

"Battle" between languages in Denpasar.

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“Battle” between languages over the public area in the tourism destination city of Bali: lexicological and linguistic landscape perspectives

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Abstract

In public areas, exposure to various languages is also beginning to be easily found in tourist cities. As far as observation, research on the linguistic landscape (hereinafter LL) in the public area is still not widely carried out, let alone lexicology is added. This study aims to: (1) know the existence of languages in the public domain as LL in tourist destinations in Bali, (2) reveal considerations that underlie the use of languages in LL in the public area, (3) explore society's perceptions towards the use of languages in LL in the public area, and (4) show the implications of the phenomenon of the use of languages in the public domain. This research uses qualitative methods through observation, interviews, and documentation. The object of the study is language exposure in public areas of tourist destinations in Bali. There are (4) four findings obtained, namely: (1) Balinese occupies the fourth position among the languages displayed in the public domain, and the top-down category gets a higher percentage of the bottom-up category, (2) Affixation is one of the lexicological processes found in LL and it was predominantly monolingual, (3) Most participants stated that the use of a variety of languages in LL is for revealing their identity, (4) As readers of LL, the society stated that the variety of languages in LL (Indonesian, English, Balinese, Mandarin, and Mixed Languages) is important to display because they know the variety of Languages, and (5) society has a prediction that Balinese will not continue to develop and disappear due to the high intensity of foreign language use in the tourism sector in Bali.

Key words: linguistic landscape, language battle, multilingual, public area, tourism destination

1. Introduction

The study of linguistic landscapes related to written language in the public domain has gained attention over the past two decades in the sub-fields of modern sociolinguistic studies and applied linguistics (Cenoz & Gorter, 2006), especially in multilingual contexts (Barni & Bagna, 2015). It is characterized by numerous studies related to linguistic landscape topics (hereinafter LL), such as (Spolsky & Cooper, 1991), (Landry & Bourhis, 1997), (Gorter, 2006), (Dagenais et al., 2009), (Jaworski & Thurlow, 2010), (Shohamy et al., 2010), (Sugawara & Nikaido, 2014), (Gorter & Cenoz, 2015), (Gorter, 2017), (Schmitt, 2018), and (Ali, 2020). In a multilingual context, LL represents a crucial concern over the existence of indigenous languages struggling in language battles. Indigenous languages tend to be minority languages when combined with other dominating languages. Several varieties of languages emerged and developed in tandem in one region. As a result, code-switching and code-mixing have become a trend in communicating and interacting in multilingual communities.

In response to issues related to the use of language in LL, a question arises as to what the pattern of language selection in texts in the public domain. Spolsky and Cooper (1991) proposed three language selection patterns: monolingual, bilingual, and multilingual. In terms of monolingual, there are often various languages spoken in

public areas of tourist destinations in Bali, such as Balinese, Indonesian, English, and Mandarin. In addition, it is not uncommon to find bilingual languages (a combination of two languages) such as Indonesian-English, and multilingual languages (a mix of more than two languages) such as Indonesian-English-Balinese. Since 1945, the Indonesian language has been the official language of the Indonesian nation (Setiawan, 2001). Meanwhile, developing countries such as Indonesia consider English an international language (Kachru, 1992, as cited in Hall, 2016).

Foreign languages have penetrated various aspects of social and national life. If it is observed, the win of foreign languages over the battle against indigenous and national languages should attract government authorities' attention to promote national languages and local languages through projections in the public domain. Therefore, this study focuses on LL in the public domain, particularly in public areas of tourist destinations in Bali, with the obvious implications of the threat of local and national languages to language battles in the public domain.

Based on the observation, LL research in the public domain is still not widely conducted. There is still an intensity and quantity gap between LL research in the public domain and LL research in the institutional realm, especially semi-public. This research is crucial to maintain the existence of national languages and local languages that battle against foreign languages in the public domain.

Therefore, this study proposes four research questions as follows: (1) What languages are found in public areas of tourist destinations in Bali?; (2) What lexicological elements are found in public areas of tourist destinations in Bali?; (3) What considerations underlie the use of languages in public areas of tourist destinations in Bali?; (4) What is the society's perception towards the use of languages in public areas of tourist destinations in Bali?; (5) What are the implications of the phenomenon of language "battle" on public areas of tourist destinations in Bali?

2. Literature review

2.1 LL in public domain

LL's field of study research is a relatively new and rapidly growing field of study. LL is considered a new approach to multilingual and sociolinguistic communities (closely related to anthropology, sociology, media learning, cultural geography, history, etc). It has arisen due to growing interest in linguistic diversity, language ecology, the era of internationalization, and world integration. In this regard, societies, languages, and spaces can interact to create environments locally and globally in the public sphere (Pütz, 2020).

From the results of several studies, multilingual signs tend to add English as one of the languages spoken. This is the case in provincial capitals or big cities and villages (Wijana, 2014). The frequent use of English in the business sphere, such as marketing, increases sales and provides consumers with attractiveness (Backhaus, 2006a). LL seeks to bring language between space and place. Puzey (2016) stated that LL is an interdisciplinary study of the emergence of diverse languages that interact with other languages in the public domain.

2.2 Taxonomy of LL

From a typological point of view, it is traditionally broken down into two categories, which are government vs. private (Landry & Bourhis, 1997), top-down vs. bottom-up (non-official (Backhaus, 2006b), or public vs. private (Shohamy et al., 2010). Historically, Landry and Bourhis (1997) divided LL signs into private and government signs. These categories were conceived using a top-down and bottom-up strategy, respectively. Concerning the process of determining LL signs, researchers asserted that there are a few distinct variances. However, the meaning of the several categories of traditional signals is not too dissimilar. They refer to the same thing: the

category known as government/top-down/official/public, which denotes signs that are assigned by public authorities (government, municipality, or public body). On the other hand, the private/bottom-up/non-official category refers to signs that individuals distribute, associations, or businesses that work more or less independently within the constraints of official laws (Shohamy et al., 2010).

As LL studies evolve, there is general agreement that language use in LL falls into one of two categories: top-down or bottom-up strategies. This approach is instrumental in interpreting how texts on LL are present and how they are displayed (spread) in a given population. In addition, this approach is also helpful in describing patterns of interaction in which society is part of a specific realm so that there is an exploration of power relations in a region (Blommaert & Maly, 2014). Taxonomy by Ben-Rafael et al. (2006) is utilized as a significant role in this study. Considering the suitability of the research focus, both taxonomies were implemented in this LL study.

2.3 The Lexicological Processes Appeared in LL

Lexicological process is primarily related to creative word-formation processes, but also encompasses other facets of dynamic lexicology, such as metaphor, metonymy, and loan words (Lipka, 2007). Despite the distinction established previously, lexicological process is now considered to be at least partially rule-related or rule-governed (Hohenhaus, 2007). According to Szymanek (2005), one of the most significant elements of new advancements in the area of word-formation is the appearance of new complex terms formed according to some well-established and fruitful patterns. These derivational neologisms encompass key word-formation processes in use in English, such as affixation, compounding, conversion, and abbreviation. Word-class conversion also known as zero-derivation or functional shift is a valid and fruitful method for producing new words, in which lexical entities change category without a corresponding change in form (Lieber, 2009). Additionally, analogy can generate new words, resulting in analogical formations (Bauer, 1983; Szymanek, 2005).

Creative word-formation processes are indeed used as foregrounding and attention-seeking devices (Hohenhaus, 2007) in advertising, as well as in the LL, in order to attract the attention of the addressee. This is done in order to make the sign more memorable. Language in public space frequently defies formal and explicit policies, [...] new words are continuously generated in public spaces, hybrids and fusions of local and global kinds that create new ones to communicate with passers-by (Shohamy et al., 2010). Hybrid forms appear alongside other types of innovative forms in various settings and language levels: roughly one-third of the identified items are made up of single words resulting from attested word-formation processes such as derivation, clipping, blending, compounding, conversion, and analogy, with these processes and language mixing occurring in the same item. There were also instances of wordplay found, including both single and multiple word items.

2.4 The fundamental concepts that underly language representations in LL

The concept proposed by Gorter (2006) stated that literal studies are significant representations of language because they relate to identity and cultural globalization. It is characterized by the presence of English and the revitalization of minority languages. In this concept, three things underlie the emergence of language representations used in the linguistic landscape, namely as a marker of language revitalization, as a marker of globalization, and as a marker of identity (Gorter, 2006). Language revitalization efforts are applied to local and national languages as preservation and preservation of language, as well as history. Regarding the markers of globalization, several aspects, such as modernization, branding strategies, expansion strategies, and introductory culture, are the main points. On the other hand,

identity includes cultural recognition, cultural preservation, branding strategies, and community formation.

There was a battle between foreign languages (English) and national languages and local languages in the public domain. Several previous studies have reported that national languages and local languages lose when battling with foreign languages (Wulansari, 2020), (Aribowo & Nugroho, 2018), (Sahril et al., 2019). The cause of the loss of local and national languages is the increasing use of foreign languages in the public domain. Foreign languages, especially English, are often used from micro to macro scales, such as the words travel, service, electronic, etc. Using the national language and the local language in naming the signboards does not reduce the aesthetic value of the naming. It is undeniable that foreign languages are also needed for international access, but it is not necessary to make them the primary language in naming signage or trademarks (Muqri et al., 2016).

2.5 Implications of language battle in LL

English as a global language is often found in LL around the world and is a recurring theme in LL studies (Gorter, 2013). Indonesia is also one of the countries that cannot be separated from the phenomenon currently trending. Various languages are displayed on LL, ranging from local and national to foreign languages. Using a wide variety of languages in LL can raise the issue of language battles. Mart (2019) revealed that the theory of reader-response criticism is based on the assumption that a literary work occurs in a reciprocal relationship between the reader and the text. In the theory of reader-response criticism, the reader has an aesthetic and efferent point of view regarding the meaning of the text form.

Policies related to LL coincide and regulate language policies in education, media, socio-economic life, and so on. Several studies have shown a strong influence between 3 (three) language policies and the use of language in the public domain (Cenoz & Gorter, 2006), (Manan et al., 2015), (Spolsky, 2003), (Taylor-Leech, 2012). Spolsky (2003) sorted between policies and practices that he called ideology, practice, and management. Based on his observations, the actual language policy of a community is more likely to be found in practice than in management (Spolsky, 2003). In actuality, the practice of using language can reveal the language ideologies of local people related to national language policies.

Although it has been clearly regulated, the reality of the use of Indonesian in the public domain is very different. It shows the gap in government regulation on the use of language in the public domain. This gap can be seen in the absence of sanctions/fines for perpetrators of violations (BPPB, 2016). Therefore, the longer the frequency of English use in Indonesia, the more significant the language shift that occurs. Gradually, this dominance will threaten the existence of national and local languages that appear in the public domain.

An endangered language is one that is at risk of disappearing because its speakers die or move to speakers of another language (Evans, 2009). It can happen in local and national languages when many new generations no longer learn or are less exposed to the language. The use of language in LL also influences the existence of local and national languages. These languages will be endangered when their last speaker dies. For example, if a language has only one native speaker alive, the death of that speaker signifies the extinction of that language. As a result, the language will no longer be spoken or known by anyone.

3. Methods

In accordance with the research questions, this study is categorized as qualitative research (Creswell, 2014). This research uses qualitative methods through explanatory strategies. The object of the study is the language exposure of public

areas of tourist destinations in Bali. Bali was chosen because: (1) it has a unique culture and language that has until now been practiced and preserved, and (2) as an international tourist destination city. As for the participants to the study, they were business owners who created the LL, several indigenous Balinese representing the Balinese people. This research is carried out in early June to the end of August 2022. The data of this study are things related to language use in public areas of tourist destinations in Bali obtained through observation, interviews, and documentation. Three types of instruments are used to obtain these data: observation, interviews, and documentation.

1. Observation

Observations were made on LL in public areas of tourist destinations in Bali to find out what languages exist and dominate in LL. In this study, the observers were the researchers assisted by research assistants using photography.

2. Interview

The form of interview conducted is an unguided interview. An unguided interview is a simple interview or an unsystematic interview, or a free interview (Creswell, 2014). Interviews were conducted between researchers and LL owners, the society and related parties to determine which language dominates LL and the impact of language battles on LL in the public domain. The aspects that are asked in this interview are the LL language that dominates in the public domain and the implications of the phenomenon of the battle of languages on LL in public areas of tourist destinations in Bali.

3. Documentation was carried out to collect data on LL in public areas of tourist destinations in Bali and the implications of language use on LL. This data was used to determine which language dominates in the public domain and the implications of language use on LL. These data were obtained from the results of observations and interviews conducted with the community and related parties.



(own resource)
Figure 1. LL monolingual (English)



(own resource)
Figure 2. LL monolingual (Balinese)



(own resource)
Figure 3. bilingual LL (Indonesian and English)

In the first research question, several LL images and their categories were presented as in the examples in Figure 1, 2, and 3. Regarding the second, third, and fourth research questions, the data were presented in the form of paragraphs.

4. Results

Based on the results of the analysis documentation, Table 1 shows a variety of languages in LL in public areas of tourist destinations in Bali. The table shows the position of Balinese in public areas of tourist destinations in Bali. Of the 241 LL

obtained, mixed languages are more widely used in public areas of tourist destinations in Bali (139 = 58%), followed by English (51 = 21%), Indonesian (41 = 17%), Balinese (4 = 2%), Chinese (3 = 1%), and Sanskrit (3 = 1%). The following is the presentation of data related to the position of various languages on LL in the public domain of Bali tourist destinations.

Table 1. Position of language variety on LL in public areas of tourist destinations in Bali

No.	Language	Total	%	Bottom-up		Top-down	
				Total	%	Total	%
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Indonesian	41	17	17	20	24	15
2	English	51	21	17	20	34	22
3	Bali	4	2	0	0	4	3
4	Mandarin	3	1	3	4	0	0
5	Sanskrit	3	1	0	0	3	2
6	Mixture	139	58	46	55	93	59
Total		241	100	83	100	158	100

Balinese on LL consists of monolingual, bilingual, and multilingual signs. The top-down category in Balinese on LL gets more numbers than the bottom-up category. The top-down category is (4 = 3%), while no LL is found in the bottom-up category. Some examples on the Balinese LL top-down category are presented in Figure 4. The monolingual sign has only one language, namely Balinese. In bilingual signs, Balinese and English are used simultaneously. Meanwhile, the top-down category multilingual sign is shown through the use of three languages, namely Balinese, Indonesian, and English.



Figure 4. LL Balinese in top-down category

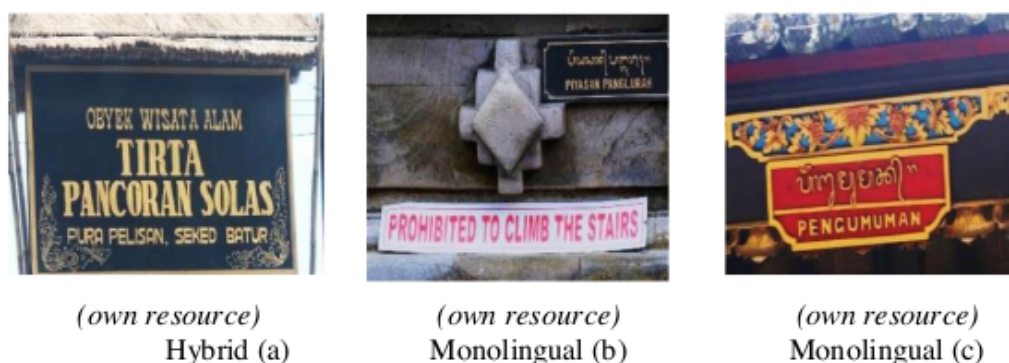
Balinese on LL with the bottom-up category consists only of bilingual. The representation of LL in the Balinese bottom-up variety can be seen in Figure 5. On the bilingual sign, Indonesian and Balinese are displayed together on LL in the tourist destination area in Bali. LL in the tourist city of Bali destinations from both the top-down and bottom-up categories are found in various places, such as places of worship, souvenir centers, and shops.



(own resource) (own resource)
Bilingual LL (store)

Figure 5. LL Balinese in bottom-up category

Related to the second research question, several evidences of lexicological processes in LL are found. The representative data of each category can be seen in Figure 6.



(own resource) (own resource) (own resource)
Hybrid (a) Monolingual (b) Monolingual (c)

Figure 6. Lexicological Processes in LL

Affixation is one form of lexicology that may be found in the Balinese language. These affixes are added at the end of words in order to change their meaning. For instance, the word "pancor" means water spout. However, as in Figure 6 (a) when the suffix "-an" is added to the end of the word, it changes its meaning to "pancoran", which means the place of water spout. Another example of lexicology process could be discovered in English language. The word "prohibit" means "*melarang*" (active form). However, when the suffix "-ed" is added to the end of the word, it changes meaning to "*dilarang*" (passive form), as in Figure 6 (b). The last example shows the affixation focusing on prefix and suffix. For example, the word "*umum*" means general. However, when the prefix "peng-" is added at the beginning of the word and suffix "-an" is added to the end of the word, it changes its meaning to "*pengumuman*", which means the announcement, as in Figure 6 (c). These examples demonstrate how the meaning of a word in the Balinese, English, and Indonesian language can be altered by the use of affixes, which is an important part of lexicology. Affixes can be attached to the beginning or end of a word.

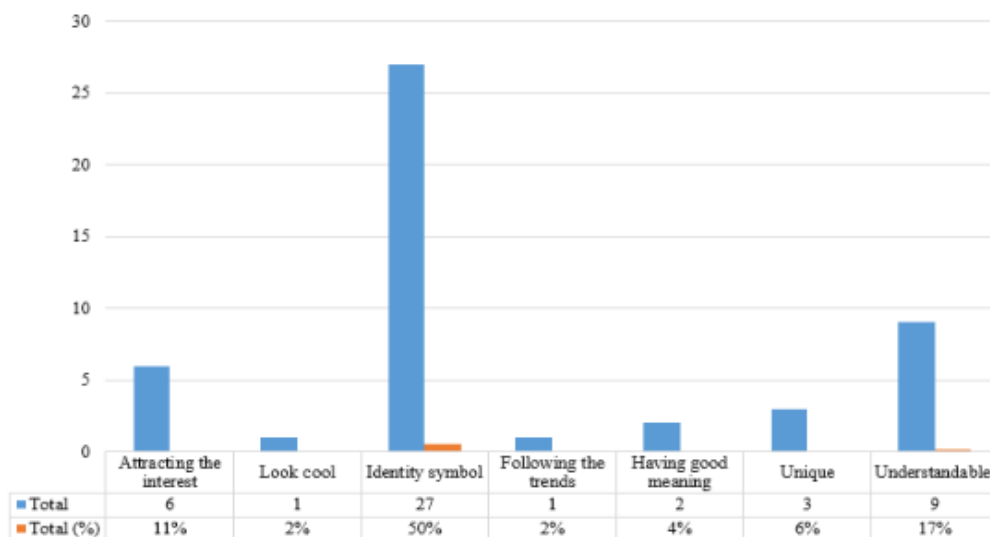


Figure 7. Reasons to use multiple languages in LL

Figure 7 displays percentages of the participant's the underlying reasons for the use of various languages on LL in public areas of tourist destinations in Bali. The following is the examples of statements.

- (01) *Because I am indigenous people of Bali. (Balinese)*
- (02) *To make it easy for Indonesians to understand. (Indonesian)*
- (03) *Because it attracts more customers. (English)*
- (04) *Different from others and unique. (Indonesian-Sanskrit)*
- (05) *Let it be victorious and cheap sustenance. (Indonesian-Sanskrit)*
- (06) *Popular with the name. (Indonesian-Sanskrit)*
- (07) *The name is good so it's used. (Indonesian-Sanskrit)*

As stated in data (01), the reason for using various languages (Balinese) on LL is as a symbol of identity. In this case, Balinese on LL is displayed on the store name. In data (02), the reason shown is to make it easy to understand. This is because the position of Bahasa Indonesia as a national language is more often used when compared to foreign languages. The next reason, the participant stated that using various languages (English) on LL can attract customers because English is an international language considered cool by society (03). In addition, the reason for using various languages (Indonesian Language-Sanskrit) in LL is unique (04). The fifth reason is to have a good meaning. Participant (05) stated that the use of language (Bahasa Indonesia-Sanskrit) in LL was hoped that the store would be successful and cheap. Thus, it could be concluded that the name meant well. The sixth reason is to follow the current trends in which modernization is a part of it (06). The last reason is that it looks cool, and the beauty of the name on LL can give a good impression, leading to a business that is running well.

After explaining and elaborating on the underlying reasons for the use of diverse languages in LL, this part presents the public's perception of the variety of languages in LL. Their perception of language variety can be seen in Table 2. Responses from participants are classified into three categories: important, neutral, and unimportant. The results show that participants had the same perception of the variety of languages (Indonesian, English, Balinese, Chinese, and mixed languages), which is important to be displayed on LL in tourist destinations in Bali.

Table 2. Society perceptions of various languages in LL

Total	Category	The importance of language use on LL in public areas of tourist destinations in Bali				
		Language				
		Indonesian	English	Balinese	Chinese	Mix-language
25	Important	24 = 96%	25 = 100%	22 = 88%	12 = 48%	23 = 92%
	Neutral	1 = 4%	0 = 0%	0 = 0%	3 = 12%	0 = 0%
	Unimportant	0 = 0%	0 = 0%	3 = 12%	10 = 40%	2 = 8%

Based on the data obtained through the questionnaire, below is the evidence from participants regarding their perceptions of the importance of using a variety of languages (Indonesian, English, Balinese, Mandarin, and mixed languages) in public areas of tourist destinations in Bali.

- (08) *The use of Indonesian is also important to use in tourism in Bali because in addition to being a national language, domestic visitors can also easily find out the information that applies in the tourist attraction area. (Indonesian)*
- (09) *Considering that Bali is one of the tourist destinations targeted by tourists, not only domestic but also foreign, the use of English is also very important as a supporting infrastructure for foreign tourists to facilitate their activities in Bali so that it does not always interrupt residents who are carrying out activities. (English)*
- (10) *The use of Balinese in Balinese tourism is quite important because in addition to introducing regional culture and language, Balinese people also need to preserve the culture and language that has been owned by because this is also an important element in attracting tourists to go to Bali. (Balinese)*
- (11) *I think the use of Mandarin/Chinese in Bali is about 70%. This is because now there are many tourists who come from China yang found visiting Bali. (Chinese)*
- (12) *I think it is very important to use because it is to improve the cross culture that exists in Indonesia. (Language mixed)*

As in data (08), most participants stated that Indonesian on LL is important for several reasons. One of them stated that Indonesian is a national language that the people of Indonesia often use. In data (09), some participants acknowledged the importance of using English on LL. This participant's statement proves that English is important because it can facilitate foreign tourists who do not speak English. Regarding Balinese, one participant (10) stated that using Balinese on LL is important because it can attract tourists to visit Bali, in addition to preserving the local language/area. The importance of displaying foreign languages such as Chinese is to make it easier for tourists from China to get and understand information. In the end, the use of mixed languages in LL in tourist destinations in Bali also received a positive response because mixed languages can increase cross-cultural understanding.

After elaborating on society's perceptions of the variety of languages in LL, this part reveals the implications of its spread. These implications are classified into three: remaining attached to Bali, dependent, and about to disappear. The results of the study as seen in Table 3 are dominated by the category of disappearing, where 60% of all participants. In the following order, the participant stated that Balinese would continue to appear on LL in Bali with a percentage of 28%. In the last category (dependent), it only obtains 12% of participants.

Table 3. Implications of the phenomenon of using variety of languages in public areas of tourist destinations in Bali

Total	Balinese and/or regional languages in the future with the existence of other languages		
	Staying attached in Bali	Dependent	Will disappear
25	7 = 28%	3 = 12%	15 = 60%
100%	7 = 28%	3 = 12%	15 = 60%

The following evidence from participants regarding the implications of the phenomenon of the use of various languages in public areas of tourist destinations in Bali.

- (13) *The Balinese language will fade and be increasingly abandoned. The proof is that my sister prefers to answer the English exam compared to Balinese because she thinks Balinese is more difficult and like a foreign language to hear.*
- (14) *For now, I think Bali language is still widely used as well as some time in the future.*
- (15) *It will still exist if it is preserved, and it will be eroded if it is forgotten.*

As shown in data (13), most participants predict that Balinese will not develop (disappear) in Bali because the language is quite complicated to understand when compared to foreign languages. Meanwhile, in data (14), some said that the development of Balinese is very significant because later it will still be used by the community in daily activities. Finally, few participants (15) stated that the existence of Balinese is highly dependent on conditions where it will be easily kinetic if not used and remain sustainable if used frequently.

5. Discusssion

The results of this study focus on the position and use of language variety, the reasons for using a variety of languages, society's perceptions of various languages, and their implications. Regarding the position of the variety of languages displayed in LL, Indonesian as the mother tongue occupies a position after English. Based on the research results above, it can be concluded that foreign languages such as English dominate LL in Indonesia, especially in Bali, an island with a variety of developing languages (Wijana, 2014; Wulansari, 2020). This is because it makes it easier for tourists to recognize the language in tourist destinations in Bali. The absence of regional languages, which according to the number of speakers constitute the majority language in the region, is no less important to be encouraged by the Balinese people. Balinese people introduce the use of Balinese in tourist destinations in Bali.

Concerning the lexicological processes, it should be noted that derivational forms were identified in hybrids with a Balinese stem and an Indonesian affix, suggesting that sign authors were more inclined to follow the affixation rules of their own language. On the other hand, the few instances of wordplay identified in the data were generally created as monolingual (e.g., *pengumuman*, prohibited). One possible explanation for this is that hybrids may be viewed as inherently creative, as they result from the unusual merging of two languages. It is in line with Vettorel and Franceschi (2013), who found that the few examples of wordplay in the data were, for the most part, constructed using only one language (monolingual).

With regard to the use of Balinese on LL in tourist destinations in Bali, this study found that the top-down category gained a much higher percentage than the bottom-up category. Referring to the three bases of the emergence of representational languages in LL proposed by Gorter (2006), this study highlights identity symbols as the main reason for the use of language variety in LL. Due to the use of languages in LL in tourist destinations in Bali, most people positively perceive these language varieties (Indonesian, English, Balinese, Mandarin, and Mixed Languages) by saying that these languages are important to be displayed in tourist destinations in Bali. This is because Indonesians have knowledge related to various languages and consider Balinese difficult to understand and learn.

In this regard, most people argue that Balinese will gradually disappear in tourist destinations in Bali. This is due to the status of Balinese as the local language of the Balinese people in Indonesia. This is also supported by the emergence of globalization, which has caused a lot of entry in foreign languages. In addition, many foreign tourists often visit and travel to Indonesia. Therefore, there is a potential that the Balinese language may disappear and not develop in tourist destinations in Bali, Indonesia. It should be noted that the rapid development of foreign languages can threaten the existence of regional languages, such as Balinese.

6. Conclusion

This study explores the ranking and use of language varieties in LL in tourist destinations in Bali, the reasons for applying various languages, and society's perspectives on language diversity. In addition, this study also seeks to uncover the implications of the phenomenon of using Balinese with other languages in tourist destinations. As a results, there are (4) four conclusions drawn as follows:

- (1) The variety of languages in LL with the top-down category gets a higher percentage than the bottom-up category, where mixed languages are in the first position followed by English, Indonesian, and Balinese. LL consists of monolingual, bilingual, and multilingual.
- (2) The category of lexicological processes found in the data is affixation. Derivational form within affixation were discovered in hybrids with a Balinese stem and an Indonesian affix, suggesting sign creators followed their own language's affixation rules. However, word-formation was mostly monolingual in the data.
- (3) Most participants said that using a variety of language in LL expresses their identity, followed by easy-to-understand and attention-grabbing categories.
- (4) As LL readers, the society stated that the variety of languages (Indonesian, English, Balinese, Mandarin, and mixed languages) on LL is necessary to display because they have knowledge of these languages. As a result, they positively perceive the existence of a variety of languages in tourist destinations in Bali.
- (5) Although societies have a positive view of Balinese, they have a prediction that Balinese will not continue to develop and disappear due to the high intensity of foreign language use in tourist destinations in Bali.

With the results of the study stating the prediction that Balinese will not develop in tourist destinations in Bali, the government should take decisive action to maintain the local language (Balinese) position on LL in tourist destination areas in Bali. Therefore, it is essential to promote national and local languages, but foreign languages can be combined as a complement to make society multilingual.

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