Linguistic Landscape at I Gusti Ngurah Rai International Airport During the COVID-19 Pandemic: A Semio-Pragmatic Study

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Abstract—COVID-19 changed how humans act in public, and airports are no exception. Health protocol signage in airports reflects stakeholders' initiatives to influence and control how people act in these spaces. This study aims to (1) describe the language choices used in signs related to the COVID-19 virus prevention protocols at the airport, (2) describe the types of illocutionary speech acts in the signs, and (3) describe the code preferences of the bilingual signs from a visual semiotic perspective. The data collected consist of the visual documentation of verbal signs, all in English and Indonesian, related to the virus prevention protocols at I Gusti Ngurah Rai International Airport in Bali, Indonesia. The analysis of the data involved categorizing the signs as either top-down or bottom-up, corresponding to those produced by airport authorities and private entities, respectively. The findings indicate that monolingual top-down signs are the most prevalent with 10 signs, in which eight speeches are classified as directive speech acts, one speech as a commissive speech act, and one speech as an assertive speech act. This was followed by seven bilingual top-down signs with four directive speech acts and three assertive speech acts, two monolingual bottom-up signs with one directive speech act and one assertive speech act, and one bilingual bottom-up sign with an assertive speech act. Furthermore, from a visual semiotic perspective, specific language preferences are evident, with four signs prioritizing English by placing it at the top, while another four signs give prominence to Indonesian in the same way.

Index Terms—linguistic landscapes, speech acts, code preferences, signs, COVID-19

I. INTRODUCTION

The COVID-19 pandemic had had a significant impact on people's mobility, including at airports. Various efforts to prevent this virus transmission were carried out, one of which was by limiting the movement of airport visitors through the implementation of health protocols. The implementation of these protocols aligned with the 2010 resolution of the International Civil Aviation Organization (ICAO) General Assembly, which called on all nations to join the Cooperation Arrangement for the Prevention of the Spread of Communicable Diseases through Air Travel (CAPSCA) (Tabares, 2020; in Wibowo & Indrayani, 2021).

Based on a preliminary study at I Gusti Ngurah Rai International Airport in Bali, Indonesia, it was discovered that the use of signage was one of the strategies employed by the airport authority to enforce the health protocols (Wibowo & Indrayani, 2021). The signs functioned as instruction, caution, direction, and assertion. They were placed on various surfaces in the airport area, such as on floors, walls, chairs, and in other public facilities. As linguistic landscape items, the signs mostly displayed verbal language in the form of words, phrases, and/or sentences.

The study of the ever-evolving linguistic landscape opens up space for the development of analytical models. The verbal and visual meanings of linguistic landscape items require a multimodal approach to gain a more comprehensive understanding. The pragmatic and semiotic perspectives are combined as a multimodal approach in this study, which is hereinafter referred to as semio-pragmatic approach. It is used to examine both verbal and visual characteristics of the signage through the analyses of illocutionary speech acts and visual semiotics.

The structural aspects of verbal language are open to discussion, namely in terms of the interaction relationship between the language users and those who receive it. Therefore, it is considered necessary to have a discussion from a

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pragmatic point of view, especially concerning speech acts, to understand contextual messages conveyed in the form of language in public spaces. Referring to the definition of speech acts by Chaer and Agustina (2010), through the perspective of speech acts, the psychological attitude of language actors towards the situations they face can be seen. Brown and Yule (1983) stated that in uttering a sentence, a speaker can be said to have performed an action called an illocutionary act. This speech act aims to do something or an act of doing something. That is, an utterance, besides functioning to say or inform something, can also be used to do something. Searle (1979) proposed five types of illocutionary speech acts, namely assertive speech acts, directive speech acts, commissive speech acts, expressive speech acts, and declarative speech acts.

Furthermore, the opening of opportunities in the development of linguistic landscape studies cannot be separated from various other fields of linguistic studies that can be used as approaches to analysis, including semiotics. Gorter stated that several studies of linguistic landscapes have been and can be carried out in a semiotic perspective, including the linguistic aspects of road signs, which focus on linguistic expressions and how certain meanings are conveyed (Gorter, 2006). The link between the two linguistic fields is certainly very relevant considering that the object of research on linguistic landscapes is not only verbal language but also its interactions with other discourses such as visual images, non-verbal communication, architecture, etc., which are closely related to the field of semiotics (Jaworski & Thurlow, 2010). The semiotics aspect in this study is manifested in the discussion of the code preferences analysis, where a preferred language over other languages could provide certain meaning in interpreting the significance of a sign (Scollon & Scollon, 2003). Woo and Riget (2020) added that by visually identifying the preferences of several languages, the relative strength of the language can be measured, which ultimately reflects the policies governing their presence in public spaces.

II. LITERATURE REVIEW

A. Previous Study

The problem discussed in this study is a continuation of several previous studies related to language use in public spaces. Research by Widiyanto (2018) showed a trend in the use of bilingualism—Indonesian and English—in the linguistic landscape at Terminal 3 of Soekarno-Hatta International Airport. It was found that bilingual signs in Indonesian and English were used predominantly in the top-down flow by airport authorities. Meanwhile, private companies tend to use signs monolingually, namely English. This research indicates the tendency of linguistic landscape actors at the airport, both authorities and the private sector, to accommodate information predominantly for foreign visitors.

In a study by Woo and Riget (2020) on the linguistic landscape of the top-down flow at Kuala Lumpur Airport in Malaysia, it was seen that there was multilingual use in the information signage system. In this case it was found that Malay was used dominantly, followed by English, Japanese, Arabic, and Mandarin. This dominance can be seen from the size of the Malay text, which is larger than other languages. This is stated to be in line with local government policy, which expects the size of letters or writing in Malay on nameplates or information signage to be larger than other languages displayed (Woo & Riget, 2020). This research reveals that linguistic landscape studies are one of the mechanisms or policy tools in which language planning and implicit ideological messages can be revealed through language choices (Shohamy, 2006).

Discussions regarding language selection and preferences can also be seen in studies by Handini et al. (2021), Putri and Savitri (2022), and Vesya and Datang (2022). The language contest is dominated by Indonesian as a language that is easy to understand for people visiting the Tiban Mosque in Malang (Handini et al., 2021). Indonesian is also dominantly used as the main language in public spaces in Sidoarjo Regency and Lebak Bulus MRT Station, while English is used as a complementary language (Putri & Savitri, 2022; Vesya & Datang, 2022). In their research, Vesya and Datang (2022) implicated language selection and preference patterns as a manifestation of Presidential Decree Number 63 of 2019, which regulates the use of Indonesian as a priority language.

Several studies of the linguistic landscape in the context of the COVID-19 pandemic have also been carried out, including research by Insyirah and Sudarwati (2021), Kalocsányiová et al. (2021), and Hopkyns and van den Hoven (2022). In their research, Insyirah and Sudarwati (2021) discussed linguistic sign preferences and people's impressions of language use on COVID-19 leaflets in Pasuruan and found that monolingual, bilingual, and multilingual signs and Indonesian and English were the most preferred languages for use in conveying messages regarding the COVID-19 issue. Kalocsányiová et al. (2021) conducted a study on the number, content, and prominence of COVID-19 alerts in Hackney, London, United Kingdom, which was badly affected by the first wave of the pandemic. In this research, significant inequalities regarding signs of COVID-19 were found between disadvantaged and less disadvantaged areas in terms of access to information and health guidance related to COVID-19. In their research, Hopkyns and van den Hoven (2022) presented the results of an ethnographic study of the linguistic landscape in terms of the type of language used, distance, and location, as well as the intended audience and sociolinguistic implications. They revealed that bottom-up COVID-19 markers were mostly monolingual, and top-down were mostly bilingual. The results of this research highlight the inequalities that exist in diverse language contexts and the need to ensure access to information for everyone.

The COVID-19 pandemic not only caused a crisis in the health sector but also in social dynamics. The limited space for humans to move as social creatures certainly gives rise to various changes in activities in the social and cultural context. Gogonas and Maligkoudi (2019) discussed the use of various languages in the Greek public sphere during times of political and economic crisis. Taking bottom-up linguistic landscape items in the form of graffiti as data, this research describes the representation of political and economic issues as a form of public criticism of authorities in the form of vandalism. The variety of languages that is the focus of this research shows how the use of various languages converts society's harsh criticism of crisis situations into a more subtle, creative, and humorous form (Gogonas & Maligkoudi, 2019). This proves that language diversity is a strong source of creativity and criticality because both are closely related to differences, conflicts, ideologies, policies, and practices (Wei, 2018). Through this study, it can be seen how certain parties behaved when managing the COVID-19 pandemic.

Sakhiyya and Martin-Anatias (2020) expanded the area of study, discussing linguistic landscapes by including semiotic analysis. This research examined the mapping of linguistic landscapes in large cities in Indonesia in relation to efforts to preserve regional languages in public spaces. Semiotic studies were used to present the denotative and connotative meaning of linguistic landscape items. This semiotic approach explained the relationship between micro language policy (personal and individual language choice rights) and macro language policy in Indonesia (Sakhiyya & Martin-Anatias, 2020).

B. Linguistic Landscape

Shohamy and Gorter (2008) stated that the use of language in public spaces is the center of attention in linguistic landscape. This statement is in line with Landry and Bourhis (1997) who first defined linguistic landscapes as language on signage that appears in certain areas, such as shop signs, billboards, street signs, etc. Nash (2016) further explains that linguistic landscapes are a branch of linguistic studies that aims to analyze the relationship between language and the spatial arrangement of place and time, semiotics with mobility, and images with social interactions in a place.

Shohamy et al. (2010) explained that linguistic landscape items originating from government bodies or public institutions are referred to as top-down signs. These include items like official building and street names, as well as public notices issued by bureaucratic authorities. In contrast, bottom-up signs are unofficial and created by private individuals, businesses, or organizations (Gorter, 2006). Examples include store or company names and independently made announcements. Ben-Rafael et al. (2006) highlighted that the fundamental distinction between top-down and bottom-up signs is their intent; top-down signs typically align with and promote the dominant culture, whereas bottom-up signs are crafted more independently, reflecting personal or strategic choices. In a societal context, the actors of top-down signs generally hold more power than those of bottom-up signs, giving them the ability to exert influence.

C. Illocutionary Speech Act

The theory regarding speech acts was first introduced by John L. Austin in 1962 and declared that, by saying something, it means someone is doing something (Austin, 1962). The language used by speakers is not only a series of words that are arranged in a grammatical function but also has the power to make someone act through the utterance (Austin; in Björgvinsson, 2011). Searle (1979) then improved upon the speech act theory and divided it into three types: locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts.

Brown and Yule (1983) stated that in uttering a sentence, a speaker can be said to have performed an action called an illocutionary act. This speech act aims to do something or is an act of doing something. That is, an utterance, besides functioning to say or inform something, can also be used to do something. According to Searle (1979), illocutionary speech acts can be classified into five categories: assertives, directives, commissives, expressives, and declaratives.

D. Code Preferences

Code preferences occur when there is more than one code (language) used in a medium. This situation necessitates the existence of a system of choice, referring to the fact that it is impossible for two or more languages to be placed in the same position. With the choice of code placement system, there is also a preference tendency that is hierarchical in nature; one code or language can be interpreted as being preferred over other codes. Scollon and Scollon (2003) explained the general indicators in determining this language preference: first, the preferred language is located above the peripheral language if both are vertically aligned; second, the preferred language is located on the left and the peripheral language is located on the right, if both are horizontally aligned; third, the preferred language is in the middle and the peripheral language is positioned around it.

In visual semiotics, code preferences provide deeper meaning regarding the socio-political context in analyzing linguistic landscape items. Woo and Riget (2020) explained that by visually identifying the preferences of several languages, the relative strength of the language can be measured, which ultimately reflects the policies governing their presence in public spaces. This refers to the political power and identity of language actors in the public space, namely, the hierarchical pattern of placement of code or language can reflect the power status of the language actor. Trumper-Hecht (2010) added that, in addition to its position, the size of each language's text in a linguistic landscape item can also be an indicator in identifying language preferences.

III. METHODOLOGY

The method used in this study is a qualitative descriptive method. The object of this study is linguistic landscape items related to COVID-19 at I Gusti Ngurah Rai International Airport, Denpasar, Indonesia. The data used are the results of visual documentation of each linguistic landscape item in the form of signs related to the COVID-19 virus prevention protocol. The authors conducted direct observations at I Gusti Ngurah Rai International Airport in March 2021 and collected 20 data. The data are then classified into top-down and bottom-up categories, the choices of the language, and the types of illocutionary acts and are described according to the code preferences.

The pragmatic and semiotic perspectives were combined as a multimodal approach in this study, which is hereinafter referred to as the semio-pragmatic approach. It provides a comprehensive perspective regarding the meaning of signage as a communication medium in public spaces. Through this approach, a linguistic landscape item is not only interpreted as an indicator of language contestation but also as a medium for regulating public order. Pragmatic analysis, especially illocutionary speech acts, provides meaning related to the linguistic strategy, function, and purpose of a linguistic landscape item. The visual semiotic approach completes the analyses by considering the visual characteristics of each speech presented to describe the code preferences in the bilingual signs.

The discussion on language choice patterns was explained based on the languages and their variations used in both top-down and bottom-up items. The languages found in the data were Indonesian and English, which were in monolingual and bilingual variations. The verbal meaning of each linguistic landscape item was analyzed using the theory of illocutionary speech acts to understand the actors' intention in formulating the message being conveyed. Each speech in the items was analyzed based on the types of illocutionary speech acts, namely assertive, directive, expressive, commissive, and declarative. Meanwhile, the discussion regarding the code preferences used in bilingual signs was explained based on the position of the two languages displayed. The findings were then analyzed quantitatively and qualitatively to discuss the language used predominantly, along with the implications that emerged. This analysis is needed to gain an understanding of the language contestation that exists in the use of signage related to COVID-19 at airports in Indonesia.

IV. RESULTS AND DISCUSSION

The data in this study consist of transcriptions taken from the signs related to COVID-19 prevention protocols at I Gusti Ngurah Rai International Airport in 2021. All data are taken from previous research by Wibowo and Indrayani (2021). Each sign is treated as an individual speech act for the purpose of the analysis. A total of 20 data were examined and will be presented in this section. The discussion of these data will be organized based on the top-down or bottom-up classification, as well as the categories of illocutionary speech acts.

A. Monolingual Top-Down Signs

Out of the 20 data analyzed in this study, 10 are identified as monolingual top-down signs. These signs are written exclusively in either Indonesian or English, with eight using Indonesian and two using English. The public signs are issued by several institutions, including Angkasa Pura (the airport authority), the Ministry of Health of the Republic of Indonesia, the Class I Port Health Office in Denpasar, the Indonesian National Armed Forces, the Indonesian National Police, the Denpasar City Police, and several state-owned enterprises. Among these, directive speech acts are the most common, appearing in eight instances, while commissive and assertive types each appear once.

(a). Indonesian With Directive Speech Act

Data 1: Sign by Indonesian National Armed Forces and Indonesian National Police

Ayo pakai masker. (Let's wear a mask.)

Kesehatan pulih, ekonomi bangkit. (Health recovers, economy rises.)

Data 2: Sign by the Ministry of Health of the Republic of Indonesia and the Class I Port Health Office of Denpasar

Bagi penumpang yang hendak berangkat diharapkan untuk melakukan validasi dokumen kesehatan (rapid test) pada counter petugas karantina Kesehatan. (Passengers who wish to depart are expected to validate their health documents (rapid test) at the health quarantine officer counter.)

Gunakan masker saat keluar rumah, jaga jarak saat berbicara, sering mencuci tangan pakai sabun. (Wear a mask when leaving the house, keep your distance when talking, and wash your hands often with soap.)

Data 3: Sign by Denpasar City Police

Bersama lawan COVID-19. (Together against COVID-19.)

Pakailah maskermu! (Wear your mask!)

Maskerku melindungimu. (My mask protects you.)

Maskermu melindungiku. (Your mask protects me.)

Jaga jarak, cuci tangan, dipakai maskernya. (Keep distance, wash hands, wear a mask.)

Data 4: Sign by Denpasar City Police

Bersama lawan COVID-19. (Together against COVID-19.)

Jaga diri dan keluarga Anda dari virus Corona dengan GERMAS. (Gerakan Masyarakat Hidup Sehat.) (Protect yourself and your family from the Coronavirus with GERMAS.)

Jaga jarak. (Keep distance.)

Cuci tangan. (Wash hands.)

Pakai masker. (Wear a mask.)

Data 5: Sign by Denpasar City Police

Kepolisian Resor Kota Denpasar siap kawal penegakan pendisiplinan protokol Kesehatan. (The Denpasar City Police are ready to oversee the enforcement of health protocol discipline.)

Ayo cuci tangan pakai sabun! (Let's wash our hands with soap!)

Pakailah maskermu! (Wear your mask!)

Terapkan jaga jarak! (Practice social distancing!)

Bersama lawan COVID-19. (Together against COVID-19.)

Jaga jarak, cuci tangan, dipakai maskernya. (Keep distance, wash hands, wear a mask.)

Data 6: Sign by Angkasa Pura

Mohon perhatikan jarak Anda. (Please keep your distance.)

Above, Data 1 through 6 are written in Indonesian and thus are classified as monolingual signs. All signs are classified as directive speeches. The speeches include invitations and commands regarding health protocols such as wearing masks, maintaining physical distance, washing hands, and avoiding crowds. The directive illocutionary speech in Data 1 is categorized as inviting, for the use of the word “ayo” means inviting someone to do something, as shown by the sentence “ayo pakai masker,” which invites the reader of the sign to wear a mask as one of the health protocols at the airport. The similar sentence structure is also found in Data 5, where one of the directive speeches in this sign reads “ayo cuci tangan pakai sabun,” which invites the reader to wash their hands using soap. Nevertheless, the directive illocutionary speeches found in all data above are predominantly classified as commands, as seen in Data 1, 2, 3, 6, and most of the sentences in Data 4. The commands are delivered by using imperative sentences, such as “pakai masker,” “jaga jarak,” and “cuci tangan”.

(b). *Indonesian With Commissive Speech Act*

Data 7: Sign by State-owned enterprise and Angkasa Pura

Peringatan (Warning)

Pemalsuan dokumen kesehatan hasil rapid test antibody, rapid test antigen, dan swab PCR untuk kepentingan perjalanan udara merupakan tindakan melawan hukum. Setiap pelanggaran akan dikenakan sanksi hukum sesuai dengan peraturan yang berlaku. (Falsifying health documents about the results of rapid antibody tests, rapid antigen tests, and PCR swabs for air travel purposes is an unlawful act. Any violation will be subject to legal sanctions in accordance with applicable regulations.)

**Pasal 263 dan 268 KUHP tentang Membuat Surat Palsu atau Memalsukan Surat (Articles 263 and 268 of the Criminal Code concerning Making Fake Letters or Forging Letters)*

The monolingual sign above is written in Indonesian by the authority of the airport. The speech in the sign is classified as the commissive type of illocutionary speech act. Commissive speech is used in the form of threatening. It is implied in the sentence “setiap pelanggaran akan dikenakan sanksi hukum...” which threatens anyone who violates the rules with punishment according to the applicable law. This threat is stated in the context of the violation of falsification of health documents. The sign also displays the law that complies with the regulations in question and serves as a warning for the readers.

(c). *Indonesian With Assertive Speech Act*

Data 8: Sign by Angkasa Pura

Lokasi swab (Swab location)

Terminal kedatangan domestik. Lokasi di sini (Domestic arrival terminal. Location here.)

Gedung Ex-Wisti Sabha. 300 meters (Ex-Wisti Sabha Building. 300 meters)

Data 8 shows the transcription of a monolingual top-down sign, which is provided by Angkasa Pura as the authority of the airport. The speech contained in the sign is classified as assertive speech in the form of informing. The sign shows information to the reader about the location of the swab testing location at the airport. It is shown by the phrase “lokasi swab” written at the top of the sign that informs the reader about the swab test location.

(d). *English With Directive Speech Act*

Data 9: Sign by the Ministry of Health of the Republic of Indonesia and Class I Port Health Office of Denpasar

*Protect yourself and others from COVID-19 by taking these simple precautions:
Wash your hands with soap and running water (at least 20 seconds) or use hand sanitizer with at least 60% alcohol.
Wear a mask properly, covering your nose and mouth.
Maintain at least a 1 meter (3 feet) distance between yourself and others.
Avoid going to crowded places.
Let's care for our environmental health, community, and family together.*

Data 10: Sign by Indonesian National Armed Forces and Indonesian National Police

*Be aware of COVID-19.
Adhere to health protocols.
Wash your hands, wear a mask, keep distance, and avoid crowds.
Reduce your mobility.
"No mask, no service."*

Data 9 and 10, above, are monolingual top-down signs written in English. Both signs are classified as directive speeches, which are realized by commanding and inviting. The directive speeches in Data 9 predominantly imply commands, as shown by the use of imperative sentences, such as "protect yourself and others...", "wash your hands...", "wear a mask," "maintain at least 1 meter distance...", and "avoid going to crowded places." However, there is one sentence that is considered an invitation in this sign, which is the sentence "let's care for our environmental health, community, and our family together," as it uses the word "let's," implying an invitation to the reader. Meanwhile, in Data 10, all imperative sentences are considered commanding, such as "be aware...", "wash your hands...", and "reduce your mobility".

B. Monolingual Bottom-Up Signs

The subsequent category identified in the observation is monolingual bottom-up signage, comprising two data points. Both signs utilize Indonesian as the sole language. These signs are categorized as bottom-up due to their origin from private commercial enterprises—specifically, coffee shops such as Starbucks and Gloria Jean's Coffees. In terms of speech act classification, one instance is identified as a directive speech act, while the other falls under the assertive category.

(a). Indonesian With Directive Speech Act

Data 11: Sign by Starbucks

*Gunakan masker. (Wear a mask.)
Cuci tangan teratur. (Wash hands regularly.)
Jaga jarak min. 1 m. (Keep distance at a minimum of 1 m.)
Gerai ini telah dimodifikasi demi kesehatan dan keselamatan Bersama. (This outlet has been modified for public health and safety.)*

Data 11 is a monolingual top-down sign written in Indonesian. The speech in the sign is classified as directive speech, which is realized by commanding and inviting. The directive speech is predominantly implied commands, as shown by the use of imperative sentences "gunakan masker," "cuci tangan teratur," and "jaga jarak..." which mean "instructions to wear a mask, wash hands, and maintain physical distance." However, there is a sentence that is considered an assertive speech act in the form of stating, "Gerai ini telah dimodifikasi demi kesehatan dan keselamatan Bersama," or "The shop is modified in accordance with the common health and safety." This additional sentence, however, is written in a smaller font size below the three directive sentences, thus considered a secondary discourse within the sign.

(b). Indonesian With Assertive Speech Act

Data 12: Sign by Gloria Jean's Coffees

Protokol kesehatan new normal Gloria Jean's Coffees (Gloria Jean's Coffees new normal health protocol)

- 1. Karyawan telah lolos uji tes kesehatan secara berkala. (Employees have passed regular health tests.)*
- 2. Menyediakan alat pengukur suhu. (Providing temperature-measuring equipment.)*
- 3. Menyediakan hand sanitizer. (Providing hand sanitizer.)*
- 4. Karyawan dilengkapi APD (masker, sarung tangan, dan face shield). (Employees are equipped with PPE [masks, gloves, and face shields]).*
- 5. Sterilisasi alat makanan dengan lampu UV. (Sterilization of food utensils with UV lamp.)*
- 6. Pengantaran makanan/minuman selalu tersedia tutup (tutup saji dan tutup gelas). (Food/drink is always delivered covered [serving cover and glass cover]).*

7. *Tersedia pembatas/penyekat meja/kursi.* (Table/chair partitions/dividers are available.)
8. *Tersedia penyekat/pembatas kasir.* (Cashier partitions/dividers are available.)
9. *Transaksi pembayaran via lampu UV.* (Payment transactions via UV lamp.)
10. *Meja dan kursi secara berkala disterilisasi dengan cairan disinfektan.* (Tables and chairs are periodically sterilized with disinfectant liquid.)
11. *Sterilisasi ruangan dengan lampu UV.* (Sterilization of the room with a UV lamp.)
12. *Sterilisasi ruangan dengan fogging disinfektan.* (Sterilization of the room with disinfectant fogging.)

Data 12 shows the transcription of monolingual top-down sign, which is provided by the other coffee shop found in the observation. The speech contained in the sign is classified as an assertive speech in the form of claiming and informing. In some sentences, the sign shows that the actor claims several things that they have conducted according to the virus prevention protocols. Those sentences include “*karyawan telah lolos uji tes kesehatan...*,” “*pengantaran makanan/minuman selalu tersedia tutup...*,” and “*meja dan kursi secara berkala disterilisasi...*,” which mean that the employees have passed regular health tests, food and drink are served with a cover, and tables and chairs are periodically sterilized. In other sentences, the sign informs the reader about things provided by the shop for its customers, such as “*menyediakan alat pengukur suhu*,” “*menyediakan hand sanitizer*,” and “*tersedia pembatas/penyekat meja/kursi*,” which means that the shop provides temperature measuring devices, hand sanitizer, and partitions for tables and chairs.

C. Bilingual Top-Down Signs

Of the 20 data points analyzed in this study, seven are categorized as bilingual top-down signs, featuring both Indonesian and English languages. These signs are produced by public institutions, including Angkasa Pura, the Ministry of Health of the Republic of Indonesia, and the Class I Port Health Office of Denpasar. Within this category, directive speech acts are slightly more prevalent, appearing in four instances, while assertive speech acts are identified in three. Regarding code preference, Indonesian is slightly favored, serving as the dominant language in four signs, whereas English is dominant in three.

(a). Indonesian-English Language With Directive Speech Act

Data 13: Sign by Ministry of Health of the Republic of Indonesia

Validasi dokumen rapid test atau PCR swab.

Validation of COVID-19 test results (rapid test or PCR swab test).

Siapkan:

Please prepare:

Identitas diri (KTP/passport).

Identity card.

Dokumen hasil pemeriksaan rapid test atau PCR.

Rapid test or PCR swab test result.

Lindungi dirimu dan sekitarmu.

Protect yourself and others.

Data 14: Sign by the Ministry of Health of the Republic of Indonesia and the Class I Port Health Office of Denpasar
Cegah penularan COVID-19

Protect yourself and others from COVID-19

Ayo lakukan 4M:

By taking these simple precautions:

Mencuci tangan dengan sabun dan air mengalir.

Wash your hands with soap and running water for at least 20 seconds or use hand sanitizer with at least 60% alcohol.

Memakai masker dengan benar menutupi hidung dan mulut.

Wear a mask properly, covering your nose and mouth.

Menjaga jarak dengan orang lain minimal 1 m.

Maintain at least 1 meter (3 feet) distance between yourself and others.

Menghindari kerumunan.

Avoid going to crowded places.

Ayo peduli kesehatan lingkungan, masyarakat, dan keluarga kita Bersama.

Let's care for our environmental health, community, and family together.

Data 13 and 14 are both written in the Indonesian and English languages and thus are classified as bilingual signs. These signs are classified as directive speeches because they are in the form of commanding the reader to follow the health protocols. The command as a directive illocutionary speech act in Data 13 is shown by the use of the word

“*siapkan*/please prepare.” That means it is instructing someone to prepare something, which is then followed by the list of documents that must be prepared, such as an identity card along with a rapid test or a PCR swab test result. In addition, the sign includes another imperative sentence, “*lindungi dirimu dan sekitarmu*/protect yourself and others,” which is also classified as directive speech.

In Data 14, the commands begin with the sentence “*cegah penularan COVID-19*/protect yourself and others from COVID-19.” This sentence is classified as an imperative sentence. The directive speeches following the first sentence are predominantly in the form of commanding, except for two sentences—“*Ayo lakukan 4M*” and “*Ayo peduli.../Let’s care...*” — which are realized in the form of inviting. Both signs are visually designed with Indonesian placed above English for each sentence. This placement shows the intention of the actor to use Indonesian as the primary language compared to English as the secondary language in communicating with the reader.

(b). *Indonesian-English Language With Assertive Speech Act*

Data 15: Sign by Angkasa Pura

Langkah mencuci tangan:

Steps to washing hands correctly:

Cuci tangan 20 detik dengan sabun dan air bersih.

Wash hands for 20 seconds with soap and clean water.

Gunakan air mengalir.

Use running water.

Gunakan sabun cuci tangan secukupnya.

Pour enough soap.

Gosokkan telapak tangan dan antara jari-jari tangan.

Rub your palms and in-between your fingers.

Gosok punggung tangan dan sela-sela jari.

Rub the back of the hand and between the back fingers.

Pegang ibu jari and bilas dengan posisi berputar.

Grasp your thumb and rinse in a rotating position.

Bersihkan ujung jari hingga bagian kuku terkena sabun.

Clean the fingertips until part of the nail is exposed to soap.

Gunakan kain/tisu sekali pakai untuk mengeringkan tangan.

Use a one-time-use cloth to dry hands.

Data 16: Sign by Angkasa Pura

Anda memasuki kawasan wajib menggunakan masker.

You are entering a mask-required area.

Data 15 and 16 are classified as assertive speeches in the form of informing. In Data 15, the sign informs the reader about the procedure of washing hands correctly, as the speech begins with the sentence “*langkah mencuci tangan*/steps to wash hands correctly.” The speech is then followed by imperative sentences, which complement the information about the procedures provided by the actor of the sign.

Data 16 includes only the one sentence, “*anda memasuki kawasan wajib menggunakan masker*/you are entering a mask-required area,” to inform the reader about the specific area that requires the use of a mask. Both Data 15 and 16 are using Indonesian as the primary language, as it is placed above English for every sentence. This positioning implies the code preference where Indonesian is considered preferred to English in these signs.

(c). *English-Indonesian With Directive Speech Act*

Data 17: Sign by Angkasa Pura

Maintain social distancing. Please leave this seat empty.

Mari laksanakan social distancing. mohon kosongkan bangku ini.

Data 18: Sign by Angkasa Pura

Maintain social distancing. Please keep 1.5 meters between you and others.

Mari laksanakan social distancing, mohon jaga jarak anda minimal 1.5 meter.

Data 17 and 18 above are bilingual signs that are classified as directive speeches. Both speeches are in the form of commands regarding the protocol of physical distancing. Each sign includes only one sentence with a similar imperative structure, “*maintain social distancing.../mari laksanakan social distancing...*” The code preference in both signs shows that the English language is preferred to Indonesian, since the former is placed on top of the latter. This placement implies that English is the primary language, while Indonesian is secondary.

(d). *English-Indonesian With Assertive Speech Act*

Data 19: Sign by Angkasa Pura

Hand Sanitizer

Apply.

Tuang pada telapak tangan.

Rub.

Gosok pada tangan.

Dry

Biarkan mengering.

Data 19 is classified as assertive speeches, which are in the form of informing. The sign informs the reader about the procedure of using hand sanitizer. The speech begins with the phrase “hand sanitizer,” which informs the reader that the sign is intended to show the steps of using hand sanitizer properly. The speech is then followed by imperative sentences, which complement procedures provided by the actor of the sign. In terms of code preference, this sign shows that the English language is placed on top of Indonesian for each sentence. In fact, the first phrase in the sign, which can be considered as the title, is only written in the English language. This positioning implies that English is intended to be the primary language, while Indonesian is secondary.

D. Bilingual Bottom-Up Signs

The final data presented in this study falls under the category of a bilingual bottom-up sign. This single instance originates from a privately owned coffee shop operating within the airport premises, namely Junglegold. As the sign reflects the interests of a private commercial entity, it is categorized as a bottom-up element within the linguistic landscape. The speech act expressed in the sign is classified as assertive. Regarding code preference, English is the dominant language utilized in the sign.

English-Indonesian with Assertive Speech Act

Data 20: Sign by Junglegold

New Normal Protocol

Customers are required to wash their hands using soap before entering the area.

Pelanggan diwajibkan mencuci tangan dengan menggunakan sabun sebelum memasuki area.

Customers will have their temperature tested.

Pemeriksaan suhu tubuh pelanggan.

At the reception desk a physical distance of 1.5 meters will be maintained.

Penerapan jarak fisik 1.5 m pada meja tamu.

During activities, wearing a mask and maintaining distance is a must.

Wajib menggunakan masker dan menjaga jarak selama berada beraktifitas.

We provide cashless payment.

Kami menyediakan pembayaran non-tunai.

The speech in Data 20 is classified as an assertive type of illocutionary speech act. The assertive speech is used in the form of informing. The speech begins with the phrase “new normal protocol” that informs the reader about the rules that must be followed in the area. The written speech continues with statements that imply several things that are in accordance with the health protocol, including “customers are required to wash their hands.../pelanggan diwajibkan mencuci tangan...,” “customers will have their temperature tested/pemeriksaan suhu tubuh pelanggan,” and “we provide cashless payment/kami menyediakan pembayaran non-tunai.” This sign is visually designed with the English language placed above Indonesian for each sentence. In fact, the title of the sign is written in English only. This placement shows the intention of the actor to use English as the primary language compared to the secondary Indonesian in communicating with the reader.

V. CONCLUSION AND RECOMMENDATIONS

This study discussed 20 signs related to COVID-19 at I Gusti Ngurah Rai International Airport. The data in this study comprised signs written in English and/or Indonesian. Each sign was classified and analyzed based on language variation and its categorization within the linguistic landscape framework. Employing a qualitative descriptive approach, the study yielded several key findings. First, out of the 20 data points, the analysis identified 10 monolingual top-down signs, consisting of eight directive speech acts, one commissive, and one assertive. Additionally, two monolingual bottom-up signs were found, containing one directive and one assertive speech act. Seven bilingual top-down signs were identified, including four directive and three assertive speech acts, while one bilingual bottom-up sign contained an assertive speech act. Second, from a visual semiotic perspective, code preference was evident in the spatial arrangement of languages: four signs prioritized English by placing it in the upper position, while another four signs positioned Indonesian above, indicating a similar preference.

Based on the results, this study draws several conclusions. First, the predominance of monolingual Indonesian-only signs shows that, even though the airport is frequently visited by visitors from various nationalities, the actors of the signs tend to accommodate only those who speak Indonesian. Second, the predominance of the directive type of illocutionary speech act emphasizes the intention of the actors to control the behavior of the visitors so that they are in accordance with the health protocols that must be followed. Third, the contestation between Indonesian and English results in a balanced preference. It implies that both languages are equally preferred by the actors and have equal power

toward one another in the context of the linguistic landscape of the airport. This is considerably not in accordance with the Law of the Republic of Indonesia Number 24 of 2009 concerning the National Flag, Language, Emblem, and National Anthem, which emphasizes that Indonesian must be used in all linguistic landscape items in Indonesian public spaces, while other languages may be used as secondary or peripheral languages.

Several recommendations can be put forward based on the conclusion above. First, in contrast with the results of this study that show that monolingual signs are predominantly used, it is recommended that bilingual signs be the preferred choice in the context of enforcing health protocols during a pandemic. This is because visitors at the airport can be from various nationalities or language backgrounds; thus, bilingual language with English as the secondary language will be considerably more effective. Second, the predominance of directive speech acts used for verbal language is on point, as it urgently implies instructions to control the enforcement of the health protocols; it is thus recommended to be applied in other similar situations. Third, the positioning of languages in bilingual signs should prefer the national language as the primary language, that is, in this case, Indonesian, to be in accordance with Law Number 24 of 2009.

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