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THE USE OF BILINGUAL SIGNS IN BEKASI CITY TRAIN STATION: A STUDY OF LINGUISTIC LANDSCAPE

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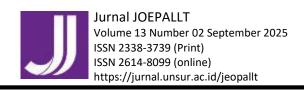**Universitas Islam Negeri Maulana Malik Ibrahim Malang, East Java**

ABSTRACT

This study aims to explore the effectiveness of the use of bilingual signs in facilitating communication and navigation for passengers at Bekasi Train Station. Specifically, this study aims to answer two questions namely, what is the linguistic appearance of the top-down and bottom-up bilingual signs in Bekasi station, and how does the linguistic landscape of the signs function? The method used in this study is qualitative with observation and interview approaches. Data was collected through photo documentation of language signs present at the station and interviews with station officers as well as users. These signs were analyzed by categorizing them into top-down (issued by official authorities) and bottom-up (issued by individuals or the private sector) signs. Further analysis was conducted to explore the sign function. The results show that most of the signs at Bekasi Station are bilingual using both Indonesian and English, with Indonesian being more dominant in font size. The function of signs is identified through two main perspectives, namely informative function and symbolic function. The informative function is seen from signs that assist passengers in navigation and service understanding, while the symbolic function reflects the identity and power of the signage, such as official government signs that assert authority in the management of public transportation. Overall, this study reveals that the use of bilingual signs at Bekasi station reflects the need for effective communication for users from different language backgrounds and provides an in-depth look at the dynamics of language use in the context of public space.

Keywords: *Linguistic landscape, bilingual signs, sign function.*

INTRODUCTION

In the current era of globalization, the use of multiple languages on signage is growing rapidly in the train station's public space. It is due to the rapid increase in
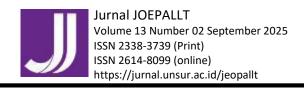
the native population's migratory mobility in the train station neighborhood. Using multiple languages on signage are intended to facilitate passenger train communication and understanding among passengers who are native speakers of different languages. This help passenger understand direction, time of departure, among other important issues more efficiently (Aini et al., 2023). With the use of several languages in signs, passengers who are not fluent in a particular language can still easily navigate the station and use the services provided. Therefore, the use of multiple languages, are often found in landscape of train stations. In the context, linguistic data can be found that builds the linguistic landscape of the train station, this can be seen from the use of language in signs, information signs, prohibition and warning signs, advertising media, and others.

Bekasi train station is one of the busiest train stations in Indonesia. This train station serves thousands of passengers coming and going from various regions every day (Putri, 2016). As a busy train station, Bekasi train station has many signs that function to regulate traffic and provide information to passengers. In this case, the use of bilingual signs at the Bekasi train station is very important to facilitate mobility and communication between passengers with different language backgrounds. Bilingual signs at this train stations can make communication and navigation easier for service users. With bilingual signs, service users from various backgrounds can easily understand information, such as train arrival and departure notifications, directions, and important information (Aini, et al., 2023).

Bilingual signs in the landscape are textual representations of different languages, in the context of the station landscape, this refers to the visibility and importance of language on public signs in the area. This is influenced by and reflects complex linguistic and ideological factors (Mensel et al., 2016). Therefore, this concerns the relationship between language and physical space, where the linguistic landscape approach looks at how language influences the physical environment which can understand how communication, identity, language, and cultural symbols interact with the physical landscape through the identification and understanding of linguistic signs (Khiroyah & Savitri, 2021).

Linguistic landscape refers to the study of how language aligns with space and time, semiotics, and the mobility of social interactions in a place (Landry & Bourhis, 1997). This field of study focuses on the interaction between language and the physical environment, especially in urban spaces. Linguistic landscapes typically study language use in the tone of public space and the various environments in which language interacts. Landry and Bourhis (1997) developed this theory of linguistic landscape studies emphasizing the importance of social and cultural context in language use. Therefore, they coined the phrase "linguistic landscape" to refer to the study of language use in visual and physical contexts,
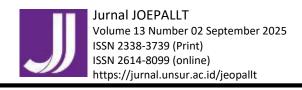
such as signs and writing in public spaces (Helmie and Syafrudin 2019). As a result, linguistic landscape theory can be applied to this support because it looks at how language affects the physical environment.

Furthermore, linguistic landscape also covers the language policy theory affects the textual use of languages displayed in the public space (Gorter, 2006). Linguistic landscape deals with the theory of multilingualism approach that focuses on the use of textual language displayed in public spaces. It can understand how communication, linguistic identity, and cultural representation interact with the actual landscape by identifying, deciphering, and understanding language signs (Gorter, 2013). In addition, aspects in linguistic landscape studies include the order of languages used, font size, font type, and translation (for bilingual and multilingual signs). These signs are deliberately made by people, usually for certain purposes (Fauziyah et al., 2021; Cenoz & Gorter, 2006).

Several studies on the linguistic landscape are often conducted in tourist attractions because these areas have bilingual or multilingual communities (Djonda & Madrunio, 2023; Silva, et al., 2022; Mulyawan, et al., 2022; Wulandari, et al., 2022). Research on multilingual characteristics by Djona and Madrunio (2023) in tourism sites revealed Labuan Bajo as a tourist city characterized by a multilingual gap. In these sites, English and Indonesian are the most prominent, while Manggarai and Komodo languages (local languages) are on the periphery. Then, research on language use and tourism by Silva (2022) in Malioboro Yogyakarta by examining and analyzing Seven hundred and twenty-nine common signs in the location revealed the dominance of Indonesians in the linguistic landscape in Malioboro. Language contestation research by Mulyawan (2022) at Bali's Batukau Temple shows that the presentation of Balinese script is less prominent than Roman script. While, Wulandari (2022) examining the Bandung's Braga Street reveals the use of monolingual and bilingual signs dominates particularly in the private sector.

Other studies on linguistic landscape reveal many language expressions in public spaces, and the object of study can be any visible manifestation of language (Asrini, 2019; Sumarlam & Ardhian, 2020; Syamsurijal & Iswary, 2023). Research by Asrini (2019) on the semiotics of language banners and billboards for legislative candidate campaigns in Malang City found two types of persuasive message delivery: directly and indirectly. Sumarlam and Ardhian (2020) explored banking signage in Malang city revealing that there are three patterns of language use, namely monolingual, bilingual, and multilingual. At the same time, Syamsurijal and Iswary's research (2023) emphasizes language use in Makassar City shopping centers. This shows the types of top-down and bottom-up linguistic landscapes found in the world area of Makassar City. The landscape design that is most commonly found in the world center of Makassar is the bottom-up design.

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While this study has similarities with previous study that discussed linguistic landscapes at train stations (Widiyanto, 2020; Vesya & Datang, 2022; Savitri, 2021), the difference lies in the objects studied. The object of research carried out by Widiyanto (2020) was Solo Balapan Station, Surakarta. Research conducted by Vesya & Datang (2022) focused on Grab Lebak Bulus MRT Station. In contrast, Savitri (2022) conducted research centered on Jakarta Timur station. However, further investigation is necessary to examine how language is presented in public areas, specifically at the Bekasi city train station.
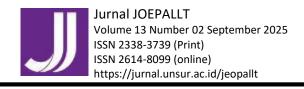
Bekasi train station is separated from Solo Balapan, MRT Lebak Bulus and Jakarta Timur stations. These stations have different sociocultural, linguistic and demographic characteristics, which affects the linguistic composition of that region. In addition, when compared with the above places. The train station in Bekasi has a unique layout. This train station is larger than other stations, and there are many parts and areas. The wide area at Bekasi station offers opportunities to increase language use. There are multilingual sections throughout the station area. It is important to analyze the linguistic landscape of the train station in Bekasi. This test provides insights into how language functions in public spaces.

The analysis of the linguistic situation at the Bekasi city train station is useful for identifying the use of language and the variety of languages used by the community at the station. This study will show how this location is not only diverse in terms of language but also in the station area, for that, the use of visual language and the types of signs available will be explained (Malinowski, et al., 2023). Additionally, this study will examine how language and space intersect to impact social interactions at the train station, offering insights into the role of language in the environment.

This study focuses on the linguistic landscape of the train station in Bekasi. This is an area that has not been studied in research on the linguistic landscape in Indonesia. This train station serves as a major transportation hub. It plays an important role in the landscape and needs further study. By carefully analyzing the language used at Bekasi train station, it is expected to help understanding the linguistic patterns and diversity at the station. Analyzing visual language and types of symbols also support the effort to understand the linguistic diversity that exists (Malinowski, et al., 2023). Furthermore, analysis of the linguistic landscape at train stations provides insights into language use and its impact on language interactions society in this environment.

This study assumes that train stations is the place where various languages emerged. Then, it is conceivable that the linguistic landscape of train stations will act in several ways including the informative, directional, and interactively social. Therefore, the use of several languages is expected to arise from variations in

visitors' backgrounds, as different groups may compete for visibility and representation in the linguistic landscape of train stations.

This study aims to answering the question of how the use of bilingual signs in the landscape at Bekasi city train station. Understanding the linguistic landscape at Bekasi city train station, which is an important transportation hub in Indonesia serving a diverse population of commuters and travelers, can provide insights into language use, or language policy in this context. This can help increase understanding and awareness of the importance of language as part of human life (Helmie and Sumitra 2024). For this reason, the researcher is very interested in analyzing the phenomenon of the linguistic landscape at the Bekasi city train station. This study explored the effectiveness of bilingual signs in facilitating communication and navigation for various passengers at the Bekasi city train station. More specifically, it answers two questions: (a) How is the present linguistic landscape of bottom-up and top-down bilingual signs at Bekasi city train station?; and (b) How does linguistic landscape function in signs in the Bekasi city train station?
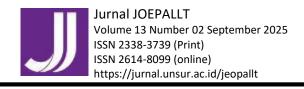

THEORETICAL FRAMEWORK

Linguistic Landscape

Linguistic landscape (hereafter LL) is a study in the field of linguistics that that remains relatively underexplored. It examines the language signs especially in its aspects related to cultural conditions driven by globalization (Gorter, 2006). Aspects of the study that concern the linguistic landscape include the dimensions of: the order of languages used, font size, typeface, and target language translation for bilingual and multilingual language signs (Cenoz & Gorter, 2006).

The LL relates to the written linguistic situations and facts that exist in a region, place, or social space (Landry & Bourhis, 1997). It relates to billboards, banners, billboards, banners, or posters that exist in public spaces. Erikha's (2018) research is in line with Landry and Bourhis (1997) who state that in LL studies, the focus of study in the field of linguistics is not speech or utterance, but something written in public spaces or public areas. Examples of writing are posters, banners, billboards, traffic signs, billboards, and other public markers.

Language Policy in Linguistic Landscape

In the context of linguistic landscape, language policy is a field of study that explains how language conditions outside the public sphere and how the chosen language is imposed by other social actors in society (Gorter, 2006). Language

policy is not only determined by the government (top-down) but also by community or individual initiatives (bottom-up).

Top-Down Signs

Top-down language signs refer to the regulation or legislation enacted by the government or any other authority that has the prerogative to stipulate how language is used in society. It involves regulations that cover official language, language use in schools, and language use in the media. The government plays a central role in determining what languages are used in public space: public signs, official documents, and schools.

Bottom-Up Signs

Bottom-up signs refer to the types of initiatives originating in communities, individuals, or minority groups that shape the use of language in public spaces. These initiatives may be formal or informal in nature. And much of it grows out of cultural identity, local language, economic needs or needs. To save butt According to Wulansari (2020), these signs are an expression of social workers choosing language as a tool to find their place in the wider social context. Bottom-up signs may also show local economic strength. For example, English in the names of prominent shops in cities of Indonesian is frequently used to attract tourists or to demonstrate modernity and globalization.

Language Function in Linguistic Landscape

Linguistic landscape conveys information or directions to the wider users. This function can be seen directly through the language contained in the signs in public spaces. The first is informational function indicating that language is intended for communication. The information function represents the message conveyed to the reader. The scope of information conveyed through LL such as place names, general information, and information about goods and services (Ardhian & Soemarlam, 2018). Kumala (2021) argues that the informational function in the landscape functions as a marker for a space or place. The marking process makes the landscape recognizable, provides direction or orientation, and can be distinguished from other similar landscapes.

The second is symbolic function that examines the linguistic landscape based on language and its interactions. This is relevant to Lou (2016) who argues that public space is an arena for social interaction between humans and as a place to carry out a series of cultural activities. Regarding the use of language in the landscape, according to Yendra and Artawa (2020), language functions as a cultural and historical identity created through interactions between individuals, groups, and institutional structures. Symbolically The display of language in public spaces indicates the existence of a group.

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Linguistic Landscape in Indonesian Public Space

Indonesia is recognized for its outstanding linguistic diversity. It is ranked as one of the countries with the highest linguistic diversity. More than 700 local languages are spoken in Indonesia (Wening, 2019). This fact makes Indonesia an interesting subject in the field of linguistic landscape studies. Various studies It has examined the use of language in public spaces in Indonesia. This includes regional languages. Indonesian language and foreign languages such as English (Adnan, 2018; Djona, 2021). The growth of English as a global language and the emergence of new languages in public spaces (Sahril et al., 2019).

METHOD

This study aims to discuss the use of bilingual signs at train stations in Bekasi through qualitative research methods that can provide an in-depth examination of the role and meaning of bilingual signs in the context of the train station linguistic environment. According to Raharjo (2023), the qualitative method is a methodology for seeing what is visible and exploring the meaning behind what is visible. In this approach, the researcher can directly observe various existing signs, take data in the form of photos or videos, and interview the users of the station or related parties (Artawa, 2020).

Data used in the study are represented in two major forms, namely photographic images of language signs found in the station landscape and recordings of interviews with station officers and visitors. The data source for this study is written vocabulary, words, and phrases on signs in the station landscape that are analyzed with regard to language patterns and meaning. Data collection techniques used in this study include observation and interviews. The observation was done at the Bekasi city train station that also includes taking photos of signs as part of the data collection procedure. The interviews with informants were recorded and transcribed to support the analysis. The data analysis was done by categorizing the collected pictures of language signs into top-up and bottom-up signs based on classification the theory of Gorter (2006). Top-up signs are those issued by official authorities, such as a government or public institutions, while bottom-up signs refer to those made by individuals or private sector establishments, such as shop advertisements or signboards. Once this categorization was done, the analysis proceeded to the stage of framework implementation according to the research by Jeza and Alamri (2022). In executing this framework, the researcher instituted a set of codes that serve to advance further analysis of the language use in these signs. The second question relies on the theory of Landry and Bourhis (1997), where two main functions are identified: informative function and symbolic function. Whereas the informative function relates to a sign's providing clear information or instruction to the readers, the symbolic function concerns how it reflects the identity, social status, or power of the party installing the sign. The analytical framework in this

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research refers to the Zahara and Wijana (2022) framework, which serves to help in identifying and classifying the function of each sign found at the research location.

FINDINGS AND DISCUSSION

Findings

The summary of the results of this study is presented in Table 1 and Table 2 below. Table 1 provides an overview of the observation of the signboards at Bekasi City train station. This observed 35 signboards spread across various corners of the station. The first category includes 33 top-down signboards, which are a result of decisions and policies set by PT KAI as an institution. These signboards include various official information issued by PT KAI, which are designed to provide guidance or important information to passengers and station visitors. Signboards in this category indicate the existence of control and regulation from the highest management in the company regarding the information conveyed to the public. In contrast, the bottom-up category includes only 2 signboards that originated from the initiative of KAI employee staff, namely appeal stickers and Grab promotional advertisements installed in strategic locations. These signboards reflect the efforts of individuals or groups within the company to convey certain information or messages to the public directly, without any intervention or direct direction from the central authorities.

Table 1. Linguistic landscape result

Type on signs	Language		Size & Information (non-Monolingual Signs)	
	Ln	Lu	S	I
Top-down Signs				
	M = 6	I = 6	I = 25	I = 1
	B = 27	E = 0	E = 0	E = 0
	T = 0	IE = 27	S = 2	S = 26
		O = 0	O = 0	O = 0
Bottom-up Signs				
	M = 2	I = 2	I = 2	I = 2
	B = 0	E = 0	E = 0	E = 0
	T = 0	IE = 0	S = 0	S = 0
		O = 0	O = 0	O = 0

Note:
- *Ln (number of languages): M - monolingual (one); B - bilingual (two); T - trilingual (three), or more than three*
- *Lu (language used): I - Indonesian only; E - English only; IE - Indonesian & English; O - other (neither Indonesian nor English)*
- *S (relative size of the lettering in non-monolingual signs): I - Indonesian is larger; E - English is larger; S - same; O - other non-Indonesian/English is larger*

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- *I (relative information in non-monolingual signs): I - more in Indonesia; E - more in English; S - same; O - more in other non-Indonesian/English*

The results of the analysis for the top-down sign category show that the majority of signs in the Bekasi station area tend to be bilingual, with Indonesian and English being dominant. Of the 33 signs analyzed, 27 of them (81.8%) use two languages, namely Indonesian and English. Only 6 signs (18.2%) are monolingual, and these are written entirely in Indonesian. There were no signs that only use English, or signs that use three or more languages, or even use scripts from languages other than Indonesian and English.

In terms of font size on top-down signs, there is a striking imbalance. Most signs (25 or 92.5%) display writing in Indonesian with a larger font size compared to English. This indicates a preference or dominance of Indonesian in the visual representation of these signs. Only 2 signs (7.5%) show the use of almost the same font size between Indonesian and English. This indicates that even though English is present, Indonesian remains dominant, both in terms of size and placement on the sign. Apart from size, the information conveyed through the signs shows a proportional balance in the use of the same language. This is clearly seen from the fact that 26 of the 27 bilingual signs at Bekasi city train station (96%) display both languages in equal portions. On the other hand, only 1 signs (4%) display information in Indonesian predominantly, showing that the information conveyed uses more Indonesian on these signs. This proportion reflects a careful approach in combining both languages in order to meet the needs of effective communication for various user groups.

Meanwhile, for the bottom-up sign category, it was found that all signs were monolingual, meaning they were only written in one language, namely Indonesian. This shows that on signs initiated by the community or non-government entities, Indonesian remains the main choice without any mixture or use of foreign languages, including English.

Table 2 below presents a summary of the analysis of the function of each sign at Bekasi city train station. The analysis is grounded in the theory proposed by Landry and Bourhis (1997), which delineates two primary functions of signs: informative and symbolic. The informational function pertains to the sign's role in conveying clear information or instructions to the reader, while the symbolic function pertains to how the sign reflects the identity, social status, or authority of the sign's issuer. The analytical framework utilized in this study is based on the methodology formulated by Zahara & Wijana (2022), enabling the identification and categorization of the functions of every sign present in the study area.
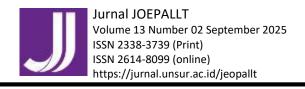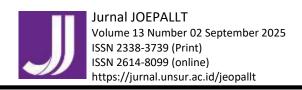
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Table 2. Linguistic landscape function

No	Text on signs	Informative function	Symbolic function
1.	KEMENTRIAN PERHUBUNGAN DIREKTORAT JENDRAL PERKERETAAPIAN WILAYAH JAKARTA DAN BANTEN	Provides information about government institutions	Symbols of authority and formality
2.	Mushala Pria *Men's praying room*	Provides information about male prayer facilities	Symbol of inclusivity and attention to religious needs
3.	Pintu masuk KA jarak jauh/*Enterence for intercity trains* & Loket & Cetak Tiket KA Jarak Jauh/*Intercity trains ticket counter and ticketing issuance*	Provides information about entrances and ticket counters	Symbol of ease of access and public services
4.	BEKASI Masuk KRL Commuter/*KRL Commuter Enterence* KA Jarak Jauh/*Intercity Trains*	Provides information about KRL and long-distance train entrance areas	Symbol of transportation integration
5.	Mushala Pria *Men's praying room*	Provides information about male prayer facilities	Inclusivity and attention to religious needs
6.	Kantor *office*	Provides office location information	Symbol of formality and professionalism
7.	Peron/*platfrom* 3.4 Keluar/ *exit*	Provides information about platforms and exits	Symbol of navigation and directions
8.	Lift prioritas keluar *priority elevator to exit*	Provides information about priority exit elevators	Symbol of accessibility and special facilities
9.	Informasi/*Information* peta Jaringan KA perkotaan Jabodetabek dan sekitarnya *Jakarta metropolitan railway network map* (and the map image)	Provides information on train network maps	Symbol of orientation and travel planning
10.	Toilet pria *Men's restroom*	Provides information about male toilets	Symbol of public facilities and comfort
11.	Masuk KRL Commuter/*KRLCommuter Enterence*	Information about KRL access and routes	Symbol of transportation services

	KRL cikarang loop line kampung bandan = cikarang		
12.	Toilet difabel *Disabled restroom*	Provides information about toilets for the disabled	Symbol of accessibility and inclusivity
13.	Eskalator *escalator*	Provides information about escalators	Symbol of transportation facilities in the station
14.	Kusus Pintu keluar KRL Commuter/*For KRL Commuter Exit only* dan Masuk KRL Commuter/*KRL Commuter Enterence*	Special information about KRL exits and entrances	Symbol of accessibility and flow regulation
15.	Alat ukur bagasi (*rules and their symbols*)	Information about baggage measurements and rules	Symbol of security and arrangement of goods
16.	Keluar/*exit* (information on transportation names in Bekasi city)	Provides information about exits and transportation in Bekasi	Symbol of direction and navigation
17.	Mushola Wanita/*women's praying room* Mushola Pria/*men's praying room*	Provides information about female and male prayer facilities	Symbol of inclusivity and attention to religious needs
18.	Toilet wanita *Women's restroom*	Provides information about female toilets	Symbol of public facilities and comfort
19.	Tujuan ke angke VIA MRI no KA 5062 SF 10 waktu 09:15	Provides information on schedules and destinations	Symbol of travel planning
20.	Commuter Balance Reader (CBR) Cek Saldo & Aktivasi kartu ulang elektronik *Check Balance & Activation of Electronic-TicketingCard*	Provides information about balance checks and card activation	Symbol of electronic services and comfort
21.	Peron 6.7 *Platfrom*	Provides information about platforms	Symbol of navigation and directions
22.	Nomor Telepon Darurat *Emergency Phone Numbers* (various numbers included)	Provides information on emergency telephone numbers	Symbol of security and alertness
23.	Rycle - Paper- Toxic-Residue Daur Ulang - Kertas - Toksik - Residu	Provides information about trash bins and their types	Symbol of environmental awareness and cleanliness

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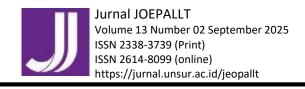| 24.	Peron 6.7 *Platfrom*	Additional information about platforms	Symbol of navigation and directions
25.	Keluar/*exit* (street names in Bekasi city & trans patriot bus stops)	Provides information about exit, road, and bus stop	Symbol of navigation and directions
26.	Prosedur Evakuasi *Evacuation procedure*	Provides information on evacuation procedures	Symbol of safety and emergency response
27.	Keluar Jl. Ir H Juanda (parkir selatan) Keluar Jl. Ir Perjuangan (Parkir Utara)	Information on parking and exit locations	Symbol of navigation and parking facilities
28.	Dilarang Merokok Di seluruh Area Stasiun *No smoking in station area*	Provides information on smoking bans	Symbol of regulations and health
29.	Escalator Dalam Perbaikan Mohon Maaf Atas Ketidaknyamanan Yang Ditimbulkan	Provides information on escalators under repair	Symbol of understanding and service
30.	Parkir Motor	Provides information on motorcycle parking areas	Symbol parking facilities and convenience
31.	Mulai 1 Juni 2023 Diberlakukan jadwal baru Perjalanan comnuterline Jabodetabek jadwal dapat di unduh di website resmi commuterline.id atau scan qr di samping ini	Information on new schedules and how to download schedules	Symbols of updates and information access
32.	Jajan & Jalan Hemat Pakai Grab GrabBike Hemat Mulai Rp. 8rb GrabFood Tiap hari diskon 35%	Provides information on Grab service promotions	Symbols of promotion and alternative choices
33.	Awas Kaca *Caution! Glass* Dilarang Bersandar Di Kaca	Provides warnings about glass	Symbols of safety and alertness
34.	Masuk KRL Commuter/KRL *Commuter Enterence* Masuk KA Jarak Jauh/*Intercity Trains enterence*	Provides information on entrances for KRL and KA	Symbols of accessibility and transportation integration
35.	SELELU JAGA DAN AWASI BARANG BAWAAN ANDA JANGAN SAMPAI TERTINGGAL ATAU BERPINDAH TANGAN KE ORANG LAIN!!!	Provides warnings about the safety of goods	Symbols of security and alertness

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Discussion

Train stations in multicultural cities such as Bekasi city train station often reflect the linguistic diversity of the surrounding community. The finding as shown in table 1 performs the variability of the linguistic landscape. This points to extend the inclusivity and availability of the station for individuals from different linguistic backgrounds, so that they feel more acknowledged and can utilize the facilities more effectively (Aini et al., 2023).

The finding in this study shows that the linguistic landscape at Bekasi city train station show station appears the use of two languages within the signage framework, specifically Indonesian and English. This appears how these stations oblige assorted communication needs, encouraging more effective intuitive between travelers of station. The bilingualism of each sign not as it were makes a more comprehensive environment but too makes it simpler for people with different linguistic backgrounds to explore the station more successfully. Therefore, the linguistic landscape at Bekasi city train station serves as a visual representation of the cultural and linguistic diversity that exists in the community and strengthens the city's picture as a neighborly and open put for everybody as noted by Gorter (2006). Also, the linguistic landscape consists of signs arranged based on their origin, namely top-down signs installed by the government or official authorities, and bottom-up signs installed by individuals or private companies. This is consistent with the findings at Bekasi Station, where top-down signs are dominated by PT Kereta Api Indonesia (KAI) decisions that include various official information, while bottom-up signs come from KAI employee initiatives or third parties such as Grab advertisements.

In the interim, Landry and Bourhis' hypothesis (1997) sees the function of signs from two fundamental viewpoints, informative function and symbolic function. The informative function refers to conveying clear information to the reader, while the symbolic function reflects the social identity and status of the party installing the sign. For example, the signs at Bekasi Station that function informatively include directions and information about available services, such as long-distance train entrances and ticket counters. While symbolically, these signs also reflect the authority and social status of the party managing the station, especially through the use of logos and mentioning the name of the Ministry of Transportation

Therefore, Gorter (2006) and Landry & Bourhis (1997) provide a strong framework for analyzing the linguistic landscape at the Bekasi city railway station. These theories show how the signs installed not only function to provide information but also play a role in strengthening the social status and authority of the institution responsible for the public facility.

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In the context of Bekasi city train station, the linguistic landscape function can be identified through two main perspectives, namely the informative function and the symbolic function. Based on the theory of Landry and Bourhis (1997), the informative function of a signboard is to convey clear information or instructions to the reader, while the symbolic function relates to how the signboard reflects the identity, social status, or power of the party installing it.

Signs at Bekasi city train station generally have a very clear informative function. This informative function can be seen from how each sign conveys the information needed to guide station users in navigation, understanding rules, and finding available services. For example, sign number 1 which provides clear information about the government agency responsible for managing trains in the area. This is important to provide context and authority to station users regarding the management of public transportation.
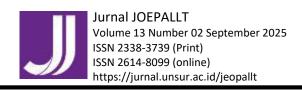
In expansion to the informative function, the signs at Bekasi city train station moreover have a symbolic function. This symbolic function reflects the character, social status, or control of the party that put up the sign. For case, sign number 1 with "Kementerian Perhubungan" appears an image of specialist and convention, which emphasizes the government's part in overseeing open transportation.

This study can be compared with other studies conducted in different regions. One of them is a study by Jaza Al-Otaibi and Alamari (2022) who examined the language of shops in Saudi Arabia. They found that the use of two languages, mainly Arabic and English, in shops reflects the world and the presence of a large expatriate population in the country. Similar to the findings of this study conducted at Bekasi city train station, Indonesian and English languages are utilized to cater to the diverse visitor demographic and address general communication requirements. Both studies demonstrate that the utilization of foreign languages like English tends to appeal to international visitors or expatriates seeking a more globally recognized language for accessing information.

Azmillah and Muttaqin (2020) conducted a study in Sidoarjo that investigated the utilization of bilingualism in the city's linguistic landscape. It was determined that the use of dual languages, specifically Indonesian and English, is commonly observed in urban settings to enhance accessibility for tourists and foreigners. Similar to the Bekasi city train station, the signs in Sidoarjo highlight the significant role of English as a supplementary language for facilitating communication. However, it was found that some signs used more than two languages, especially in tourist areas, which was not the case in Bekasi.

Another study conducted by Purnanto (2021) examined the linguistic landscape of Surakarta and revealed the significant symbolic meaning of language on road signs. The symbolism, fonts, and colors used in local leaders'
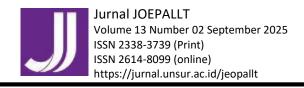
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communications reflect their social hierarchy and status. At Bekasi city train station, signage prioritizes Indonesian with larger fonts over English, highlighting a language hierarchy that emphasizes the dominance and importance of local languages in communication. This highlights the symbolic importance of Indonesian having a superior social status within the local context, with English serving as a supplementary language.

The study conducted by Purnanto and Ardhian (2020) in Malang indicates that road signs in the city contribute significantly to shaping its identity through the linguistic landscape. The study findings reveal that even though a few signs incorporate English, the predominant language used is Indonesian. The results obtained from Bekasi city train station are comparable to those achieved here, where English is utilized as a supplementary language rather than the primary language. This confirms that Indonesian remains the primary language used for public communication in the majority of Indonesia, including urban areas frequented by international tourists.

Furthermore, this study has limitations. One of the key limitations is the absence of an in-depth semiotic analysis. Semiotics focuses on how signs convey meaning through symbols, colors, shapes, and other visual elements. In the context of Bekasi station, a semiotic analysis could provide additional insight into how the use of visual elements on signs contributes to users' understanding and perception of the information being conveyed. For example, a semiotic analysis could look at how the font size, color, or certain symbols on top-down and bottom-up signs reflect information hierarchy or even social status. For example, on some top-down signs, Indonesian is often written in a larger font size than English, indicating the dominance of the local language and its importance in the context of formal communication.

However, this study did not examine the semiotic aspect in depth, researchers missed the opportunity to further understand how visual elements play a role in creating language hierarchy or conveying meaning symbolically. Another limitation is related to the lack of analysis on how visitors or station users understand and interpret signs semiotically. In some cases, visual elements such as icons or symbols may be more easily understood by users than written text, especially for those who do not speak the language used in the sign. Thus, understanding how visual elements function in the linguistic landscape can help enrich the analysis and provide a more complete picture of the dynamics of communication at Bekasi city train station.

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CONCLUSION

The study aims at analyzing the linguistic landscape at the Bekasi train station, especially in terms of the bilingual signs, which are present in Bekasi train station in Indonesian as well as English. The use of language in the linguistic landscape at the Bekasi city train station shows a balance between Indonesian and English. The finding showed that most of the top-down signs, namely signs issued by the official authority, namely PT Kereta Api Indonesia in the maintenance and security of the station, use Indonesian and English together. However, English is used on a small scale as both languages.

The function of linguistic landscape most appear is informative and symbolic functions. The finding showed that the signs at the Bekasi city train station not only function as a means of communication to convey information, but also have a symbolic function. The information function is clearly visible through signs that provide directions, information about facilities, and regulations at the station. English is used to expand accessibility for non-Indonesian speaking visitors, such as foreign tourists or expatriates.
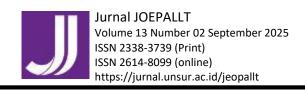
The findings of this study strengthen the understanding of the differences between top-down and bottom-up signs. Most of the signs at Bekasi city train station are top-down signs, installed by PT Kereta Api Indonesia as part of formal regulations and company policies. These signs include directions, station maps, and rules that passengers must obey. These signs also show the dominance of bilingualism, with Indonesian as the main language and English as a supporting language.

In contrast, bottom-up signs at the station are more informal and mostly monolingual (using only Indonesian). This includes advertisements or announcements made by non-governmental parties or staff initiatives in the field. In this context, Indonesian is the main choice because the target audience is mostly from the local community who speak Indonesian.

RECOMMENDATION

Based on the results of this study, there are several suggestions that can be put forward to improve and enrich the LL in public spaces, especially in train stations and other public transportation facilities.

Although English has been widely used at Bekasi city train station, the first suggestion is to expand the use of other foreign languages, such as Mandarin or Arabic, especially considering the growth of tourists from countries with speakers of these languages. This will make the station more inclusive and friendly to passengers from various cultural and linguistic backgrounds, as has been done at
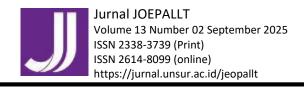
several airports or transportation facilities in developed countries.

Another important suggestion to consider is strengthening the presence of local culture, especially Betawi culture, in the linguistic and visual landscape at Bekasi city train station. As part of the Jabodetabek area, Bekasi has a close relationship with Betawi culture, which can be integrated through design elements and language on station signs. For example, the use of typical Betawi motifs or greetings in Betawi can create a more intimate atmosphere and reflect local cultural identity. In addition, information about Betawi history and culture can be conveyed through information boards or murals, so that visitors not only get directions, but also gain insight into the richness of local culture. This effort will help preserve Betawi culture and create a station that is more distinctive and connected to its surroundings.

The main limitation of this study is that it did not examine semiotic elements in depth. Therefore, it is recommended to conduct further research on how visual elements such as color, shape, symbols, and layout can influence the understanding and reception of information by station users. The use of clear and universal icons, for example, can greatly assist users who do not speak Indonesian or English to understand important information, such as evacuation signs or directions.

In addition, it is recommended to conduct further research in environments with a more diverse LL in terms of language use, such as in traditional markets or traditional commercial areas. Traditional markets are usually gathering places for various groups of people with diverse linguistic and cultural backgrounds, so the potential for the use of languages other than Indonesian and English, such as regional languages or other foreign languages, is higher. Research in these places can reveal language use in more informal and spontaneous contexts, and provide a deeper insight into bottom-up signs, which tend to be more common in these environments. These signs usually emerge from the initiative of local individuals or groups and can show different linguistic dynamics compared to formal signs issued by authorities. Through this research, understanding of language diversity in public spaces can be more comprehensive, especially in multicultural urban contexts.
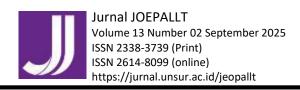
In this way, this study shows how the linguistic landscape of Bekasi city railway stations reflects the different origins of travelers and the complex communication needs in public spaces. Even with the efficient primary semiotics applied through the dual language and specific railway signs, there are still many areas for improvement, especially in terms of policy semiotics and language. With the right changes, LL public transportation facilities are promoted to be more inclusive, informative, and warm.

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