Linguistic Landscape Patterns in Hotel Names in the Mandalika Tourism Area Central Lombok: Language Representation in Public Space

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ABSTRACT

This research is a linguistic landscape study that examines the use of language in public spaces. This research focused on finding and identifying patterns of the linguistic landscape of hotel names in the Mandalika tourism area, central Lombok. This research used the data gained randomly. There are 20 hotels in Mandalika, which is 20 in total. The data were collected through picture-taking with a smartphone. Data analysis in this study used linguistic landscape theory by Landry and Bourhis. The results of this study show that the use of language in public sphere on hotel name labels in the Mandalika tourist area shows two patterns, monolingual 12 (60%), Indonesian 4 (20%), English 6 (30%), Spanish 1 (5%), and Romanian 1 (5%), Bilingual 8 of 40%, with Indonesian-English 4 (20%), Spanish-English 2 (10%), Sanskrit-English 2 (2%) and multilingual 0 (0%). There are linguistic landscape functions found to be informative and symbolic. The monolingual and bilingual text provides information to visitors regarding the names of hotels in the Mandalika tourist area. However, monolingual on hotel name labels shows that English is more dominant, whereas bilingual shows the same status. There is competition among languages. The use of monolingual and bilingual labels in public spaces for hotel names violates the language use policy in public spaces, namely, not prioritizing the use of Indonesian.
Key words: Linguistic Landscape; Language Patterns; Functions

INTRODUCTION

Humans are inherently social beings who rely on communication tools to convey ideas, emotions, and information within their communities. Language stands as the primary and most powerful medium for this purpose. It enables individuals to express their thoughts, feelings, and knowledge to others. Language is crucial in ensuring that messages are effectively delivered, received, and interpreted. As a communication system, language profoundly impacts human life—it not only facilitates social interaction but also shapes how individuals relate to one another and the world around them (Sari et al., 2025; Zakiyah et al., 2024; Putra et al., 2024). As a communication tool, language informs and connects people (Adler & Rodman in Sari et al., 2025). Mahayana (in Putra et al., 2024) emphasizes the importance of language in achieving goals, delivering messages, and fostering

interpersonal relationships. Through language, people can grasp a speaker's intent, thus achieving effective and meaningful communication.

According to Yule (in Gaho et al., 2022), language has its basis in natural sounds, and Chomsky (in Gaho et al., 2022) further notes that language is a species-specific human ability governed by deep-rooted principles embedded in the human mind. Language is a practical tool and a profound reflection of human cognition and social life. Edwards (in Wulandari et al., 2023) categorizes language into two essential functions: communicative and symbolic. It aligns with Halliday and Matthiessen (in Wulandari et al., 2023), who view language as a means of communication and a representation of human knowledge and experiences.

One manifestation of language in daily life is its written form found in public spaces, which constitutes what is known as the linguistic landscape (LL). LL refers to the visible display of written language in public domains such as street signs, billboards, building names, and commercial advertisements. Gorter explains that the linguistic landscape involves analysing the use of language in public signage. When visiting various public places—tourist attractions, hotels, offices, markets, educational centres, and religious sites—we encounter many written texts like nameplates, directions, banners, and advertisements. These texts are not random; they are created with specific target audiences in mind (Ardhian et al., 2021). Such phenomena reveal competition among languages, where one may dominate while others become marginalized—a sign of language dynamics and societal hierarchies (Purnanto et al., 2022).

Despite its prevalence, many people remain unaware that public signage carries information and cultural and political significance. The foundational study by Landry and Bourhis (1997) introduced LL as a reflection of the power and status of linguistic communities based on the languages used in public signage (in Ardhian et al., 2021). LL thus analyses written language in public areas to reveal its informational and symbolic purposes. This includes exploring the form (monolingual, bilingual, multilingual) and the pattern (individual or mixed) of language use (Ardhian et al., 2023). Landry and Bourhis' ideas have been extended by many scholars (Maharani et al., 2025; Atmawati et al., 2024; Bukari, 2024; Qulub & Khasanah, 2024; Iye et al., 2023; Rohmah & Wijayanti, 2023; Abbas et al., 2022; Wulandari & Rokhmawan, 2022). They emphasize that the linguistic landscape includes signage from authorities and institutions, private businesses, and individuals, covering road signs, place names, advertisements, and shop banners.

LL has two core functions: informative and symbolic. The informative function conveys the explicit message intended by the sign-maker (e.g., directions, names), while the symbolic function signals sociolinguistic identity and power structures through the presence or absence of specific languages in public settings (Landry & Bourhis in Atmawati et al., 2024; Zakiyah et al., 2024; Ekawati et al., 2023). The linguistic landscape thus becomes a lens to examine social hierarchies and cultural dominance within a community (Ardhian et al., 2023). Language use in public text

reflects symbolic power; it marks status, affiliation, and inclusion or exclusion within a social group (Rafael in Ardhian et al., 2023). Linguistic landscape research attracts scholars from multiple disciplines interested in how language functions in everyday settings. LL is relevant to studies in language policy, sociolinguistics, multilingualism, cultural geography, education, and semiotics. It can even offer insights into political power and ideology through public language. Puzey (in Maharani et al., 2025; Zamana et al., 2023; Wulandari & Rokhmawan, 2022) argues that LL is an interdisciplinary field linking language with broader societal dynamics. Similarly, Ben-Rafael et al. (in Maharani et al., 2025) describe LL as linguistic objects—texts that structure and mark public space.

LL categorizes public texts into top-down and bottom-up signage. Top-down signs are those produced by government bodies and official institutions—schools, offices, hospitals. Bottom-up signs are created by individuals or businesses—storefronts, graffiti, advertisements (Backhaus, Gorter, Shohamy & Gorter in Atmawati et al., 2024; Purnanto et al., 2022; Rohmah & Wijayanti, 2023). The choice of language in these signs often reflects ideological interests, whether cultural, political, or economic. Language policy plays a crucial role in shaping LL (Savski, 2021; Wang & Xu in Purnawati et al., 2022). Businesses also use language strategically to attract customers and shape brand identity (Hult & Kelly-Holmes in Purnawati et al., 2022). For example, the linguistic landscape can significantly influence tourism. Tourists rely on written signage at airports, hotels, gift shops, restaurants, and roads to navigate and access services. Before any spoken interaction occurs, they encounter written language. Therefore, adequate signage is critical in tourist areas to enhance visitors' experiences and perceptions (Wulandari & Rokhmawan, 2022).

The use of language in public spaces in Indonesia is governed by legislation. Law No. 24 of 2009 concerning flags, language, symbols, and the national anthem, specifically Article 38, mandates using Bahasa Indonesia in public signage. However, it also allows the inclusion of regional and foreign languages alongside it (Atmawati et al., 2024). This law ensures that Bahasa Indonesia remains visible and dominant in public life, strengthening national identity and supporting the socioeconomic development of Indonesian society (Badan Pengembangan dan Pembinaan Bahasa in Atmawati et al., 2024).

Many studies have explored LL in Indonesia. Yusuf et al. (2022) examined language use in Islamic boarding schools, while Rahmawati et al. (2023) analyzed identity contestation in Jakarta's Pantai Indah Kapuk 2. Andreana and Rofiq (2023) focused on LL signs at Jakarta Station. Zaman et al. (2023) investigated ideal LL concepts for Indonesia's new capital city. Halim & Sukamto (2023) studied the invisibility of the Torajan language, and Krisnawati & Ariani (2022) analyzed accommodations in Ubud. However, few studies have examined LL patterns in hotel names in tourist areas. The current research focuses on the linguistic landscape patterns of hotel names in the Mandalika tourist area of Central Lombok. It identifies three main language use patterns: monolingual, bilingual, and

multilingual, and examines how these patterns reflect language policy, tourism strategy, and social values in the region.

LITERATURE REVIEW

Previous Related Study

In this section, the researchers elaborate on several prior studies relevant to this research. The first is Sari et al. (2025) with their study titled Linguistic Landscape in Palangka Raya City: Patterns, Roles, and Functions. This research employed qualitative methods through observation and photo documentation to describe the linguistic landscape of public spaces in Palangka Raya. The findings revealed the presence of English in public signage, whether monolingual, bilingual (Indonesian-English), or multilingual, indicating the city's identity and social representation. The study also emphasized linguistic landscapes' functions as tools for informative and interactive communication.

The second study, by Wirza et al. (2025), is titled Translanguaging Practices in the Rural Tourism Linguistic Landscape in Showcasing Cultural Identity: An Activity Theory Analysis. This research explored how translanguaging in signage contributes to showcasing cultural identity in a rural tourism area. Using activity theory, the study analyzed 182 signs in Alamendah village and found that 71% were bilingual or multilingual, featuring Indonesian, English, Sundanese, and old Sundanese scripts. The prevalence of Sundanese in the signage reflected strong local cultural identity and community awareness, with implications for tourism engagement and cultural promotion.

The third study, by Agbaglo & Afful (2025), is entitled Sociolinguistics of Names of Hotels in Accra: A Linguistic Landscape Perspective. This research analyzed 160 hotel names in Accra, Ghana, using Landry and Bourhis's linguistic landscape framework. The study found that most hotel names were in English (monolingual), with a few bilingual names. These naming trends reflected global influences and urban branding strategies, contributing to onomastics, language policy, and urban linguistics discussions.

While these studies provide valuable insights into linguistic landscape practices in various regions and contexts, they differ from the present research in subject focus, object of study, and data collection methods. Sari et al. focused on general public signage in an urban setting; Wirza et al. concentrated on translanguaging in rural tourism; and Agbaglo & Afful analyzed hotel names in Ghana using online directories. In contrast, the current study aims to analyze linguistic landscape patterns specifically in hotel names located within the Mandalika tourism area of Central Lombok. This focus on a specific sector (hospitality) in a central Indonesian tourism zone has not been previously addressed, making this research distinct in its context, subject matter, and contribution to the growing body of LL studies.

Linguistic Landscape

The Linguistic Landscape research pilot project was proposed by Landry and Bourhis (Landry & Bourhis, 1997), which posits that the public sphere's signs reflected the group's power and status as seen from the language used in the public space. As described by Landry and Bourhis (1997), the study on LL includes "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration"

The Patterns of Linguistic Landscape

There are three patterns of linguistic landscape in the language context of the surveyed pesantren environment: monolingual (M), bilingual (B), and multilingual (Mt). The type of Linguistic Landscape in the public space in question can be in the form of only one language, monolingual, bilingual, two languages, or multilingual, which contains several languages. Spolsky (2020) divides language variations in the landscape linguistics into three parts, namely monolingual (one language), bilingual (two languages), and multilingual (three or more languages). Multilingualism and bilingualism in LL directly affect the language diversity there. It is a phenomenon that often occurs over the globe (Ardhian et al, 2021).

a. Monolingual indicates that the language is confident in proving its existence. Actions displayed in public spaces can be resolved in one language. Monolingualism, or unilingualism, refers to the ability to speak only one language. In another context, "unilingualism" may refer to a language policy prioritizing one official or national language over others. (Wulandari, set al 2023).

b. Bilingualism is important because it depends on factors of need, such as economic, social, political, and geographic Sönmez (Sönmez et al, 2021). Bilingualism arises because of ethnicity and social conditions built by policies and language power relations in a region Yıldırım, Ardhian, et al, 2021). In contrast, bilingual and multilingual forms indicate joint action—the combination of the strengths of each language, combined to show joint action in public spaces. The languages in one text indicate the joining of forces to show their existence. People have spoken more than one language since ancient times, so bilingualism is not a new linguistic phenomenon Cenoz Wulandari et al., 2023).

c. Multilingualism refers to a person's ability to communicate in more than two languages fairly fluently, even though most people are not as proficient in the language they use in their personal, academic, and professional lives. Multilingualism refers to people who can communicate in more than two languages, whether teenagers or adults who have learned two or more foreign languages in addition to their mother tongue, in which case they are called polyglots. Wulandari, set al 2023).

Multilingualism in the linguistic landscape is defined as using multilingual signs that include more than two languages. The most obvious reason for this situation could be the multi-ethnic composition of a particular area, as suggested by McKiernan (Hasni et al, 2022). Dong et al (Hasni, et al 2022). Agreed, as they highlighted that multilingualism "… is embedded in a place's complex socio-political, economic, and cultural facets." There is also an argument about multilingualism and the different functions that it caters to. Husin et al (Hasni, et al 2022). Believed that multilingualism in an area "… boils down to different languages being used and functioning in differing ways." At the same time, multilingualism is also credited with identity preservation (as Belles-Calvera, Hasni et al, 2022). asserted that multiple languages coexist in the linguistic landscape because it "… may reflect the need for local authorities to preserve their identity". As part of modern capitalism, multilingualism in most tourist sites indicates that language, which was previously acclaimed as a cultural asset and symbol to build community solidarity, now also represents the community to tourists and commercial products and brands. Besides being inextricably linked to its locality and authenticity, linguistic diversity adds value to the tourism industry.

According to Reh Rawshdeh, I., & Saed, H. (2022), with multilingual writing on stationary objects concerning the nature of a sign and the coding of signs, four main types of combinations of languages and information can be distinguished: duplicating, fragmentary, overlapping, and complementary. The first component is duplicate multilingual writing. The term "duplicating multilingual writing" includes practices where the exact text is presented in two or more languages. With this type of sign, we acknowledge the existence of societal multilingualism, that is, the existence of more than one language in the said community. We may react to technical as well as affective aspects of communication. Fragmentary multilingualism, on the other hand, refers to multilingual texts in which one language presents the entire message. However, only a selected portion of it is introduced in the other(s), as opposed to overlapping multilingual writing, in which only a portion of the information is repeated in at least one more language, while other portions are exclusively in one language. Complementary multilingual writing is the last category in this taxonomy. It includes messages conveyed in multiple languages, but each language has different parts of this information.

Bottom-up and Top-down Marker

Top-down refers to official linguistic landscape texts. This means the government creates them. Texts included in this category are street names, road signs, and government buildings. In producing the text, the government refers to language policies regarding the language used and the standards for what information is written Ardhian et al, 2023). Gorter and Cenoz (Purnawati et al, 2022) divide linguistic landscape actors into Bottom-up and Top-down categories. The data groups that fall into the top-down category are outdoor signboards made by the government. In contrast, the bottom-up category is outdoor signboards made by non-governmental parties. The bottom-up classification is further divided into

outdoor signs made by business owners and outdoor signs made by owners of the products sold in a shop/ business place.

To differentiate the signs, it represented in 'top-down' and 'bottom up' classification, Shohamy and Gorter (Purnawati, et al 2022)Top-down terminology is intended for authorities, public bureaucracies, and covers public places, public announcements, and street names, while bottom-up terminology is intended for private parties, individual, social actors, such as shop owners, company signs, advertisement, personal announcement and private companies. For top-down features, certain concepts or procedures need to be followed, such as rules/instructions, as it is instructed from the top (national level) down to the grassroots level. However, this must not be applied when it concerns bottom-up LL classification. Most signs or outdoor signs will have no specific concept or procedures; they are usually performed with various creative ideas, types of writing, color, and designs. Ben-Rafael et al (Purnawati et al 2022) defined the primary distinction between the two categories as the top-down approach, which signifies a general commitment to the dominant culture, for example, the local language. At the same time, the bottom-up approach is more flexible since it is produced by individuals to follow recent phenomena. Thus, the main difference between top-down and bottom-up is the actors who issued the sign. It is used for formal communication at the top-down level, but at the bottom-up level, it is employed as the language of youth, fashion, and fetishization (Abbas et al., 2022).

Informative and Symbolic functions

According to Landry & Bourhis' theory (1997), landscape linguistics refers to language in the public space of a place, and landscape linguistics describes the distribution of social and ethnolinguistic power in a place. Landscape linguistics has two functions, namely an informative function and a symbolic function. The existence of landscape linguistics demonstrates the informative function as geographical markers for speakers of specific languages in certain regions. In this case, language provides valuable information, such as services, routes, and directions to a place that can be found through signs, advertisements, street names, and other forms of writing. Meanwhile, the symbolic function is allied with landscape linguistics, such as the value and status of a language compared to other languages in society. The information function here emphasizes what information is given to the reader of the text regarding the information provided by both parties. The text also helps to emphasize the power of language across the region. Texts made by individuals are more diverse than texts made by the government. This is because there are no rules about text patterns. This information feature is related to information, general information, and product and service names provided to readers on behalf of the location. In addition to the information function, LL also has a symbolic function. This function marks which symbol results from the occurrence of the text action. The symbolic function is associated with linguistic politics, linguistic imperialism, linguistic marginalization, linguistic discrimination, and social factors that cause it. These social factors include cultural relations, group

identity (ethnicity, gender, social status), power relations (economic, political, demographic), and language status (official and informal languages) Shohamy, Yulismayanti, 2022).

METHOD

Design and Samples

The method used in this study is qualitative research, in which all data is analyzed in the form of words and sentences. Creswell states that qualitative research analyzes the words to group them into larger meanings of understanding, such as codes, categories, or themes. This research focused on finding and identifying patterns of the linguistic landscape of hotel names in the Mandalika tourism area, central Lombok. This research used the data gained randomly. There are 20 hotels in Mandalika, which is 20 in total.

Instrument and Procedure

The primary data is collected from random hotel names in the Mandalika tourism area. The data were collected by following some steps. The data was collected through picture-taking with a smartphone. Later, the data was classified based on pattern category.

Data Analysis

Data analysis in this study used the linguistic landscape theory by Landry and Bourhis. Data analysis techniques are carried out by collecting, presenting, and drawing conclusions. This study begins by classifying the data based on the category (monolingual, bilingual, and multilingual). Then the data is calculated and displayed in tabular form. Then the researchers analyzed, interpreted, and described the data based on the language used.:

RESULTS AND DISCUSSION

In presenting this study, the researcher provides the three patterns of linguistic landscape of hotel names in the Mandalika tourism area as the central core of the study results. Linguistic landscape patterns are generally classified into 3 three they are monolingual (one language), bilingual (two languages), and multilingual (three or more languages). Spolsky (2015) divides the language patterns of landscape linguistics into three parts, namely monolingual (one language), bilingual (two languages), and multilingual (three or more languages). The researcher took 21 pictures as data for this research. From the 21 data points gained, 13 hotels use a monolingual pattern and eight use a bilingual pattern. However, no hotels using a multilingual pattern were found in the Mandalika tourist area of Central Lombok. This data can be seen in Table 1.

Table 1
The Language Patterns

Pattern	Language	Code	Total	Percentage
Monolingual (M)	Indonesia	M-1, M3, M4, M8,	4	20%
	English	M2, M5, M6, M9, M10, M12	6	30%
	Spanish	M7	1	5%
	Romania	M11	1	5%
Bilingual (B)	Indonesia-English	B1, B2, B6, B8	4	20%
	Sanskrit-English	B3, B7	2	10%
	Spanish-English	B4, B5	2	10%
Multilingual	-	-	0	0%

Based on the findings in table 1, the pattern of language use in public spaces or linguistic landscape in hotel names in the Central Lombok tourist area which is included in the special economic zone or KEK are 12 monolingual, eight bilingual forms and multilingual signs did not find in hotel names in the Mandalika tourist area, so the total number of pictures is 21.
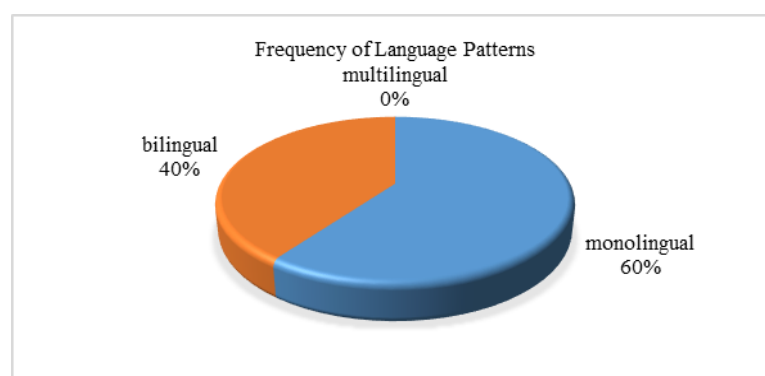

Figure 1. Frequency of language patterns

Diagram 1 illustrates the frequency of language variations or language patterns in public spaces, each of which can be shown by the frequency of use with monolinguals at 60%, bilinguals at 40%, and multilinguals at 0%. Therefore, from the findings, the dominance of a language in a public space with a monolingual form, or other words, a language in a public space, shows its existence. Furthermore, the collaboration of two languages in a public space or bilingualism in public spaces is used to provide information or help visitors find the information they need, which can also be used as a marketing strategy.
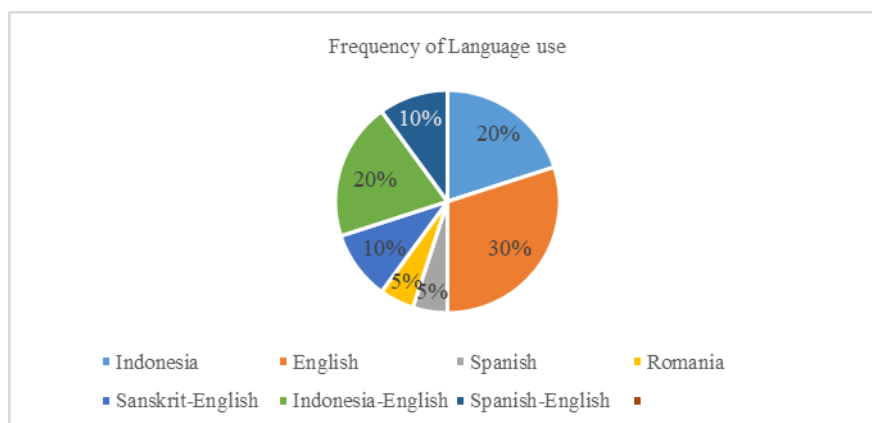
Figure 2. Frequency of language use

Diagram 2 shows the frequency of language use in public spaces. The dominant languages in hotel names in the Mandalika tourist area, based on monolingual patterns, are English (30%), Indonesian (20%), Spanish (5%), and Romanian (5%). Meanwhile, the frequency of language use in bilingual variations in hotel names in the Mandalika tourist area of Central Lombok, based on 20 data findings, is Indonesian-English (20%), Spanish-English (10%), and Sanskrit-English (10%).

The Language Patterns

Monolingual

Monolingualism refers to the ability to speak only one language. In another context, it may refer to a language policy prioritizing one official or national language over others. Wulandari et al (2023). There are 12 (60%) monolingual patterns that were identified in hotel names in public spaces. The following is a more in-depth explanation of the language variations or use of language patterns in hotel names in the Mandalika tourist area of Central Lombok. Indonesian (4) (20%), English (6) (30%), Spanish (1) (5%), and Romanian (1) (5%) are used, respectively.

Monolingual-Indonesia

In this presentation, only two picture data points are presented, representing the 4 four data findings because it is still within the monolingual scope of Indonesian use in naming hotels in the Mandalika tourist area.

Figure 3. M3 and M8 of hotel names

It is important to shed light on the fact that the rules for using language in public spaces have been regulated by the government of the Republic of Indonesia, which are contained in several regulations. Namely the 1945 Constitution (article 36), Presidential Regulation of the Republic of Indonesia No. 63 of 2019 (article 34), Law Number 24 of 2009 (article 36 paragraphs 3 and 4; article 38 paragraphs 1 and 2), Circular Letter of the Minister of Education and Culture No. 12 of 2018 (Ardhian, et al 2023).

The national language policy in Indonesia is regulated by Presidential Regulation Number 63 of 2019 concerning the use of the Indonesian language. Article 33, paragraph 1 of the Presidential Regulation states that Indonesian must be used in the names of buildings or structures, apartments or settlements, offices, and trade complexes established or owned by Indonesian citizens or Indonesian legal entities Rahmawati, et al (2023) the use of language in public spaces is regulated in Law number 24 of 2009. This regulation regulates four main elements: the state flag, language, symbol, and national anthem. Based on this regulation, indonesia dominates 15 specific fields, including state documents, speeches, educational introductions, public services, agreements, official communications, reports, scientific works, geographical names, building names, trademarks, information on goods/services, public signs, and mass media communication. Regional and foreign languages can be used in public signs, but indonesian is still preferred. The language regulation in indonesia is stated in Law No. 24 of 2009, covering Flags, Languages, symbols, and the national anthem. Article 38, namely indonesian, must be used in public signs, road signs, public facilities, banners, and other information tools that are public services. Next, the use of indonesian can be accompanied by local and/or foreign languages (Atmawati et al, 2024). Regulations concerning the requirement to use Bahasa indonesia in various contexts must be implemented. These include official state documents, memoranda of understanding or agreements, national or international forums, official communications within the government and private sector, and names of buildings and roads in indonesia. Based on the regulations,

indonesian public spaces must be in indonesia. In other words, as a multilingual society, the rules for the use of language in the indonesian language must use the indonesian language in communication media. Therefore, the use of indonesian in public spaces is mandatory under indonesian law. Using Indonesian in public places is expected to promote indonesia and support the socioeconomic status of Indonesians (Badan Pengembangan dan Pembinaan Bahasa, 2011) (Atmawati et al, 2024). Government policy has regulated the use of language in public spaces, including the obligation to use Indonesian in public spaces. So, by using Indonesian, the national language, they can understand each other so that communication takes place fluently and transactions occur that improve the community's economy.

In data figures M11 and M8, the writing is in Roman script. The M11 data "*DEWI HOTEL*" already follows the language policy for naming hotels in public spaces using Indonesian. The writing system also follows the rules determined by the government, according to the standard writing rules for the national language. It is in line with Rohmah and Wijayanti (2023) that the Indonesian words written in capital letters demonstrate that Bahasa Indonesia stands alone without other accompanying languages. This insinuates the adequacy of the creators of the signs with the national official language.
In contrast, the M8 data still does not adhere to the official language policy, as evidenced by the spelling. However, both hotel names demonstrate their existence and identity in national languages. Monolingual indicates that the language is confident in proving its existence. Actions displayed in public spaces can be resolved in one language. (Ardhian et al, 2021).

The purpose of providing a name label on the hotel is to provide information to foreign and domestic tourists regarding the name of the hotel. The text used in the name is Indonesian, making it easier for visitors, especially locals. Indonesian is also used to express the symbols or identity of the Indonesian nation. That shows the power of policies related to the use of language in the public sphere. The government has made standard regulations regarding the priority use of the Indonesian language in public spaces. Landry & Bourhis (1997). Linguistic landscape has two functions, informative and symbolic. The informative functions demonstrate that a language has a purpose for communication, for example, selling a product. The symbolic function relates to the value and status of the language accepted by a language group compared to other language groups.

Monolingual-English

This section presents image data on hotel names in the Central Lombok tourist area, known as the Special Economic Zone (KEK). Six hotel names are listed in English, but only two image data points are presented to represent the findings.

Figure 4. M2 and M10 of the hotel names

In the M2 and M10 data, it can be seen that both hotel names use English. This proves that the hotel naming violated Indonesian Law Number 24 of 2009 concerning the use of language in public spaces; the use of language alone violates the law. Even though Indonesians should be prioritized in international tourism, it is written on top of other languages (Rastitiati and Suprastayasa, 2022). There are 6 (29%) Hotels that use English text. Hotel name labels M2 and M10 inform visitors about hotels in the Mandalika tourist area. In addition, the English text on the hotel name label also provides a status symbol or dominance of English in the public sphere. The dominance of English is due to economic factors, modernity, and high prestige, especially in the public sphere in tourist areas (Zakiyah et al, 2024). The spread of English in public life has become a medium for expressing a passion for Western culture, especially among the upper classes (A. H. Al-Athwary, Ardhian, et al. 2021). Today, more and more middle-class people prefer foreign languages, especially English, as an important international language Tanu, Rahmawati, et al, 2023).

English is a bridge for international and local understanding. The use of English is an international language, and its existence has spread to all corners of the world. (Wulandari et al, 2023). English appears to carry international missions Bruyèl-Olmedo & Juan-Garau (Ardhian, et al. 2021) Hal ini telah diilutrasikan sebelumnya oleh beberapa researchers the dominance and wide use of English in their places (Zimny, 2017; Rong, 2018; Rungswang, 2018; Mulyawan, Ayu, & Maharani, 2019; Lu, Li, & Xu, 2020). This affirms that English is a superior language in terms of popularity and being an index of globalization. Apart from that, the research also corroborates the notion that English is commonly used as a sign of prestige, power, and authority as students, faculty, administrators, government officials, businesses owners, individuals, and other stakeholders prefer to employ it for various purposes

such as for information dissemination, product advertisement, and many others (Abbas, et al 2022). Another reason for business owners or sectors choosing to use English text in hotel names is a business reason or strategy. It is in line with Mayangsari and Hasan (2022). English is used in the linguistic landscape for various reasons, the most common being to make the tenants look sophisticated and attract visitors. So, it can be said that using English in hotel names is necessary to enter the global or worldwide market. The hotels are named in English to integrate them into the world Sjöblom, Agbaglo, et al, 2023).

Monolingual-Spanish

In this section, we attach image data on the use of Spanish in hotel names in the Mandalika tourist area of Central Lombok.

Figure 5. M7 of Hotel Name

In the hotel name data M7, it can be seen that the text has violated the language regulation in indonesia as stated in Law Indonesia no. 24 of 2009, covering Flags, Languages, symbols, and national anthem. Article 38, namely indonesian, must be used in public signs, road signs, public facilities, banners, and other information tools that are public services. Indonesian can be accompanied by local and/or foreign languages (Atmawati et al, 2024). Regulations concerning the requirement to use Bahasa Indonesia in various contexts must be implemented. These include official state documents, memoranda of understanding or agreements, national or international forums, official communications within the government and private sector, and the names of buildings and roads in Indonesia. Based on the regulations, Indonesian public spaces must be in Indonesia. Indonesian can be accompanied by local and/or foreign languages. The hotel name labels provide information regarding the name to visitors to the Mandalika area. This also demonstrates the presence of Spanish in public spaces and indicates that visitors to the Mandalika

tourist area are from abroad. Foreign languages, especially Spanish, an international language, are used to _provide the information to tourists from Spain.

Monolingual-Romanian

The use of Romanian is evident in the name of one of the hotels in the Mandalika tourist area. The following picture shows Romanian use.

Figure 6. M11 of Hotel Names

The data in Figure 6, similar to Figures 4 and 5, violates the language policy established by the government. Specifically, the text in the hotel name, in the monolingual variation, violates the provisions of the Republic of Indonesia Law Number 24 of 2009 concerning the use of language in public spaces; the use of monolingual Romanian is a matter that violates the law. Even in areas that require Romanian, Indonesian must still be given priority, namely, written first or put at the top of the foreign language. (Rastitiati, 2023). The following language patterns/variations are categorized as Monolingual, as shown in Table 2 below.

Table 2.
The Monolingual Language Patterns of Hotel Names

Language Variations	Language Use			
	Indonesia	English	Spanish	Romanian
Monolingual	Airy Raya Kuta 2 Lombok, Raja Hotel Kuta Mandalika, Dewi Hotel,	Dream Cowork Hotel, Pullman Hotels & Resorts	El Tropico Kuta Lombok	Nucfera Kuta Lombok

Sima Hotel,	Lombok
Santai Vila,	Mandalika
Dewi Hotel	Beach
	Resort,
	Mandalika
	Queen
	Hostel, Kies
	Villas,
	Relaxing
	Home Stay,
	Mellow
	Hostel

The data in Table 2 shows the monolingual language pattern in public spaces or Linguistic Landscape in the names of hotels in the Mandalika tourist area; there are 13 (64%) texts in public spaces in the names of hotels found. The languages used to name the hotel are Indonesian, English, Spanish, and Romanian. Similarly to the prior explanation, violations were found in the writing of hotel names in the Mandalika tourist area, namely, violating the rules set by the government regarding the use of language in the public sphere. The Republic of Indonesia Law Number 24 of 2009 concerning the use of language in public space. Indonesian must be in a priority.

Language Used in Bilingual Signs

Since ancient times, people have spoken more than one language, so bilingualism is not a new linguistic phenomenon Cenoz, Wulandari, et al, 2023). Monolinguals are now in the minority, as most of the world's population grows up speaking more than one language Ortega, Wulandari, et al, 2023). The bilingual practice in businesses also functions as a marketing strategy, blending cultural authenticity with broader market appeal. (Wirza et al, 2025). The following explains several forms of language with bilingual patterns in the names of hotels in the Mandalika area of Central Lombok.

Indonesian-English

The following will present image data B1 to represent the bilingual pattern data of language use in public spaces.

Figure 6. B1 of Hotel Names

There are 6 (29%) Indonesian-English patterns used in hotel names in the Mandalika tourist area. The text in the hotel names on Figure 6 does not comply with the rules in Law Number 24 of 2009 concerning the use of language in public space. Foreign languages should be written after or under the Indonesian and regional languages (Rastitiati and Suprastayasa, 2022). Furthermore, Rastitiati and Suprastayasa stated that the combination of English and Indonesian was used to fulfill the information needs of both international and domestic tourists/visitors.

Spanish-English

The following data demonstrates a bilingual combination of Spanish and English in public spaces for hotel names in the Central Lombok tourist area. Two (9%) hotels use a combination of Spanish and English text.

Figure 7. B4 and B5 of Hotel Names

Further, this also proves that the text in the hotel name has violated the use of foreign and regional/local languages, which must meet the provisions of the prevailing laws and regulations in Indonesia, namely the Republic of Indonesia Law No. 24 of 2009. Foreign languages should be written after or under the Indonesian and regional languages (Rastitiati and Suprastayasa, 2022). The regulation states that text used in public spaces must be in Indonesian.

Sanskrit-English

The combined data on using Sanskrit and English variations can be shown in the following data image.

Figure 8. B3 and B7 of Hotel Names

The combination of the strengths of each language shows joint action in public spaces (Ardhian et al, 2021). Sanskrit becomes a liturgical language for Buddhists. The difference is that Arabic is still studied and used in a limited domain, whereas Sanskrit is used in the Tripitaka. The Tripitaka has been written in the Pali and the Sanskrit scripts. However, the more popular Sanskrit script is used in Indonesia. As a liturgical language, Sanskrit does not have speakers. This language is used in the scriptures in a limited domain. Sanskrit language competence is found in some people who study the scriptures. There are 2 (9%) texts combine Sanskrit and English in the hotel names. The text in the hotel name or the language usage pattern used in data B7 and B8 still violates the rules for writing text or language in public spaces, as stated in the Republic of Indonesia Law Number 24 of 2009 concerning the use of language in public spaces. Indonesian must be in a priority. Foreign languages should be written after or under the Indonesian and regional languages (Rastitiati and Suprastayasa, 2022).

Table 3.
The Bilingual Language Patterns of Hotel Names

Language Use

Language Variation	Indonesia-English	Sanskrit-English	Spanish-English
Bilingual	Hotel Matahari Inn, Melati Resort & Hotel, Kebun Homestay, Senja Villa	Jivana Resort, Sima Hotel	Yemaya Villas Lombok, Lamancha Homestay

Table 3 shows bilingual patterns in the names of hotels in the Mandalika tourist area of Central Lombok, with 8 (62%). This data indicates that hotel names do not follow the rules set out in the regulations set by the government regarding language use policies in public spaces. The hotel name labels also provide information regarding the names of hotels in the Mandalika tourist area. In addition, the hotel name labels using bilingual combinations of English-Indonesian, Spanish English, and Sanskrit-English indicate that the position or status of the languages used is equal in public spaces.

CONCLUSION

Based on the results of this study, it can be concluded that there are two language patterns in public spaces, or linguistic landscapes, found in the names of hotels in the Mandalika tourist area of Central Lombok: 12 monolingual (60%) and eight bilingual (40%), while zero multilingual (0%). The languages used in the monolingual variations are Indonesian, English, Spanish, and Romanian. The dominant language used in monolingual hotel labels is English, with 6 (30%). Bilingual hotels include Indonesian-English, Spanish-English, and Sanskrit-English. In the bilingual pattern, the most frequently used combination is Indonesian-English. This study's results also show two functions of language use in the public sphere: informative and symbolic. In this case, monolingual and bilingual hotel name labels provide visitors with information about the hotel's name in the tourist area. However, in its symbolic function, the monolingual pattern indicates the status and dominance of one language in the public space.

Meanwhile, the languages used have equal status and position in a bilingual pattern. Language competition is unavoidable. Labeling hotels monolingual and bilingual violates the language use policy in public spaces, namely, the Republic of Indonesia Law Number 24 of 2009 concerning the use of language in public spaces. Indonesian must be in a priority.

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