

The Role Of Language Landscape In Improving Visitor Experience In Public Space Of Humbang Hasundutan Regency, An Attractive Tourist Destination

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ABSTRACT:

This study aims to understand the role of the linguistic landscape in improving visitor experience in the public spaces of Humbang Hasundutan Regency, an attractive tourist destination. Humbang Hasundutan Regency is famous for its natural beauty and is a popular tourist destination for both local and international tourists. However, to reach its full potential as an attractive tourist destination, it is important to consider the effective use of linguistic landscapes in public spaces. This research method involves surveys and observations at several tourist sites in Humbang Hasundutan Regency. Visitors were interviewed and observations were made on the use of language and signs of communication in public spaces. The collected data were analyzed qualitatively to identify patterns of language use and signs of communication. The results showed that an effective linguistic landscape in the public spaces of Humbang Hasundutan Regency can improve the visitor experience. The use of clear and friendly language and signs of informative and purposeful communication can help visitors in navigating and understanding the tourist environment. In addition, the use of local languages and distinctive cultures can provide an authentic experience and enrich the visitor experience. This study provides recommendations to improve the linguistic landscape in Humbang Hasundutan Regency. Recommendations include the provision of information in several languages, the use of clear and

consistent communication signs, and the promotion of local language and culture as part of the tourist experience. By implementing these suggestions, visitors are expected to feel more connected to the local environment and culture and increase their satisfaction as tourists.

Keywords: Linguistic landscape, public space, tourist destinations, Humbang Hasundutan Regency, visitor experience.

1. INTRODUCTION

The linguistic landscape is an important thing in the world of tourism to provide information about tourist areas, guide the way, tell phenomena that occur in tourist areas and many other things. According to Sibarani (2018), the linguistic landscape is a stretch of language in places and public spaces for various functions (Siahaan et al., 2021; Sinaga et al., 2021).

Tourism is something related to tourism, including the business of tourist objects and attractions and related businesses in the field provided by the community, entrepreneurs, government, and local governments that aim to improve community welfare and foreign exchange sources of the country classified as non-oil and gas income (Manurung et al., 2019, Sembiring et al., 2019). Tourism is a travel activity or part of an activity carried out voluntarily and temporarily to enjoy the object and attraction of a tourist object or destination (Law of the Republic of Indonesia on Tourism No. 10 of 2009).

Humbang Hasundutan Regency is one of the attractive tourist destinations in Indonesia. Located in North Sumatra Province, this regency is known for its natural beauty which includes stunning mountains, lakes, and forests. As a popular tourist destination, Humbang Hasundutan Regency has attracted many tourists from home and abroad. It is important to understand that the traveler's experience is influenced by many factors, including how information is conveyed and communication is conducted in public spaces. The linguistic landscape, which includes language use and communication signs, plays an important role in creating a good visitor experience (Octavianna et al., 2021; Sibarani et al., 2021).

At present, the situation of the linguistic landscape in public spaces in Humbang Hasundutan Regency has not been optimally utilized to improve the visitor experience. Unclear or inadequate use of language and communication signs can cause difficulties for travelers in communicating, obtaining information, and exploring tourist destinations. In addition, the limited language available can also be an obstacle for tourists who come from outside different regions or countries (Perbawasari et al., 2019, Nasution et al., 2021).

Information that is only available in the local or national language may not be well accessible to foreign tourists. This can reduce the ability of tourists to understand and appreciate the cultural heritage and natural environment in Humbang Hasundutan Regency (Wanda Kuswanda, Hamdani Harahap, et al., 2021).

Language landscape studies are the study of language displayed in shop windows, commercial signs, posters, official notices, traffic signs, etc. whether monolingual, bilingual, or multilingual. Previous studies have been conducted in various countries such as Malaysia, Singapore, Brunnei Darussalam Timor-Leste, Cambodia, Hong Kong, Japan, Botswana, Balkan countries, Spain, South Australia, Taipei, and in Bosnia. In Indonesia, language landscape studies have not been carried out much, several language landscape studies in Indonesia were conducted by Yannuar and Tabiati (2016) and Oktavianus, et al (2017). Yannuar and Tabiati (2016) who focused on language landscape studies in Malang found that Indonesians have a strong position in shaping the language landscape in Malang, while Javanese who use Javanese language lack public space. English as an international language shape the landscape of lifestyle and modernity in Malang. Octavian, et al (2017) conducted a language landscape study on the names and cultural values of Rumah Makan Minang in Sumatra, Java, Bali, and Lombok. The results showed that the names of these restaurants came from the names of Minang people, body parts connected to eating activities, organisms, sensations, sources, hopes and prayers from the family, undiversified values, loyalty, and friendliness (Hasnidar et al., 2021; Taib et al., 2021).

This research is important to identify and analyze the situation of the linguistic landscape that exists in the public spaces of Humbang Hasundutan Regency to understand the challenges and opportunities that exist in improving visitor experience. By conducting this analysis, we can identify areas where the linguistic landscape can be improved, including more inclusive language use, provision of information in multiple languages, and promotion of local culture through appropriate communication signs. By improving the linguistic landscape in public spaces, Humbang Hasundutan Regency can create a more enjoyable and satisfying experience for tourists. It will also improve the image of the destination, attract new tourists, and build stronger relationships between tourists and the local community (Kuswanda, et al., 2021).

In this article, it analyzes the role of the linguistic landscape in improving visitor experience in the public spaces of Humbang Hasundutan Regency and provides recommendations to improve the linguistic landscape to optimize tourism potential and provide a better experience for visitors.

2. METHOD

Tourism Language and Culture Landscape Research uses qualitative methods with Interactive models to reveal the socio-cultural meaning and role of linguistic landscapes on a phenomenon (Perbawasari et al., 2019). The qualitative method used is to study intensively, in detail and in depth about events, and activities, either at the level of individuals, groups of people, institutions, or organizations against the actual things that are taking place. The actual event in this study is a unique phenomenon about the Role of Linguistic Landscape in Improving Visitor Experience in Public Space of Humbang Hasundutan Regency, an Interesting Tourist Destination. Research data on Language and Cultural Landscape in Humbang Hasundutan tourism destination was obtained using interview, observation, and documentation techniques. Researchers also act as key instruments to measure the accuracy and adequacy of data and when data collection should end. The determination of the appropriate informant to interview, when and where the interview was conducted is also carried out by the researcher. Case study data processing is carried out by checking the correctness of the data, compiling data, coding calculations, classifying data, correcting unclear interview answers. After that, researchers conduct data analysis is to interpret data by arranging, sorting, grouping, coding, or signing, and categorizing them into parts based on certain groupings. Furthermore, the results of the analysis are concluded to be a finding against the formulation of the problem posed (W. Kuswanda, et al., 2021).

3. RESULT AND DISCUSSION

The role of the linguistic landscape in improving visitor experience in public spaces in Humbang Hasundutan Regency as an attractive tourist destination is very important to understand. The linguistic landscape includes the effective use of language and communication signs in communicating with visitors in public spaces. In the context of tourist destinations, a good linguistic landscape can provide significant benefits to the tourist experience, enrich interactions with local communities, and increase understanding of the local cultural environment.

The model of language landscape development in Humbang Hasundutan tourist attraction that can be used as a tourist attraction includes:

- a. Landscape Model Design Language Folk Discourse Panoguon Solu tourist attraction



Panoguan solu tourist attraction is in Humbang Hasundutan Regency. The linguistic landscape design offered contains a linguistic landscape consisting of information about panoguan solu attractions. The context includes local language and culture, local script, local art in the form of Batak gorga, and English.

- b. Language Landscape Model Design Welcome to Batu Siukap Ukapon
The design made using multilingualism, namely Indonesian, English and Batak language included writing Batak script. The colors used are in accordance with the results of research to show the local wisdom of Batak culture using a combination of red, black and white colors and combined with Gorga elements. The design model is designed as attractive as possible against the background of the image of the tourist attraction itself using font writing that is easy to see and read.



The following are some important aspects in discussing the role of the linguistic landscape in Humbang Hasundutan Regency:

- a. The use of informative linguistic landscapes in every public space and tourist attractions in Humbang hasundutan

The use of clear and friendly language in interactions with visitors can help reduce communication barriers. Tourists will find it easier to understand information about attractions, directions, and regulations that apply if the language used is easy to understand. Appropriately, officers and tour guides who interact with visitors should be equipped with good communication skills, including the use of friendly language and policies to answer questions clearly.

- b. Provision of Information in Multiple Languages

Humbang Hasundutan Regency may be visited by international tourists with different mother tongues. Therefore, it is important to provide information about attractions, maps, directions, and signs in some commonly used languages, such as English or other foreign languages often used by tourists. By paying attention to the language needs of a wide range of visitors, destinations can provide a more inclusive experience and make **travelers** feel more served.

- c. Strengthening Local Culture and Language as a special attraction in the linguistic landscape at the Humbang Hasundutan tourist attraction.

Promoting the local culture and language of Humbang Hasundutan Regency is also an important aspect in the role of the linguistic landscape. The use of language and communication signs that reflect local identity can provide an authentic experience for visitors, reinforce local pride, and provide a deeper understanding of the local culture. Introducing travelers to local languages and traditions through travel guides, promotional materials, and cultural activities can add value to the tourist experience and help maintain the sustainability of local culture.

- d. Use of Effective Communication Signs in every Linguistic Landscape found on road signs, tourist attractions in Humbang Hasundutan.

Clear and directed communication signs are very important in helping tourists to access and explore tourist attractions in Humbang Hasundutan Regency. Information about directions, safety instructions, and explanations about attractions should be clearly displayed and easily understood by all visitors. The universal and intuitive use of symbols or icons can also help overcome language differences and facilitate effective navigation in tourist destinations. Through a good understanding and implementation of the appropriate linguistic landscape, Humbang Hasundutan Regency can

improve the visitor experience in public spaces and create a more inclusive and pleasant environment for tourists. These measures will also help strengthen tourist attractions, promote the richness of local culture, and build better relations between tourists and local communities.

By paying attention to and improving the linguistic landscape in the public spaces of Humbang Hasundutan Regency, tourist destinations can improve visitor experience, strengthen local cultural identity, and promote tourism sustainability. Overall, the function of the linguistic landscape is critical in creating unique, memorable and inclusive travel experiences for all visitors.

4. Conclusion

Through the research that has been done, it can be concluded that the role of the linguistic landscape is very important in improving the visitor experience in the public spaces of Humbang Hasundutan Regency as an attractive tourist destination. A good linguistic landscape includes the use of clear, friendly, and easy-to-understand language, the provision of information in several languages, respect for local culture and language, the use of effective communication signs, and the building of positive relationships between visitors and the local community.

By paying attention to and improving the linguistic landscape, tourist destinations can create an inclusive, friendly, and cultured environment. This allows visitors to communicate fluently, enriches understanding of local culture, increases accessibility for different languages and cultures, and facilitates navigation in tourist destinations. In addition, a good linguistic landscape also helps build positive relationships between visitors and local communities, creating unique, memorable tourist experiences, and promoting tourism sustainability.

Thus, it is important for Humbang Hasundutan Regency to pay attention to the role of the linguistic landscape in improving visitor experience in public spaces as an attractive tourist destination. Continuous efforts to improve communication, the use of local languages, the provision of easily accessible information, and the effective use of communication signs will contribute positively to visitor satisfaction and tourist attraction. In maintaining and strengthening the linguistic landscape, Humbang Hasundutan Regency can achieve sustainable tourism goals and enrich the tourist experience in exploring the beauty and richness of regional culture.

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