

LINGUISTIC LANDSCAPE IN GOA JEPANG BINSARI BIAK PAPUA

¹Yeni Andriani

²Silvy Adelia

¹Universitas Papua

²Universitas Negeri Surabaya

y.andriani@unipa.ac.id, silvyadelia@unesa.ac.id

ABSTRAK. Lanskap linguistik merupakan studi linguistik yang mengkaji penggunaan bahasa di ruang publik. variasi bahasa didefinisikan sebagai wujud penggunaan bahasa yang berbeda dari seorang penuturnya. Munculnya variasi bahasa dilatarbelakangi karena adanya masyarakat yang multibahasa dan multikultural di Indonesia. Penelitian ini bertujuan mendeskripsikan penggunaan variasi bahasa, kontestasi bahasa, fungsi bahasa, dan pembuat tanda lanskap linguistik yang ada di objek wisata Goa Jepang Binsari (GJB) Biak Papua. Metode penelitian ini menggunakan deskriptif kualitatif dengan teknik pengumpulan data observasi dan fotografi. Data yang diperoleh berupa gambar yang mengandung tanda bahasa lanskap linguistik. Hasil penelitian ditemukan 5 variasi bahasa di Goa Jepang Binsari Biak Papua dengan 2 variasi bahasa secara monolingual, 2 variasi bahasa secara bilingual, dan 1 variasi bahasa secara multilingual, serta terdapat 7 kontestasi bahasa. Pembuat tanda lanskap linguistik yang ada di Goa Jepang Binsari Biak Papua adalah dari otoritas publik dan privat/perorangan. Fungsi lanskap linguistik di Goa Jepang Binsari, yaitu sebagai penanda bangunan; media petunjuk dan informasi; media larangan dan peringatan; serta media penyebaran iklan.

Kata kunci: bahasa; lanskap linguistik; biak; objek wisata

ABSTRACT. *Landscape linguistics is a branch of linguistic study that investigates language use within public spaces. Language variation is defined as differences in language use among speakers. The emergence of these variations is influenced by the multilingual and multicultural nature of Indonesian society. This study aims to explore the use of language variation, language contestation, language functions, and the creators of linguistic landscape signs at the tourist destination Goa Jepang Binsari (GJB) in Biak, Papua. Employing a descriptive qualitative research method, data were collected through observation and photography, focusing on images of linguistic landscape signs. The findings reveal five types of language variation at Goa Jepang Binsari, including two monolingual, two bilingual, and one multilingual variation, along with seven instances of language contestation. The creators of the linguistic landscape signs in this area comprise both public authorities and private individuals. The functions of the linguistic landscape at Goa Jepang Binsari include serving as building markers, providing instructions and information, issuing prohibitions and warnings, and facilitating advertising.*

Keywords: language; linguistic landscape; biak; tourist attraction

INTRODUCTION

Selamat datang di objek wisata Goa Jepang. Ramama bebye ro abiyau Binsari (Goa Jepang).

The portrayal of Indonesia as a multicultural nation is prominently displayed on the welcome board at the Goa Jepang Binsari (Binsari Japanese Cave) tourist attraction in Biak, Papua Province. According to data from the Badan Pengembangan dan Pembinaan Bahasa Kemdikbud (Andriani, 2024), Indonesia is home to 668 regional languages, with approximately 384 spoken in the Papua region. This evidence

underscores Indonesia's status as a multicultural country characterized by a rich diversity of ethnic groups, cultures, and languages.

Language is an arbitrary communication tool. In language interaction and contestation in an area, language variations are often found. This is the influence of local languages, globalization, and the times (Florenta & Rahmawati, 2021). Language variation is a form of language use that is different from a speaker who is influenced by several factors such as geographical area, social class, and social context (Puspita & Ningsih, 2024). These language variations can be

monolingual, bilingual, and multilingual in the linguistic landscape (Cenoz & Gorter, 2008; Agustin et al, 2024)

The form of language use can be found in urban and rural areas in both spoken and written form (Aini et al., 2023). The use of written language in public spaces has two functions, namely informative and symbolic functions (Landry & Bourhis, 1997; Agustin et al, 2024). Furthermore, Puti et al (2022) suggested that the informative function is based on the geographical conditions of an area, while the symbolic function is related to the feelings and mentality of the local population. Regarding written language in public spaces, there are already rules on "Flags, Language, and State Emblems, and National Anthem" written in Law Number 24 of 2009. "Indonesian must be used as the name of roads, buildings, apartments or residential areas, offices, shops, trade labels, business branches, educational institutions, organizations established and owned by Indonesian citizens or Indonesian legal entities" (Oktavia, 2019).

Written Indonesian in the public sphere can be used as a tool to unify the nation and show the identity of a nation (Ertinawati & Nurjamilah, 2020). As a national language, Indonesian serves as an official language for the purposes of education, development, government, and the development of science and technology as required by the government (Purnanto et al., 2022). However, in reality, Indonesian as a national language is always followed by foreign languages (Nugraha & Tarmini, 2022). The role of foreign languages continues to be emphasized and promoted to develop the tourism industry (Jing-Jing, 2015; Agustin et al, 2024).

Written language in a tourist destination has a positive impact on tourists as a source of information and knowledge. Tourism is one of the economic assets that needs to be considered and developed by a region. In addition, tourism can be used as a national language revitalization tool for cultural preservation (Lu et al., 2020). Government efforts in developing information facilities and services through information are a special attraction for tourists to help them while visiting a tourist destination (Abdullah et al., 2023).

According to Samo & Plisko (2018), language in public spaces falls into the realm of landscape linguistics (LL). LL, which is a relatively new

study, can be said to be a fairly dynamic research (Widiyanto, 2019; Zaman et al., 2023). Landscape linguistics analyzes linguistic phenomena based on the concept of sociolinguistics which is interdisciplinary in nature because it overlaps with social geography, urban studies, anthropology, sociology, etc. The study of sociolinguistics has several sub-sections. The sub-sections consist of language variation, code switching, code mixing, language communities, and bilingualism (Sari et al., 2022).

Linguistic landscape is defined as the language found in public road signs, street names, place names, advertising billboards, commercial shop signs, and public signs/instructions in government buildings that combine to form the linguistic landscape of a place, or a particular urban agglomeration (Landry & Bourhis, 1997; Agustin et al, 2024). In line with this (Aribowo, et al, 2018; Widiyanto, 2021), suggests that the existence of LL appears clear, informative, and precise. This can be seen in unfolding language signs such as , information guidance media, prohibition or warning media, and advertising or sponsorship media. LL studies are very interesting in obtaining information related to the linguistic situation in a particular region (Yoniarti, 2021).

Specifically, the use of language in naming used by both the government and the private sector in public spaces is very important (Ardhian et al., 2023). Language signs in public areas are also said to be natural in nature that reflect language (Sari & Savitri, 2021). The use of names in public spaces makes it easier for humans to determine directions that are interpreted by social convention. This is considered a symbol of an agreed referent (Kumala, 2021).

Gorter summarizes and provides another short definition for LL, which is the use of language in written form in public spaces (Mauliddian et al., 2022). LL in written language communication looks at patterns that occur in society (Helty et al., 2023). The concept is often used in a rather general sense to describe and analyze the language situation in a particular country. The meaning of LL is also extended to include descriptions of language history at different levels in language knowledge (Sciriha & Vassallo, 2001; Agustin 2024).

LL research is related to the policy on the use

of Indonesian language, which has basically been regulated in Law No. 24/2009 and Presidential Regulation No. 63/2019 (Sari et al., 2022). In fact, the use of language in public spaces in Indonesia still uses English (Wijayanti, 2022). The reason is to facilitate communication (Wulansari, 2020)

LL research is in the field of language policy and language planning. LL research has proven useful as a language revival tool to document multilingualism (Khusna, 2021; Shohamy et al., 2010). LL is also useful as a documentation tool of specific social contexts (Septiani, Itaristanti, & Mulyaningsih, 2020) and to assess locally made policies and their contestation. The contestation in question is the language competition and debate displayed by language policy actors in LL (Aini et al., 2023).

Backhaus (2006) classifies LL marks into personal marks and public marks. Personal marks focus on the person. Public signs are specific types of semiotic signs that function as information, notices, notifications, announcements, and notices that are presented in public spaces to provide information or instructions in written form (Anam et al., 2024)

Both signs are signs with functions as informational and symbolic markers that are *top down* or *bottom up*. *Top down* means that it relates to language policies that are enforced in a region or local government regulations that regulate the use of language in public spaces. Conversely, *bottom up* means dealing with the existence of language use as a discourse that wants to create knowledge or power by a certain individual or group in achieving a certain purpose and goal (Sahril et al., 2019; Anam et al., 2024).

The focus of study in landscape linguistics is the form of written language in public spaces involving multilingual aspects in a place. Multilingualism is the ability to speak more than one language spoken by someone both orally and in writing which is used as a sign in public spaces (Wulansari, 2020).

Historical tourism object is one of the public spaces that has characteristics in exploring the use of language. Linguistic phenomena in public spaces can be found in various places, one of which is in the Goa Jepang Binsari (GJB) Biak Papua. Reporting from Wikipedia as of April 28, 2025, Goa Binsari or known as Goa Jepang is one of several historical relics found on Biak Island, Papua. The original name of this cave is *Abyab Binsari* which means Goa Nenek or

'Grandmother's Cave'. The cave is located in Binsari Tourism Village, Jln. Goa Jepang, Samofa District, Biak Numfor Regency, Papua 98118. Unlike other Japanese army caves or *bunkers*, this cave is not an artificial cave, but a natural cave complete with stalactites and stalagmites. Within the area of this tourist attraction there is a museum of historical objects established on March 24, 1994 based on the agreement of the Government of Indonesia and the Government of Japan.

According to historical records published by the Goa Jepang Binsari Museum, Japanese soldiers first landed in Biak in 1943 with approximately 10,000 soldiers spread from North Biak, West Biak, East Biak, Ambroben Sub, to Supiori. They built fortifications on the coast to the forest and caves. Especially in Goa Jepang Binsari, there were an estimated 3,000 soldiers and made the place a logistics center and hiding place under the command of Colonel Kuzume.

In 1944, the allied forces under the leadership of General Douglas McArthur learned that the logistics center of the Japanese army was in Biak. So, on June 7, 1944, allied soldiers dropped bombs and fuel drums on top of Goa Binsari, resulting in more than 3,000 Japanese soldiers dying.

Then, in 1980, Goa Jepang Binsari was designated as one of the historical attractions of World War II. The historical objects in this museum collection include light weapons, heavy weapons, bullets, helmets / hats of Japanese soldiers, bombs, eating and drinking utensils, *katana* / samurai swords, medical equipment, and allied objects such as planes, bombs, and propellers.

LL research has been widely conducted to describe an area or region in the public domain, but it has never been done in Goa Jepang Binsari Biak Papua. This study is important to do in order to find out the use of language in tourist attractions, especially in the Land of Papua which is rich in linguistic diversity.

METHOD

This research uses qualitative descriptive method. This method is used to describe and explain language variations, forms of language contestation, language functions, and linguistic landscape sign makers in the public space of Goa Jepang Binsari (GJB) Biak Papua. Qualitative descriptive research refers to data collection by

library studies and documentation in the form of photography (Sa'diyah & Prabaningrum, 2023). A distinguishing feature of linguistic landscape studies is the use of photography as a data collection medium (Gorter, 2018; Anam et al, 2024). In this regard (Creswell & Creswell, 2018) emphasizes that qualitative research relies heavily on text and image data with unique analysis techniques and diverse design writing.

The data of this research is in the form of photographs which are analyzed tables and coded for each data (Manchurina & Samsonova, 2022). The data sources in the study are signboards buildings); information instructions (standing boards, paste boards, poles, and banners); prohibition information (standing boards, banners); advertisements (paste boards and banners). Observation and documentation techniques were used in data collection in this study. The analysis method (Mahsun, 2017; Agustin et al, 2024) is classified according to the language used on signboards, information instructions, prohibition information, and advertisements using the technique of sorting the determining elements (PUP). The PUP technique is used to categorize language variation with a further technique in the form of the hyphenation of difference (HBB) technique, which is used in GJB into monolingual, bilingual, and multilingual usage.

RESULTS AND DISCUSSION

This research aims to describe (a) language variation, (b) language contestation, (c) the function of the language, and (d) the sign-makers the linguistic landscape in GJB. Generally, texts or messages in public spaces can be classified into several categories, namely, advertisements, announcements, appeals, prohibitions, statements, naming, and information (Adnan, 2019; Agustin et al, 2024).

Language contestation refers to the language used in landscape data sources in GJB. Data in the form of photographic images are obtained from linguistic landscape sources in the form of (a) signboards, (b) information instructions, (c) advertisements, (d) warning and prohibition instructions. The following is explained in detail by displaying some image data as examples of

language in GJB public spaces that represent the data as a whole.

1. Monolingual Indonesian Variation

This study found 66 monolingual Indonesian data in the GJB area on information media, advertisements, signs, signboards, warning and prohibition boards. The use of Indonesian in LL as monolingual or single language is a clue that makes it easier for visitors to understand the information conveyed without involving additional interpretation. Here are the details:

Table 1. Monolingual Indonesian Variation Data

Data	Data Number
Selamat Datang DI OJEK WISATA GOA JEPANG BIAK - PAPUA	LL/GJB01
Obyek Wisata GOA JEPANG BIAK	LL/GJB02
DISINI MENJUAL: LINTAH PAPUA & DAUN MAMBRI PRODUK ALAMI ASLI BIAK GOA JEPANG BIAK 0812 4872 4690	LL/GJB03
TARIF PARKIRAN KENDARAAN KHUSUS AREA OBYEK WISATA GOA JEPANG BINSARI 1. RODA 2 Rp 3.000 2. RODA 4 Rp 10.000 3. BIS/ TRUK Rp 20.000	LL/GJB04
JENDERAL MAC. ARTHUR TOKOH PALING BERPENGARUH PADA PERANG DUNIA KE-II TAHUN 1941-1945	LL/GJB05
PENDARATAN TENTARA KEKAISARAN JEPANG DI BIAK PADA TAHUN 1942 DIBAWA PIMPINAN KOLONEL NAOYUKE KUZUME	LL/GJB06
PETA PARIWISATA KAB. BIAK NUMFOR	LL/GJB07
Air Terjun Karmon	LL/GJB08
Situs Peninggalan Sejarah	LL/GJB09
Prosesi Injak Piring	LL/GJB10
Perahu Karnaval (Rahmat Takbir – Sorong)	LL/GJB11
Lumut Hijau (Wendy Rahmawan Saputra)	LL/GJB12
Penabuh Tifa (Muh. Mizanul Hag – Sulawesi Selatan)	LL/GJB13
DILARANG MENGAMBIL GAMBAR/ VIDEO KHUSUS PENYEWAAN ATRIBUT....	LL/GJB14
KELUAR	LL/GJB15
MASUK	LL/GJB16
OBJEK WISATA GOA JEPANG BIAK	LL/GJB17
Himbauan Kepada Pengunjung	
MENIKMATI KEINDAHAN ALAM, SEPATUTNYA MENSYUKURI DENGAN TIDAK MENGOTORINYA	LL/GJB18
TANGGA TURUN	LL/GJB19
SELAMAT DATANG GOA BINSARI BIAK	LL/GJB20
HATI-HATI TURUN TANGGA	LL/GJB21
HATI-HATI LICIN, JALAN PIJAK TANGGA	LL/GJB22
LOKASI TANGGA UNTUK NAIK	LL/GJB23
PEMERINTAH PROVINSI PAPUA	LL/GJB24
DINAS KEBUDAYAAN	
SITUS GOA BINSARI (BENTENG PERTAHANAN TENTARA JEPANG PADA PERANG DUNIA KE-2) DI BIAK KOTA KABUPATEN BIAK	

SITUS INI DILINDUGI OLEH: UNDANG-UNDANG NOMOR 11 TAHUN 2010 TENTANG BENDA CAGAR BUDAYA	
SAHABAT JELAJAH	LL/GJB25
KITA TIDAK MEWARISI ALAM DARI NENEK MOYANG, TAPI KITA MEMINJAMNYA DARI ANAK CUCU KITA	LL/GJB26
DEPARTEMEN PENDIDIKAN DAN KEBUDAYAAN Penghargaan dari pemerintah Amerika Serikat	LL/GJB27
DAK FISIK TA 2021 BIDANG PARIWISATA	LL/GJB28
YAYASAN BINSARI KABUPATEN BIAK NUMFOR	LL/GJB29
PIAGAM PENGHARGAAN Diberikan Kepada Sdr. YUSUF RUMAROPEN	LL/GJB30
CINCIN PILOT	LL/GJB31
MEMORI SEJARAH PERANG DUNIA II GOA JEPANG "BINSARI" BIAK	LL/GJB32
KALENDER 2024	LL/GJB33
SEJARAH GOA JEPANG	LL/GJB34
ALAT PERTANIAN	LL/GJB35
KOMPAS	LL/GJB36
BAYONET TIPE 30	LL/GJB37
PELINDUNG WAJAH	LL/GJB38
SAMURAI	LL/GJB39
AMUNISI	LL/GJB40
TEROMPET	LL/GJB41
PERALATAN BBM	LL/GJB42
PERALATAN MAKAN DAN MINUM	LL/GJB43
HELEM TEMPUR	LL/GJB44
SEPATU MILIK TENTARA JEPANG	LL/GJB45
JENIS-JENIS UANG LOGAM	LL/GJB46
PERALATAN TULIS	LL/GJB47
BOTOL MINUMAN	LL/GJB48
SENER	LL/GJB49
ASESORIS	LL/GJB50
JAM LIONTIN	LL/GJB51
JAM TANGAN	LL/GJB52
LENSA KACA MATA	LL/GJB53
KALUNG PENENG AMERIKA DAN JEPANG	LL/GJB54
PERALATAN MEDIS	LL/GJB55
TABUNG OKSIGEN	LL/GJB56
PERALATAN LABORATORIUM	LL/GJB57
PERALATAN MANDI	LL/GJB58
PERALATAN PERANG	LL/GJB59
OBAT-OBATAN	LL/GJB60
BOTOL OBAT-OBATAN	LL/GJB61
MORTIR	LL/GJB62
SENJATA LARAS PENDEK JENIS REVOLVER TIPE 26	LL/GJB63
Balai Pelestarian Kebudayaan Wilayah XXII Papua	LL/GJB64
POLRES BIAK NUMFOR Mas Darwis "Masyarakat Sadar Wisata" POLISI PEDULI PARIWISATA	LL/GJB65
DUTA BESAR JEPANG UNTUK RI KANASUGI KENJI	LL/GJB66

Based on the data in table 1, data with numbers LL/GJB01, LL/GJB02, LL/GJB04, LL/GJB17, LL/GJB24, and LL/GJB32 function as signboards marking the Goa Jepang Binsari tourist attraction. Data number LL/GJB04 serves as information on parking rates according to the type of vehicle used by visitors to the area. Data numbers LL/GJB05, LL/GJB30, LL/GJB31, LL/GJB32, and LL/GJB34 function as

information media on the history of Goa Jepang Binsari. Data number LL/GJB07 is a direction of popular tourist attractions in Biak and data numbers LL/GJB08, LL/GJB09, LL/GJB10, LL/GJB11, LL/GJB12 serve as complementary information to LL/GJB07 in the form of location photos.

Data numbered LL/GJB18, LL/GJB21, LL/GJB22, and LL/GJB26 function as a warning medium for visitors to be careful when using stairs and walking around slippery caves. Meanwhile, directions to exit and enter the cave in the form of poles are found in data numbers LL/GJB15, LL/GJB16, LL/GJB19, and LL/GJB23. Data number LL/GJB23 functions as a media prohibition for visitors not to litter, cut down trees, catch animals, do graffiti, and light matches or burn something in the Goa Jepang Binsari area.

At the entrance and exit of the cave, there is also an information board about the manager and person in charge of the Goa Jepang Binsari site, namely the Papua Provincial Cultural Office, the Ministry of Education and Culture, the Binsari Foundation, and the Papua Region XXII Cultural Preservation Center, with data numbers LL/GJB24, LL/GJB27, LL/GJB29, and LL/GJB63. Data LL/GJB65 serves as a medium of information that Kanasugi Kenji, the Japanese Ambassador to Indonesia, has sent a wreath at Colonel Kuzume's grave. This also signifies the good relationship between the Indonesian Government and the Japanese Government. Furthermore, data number LL/GJB28 functions as a medium of information to visitors and stakeholders that the Goa Jepang Binsari museum building, which was founded in 1994, has been restored in 2021 with the DAK (Special Allocation Fund) for the 2021 Fiscal Year for tourism. In addition, at the Goa Jepang Binsari there is also public service information by Biak Numfor Police in data number LL/GJB64.

Data with serial numbers LL/GJB35 to LL/GJB63 are signboards that function as instructions for the Goa Jepang Museum collection. In these instructions, 7 language contestations were found. Data LL/GJB01, LL/GJB04, LL/GJB20, LL/GJB24 and LL/GJB34 found conflicts related to the use of tourist attraction names, namely "Goa Jepang Biak", "Goa Jepang Binsari", "Goa Binsari Biak", "Goa Binsari", and "Goa Jepang "Binsari" Biak". Therefore, the researcher uses the name Goa Jepang Binsari Biak to show its identity as a

historical tourist attraction of a Japanese army hiding cave located in the Binsari Biak Tourism Village and under the auspices of the Binsari Foundation. Furthermore, data number LL/GJB37, namely "Kalender 2024" which functions as a time clue. The pointer includes language contestation because it contradicts the fact that the time of data collection is April 4, 2025.

Data number LL/GJB39 is a signboard "samurai" to indicate the museum's collection of Japanese swords. According to KBBI VI Kemdikbud RI online as of April 29, 2025, samurai is a Japanese aristocrat from the warrior class, and his sword is called *katana*. In line with Hubbard (2014) in his book entitled "Pendekar Samurai : Masa Keemasan Pendekar Elite Jepang 1560-1615", that a samurai's *katana* can only be separated at the time of his death and even when the warrior group ends, this sword remains a symbol of the samurai soul. The term "samurai" is contested because it conflicts with its meaning, while domestic tourists are more familiar with the term "samurai" as a Japanese sword than "katana".

All data in Table 1, except data numbers LL/GJB03 and LL/GJB25, are used by the *top down* linguistic landscape maker, namely the authority of the Binsari Goa Jepang Binsari attraction. Data number LL/GJB03 functions as a medium for spreading advertisements that are carried out by individuals to visitors to the Goa Jepang Binsari to offer *lintah Papua* (Papuan leech) products and original Biak *mambri* leaves. Furthermore, data number LL/GJB25 functions as a medium for spreading advertisements carried out by "Jelajah Biak" to show the existence of its community while showing its affiliation with the management authority to visitors. "Jelajah Biak" is a nature lover community and trip organizer in Biak. This community has social media (Instagram, FB, YouTube, TikTok) which contains information about tourism recommendations and tour guide services in Biak. From this explanation, it can be concluded that data numbers LL/GJB03 and LL/GJB25 are used by *bottom up* linguistic landscape makers.



Figure 1. Example of Monolingual Indonesian Usage
(Source: Personal Documentation)

2. Monolingual English Variation

The use of monolingual English is found in 4 linguistic landscape data in the form of information and prohibition instructions in Goa Jepang Binsari. Here are the details:

Table 2. Monolingual English Variation Data

Data	Data Number
Wonderful Indonesia	LL/GJB67
Embassy of The United States of America DEFENSE ATTACHE AFFICE	LL/GJB68
RADIO CONTROL BOX	LL/GJB69
WARNING 24 H VIDEO SURVEILLANCE	LL/GJB70

Based on the linguistic landscape sign data in table 2 with data number LL/GJB67, it functions as a medium of information about the Wonderful Indonesia campaign launched by the Ministry of Tourism of the Republic of Indonesia in 2011. This slogan aims to promote Indonesia as a tourist destination, increase the number of domestic and foreign tourist visits, and promote Indonesia's natural beauty, culture, and tourism potential. LL signs that function as other information media are in data number LL/GJB68, which displays historical records in the form of an expression of appreciation from the United States Government to Yusuf Rumaropen and the Indonesian Minister of Education and Culture, Prof. Dr. Ing Wardiman Djojonegoro for the establishment of the historical tourist attraction of the Goa Jepang Binsari site in Biak Papua.

Data number LL/GJB69 is a signboard that serves as a guide to the Goa Jepang Museum collection in the form of a radio control box belonging to the Japanese army. Furthermore,

data number LL/GJB70 functions as a warning medium for foreign and domestic visitors to the Binsari Japanese Cave that the museum is under video surveillance (CCTV) for 24 hours.

The linguistic landscape sign maker in table 2 is used by the *top down* linguistic landscape maker, namely the authority of the Binsari Japanese Cave tourist attraction. Language contestation is not found in the monolingual variation of English usage.



Figure 2. Example of Monolingual English Usage
(Source: Personal Documentation)

3. Indonesian-English Bilingual Language Variation

Seven instances of Indonesian-English bilingual variation were identified at the Goa Jepang Binsari tourist attraction in Biak. These variations appear within the linguistic landscape, including signboards, informational and instructional media, warning notices, and advertisements. The following provides a detailed overview:

Table 3. Indonesian-English Bilingual Variation Data

Data	Data Number
YAYASAN BINSARI (BINSARI FOUNDATION) BIAK-PAPUA	LL/GJB71
WISATAWAN DOMESTIC/ NUSANTARA	LL/GJB72
WISATAWAN ASING/ FOREIGN TOURIST	
- DEWASA/ MATURE Rp 100.000	
- ANAK-ANAK/ CHILDREN Rp 50.000	
PREWEDDING Rp 250.000	
YUSUF RUMAROPEN, CURATOR	
Wonderful Indonesia Pesona Biak Goa Jepang	LL/GJB73
Wonderful Indonesia	LL/GJB74
Dinas Pariwisata KABUPATEN BIAK NUMFOR	
Pesona GOA "Binsari" JEPANG	
Pesona Biak	
! WASPADA	LL/GJB75
PEGANG HANDRAIL SAAT MELALUI TANGGA	

GRANAT NANAS USA	LL/GJB76
TOUR PESONA WISATA GOA JEPANG	LL/GJB77
BINSARI BIAK NUMFOR	

Based on the data found in table 3 with data numbers LL/GJB71, LL/GJB73, and LL/GJB74 are signboards that function to inform the foundation that houses the Goa Jepang Binsari Biak tourist attraction, part of the Wonderful Indonesia campaign, and a form of support from the Biak Numfor Tourism Office for Wonderful Indonesia. The English language used on LL/GJB70 serves as a translation of "Yayasan Binsari" to facilitate the delivery of information to foreign tourists.

Data number LL/GJB72 is a medium of information and instructions regarding the price of tourist attraction entrance tickets for domestic and foreign tourists. The translation of several words such as *domestic*, *foreign tourist*, *mature*, *children*, *prewedding*, and *curator* serves to facilitate the delivery of information to foreign tourists.

Data numbers LL/GJB75, LL/GJB76, and LL/GJB77 show English terms, namely *handrail*, *USA*, and *tour* mixed in Indonesian sentences. *Handrail* means "pegangan tangan" and the authority chose the term *handrail* for the effectiveness of word usage in the warning media. Furthermore, *USA* stands for "United States of America" or the naming of the "Amerika Serikat" in English. The use of the term "USA" was chosen for the practicality of the signboard indicating the Goa Jepang Museum's collection of pineapple-shaped grenades made in the United States. While the word *tour* is used to simplify information for foreign tourists. For domestic tourists, the term *tour* is also considered familiar because the word "tur" in Indonesian itself is an absorption from English (*tour*) which in KBBI VI (as of April 29, 2025) means "a trip for sightseeing and so on."

The linguistic landscape sign maker in table 3 is used by the *top down* linguistic landscape maker, namely the authority of the Goa Jepang Binsari tourist attraction. Language contestation is not found in the variation of bilingual use of Indonesian-English.



Figure 3. Example of Bilingual Indonesian-English Usage (Source: Personal Documentation)

4. Bilingual Indonesian-Japanese Variation

Variations in the use of Indonesian-Japanese bilingual language in the tourist attraction of Goa Jepang Binsari Biak there are 2 data. The data is found in the linguistic landscape in the form of information media and signage. Here are the details:

Table 4. Indonesian-Japanese Bilingual Variation Data

Data	Data Number
Peresmian Museum Goa Jepang Perang Dunia Ke II "Perang menciptakan kesedihan dan kehancuran... Mari kita hidup dalam damai dan penuh cinta kasih, bukan perang." 戦争は悲しみと破壊を生み出します。戦争ではなく、平和と愛の中で生きましょう。	LL/GJB78
PESAWAT PEMBOM MILIK ANGKATAN LAUT JEPANG 'KAMIKAZE' JENIS ZERO TAHUN 1941-1944	LL/GJB79

Data number LL/GJB78 functions as an information medium in the form of the date of the inauguration of the Goa Jepang Museum, the signatory of the inauguration inscription, and a quote of a message about peace in Indonesian and Japanese. The Japanese quote in *hiragana* and *kanji* is a translation of the Indonesian quote above it. The signatories of the inscription from the Indonesian side represented by the Biak Numfor Regent and Biak Numfor Police Chief and the Japanese Ambassador to the Republic of Indonesia in 2020 are in harmony with the Indonesian-Japanese bilingual quotation which signifies the good relations between the two parties.

Data number LL/GJB79 is a sign that serves as a guide to the Goa Jepang Museum's collection of bomber wreckage belonging to the Japanese navy. The term "Kamikaze" (神風) literally means "divine wind" or "holy wind" in Japanese. In a historical context, the term is best known as a Japanese military tactic during World War II, which referred to fighter pilots who made suicide attacks by crashing their planes into enemy warships (Rajiman et al, 2022). While "Zero" is a Japanese term for the number zero (0), which in the context of the use of words in this signboard as a type of bomber aircraft of the Japanese army.

The linguistic landscape sign makers in table 4 are used by *top down* linguistic landscape makers, namely the authorities of the Goa Jepang Binsari tourist attraction. Language contestation is not found in the variation of bilingual use of Indonesian-Japanese.



Figure 4. Example of Indonesian-Japanese Bilingual Usage (Source: Personal Documentation)

5. Indonesian-English-Japanese-Biak Multilingual Language Variation

The variation of multilingual Indonesian-English-Japanese-Biak language use in the tourist attraction of Goa Jepang Binsari Biak has 1 data. The data is found in the linguistic landscape in the form of a signboard. Here are the details:

Table 5. Multilingual Indonesian-English-Japanese-Biak Variation Data

Data	Data Number
SELAMAT DATANG DI OBYEK WISATA GOA JEPANG WELCOME TO THE TOURIST ATTRACTION OF GOA JEPANG GOA JEPANG NO KANKO SUPOTTO E YOKOSO	LL/GJB80

RARAMA BEBYE RO ABIYAU BINSARI
(GOA JEPANG)

Data number LL/GJB80 is a signboard that functions as a welcome greeting for domestic and foreign tourists. "Selamat datang" (the greeting in Indonesian) is addressed to domestic tourists, where Indonesian is used as a national language and a unifying tool for the nation. "Welcome" in English is addressed to foreign tourists in general, where English is used as an international language. The Japanese greeting of welcome has a more special function than English, as it is a form of respect for Japanese tourists in particular. It is a symbol of peace and good relations between the two countries inaugurating the tourist attraction. Finally, the welcome greeting is written in Biak as a form of respect for local Papuan tourists, especially Biak. In addition, the existence of the Biak language is one proof that Indonesia is a *bhineka tunggal ika* country that is rich in linguistic, cultural and ethnic diversity.

The linguistic landscape sign maker in table 5 is used by the *top down* linguistic landscape maker, namely the authority of the Goa Jepang Binsari tourist attraction. Language contestation is not found in the variation of multilingual use of Indonesian-English-Japanese-Biak.



Figure 5. Example of Indonesian-English-Japanese-Biak Usage

(Source: Personal Documentation)

CONCLUSION

The results of LL research at the Goa Jepang Binsari Biak tourist attraction show the existence of language variations which are the influence of locality and globalization. The data found in the GJB public space amounted to 80 data. The data is in the form of four languages, namely Indonesian, English, Japanese, and Biak. There

are 5 language variations with 2 monolingual variations, namely Indonesian (66 data) and English (4 data). Two bilingual language variations, namely Indonesian-English (7 data) and Indonesian-Japanese (2 data), and 1 multilingual language variation, namely Indonesian-English-Japanese-Biak (1 data). The sign-makers of the linguistic landscape in Goa Jepang Binsari Biak are public authorities and private individuals.

In its use, Indonesian becomes the main language that dominates and shows the status of Indonesian is higher than other languages. This causes language contestation at the Goa Jepang Binsari Biak tourist attraction. Language contestation occurs due to language policy factors by the authority of the Goa Jepang Binsari Biak tourist attraction and community response. The function of the linguistic landscape in the Goa Jepang Binsari, namely as a building marker; information and guidance media; prohibition and warning media; and advertising distribution media. The functions of information and guidance media, as well as prohibition and warning media dominate linguistic landscape signs. This is found in almost all areas of the Goa Jepang Binsari Biak tourist attraction.

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